

Single Sponsored eBook

What it does:

- ▶ Use content from past peer-reviewed editorial
- ▶ Use content from past webinars (we will transcribe a webinar into an article)
- ▶ Use content from interviews of thought leaders

What you receive:

- ▶ Exclusivity: You'll be recognized as the sole sponsor, positioning your company as an industry thought leader
- ▶ Delivered electronically as an educational resource to a targeted audience from the pharma/science community
- ▶ Integrates your company's content, assets and collateral (six pieces plus three full page ads)

Marketing Campaign:

- ▶ Aggressively promoted through multi channel marketing (e-blasts, website, e-newsletters, social media)
- ▶ Website Hosting on LCGC's e-book library
- ▶ Lead Generation: Capturing contact & demographic information required at registration
- ▶ Social Media

