

APPLIED CLINICAL TRIALS

Online -

e-Media Insertion Order

N/a

ADVERTISER:	ExL Pharma	Agency	N/a
Contact:	Ms. Jasmine John	Contact:	DEC 11 2009
Address:	555 8 th Avenue, Suite 310	Address:	
City, State, Zip:	New York, NY 10018	City, State, Zip:	
Phone:	212-400-6235	Phone:	
Fax:		Fax:	
Email:	jjohn@exlpharma.com	Email:	
SALES REP:	Hope Corcoran	BILL TO:	☐ Agency ☒ Advertiser

	CREATIVE DUE	LIVE DATE	END DATE	GROSS RATE MONTH	NET RATE MONTH	TOTAL NET COST	DESIGN COST
Website Ads:							
Banner (468x60)							
Leaderboard (728x90)							
Skyscraper (160x600)							
Box (300x250)							
Button (120x60)							
e-Newsletters:							
☒ EDC NEWS							
☒ Lab Views							
☒ CRO News							
Banner (468x60)							
Half Skyscraper (120x240)							
Marketplace (10-15 words, 100x100)							
Text (65 words + one url)							
Sponsor logo (88x31)							
E-Solution Broadcast	See notes	Jan Feb March April May June August	Jan Feb March April May June August	\$2,352.95	\$2,000 per blast	\$14,000	n/a
Podcast Series Sponsorship:							
Webcast Sponsorship:							
Whitepaper Lead Generation:							

SPECIAL INSTRUCTIONS:

Each e-solution blast will deploy between the first Tuesday to first Thursday of the month (so either Tues., Wed., Thurs.).

Added value- will have banner ad run on site- January, July & September

Added value- will have marketplace ad run on newsletter- January, July & September

LABS ENEWS

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E-clinical ENEWS

Reporter

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