Online Advertising

White Paper Specifications

· White Paper in PDF format no more than 1.5 MB in size
· Your Company Name
· White Paper Title: 36 words
· Author(s): names only, not company affiliations
· White Paper abstract: a description of what the application note contains; 2-3 short sentences, maximum 50 word count total.
· Email Address where leads should be sent
· 13 keywords to be included in your lead email subject line as an identifier for the White Paper
· Contact Name
· Contact Phone Number
· Logo (EPS, JPEG, GIF format, max width: 150 pixels)
· URL Links: one URL with http:// in front of the www that links from your logo
· Company Text: 7-10 word maximum in plain text that describes your company

Materials Submission

Website and Newsletter Ad Materials:
ubmpharma.adops@hcl.com
Whitepapers, eApplication notes, or eSolution Blasts:
WP.Advanstarsupport@hcl.com
Please list the Advertiser and Website in the subject line.

Questions? Click Here.