

BIG4BIO

SPONSOR PROGRAM



ABOUT BIG4BIO

Since 2014, Big3Bio has provided unrivaled coverage of the developments in the life science industry's "Big 3" regions with our daily newsletters **Boston**, **San Diego**, and **SFBay** - and we have increased our coverage by becoming **Big4Bio** with the launch of **Big4Bio:Philadelphia!**

We fulfill the needs of our readers by researching thousands of sources every day, and sharing that coverage via our newsletters each morning. These newsletters are invaluable resources to leaders and decision-makers in the life sciences, and they have the highest open and click rate of current industry email offerings.

BEING A SPONSOR

"Without a journal of some kind, you cannot unite a community." — Gandhi

When you become a sponsor of Big4Bio, you not only give your company a variety of exclusive benefits (shown next page), but you also help unite and grow the local life science community.

This opportunity gives you a distinct placement in the life science industry in these regions: you will stand out as a key resource to the community - and to your clients or customers as well.

Join other successful organizations and make Big4Bio's Sponsor Program an annual part of your successful marketing/branding communications.

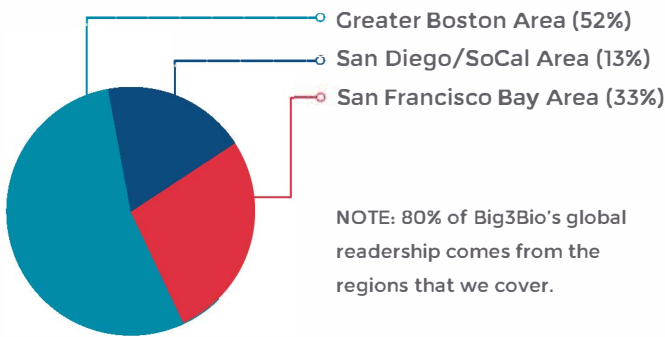
SPONSOR. SHOWCASE. SUCCEED.



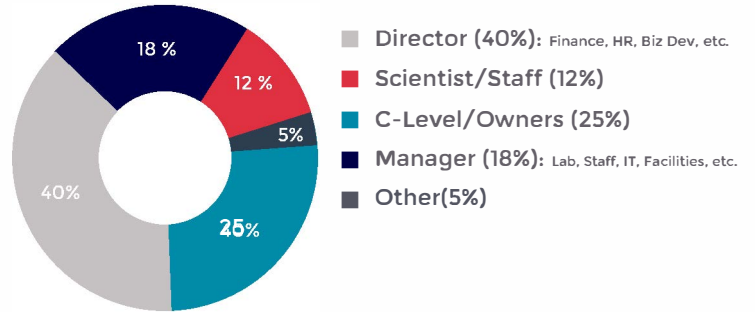
ASK ANY SUCCESSFUL MARKETER: EMAIL IS A REQUIRED TOOL

According to a report that surveyed 1000 life scientist researchers, it was indicated that promotional offers in emails has served as the most valuable tool for scientists in helping them find products they need.

Reader Location (prior to Philly expansion)



Life Science Company: Job Function



Company Types



Unrivalled Reach: More Statistics and Information

Big3Bio newsletters:



25-30% opens

24-30% clicks

COMPARE →

| Business Type | Open Rate | Clicks (Click-Through Rate) |
|--------------------------|-----------|-----------------------------|
| Consultant, Training | 13.67% | 7.82% |
| Health & Social Services | 21.94% | 8.24% |
| Health Professional | 17.29% | 7.36% |
| Marketing, Advertising | 10.68% | 7.70% |
| Professional Services | 15.21% | 8.09% |
| Publishing | 13.73% | 13.58% |
| Unknown | 14.59% | 6.99% |

Unrivalled results.
(See our award on the next page >>)



LEVEL OPTIONS

Big4Bio sponsors receive benefits that aren't found anywhere else. These exclusive options propel your organization past others in your field. Here are the main aspects of a one-year sponsorship:

ANCHOR LEVEL

please contact for details

PREMIUM LEVEL sponsorship, please contact for details

CENTER LEVEL

GOLD LEVEL plus:

"Ownership" of one of Big3Bio's Centers (Events, Innovation, Career*, Financial), which includes logo/link in Center section of newsletters; Center section has area for extra content and promotion

• Center Sponsor has own page/real estate on Big3Bio website (\$6k extra)

NOTE: New, customized Center options may be available (e.g.: Sponsor naming of Center+ content choice)

GOLD LEVEL

BASIC LEVEL for ALL REGIONS plus:

• 3 FREE email blasts to Big3Bio subscribers; social media promoting

• Banner ad in each newsletter for special offers/product sales

TITLE LEVEL

BASIC LEVEL plus:

• Spotlight Q&A on company/focus area

• 1FREE email blast to B3B subscribers

• social media promoting of organization

BASIC LEVEL

• Logo/link/Company information on regional website of choice

• "Sponsors" page; logo/link in regional daily newsletter of choice

• Email blasts for 50%off



“The only news I read in the morning is the New York Times and Big3Bio.”

- BRUCE W JENETT

Senior Counsel With DLA Piper LLP
Secretary, California Life Sciences Association



The Constant Contact All Star Program recognizes those that stand out among more than 650,000 small businesses

CONTACT US

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