



Ion Channel Media Group Ltd. - Media Package

(Updated: July 31, 2005)

Ion Channel Media Group Ltd. is a corporation which delivers the most highly targeted biotechnology traffic available to your website through our information portals. The information portals contain very useful information regarding specific segments of biotechnology and draw a highly sophisticated audience of professionals. The demographics of our visitors are approximately broken down as follows:

- 76% have doctoral degrees (PhD or MD)
- 37% work in industry or government labs
- 54% are in North America, 32% are in Europe

Our current site offerings cover a wide range of areas of interest to those in biotechnology including the following web properties (and a large number still in early development):

- Ion Channel, Patch Clamp & Electrophysiology Resources
 - <http://www.ionchannels.org>
- Atrial Fibrillation Research
 - <http://www.atrial-fibrillation.org>
- High-throughput Screening Resources
 - <http://www.htscreening.org>
- Knockout & Transgenic Research
 - <http://www.knockoutscience.com>
- AIDS / HIV Research
 - <http://www.aidshivresearch.com>
- Apoptosis & Cell Death Research
 - <http://www.caspases.org>
- Protein Kinase Research
 - <http://www.kinaseresearch.com>

We can offer you the following advertising programs which are not mutually exclusive and are briefly described below. Given the highly targeted nature of our traffic, conversion rates are typically very good even for extremely esoteric topics such as “ion channels”; we have a number of satisfied customers who continue to advertise with us month-after-month.

1. **Branding banner advertisements:** this is a great opportunity to have your banner seen by every visitor visiting the specific portal you are targeting. You will receive a 180x150 sized banner of any media type (flash, animated GIF, DHTML etc...) which will be displayed at the top of the main page and in all subsequent subpages (though in a less prominent position). For the IonChannels.org portal for example, your banner will be seen about 20,000 times a month and receive at least 80 (up to 200 or more) unique clicks a month. Contact us for current pricing levels. We operate on an auction basis for these positions.
2. **CPM-based pricing:** For banner positions lower on the main page, we offer very competitive CPM based rates. Large banner spots located in the 2nd third of the main page and all subsequent subpages are available at a very competitive CPM rate of \$8 per 1000 impressions (as of July 31, 2005) and the bottom third of the main page (and all subpages) is available for only \$4 per 1000 impressions (as of July 31, 2005). Contact us for current pricing levels.
3. **Opt-in email distributions:** with this program you can send your targeted emails to our opt-in subscriber list. For privacy reasons, you will not receive the list of email addresses, but you can choose the demographics of your target audience. Rates are currently \$0.50 USD per email. Emails can be in text format or HTML.

All banner packages include real-time statistics of banner performance and weekly progress reports. Our industry-standard software can rotate multiple banners to maximize effectiveness. We can also provide graphics design services for the creation of eye-catching banners in flash or GIF formats. Rates for banner design are currently only \$100 USD per banner.

Please do not hesitate to contact Christian Hesketh if you have further questions or would like to take advantage of these unique advertising opportunities.

Contact information is on the following page...

Contact information:

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