

**Powerful targeted advertising
utilizing Quertle's advanced concept-based semantics!**

What is Quertle

Quertle® (www.quertle.info) is the **easiest** to use, yet **most powerful search engine** for the biomedical literature. Using cutting-edge, semantic-driven text analytics Quertle finds **conceptual relationships**, not just query terms scattered throughout a document. Quertle's innovative **Power Terms™**, representing entire classes of related concepts such as "diseases", and automatic identification of key concepts provide the user with the **relevant** literature and an intuitive way to explore it.

Quertle's Audience (statistics as of 8 Aug 2010)

Who

Active biomedical researchers

- With significant budgets
- Looking for answers and solutions, NOT casual web surfing

⇒ **Users receptive to ads**

Usage

Over 45,000 users and growing

- 4.1 pages viewed per visit
- ~5 minutes on site per visit

⇒ **Effective exposure to gain response**

Organizations

- Academic ~40%
- Industry
 - Large Pharma ~15%
 - Biotech and small pharma ~40%
- Government ~ 5%

⇒ **Reach all types of institutions doing biomedical research**

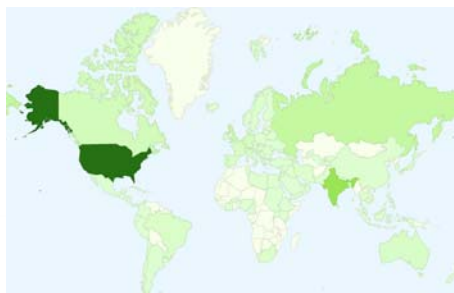
Where

By Continent

1. North America	44%
2. Europe	25%
3. Southern Asia	17%
4. Eastern Asia	3%
5. Oceania	2%

By Country

1. USA	44%
2. India	17%
3. Russia	6%
4. UK	5%
5. Canada	3%



⇒ **World-wide exposure (136 countries)**

Why Advertise on Quertle

Semantic Targeting

- Concept-based
- Much more effective than simple keyword targeting
- Takes advantage of the user's query and subsequent refinement and filtering

⇒ **The most advanced targeting available**

Impression Value

Quertle has a highly focused user group of active researchers.

⇒ **Ad impressions carry significant value**

Flexible Arrangements

Although Quertle has shown the CPM model to be the most effective, other models are available.

⇒ **Flexibility to meet your needs**

Position-specific Options

Top positions on the Quertle Home page enjoy 5x higher click-through rates than any other position on the site.

⇒ **Options to make your campaign even more successful**

Immediate Measurable Results

- How many users have seen the ad
- How many have clicked on the ad
- And more

⇒ **Quantifiable ROI**

Unique Opportunities

- **Submit your scientific whitepapers and research posters** for inclusion in the database – these documents are treated like all other data sources and shown to the user when relevant to their query. There is **no fee for each impression or click-through**.
- **Sponsorship of Quertle's unique Power Terms** – one of the most popular and powerful features of the Quertle search engine. Sponsorship gives your company **exposure to essentially all of Quertle's users**. You can even sponsor a custom Power Term relevant to your product line.
- **Sponsorship of Quertle's newsletters** – participate in Quertle's email marketing campaigns to reach active biomedical researchers.

Industry-leading Effectiveness

Ad style has been optimized for this target audience (who ignore banners, etc.), with **text-based informative ads**, similar to other information on the page.

⇒ **Since inception, ads on Quertle have better than 3% click-through rate, with one recent campaign achieving almost 9%!**

Sample Ad:



Pathway Studio - new version 6.0

Pathway studio software builds and displays molecular pathways and helps scientists to uncover connections of biomedical interest.

www.ariadnegenomics.com

Campaign Types

Site Sponsorship:

- Front page advertising, visible to all biomedical researchers
- One of the top two positions, which receive the highest click-through rates on the entire site
- Excellent branding to our highly focused group of active biomedical scientists
- Ads updated weekly at no charge for the best click-through-rates
- Free expert assistance in creating your advertisement
- Best value at \$3,500 per month (\$3,000 per month for one year contracts)

Targeted Plus Advertising:

- Results page advertising, targeted to all researchers using your specific term, concept, or Power Term™
- Home page advertising, which is also targeted based on user history
- Occasional additional displays to obtain maximum brand recognition
- Up to five (5) different ads can be used for each campaign, with five different concepts (keywords) each ad
- Ads can be updated weekly at no charge for the best click-through-rates (fresh ads attract more attention)
- Free expert assistance in creating your advertisement
- \$1,000 per 10,000 impressions

Semantic Targeting Options

Concepts can be highly specific (ex: EGFR or FMO1A1) or broad, and can include the use of Quertle Power Terms™ (ex: “receptor” or the Power Term “\$Genes”). Synonyms and related concepts are automatically included.

“Required” concepts:

- Choose specific concepts related to your product to ensure your ad is shown to the customers who matter
- Takes advantage of the Quertle semantics engine to accurately target the most relevant results

“Blocking” concepts:

- In addition to matching your ad to concepts as a required trigger, you can also specify blocking concepts, so that your ad is not shown to the users who may not benefit from your offering.

Example use of targeting concepts:

If you had a vaccine for use only in adults, you could have your ad shown when the user does a query using “vaccine”, but block the ad if the user also includes the query term “children” and any synonyms.

Additional opportunities

White papers and posters – include your product information or research as literature content retrievable by users when conducting their normal search queries.

- Cost - \$500 one-time fee for perpetual inclusion of information in the Quertle database
- Includes pointer to full document on your corporate site, with no added fees for impressions or click-throughs
- Discounts available for multiple documents

Sponsored or Custom Power Terms™ – sponsor one of our existing Power Terms, or have Quertle create a custom Power Term for you to make it easier for users to find references relevant to your products. In each case, your company name and a link to your web site will be displayed along with the term (contact us for pricing).

Event announcements – announce conferences, meetings, seminars, etc. to biomedical researchers.

- Cost - \$300 per announcement for three consecutive months (discounts available for multiple entries)
- Front page listing to reach all biomedical researchers using the Quertle site

Newsletter Sponsorship – include your ad in Quertle’s newsletter.

- Cost - \$750 per newsletter
- Quertle’s newsletter goes out to over 10,000 users
- Available only to web site advertisers