

Quertle

Find what matters™



2012 Media Kit

Quertle.info - The Free Pub Med Alternative
Winner of the National Library of Medicine Innovative Technology Challenge

Quertle is the [Award-Winning](#) Biomedical Search Resource used by Physicians and Life Science Researchers around the world.

Biomedical researchers rely on access to the biomedical literature, almost on a daily basis. Yet the overwhelming volume of content usually presents an expensive roadblock to finding the facts they need.

Enter Quertle - a revolutionary way for researchers to search biomedical information and find the crucial facts. Quertle provides actual answers to questions, saving the researchers significant time and money.

"Quertle fills a critical void in our ability to find information in the biomedical literature"

Head of Bioinformatics, a leading pharmaceutical company.

To learn more, watch this short introductory movie about Quertle. [Watch](#)

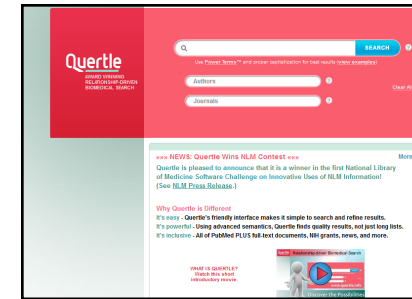
Going well-beyond typical results lists of thousands, and sometimes hundreds of thousands of documents, Quertle uses its proprietary technology to present the user with the key facts relevant to their query, in context. This enhanced technique is quick and easy, removes the huge time strain of inefficiently sorting through piles of data, and minimizes the risk of missing critical information.



For Information Contact:
ads@quertle.com

Quertle Advertisers have the opportunity to be seen by users of these other biomedical sites. Creating a network of trusted and frequently-visited life sciences-focused websites increases the likelihood that ads promoting services, products or equipment will be seen by appropriate customers.

- **Quertle** (www.quertle.info)
Innovative Literature Searching
- **BioCrowd** (www.biocrowd.com)
Discussion groups, blog posts, job resources, and interactive
- **BioInsights** (www.bioinsights.com)
Forums and interactive job board functionality
- **BioCareerBlog** (www.biocareerblog.com)
A leading biocareer development site for active life scientists and bio-professionals



We're not stopping here! As we grow, look for additions to our Advertising Network.

Sign up for our E Marketing Newsletter

Email *delicata* at Quertle.com to get our late breaking opportunities sent right to your inbox.

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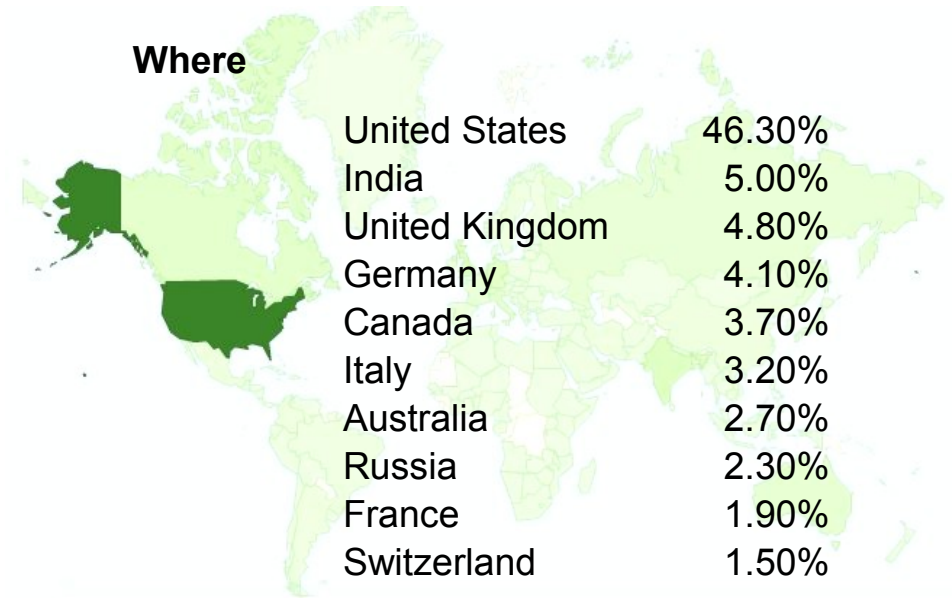
Who are the Users of the Quertle Network?

- Active Life Science Researchers
- Physicians
- Life Science Executives

Organizations

- Academic
- Commercial
 - Large Pharma (The Top 10)
 - Biotech, Small Pharma, Healthcare.
- Government

Where



Quertle Monthly User Base of over 100,000 made over 1.6 Million queries in 2011

Page views per month

BioCrowd	8,000
BioCareerBlog	20,000
BioInsights	1,500
Quertle	130,000

On the Quertle Site:

Average Time on Site:

4:82 Mins

Pages per Visit:

7.16

We're Growing Quickly

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Targeted Plus Advertising

Semantic targeting 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** - keywords specifically related to your product to ensure your ad is shown to the customers who matter most, takes advantage of the Quertle semantics engine to accurately target relevant results.

- **"Blocking" Concepts** - to make sure that your ad is not

shown to users who may not benefit from your offerings

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.

Industry leading effectiveness

Quertle's ad style has been optimized for its target audience (who ignore banners) using text-based, highly informative ads placed strategically within the page

Superb Impression Value

Quertle's audience is highly focused research and health care professionals whose careers depend on purchasing products like yours

Unique opportunity with immediate measurable results

Targeted Plus means ad shown 100% of time with targeted keyword, plus other occasions to increase brand awareness at no extra charge

- Each ad includes 5 keywords/concepts, with unlimited updates
- Set pricing - no bidding for positions
- Free expert assistance in creating your campaign
- Timely reports to monitor responses to each ad

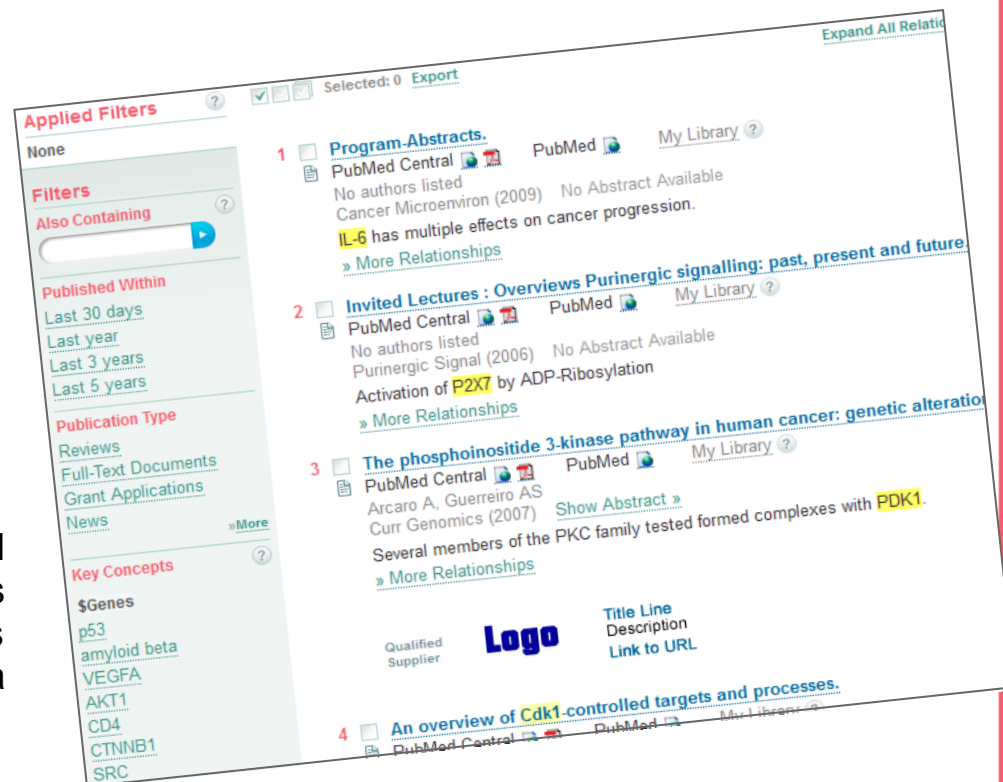
Your Message Delivered to the Right People. That's Targeting!

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Ad specifications for Quertle text-based ads

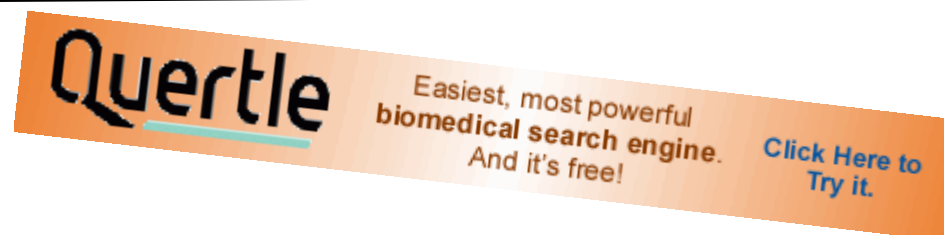
- **Image** - The size is up to 110 pixels wide by up to 35 pixels high. Files can be in .gif or .jpeg format.
- **Title Line** - This is the first line of the ad. It should be kept to around 50 characters, including spaces. Use this to announce the specific reason for the ad.
- **Body Text** - The second and third lines will contain the text information. The entire section should be no greater than 150 characters. This section should be informative, perhaps providing special offers. A call to action is good.
- **Link Text** - This is the displayed link at the end of the ad. It can be up to 50 characters, including spaces.
- **Link Address** - This is the URL address that will be used for the logo, the title line, and the link. The actual address does not have to match the displayed link, but it does have to point to the same domain. We recommend a unique address so you can track leads from this ad.



Ads on the other Quertle Network sites are banner Ads. You can submit your own or let us create it for you.

Sizes:

468 x 60 px • 125 x 125 px • 120 x 240 px



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Packaged Ad Plans

	<u>Good</u> 3 Months	<u>Better</u> 6 Months	<u>Best</u> 1 Year
Ad Impressions	37,500	75,000	150,000
White Paper Inclusions		2	6
Email Blast			3 Mailings Appx 30,000
Email Sponsorship		1 Mailing Appx 10,000	
Total Price	\$2,400	\$5,400	\$10,300
Per Month	\$800	\$900	\$960

Due to Ad Placement, Targeting Technology and Focused Users, each query doesn't create just normal impressions. They create..

Super Impressions!

Custom Plans Available

Target your message to active life science researchers, executives and health professionals.

Connect with a focused group of users whose professional careers depend on purchasing products and services like yours.

Support the new generation of scientists and physicians who are eager to pursue innovative ideas and products.



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Sponsor Quertle's mission to provide advanced literature searching to the education, biomedical, and healthcare research communities

All sponsors receive these Promotions

- Active Promotion of your company as a sponsor of education and research
- Targeted, text-based advertising for the most effective ROI
- Excellent branding to our highly focused group of active biomedical scientists
- Exposure to our entire audience of biomedical researchers and health professionals
- (>300,000 in 2010 and growing rapidly)
- Logo and tag line on Quertle Home Page
- Logo and tag line on Quertle brochures and third party mailings
- Logo and tag line on Quertle booth at conferences and meetings

Go Platinum!

Go Gold!

Platinum Sponsors - \$50,000 yearly

- Includes five keywords, and can be highly targeted or cover entire concepts
- Ads updated weekly as desired, no extra charge, with free expert assistance
- One Direct email, timing of your choice sent to all Quertle subscribers
- Most effective means of reaching your audience
- Incorporation of 10 white papers / research posters to the Quertle database
- Provides perpetual advertising for your company, never expires
- Post 1 event or announcement each quarter (4 total per year)
- Include program announcements, meetings, or even job listings

A Joint press release with Quertle

Gold Sponsors - \$30,000 yearly

Receive all Promotions listed above PLUS:

- Targeted Ad on Quertle results page - 150,000 impressions
- Includes five keywords, and can be highly targeted or cover entire concepts
- Ads updated weekly as desired, no extra charge, with free expert assistance
- Incorporation of 3 white papers / research posters to the Quertle database
- Provides perpetual advertising for your company, never expires

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Whitepapers and Research Posters

Include your product information or research as literature content, retrievable by users when conducting their normal search queries

- Perpetual advertising to targeted individuals
- Link to full document on your corporate site, no additional fees for impressions or clicks

Cost: \$500 Per Document

Newsletter Sponsorship

Include your informative, text-based ad in Quertle's newsletter

- Quertle's newsletter currently goes out to over 10,000 researchers world-wide
- Includes quarterly and yearly Search Trend Reports

Cost: \$2000 per Mailing

Sponsored or Custom Power Terms (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. Provides year-long exposure to all Quertle users.

- Power Term sponsorship links to your corporate site
- One-time setup fee plus annual renewal

Cost: Contact us

Sponsorship of Quertle Email Blast

Include your informative, text-based ad in Quertle's email campaigns Amount of recipients varies per campaign. We always have something good cooking in our email lab.

- Includes links back to your corporate site(s)
- Excellent for new product announcements, promotions, etc

Cost: Contact us

Events and Announcements

Announce conferences, meetings, seminars, positions etc. to biomedical researchers

- Front page listing to reach all biomedical researchers and health professionals using the Quertle site
- Each announcement runs for 3 consecutive months

Cost: \$300 per announcement

Direct Email Campaign

Want to focus an entire email sent to the Quertle's highly targeted recipients?

- Quertle's list is currently over 10,000 researchers world-wide, and rapidly growing
- Preferentially available to web site advertisers

Cost: Contact Us

For Information Contact:
ads@quertle.com

Contact Us

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Links of Interest

[Introductory Video about Quertle](#)

[Quertle User Guide](#) (pdf)

[Why You Need Quertle](#) (pdf)

[Quertle Tips](#) (pdf)

Follow us!



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