



# SDBN

SAN DIEGO BIOTECHNOLOGY NETWORK

## 2018 MEDIA KIT

The San Diego Biotechnology Network (SDBN) is in its 10th year, amassing more than 20,000 life science followers who depend on it to improve their networking skills and stay updated on local and global biotechnology news. Advertisers can easily reach SDBN followers through our many channels, which include events, e-newsletters, social media, and our interactive website which now includes the SDBN Community.

### NEW IN 2018:

- Get up to 1700 daily views by sponsoring SDBN News & Jobs Daily (p. 4-5)
- Sponsor targeted content in SDBN Communities (p. 6)
- SDBN Vendor Shows: Hyper localized, targeted face to face events (p. 4-5)
- SDBN Partners: Show support & get discounted packages (p. 6)
- SDBN Jobs Packages: Unlimited jobs for only \$800/month & targeted landing pages (p. 4-5)
- Downloadable SDBN Directory launching Spring 2018

**“We quickly sold out our cancer technology showcase event when we advertised with SDBN, I highly suggest working with them.”** Deanna Ratkinova, Genomics Institute of the Novartis Foundation



**▶ GET STARTED**  
sdbn.org/advertise or info@sdbn.org



## Be heard @ sdbn.org.

The SDBN website is a resource for life science professionals featuring local news, biotech jobs, a directory, and local events. New in 2018 is the SDBN Community, which is a fast growing area for scientists and professionals to have targeted interactions, see page 6 for more details.

### STATS

Our [Media Rating Council accredited traffic](#) from Quantcast for September 2017 is 4,900 global visitors with 14,200 page views. This translates to 165+ daily visitors viewing 450+ pages per day. The Quantast dashboard details the demographics, and shopping preferences for our viewers. In short, our audience is highly desirable: biotech professionals with above average income and education.

### SDBN MEMBER

Gender: 53% Male, 47% Female  
Age: 46% 25-44  
Education: 81% Post College/Grad School  
Income: 62% >\$50K  
Occupations: Scientist, Biomedical Engineer  
Location: 76% Greater San Diego

### COMPANY DIRECTORY

The SDBN Directory lists more than 430 local biotech companies, searchable by type of company, size, and other features. Basic listings for life science companies are free, with Premium and Consultant listings available.

**NEW!** Be featured in the downloadable PDF directory launching Spring 2018 by buying a Premium Directory listing!

### SDBN JOBS

The SDBN Jobs page is the leading destination for destination life scientists who need to find a biotech job in San Diego, it is the #1 search engine result. Your job listing will also be seen by 500 subscribers in the SDBN Jobs Daily email. See pricing on page 6 and note also new SDBN Jobs Packages, one low price for unlimited monthly jobs postings and a dedicated landing page for your jobs.



## Be heard by scientists.

SDBN reaches thousands of high profile biotechnology and life science professionals wherever they choose to connect with us, whether it be through social media, emails, or events.



### MEDIA REACH

Facebook fans	2,700
LinkedIn Group	10,700
Twitter @SDBN	6,400
Twitter @SDBNjobs	1,800
Newsletter	6,400
Daily News	1,200
Daily Jobs	500
Event	100
Website (all)	4,900
Website (post)	800

**Combined Reach 35500**

### E-MARKETING

We've grown our contact database to complement our social media channels, and offer several different ways to reach our subscribers. Because the SDBN's strong brand has been built over 10 years, our emails have high open (20%+) and high clickthrough (10%+) rates, leverage our trusted name! We never sell email addresses, but are happy to send dedicated e-blasts weekly, check out pages 4-5 for rates.

**NEW!** Reach 1700+ daily subscribers with advertisements in SDBN News Daily and SDBN Jobs Daily. Pay one low price for a week's or month's worth of daily email banner or text advertisements, see pages 4-5 for details.

### SOCIAL MEDIA

Do scientists "get" social media? We find that most use at least one form, depending on their needs, career stage and habits, and we've got you covered!

### EVENTS

SDBN has hosted more than 50 events, creatively meeting the needs of the scientists and companies in the region. In 2018 we are engaging more members to choose and plan events and leveraging the new SDBN Community (see p. 6). It's a great time to get involved and reach more of our members face to face.

**NEW!** SDBN Vendor Shows reach scientists where they work and and we'll engage them in new ways with your products and content, see pages 4-5 for details.

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CATEGORY	ITEM	NO. REACHED	PRICE	CONTENT CREATION	TIME PERIOD	DETAILS AND SPECIFICATIONS
WEBSITE	Top Banner Advertisement: top right, all pages, non-exclusive (3 maximum)	1,633	\$475	\$150	Monthly	Full width of header minus logo; jpg, gif, html5, javascript formats accepted. Specifications: 728 W X 90 H.
	Sidebar Upper Square Advertisement, all pages, non-exclusive (5 maximum)	1,633	\$325	\$150	Monthly	Full width of sidebar; jpg, gif, html5, javascript formats accepted. Specifications: 300 W X 600 H.
	Sidebar Lower Skyscraper, all pages, non-exclusive (5 maximum)	1,633	\$325	\$150	Monthly	Full width of sidebar; jpg, gif, html5, javascript formats accepted. Specifications: 250 or 300 W X 250 H.
	Bottom banner (3 maximum)	1,633	\$250	\$150	Monthly	Width of page/post; jpg, gif, html5, javascript formats accepted. 728 W X 90 H or 468 W X 60 H
	Press Release Listing	4,900	\$275	NA	Once	Posting of company press release on SDBN News page, including front page listing. Specifications: link or press release text.
	Job posting	4,900	\$100	NA	30 days	Full job description linked to website or contact email, highlighted as 'featured job' on website on sidebar & first page. Emailed to 500 daily subscribers for a month and shared via @sdbn and @sdbnjobs on Twitter. Submit text, word document, link or fill out form.
	Job banner (3 maximum)	1,633	\$250	\$150	30 days	Banner between highly visible job page, will repeat on all pages; jpg, gif, html5, javascript formats accepted. 468 W X 60 H
	NEW! SDBN Community Sponsors (3 maximum)	Varies	\$325	NA	Monthly	Prominent logo positioning on all pages of SDBN Community Groups pages, see p. 6 for more details.
	DIRECTORY	Basic Listing	9,600	Free	NA	1 year
Premium Listing		9,600	\$275	NA	1 year	Same as Basic, with logo, description, tags, and social media links.
Consultant Listing		9,600	\$275	NA	1 year	Same as Premium Listing.



### SDBN JOB PARTNER DISCOUNTS: PER MONTH RATES

PARTNER	LEVEL	MIN	MAX	PRICE PER	MIN. PRICE	MAX. PRICE	JOBS PAGE
None	1	3	\$100	\$100	\$300		N
Hiring	4	9	\$90	\$360	\$810		Y
Recruiting	10	Unlimited	\$80	\$800		\$800	Y

CATEGORY	ITEM	NO. REACHED	PRICE	CONTENT CREATION	TIME PERIOD	DETAILS AND SPECIFICATIONS
EMAIL MARKETING	Skyscraper	6,400	\$325	\$150	Once	Static image format, right sidebar. Specifications: 120 W X 600 H.
	Square Advertisement	6,400	\$200	\$150	Once	Static image format, right sidebar. Specifications: 125 W X 125 H.
	Newsletter item	6,400	\$325	\$150	Once	Company provides copy (80 words) and one image for
	e-Blast	6,400	\$475	150	Once	Dedicated e-Blast to 6400 monthly subscribers. 100-300 words of copy including subject, subheader, title, call to action and image.
	NEW! SDBN Jobs Daily Sponsorship	3,500	\$325	\$150	1 Week/7 Posts	Banner: Static image format, right sidebar. Specifications: 468 W X 60 H. Text Ad: 25-50 words of copy including link.
		15,000	\$650	\$150	1 Month/30 Posts	
	NEW! SDBN News Daily Sponsorship	8,400	\$325	\$150	1 Week/7 Posts	Banner: Static image format, right sidebar. Specifications: 468 W X 60 H. Text Ad: 25-50 words of copy including link.
		36,000	\$650	\$150	1 Month/30 Posts	
FACEBOOK	Sponsored post	2,700	\$175	\$150	Once	Company provides copy (25 words) and link.
TWITTER	Sponsored tweet	6,400	\$125	\$150	Once	Company provides 140 character tweet, including link text.
LINKEDIN	Group Posting	10,700 (Possible)	NA	\$150	Once	Per LinkedIn's terms of service, we cannot charge for postings, but they are included with packages totalling \$2500 or more, or for SDBN Partners (see page 6). Posting may or may not be emailed to group (per LinkedIn's algorithm).
LINKEDIN	Group Email	10,700	NA	\$150	Once	Per LinkedIn's terms of service, we cannot charge for postings, but they are included with packages totalling \$5000 or more, or for SDBN Partners (see page 6).
EVENTS	Evening Table Sponsorship	31,200	\$425	NA	Per event	Table display near registration, linked logo on website, business card leads with \$50 raffle item, 2 passes to event.
	Evening Premier	31,200	\$625	NA	Per event	Includes benefits of table sponsorship with 5 minute microphone presentation, premier logo placement, 4 passes to event.
	Day Vendor Show	31,200	\$425	NA		Table display for lunch vendor show, 15 tables maximum, 100-200 attendees.
	Custom	Varies	Varies	NA		Contact us about event planning, hosting, and promotion.

### HOSTING MORE THAN ONE EVENT?

See our partner discounts (page 6), or ask us about multi-event packages.



Connect with life science professionals in a leading biotechnology hubs by joining our Community and becoming an SDBN Partner.

**SDBN COMMUNITY**

SDBN has grown to 20,000 followers over 10 years through the cutting edge use of social media and new event formats and topics. We're innovating again by connecting life scientists through an online community which will allow followers to connect and have focused discussions:

Drug Discovery / Drug Development / Genomics / Medical Devices Diagnostics / Science Communication / Career Development

As an SDBN Community Sponsor, you'll be seen as a thought leader and you'll be able to interact closely with your target audience.

**SDBN PARTNERS**

By becoming a partner, you'll gain not only exposure, but stature by being seen as investing in the community. Additionally, you'll secure a spot on our calendar and we'll prompt you for fresh content and let you now first about promotional opportunities. Due to a natural limit on inventory, we are limiting the number of 2018 partners, so contact us soon.

<b>PARTNER YEARLY BENEFITS</b>	<b>DNA PARTNER</b>	<b>VALUE</b>	<b>PROTEIN PARTNER</b>	<b>VALUE</b>	<b>CELL PARTNER</b>	<b>VALUE</b>
Event Sponsorships	1	\$425	2	\$850	4	\$1,700
Job Postings	12	\$1,200	24	\$2,400	Unlimited	\$5,000
Job Landing Page	No		Yes	\$2,000	Yes	\$2,000
Community Group Sponsor	No		Yes	\$3,900	Yes	\$3,900
Monthly or Daily e-Newsletter Sponsorship	4	\$1,300	8	\$2,600	16	\$5,200
Dedicated e-blast	1	\$475	2	\$950	4	\$1,900
Website Banner Months (non-exclusive)	1	\$475	2	\$950	4	\$1,900
Partner Page Logo Listings	Bottom	\$500	Middle	1000	Top	2000
Premium Directory Listing	Yes	\$275	Yes	\$275	Yes	\$275
Press Release Listings	4	\$1,100	8	\$2,200	16	\$4,400
Facebook or Twitter Posts	6	\$1,050	12	\$2,100	24	\$4,200
LinkedIn Group Posts*	2		3		4	
LinkedIn Group Email*			1		2	
<b>Investment**:</b>	<b>\$5,000</b>	<b>\$6,800</b>	<b>\$10,000</b>	<b>\$19,225</b>	<b>\$20,000</b>	<b>\$32,475</b>
<b>Minimum Savings:</b>	<b>\$1,800</b>		<b>\$9,225</b>		<b>\$12,475</b>	

\*Per LinkedIn's Terms of Service, we cannot charge for LinkedIn group posts or mailings, so we include them free as part of the package.

\*\*Pricing does not include creation of content, see pages 4-5 for pricing."

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