



2014

MEDIA KIT

PERFORMANCE DRIVEN FROM
BRANDING TO LEAD GENERATION



WHY LIFEMAP SCIENCES

Performance Driven

LifeMap Sciences has solidified its leading position in the research community with the introduction of a suite of powerful integrated knowledgebase and discovery platforms for biomedical research. With **GeneCards®**, the leading human gene database; **LifeMap® Discovery**, the database of embryonic development, stem cell research, and regenerative medicine; and **MalaCards®**, the human disease database, LifeMap Sciences offers access to one of the largest user bases in the industry.

Our databases are used by 3 million users from more than 3,000 institutions including academia, research hospitals, and leading biotechnology and pharmaceutical companies. By partnering with LifeMap Sciences, your investment is one that drives awareness and branding, offers concrete ROI, and generates sales.

Capture Mind-share

High-impact media placement designed to provide you with a continuous stream of exposure and engagement - from awareness to display advertising for lead generation.

Drive Acquisitions

Influence prospective customers throughout their research cycle, from early planning, through execution and validation of results. LifeMap Sciences provides the perfect opportunity to introduce and make your product line visible to active researchers as early as when they begin their research.

Achieve Measurable Results

LifeMap provides real-time comprehensive and detailed metrics for every campaign so you can measure ROI and how your products and campaigns are performing.

Generate Sales

Put your brand and products directly in the path of researchers who have come to rely on LifeMap's integrated knowledgebase. Receive traffic and leads from life scientists who are actively seeking products that closely align with their research.



TOTAL REACH

ANNUAL WEBSITE TRAFFIC



Actively engaged users

GeneCards	5.4M
LifeMap Discovery	361K
MalaCards	225K



Includes new and repeat users

GeneCards	2.5M
LifeMap Discovery	345K
MalaCards	214K



Includes single and repeat views

GeneCards	16M
LifeMap Discovery	786K
MalaCards	516K

GLOBAL DEMOGRAPHICS

North America

43%

Europe

28%

Asia Pac

24%

Rest of World

2.6%

Australia

2.4%

USER ENGAGEMENT



Spend 6 minutes per visit



View 3.5 pages per visit



Over 265K click-throughs*

SOURCE: 12 month period ending May 2014 - Google Analytics (GeneCards, MalaCards, and LifeMap Discovery).

*Data collected for banner click-throughs from December 2013 to May 2014, genecards.org data only.

GENECARDS®

THE HUMAN GENE DATABASE

GENECARDS.ORG DISPLAY ADVERTISING

GeneCards.org is a searchable, integrated database of human genes that provides concise genomic related information, on all known and predicted human genes. With over 16 million page visits per year from over 2.5 million users worldwide, GeneCards is accessed by thousands of institutes from academia, research hospitals, patent offices, and leading biotech and pharmaceutical companies

High International Reach

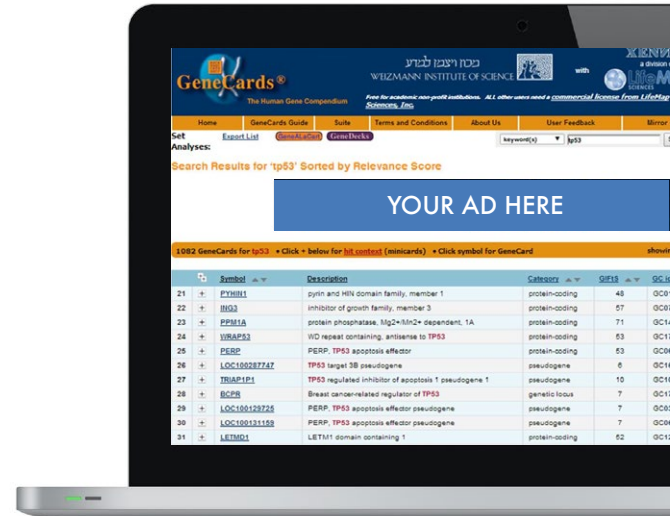
As an advertising platform, GeneCards provides its partners with direct, targeted access to researchers in a powerful combination of reach and engagement – allowing advertisers to engage people who are most likely to be interested in their products and create brand recognition with researchers world-wide. GeneCards analytics includes:

- Page views are up 22% since last year trending to surpass 17 million in 2014.
- International traffic continues to climb at 60% of visits, including 24% from Asia.
- Loyal GeneCards users stay on the site for over 6 minutes and view 3 pages per session.

Effective Ad Placements

Strategically placed product listings and ad positions displayed on GeneCards.org. Ads appear throughout GeneCards are available in IAB standard sizes. All ads are sold on an impression (CPM) basis and product listings are on a PPC basis. Included with the product listing ads are access to real-time metrics through a custom secure website. Ad metrics include the number of click-throughs, a list of the top GeneCards clicks, and trends in popularity of genes (number of times a gene was viewed per period).

Source: Google Analytics



GENECARDS®

KEY WEBSITE METRICS



Actively engaged users



Includes new and repeat users

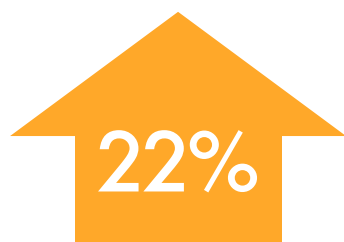


Includes single and repeat views

STRONG TRAFFIC GROWTH

Monthly Page Views

1.5M



Monthly Users

280K



Year-to-Year
June thru May
(2012-13 to 2013-14)

USER ENGAGEMENT



Spend 6 minutes per visit



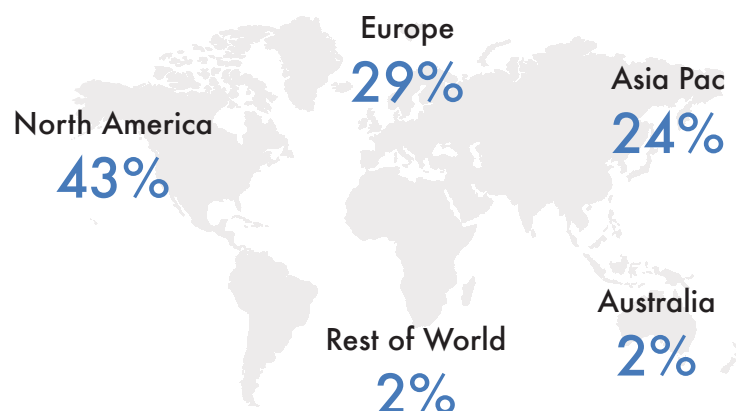
View 3 pages per visit



Over 265K click-throughs*



Over 2.7 million searches



SOURCE: 12 month period ending May 2014 - Google Analytics.
*Data collected for banner click-throughs from December 2013 to May 2014.

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WEBSITE SPECS

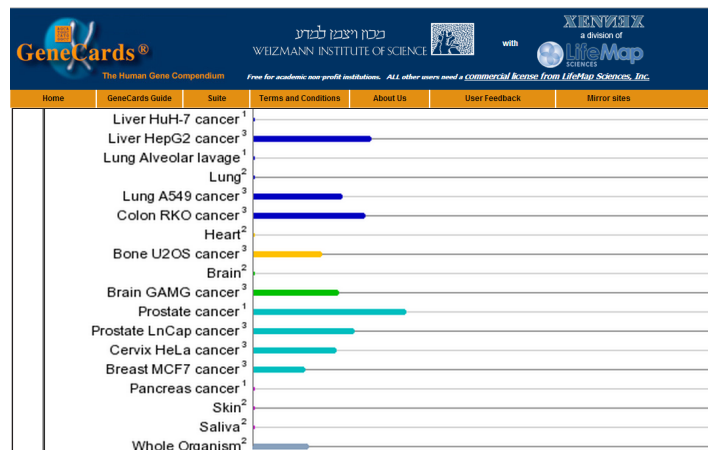
TARGETED PRODUCT LISTINGS

Scientists come to GeneCards.org to research gene-related data, including genomic, transcriptomic, proteomic, genetic, clinical, and functional information. GeneCards is automatically mined from >100 carefully selected web sources, thereby allowing one-stop access to a very broad information base.

Product listing include links that drive traffic directly to specific products on your website. Product listings are set up with a one-time annual fee and a PPC model.

Features

- Gene targeted product name, company name, and logo
- Multiple product category listings
- Links to company product page
- Complete reporting of product page views and clicks to demonstrate ROI



REFSEQ proteins (2 alternative transcripts):
[NP_003833.4](#) [NP_671716.2](#)

TP53 Antibody Products:

EMD Millipore Mono- and Polyclonal Antibodies for the study of TP53

R&D Systems Antibodies for TP53 (p53)

Cell Signaling Technology (CST) Antibodies for TP53 (p53)

OriGene Antibodies for TP53

OriGene Custom Antibody Services for TP53

GenScript Superior Antibodies for TP53

Novus Biologicals TP53 Antibodies

Abcam antibodies for TP53

Cloud-Clone Corp. Antibodies for TP53

Browse Kits and Assays available from EMD Millipore
 Browse for Gene Knock-down Tools from EMD Millipore
 Browse Clones for the Expression of Recombinant Proteins Available from EMD Millipore
 EMD Millipore Mono- and Polyclonal Antibodies for the study of TNFRSF10B
 Browse Purified and Recombinant Proteins at EMD Millipore
 Browse Small Molecules at EMD Millipore
 EMD Millipore Custom Antibody & Bulk Services
 EMD Millipore Preclinical / Clinical Development Services
 EMD Millipore Immunoassay Services
 EMD Millipore Target Screening & Profiling Services

R&D Systems, Inc.

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Cell Culture Products

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Flow Cytometry Kits

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Kinase Activity Assays/Reagents

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse TPB/Immunoprecipitation Assays

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Ubiquitin Proteasome Pathway (LUP) Assay Kits/Reagents

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Multiplexed Array Assay Kits/Reagents

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Secondary Antibodies/Controls/Staining Reagents

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse Cell Selection/Detection Kits/Reagents

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse qPCR primer pairs and template standards for TNFRSF10B

Antibodies for TNFRSF10B (TRAIL R2/TNFRSF10B)
 Browse qPCR primer pairs in human, mouse, rat for TNFRSF10B

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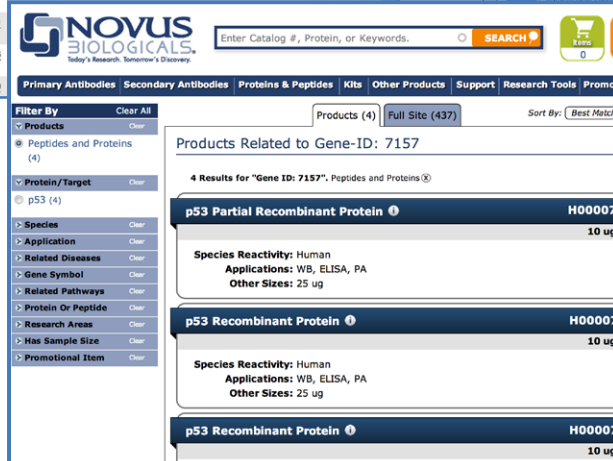
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“GeneCards has consistently provided us with high quality leads and have provided excellent user engagement as we continue to strengthen our brand.”

- Bryan Tinsley, VP of Marketing
 Novus Biologicals



WEBSITE SPECS

BANNER DISPLAY ADS

LEADERBOARD AD
(.SWF, .GIF, .JPG) TARGET URL

728x90

SUPER LEADERBOARD AD
(.SWF, .GIF, .JPG) TARGET URL

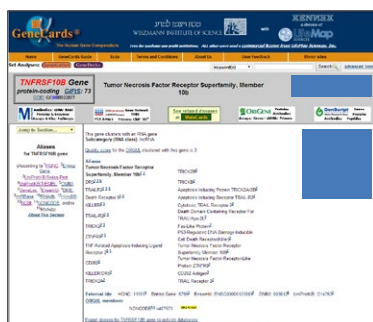
970x90

FEATURED SQUARE AD
(.SWF, .GIF, .JPG) TARGET URL

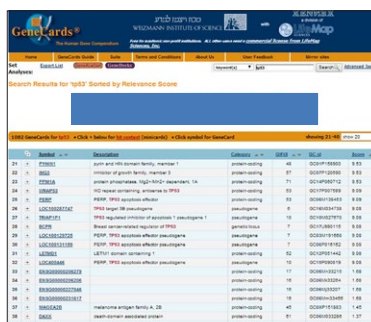
200x200

SPONSORED AD
(TEXT AD) TARGET URL

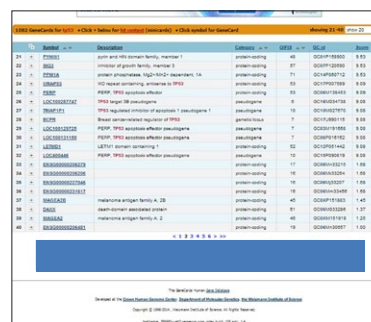
234x60



SPONSORED AND FEATURED AD



LEADERBOARD



SUPER LEADERBOARD

Maximum file size is 40 KB. Be sure to supply URL to use for link to banner.

Ad Sizes:

- Leaderboard 728 × 90 pixels
- Super Leaderboard 970 × 90 pixels
- Featured ad 200 × 200 pixels
- Sponsored ad 234 × 60 pixels

Creative should be sent to
sales@lifemapsc.com

All creative is due seven business days prior to the banner start date.

Sponsored links should be sent to
sales@lifemapsc.com

Logos and content are due seven business days prior to the banner start date.



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