

ADVERTISING WITH EUREKALERT!



Advertising with EurekaAlert! can help you...



- Maximize exposure of an important press release
- Attract media coverage for your annual meeting, convention, or other event
- Bring your product or service to the attention of physicians, researchers, and other scientific professionals
- Announce a job opening, award, grant, or other opportunity to journalists or media relations professionals
- Bring your message to millions of Internet users around the globe

ADVERTISING POLICIES

All ads are placed in highly visible locations at the top of frequently visited pages on the EurekaAlert! Web site. Ads can link to outside Web pages or to information on EurekaAlert!.

Regular ad spaces are 110 x 40 pixels and large ads are 220 x 40 pixels. You have the option of designing your own ad or having the EurekaAlert! staff design it for you. Simply call 202-326-6716 to discuss design options.

There is a \$100 surcharge for each ad that is custom designed by the EurekaAlert! staff. Corporate logos or special artwork can be incorporated upon request.

All advertising is subject to the American Association for the Advancement of Science (AAAS)/EurekaAlert!'s approval. The advertiser and/or its advertising agency agrees to indemnify and hold harmless the American Association for the Advancement of Science (AAAS)/EurekaAlert! and its employees and agents against any liability and cost, including but not limited to reasonable attorney's fees incurred in connection with any third-party claim arising out of the appearance of the ad. The American Association for the Advancement of Science (AAAS)/EurekaAlert! reserves the right to remove any ad which is inaccurate, misleading, defamatory or otherwise violative of the rights of the American Association for the Advancement of Science (AAAS)/EurekaAlert! or third parties.



EurekaAlert!

AMERICAN ASSOCIATION FOR THE
ADVANCEMENT OF SCIENCE

1200 New York Avenue, NW
Washington, DC 20005
202.326.6716 telephone
202.898.0391 fax
business@eurekaalert.org

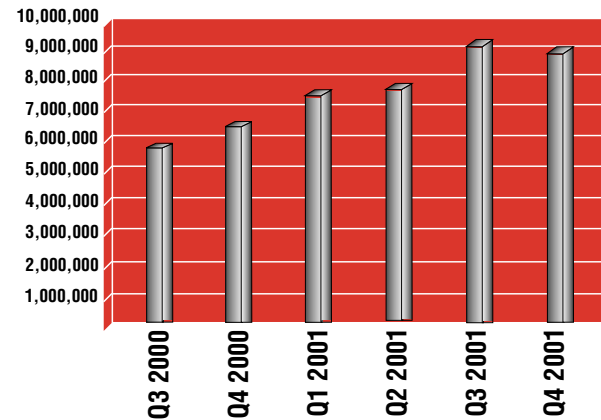
www.eurekaalert.org
ONE WORLD, ONE SOURCE

Advertise with EurekAlert!

As the premier online source for science news, **EurekAlert!** attracts millions of Internet users from around the globe. By advertising on EurekAlert!, you can:

- Reach a high volume of **influential** readers
- Target a **specific** audience
- **Customize** your ad to fit your promotional needs

Visits to the EurekAlert! Web site



Placing an ad on EurekAlert! can help you reach the thousands of people who access the site everyday, including:

- Scientists, physicians, students, educators, and others interested in the latest developments in science, medicine, and technology
- More than 4,000 journalists, who regularly visit the site to look for story ideas
- More than 2,000 public information officers (PIOs) from universities, public relations firms, corporations, medical centers, and other organizations

To assist you in promoting your service, event, or product, EurekAlert! offers several advertising options aimed at helping you capture the attention of professionals and consumers worldwide.

ADVERTISING RATES

Semi-Permanent Ads

Nonprofit, university, or government agency	
Regular Ad (110 x 40 pixels)	\$ 300.00
Large Ad (220 x 40 pixels)	\$ 550.00
For profit corporation or PR firm	
Regular Ad (110 x 40 pixels)	\$ 500.00
Large Ad (220 x 40 pixels)	\$ 950.00

A semi-permanent ad allows you to maximize your exposure on a particular area of the site. By choosing where your ad is placed, you can direct your message to a specific audience. Semi-permanent ads can be placed on the following pages:

- Public Home Page
- Reporter Home Page
- PIO Home Page
- Breaking News Page
- Economic News Page
- Advanced Search Page
- My EurekAlert! (reporters & PIOs only)
- My Releases (PIOs only)

Ads can be placed on more than one page for an additional fee. Semi-permanent ads remain on the site for a period of two weeks.

Keyword Ads

Nonprofit, university, or government agency	
Regular-sized, Multi-viewer	\$1,000.00
For profit corporation or PR firm	
Regular-sized, Multi-viewer	\$1,100.00

An innovative way to reach a specific audience, keyword ads offer the unique opportunity to target a broader range of users while narrowing the field of users' interests. A keyword ad will appear whenever that word is used to search for releases or experts on the EurekAlert! Web site. Each keyword ad will remain on the site for four weeks. Please call for a list of available keywords.

Keyword Plus Ads

Nonprofit, university, or government agency	
Regular (110 x 40 pixels)	\$1,200.00
Large (220 x 40 pixels)	\$1,500.00
For profit corporation or PR firm	
Regular (110 x 40 pixels)	\$1,300.00
Large (220 x 40 pixels)	\$1,800.00

The best of both worlds! Keyword plus ads allow you to purchase a keyword ad and use the same advertisement for a semi-permanent ad on another area of the site.

With the purchase of any keyword ad, you may opt to purchase an additional semi-permanent ad at a discounted rate. The semi-permanent ad may appear on any of the other available Web pages. The semi-permanent ad will remain on the site for a period of two weeks, and the keyword ad will remain on the site for four weeks.

Meeting Pages

Standard rate	\$2,000.00
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Looking to increase your exposure for an event? EurekAlert! has the solution – a customized meeting page! Meeting pages are a great way to bring research news and other information presented at your annual meeting, conference, or other event to the attention of reporters and the public around the world!

With the purchase of a meeting page, you will receive a banner ad promoting your meeting, as well as a customized Web page which may contain press releases, contact details, and other information pertaining to your meeting. Your customized meeting page will remain on EurekAlert! for a period of up to four weeks.

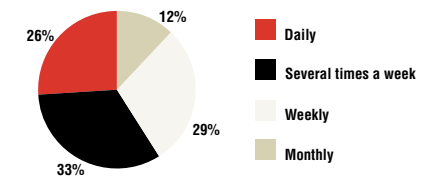
For more information about advertising on EurekAlert!, call 202-326-6716 or send an e-mail to business@eurekalert.org

REACH THE MEDIA

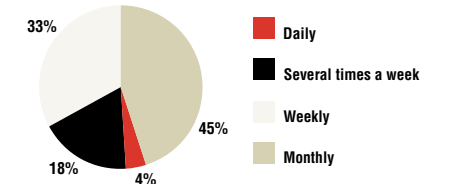
More than 4,000 reporters have registered to access news on EurekAlert!.

In a recent survey, more than 80 percent of reporters who use EurekAlert! said that they visit the site at least once a week to look for story ideas, and more than 50 percent said that they publish or broadcast stories associated with information found on EurekAlert! each week.

Frequency With Which Reporters Use EurekAlert!



Frequency With Which Reporters Publish Stories Based on Information Found on EurekAlert!



You can reach reporters through a semi-permanent ad on the Reporter Home Page, or through a keyword ad targeting a specific topic. A Meeting Page is a great way to bring research news from your annual meeting or event to the media!

WHAT REPORTERS HAVE TO SAY ABOUT EUREKALERT!

“EurekAlert! is absolutely essential to my work. Its importance to my job is only slightly less than my computer.”

“EurekAlert! has come to be the single most important site for media to access research news on the Web...”

“On EurekAlert! you find stories you would not normally find yourself.”