

*AppliedClinicalTrialsOnline.com* is a comprehensive website that provides clinical trial professionals with relevant information that can be immediately applied to their work. Viewers frequently visit the site to access technology updates, current product releases, latest FDA news, articles and other critical information applicable for managing clinical trials.



Leaderboard  
728x90  
up to 5 rotations

Page Peel

Page Push

Banner  
468x60  
up to 5 rotations

Interstitial Ad  
640x480

Skyscraper  
160x600  
up to 3 rotations



Sponsored Link  
10 words of text + URL

additional advertising options

- Expandable Ad
- Video Ad

*ACT Direct* is published three times a month to highly engaged clinical trials professionals. Each edition features a premium collection of news, blogs, an advertiser Marketplace, events/webcasts, people moves – and an audio interview with a top clinical trials expert.

In 2012, we've increased the frequency as well as the topics of our popular *ACT Direct, Applied Clinical Trials* e-newsletter. *ACT Direct's Special Edition* newsletters will be delivered twice-monthly, in addition to the general industry directed *ACT Direct*. These Special Edition newsletters contain only the latest news, original reporting, featured articles and events specific to the targeted topic. This year, *ACT Direct's Special Editions* include the new At-Home Study Services, Subject Recruitment, IRBs, and Patient Reported Outcomes, joining the established topic areas of Cardiac Safety, Labs, Oncology and eClinical.

Banner  
468x60



Skyscraper  
160x600

Marketplace  
Logo + 25 Words

### additional advertising options

- Small Box (160x160)

Your customized HTML and text formatted e-mail blast includes live hyperlinks, your company logo, image, description, and contact information. Your message will be embedded into *ACT's e-Solution Broadcast* e-mail template and will deploy to selects you have chosen from our subscriber base under the brand name of *Applied Clinical Trials* magazine. The *e-Solution Broadcast* is a focused medium that drives our audience to your website and provides the visibility necessary to turn interest to your company's capabilities.

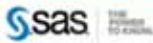
Ideal for Communicating:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online product catalogs
- Launch of a new website
- Any marketing initiative that requires immediate attention

Offering:

- Includes design and execution of e-Solution Broadcast

A SERVICE ANNOUNCEMENT FROM: **APPLIED CLINICAL TRIALS**  
You Have Been Selected to Receive Clinical Trials Magazine



COMPLIMENTARY WHITE PAPER

### What if you could reduce the cost of your services and simultaneously increase revenues?


▶ You can. [Download this white paper](#) to find out how SAS<sup>®</sup> Clinical Data Integration makes it easy to deliver data to sponsors and lower costs.

SAS Clinical Data Integration gives you the power to deliver high-quality data to sponsors at a lower cost while increasing revenues through new service offerings, such as legacy data migration projects or CDISC standards consulting.

SAS Clinical Data Integration gives you the power to easily:

- Reduce costs and improve quality through automation.
- Speed data standardization for delivery and submission.
- Integrate data from disparate sources.
- Create new revenue opportunities to migrate legacy data to modern standard models.
- Transfer responsibilities to lower-cost resources.
- Eliminate data delivery errors through prebuilt, yet customizable, standards-adherence checking.

▶ [Download now](#) to read your complimentary copy.



[Download Now](#)


**Tell Your Colleagues**  
Forward this e-mail to colleagues who might be interested in this information.

### Drive Qualified Leads from ACT's White Paper e-Library

*Applied Clinical Trials'* white paper e-Library is a feature of *ACT's* website, hosting white papers and technical application notes submitted by the industry's leading solution providers. Our audience is always looking for technical information about new and existing products, applications and techniques. This is the ideal place to find them.

We will invite our audience of readers and site visitors to use *ACT's* white paper e-Library at no charge. In order to download your white paper, the viewer must complete a short response form including contact information and demographics. After the white paper is sent, you will receive an immediate e-mail notification with the respondent's information. In addition, you will have access to real-time data containing all of leads, via a password-protected website.

DOWNLOAD CENTER



## Cognizant

### Virtual Clinical Organizations - The New Clinical Development Operating Model

Clinical development executives are facing more pressure than ever to reduce costs while maintaining quality and improving operational efficiency. As a result, clinical development organizations are rethinking their operating models. Mergers and acquisitions, outsourcing, downsizing and strategic alliances have become the new normal. As the industry continues to evolve, one thing has become clear: The new clinical development operating model will be a partnership-driven one. Partners can provide the global capabilities, a flexible resource pool and the supporting technology needed to run large global trials and manage a widely diversified product portfolio. This paper will discuss the critical success factors for creating a virtual clinical organization and how this emerging model differs from traditional vendor or preferred partner relationships.

Source: [Cognizant](#)

Cognizant (NASDAQ: CTSI) is the preferred global services partner for the life sciences industry. In fact, 27 of the top 30 global pharmaceutical, 9 of the top 10 biotech and 12 of the top 20 medical device companies benefit from our integrated services portfolio. Cognizant enables business transformation by delivering information technology, consulting and business process outsourcing services to help you rationalize costs, enhance operational efficiencies, and improve business agility across all life sciences business processes.

\* First Name

\* Last Name

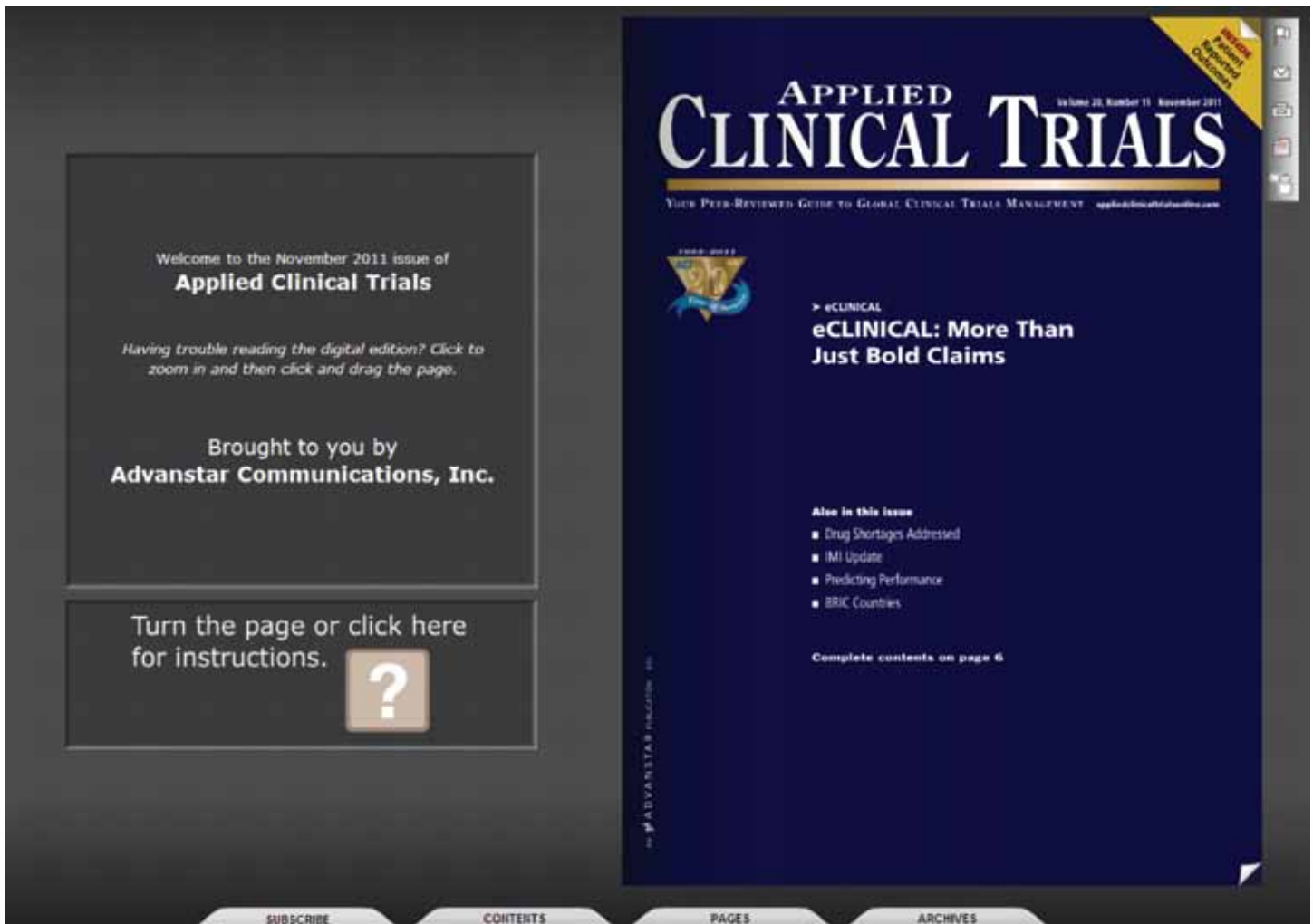
\* Company

\* Job Title

\* Phone

\* Email Address

*Applied Clinical Trials' Digital Edition* features the same authoritative content and the same look and feel as our print edition. What differentiates the *Digital Edition* is it allows anyone involved in clinical trials around the globe to access our peer-reviewed articles, regular expert columnists, and staff written news and updates in real-time on the web. The *Applied Clinical Trials Digital Edition* is delivered free via e-mail to subscribers, or global professionals can access it for free on our website.



### additional advertising options

- Micro Bar Ad
- Key Sponsor Ad
- Cover Tip
- Ad Jolt
- Ad Gen
- Audio
- Tabs
- Flash Animation
- Pulsing Links
- Video
- Sound Bed
- Custom Survey

*Applied Clinical Trials'* webcast program is a moderated online "panel" discussion conducted as a live event or pre-recorded for on-demand playback (or both) through an interface that can display slides and audio; streaming video, and an array of interactive features like polling, chat and much more. Our webcast platform does not require any software downloads that frequently block access to these popular broadcasts.

*ACT* offers you the opportunity to participate in our webcasts as an exclusive sponsor. We offer a variety of webcast formats and suggested topics to provide our audiences with insights on current news, new products and applications, and important trends. Our editorial staff works with you to customize the panel discussion/presentation to attract the most relevant listener base and to demonstrate your connection and/or expertise on the topic(s).

Beyond the benefits of associating yourself with thought leadership and high quality content, our webcasts feature a powerful **lead generation** tool allowing you to retrieve qualified leads from a real time reporting platform that includes contact info, demographics and other qualifying questions from your webcast attendees and all registrants. An aggressive, targeted and integrated marketing campaign is used to leverage the extensive reach of our brands to enhance your brand equity and generate a qualified audience for your sales and marketing efforts.

The screenshot shows a webcast interface with the following elements:

- Title:** Improving Clinical Decision Making Through Integrated Performance Management
- Category:** ON DEMAND WEBCAST
- Presented by:** APPLIED CLINICAL TRIALS
- Sponsored by:** ORACLE HEALTH SCIENCES
- Moderator:** Lisa Henderson, Editor in Chief, Applied Clinical Trials Magazine
- Speaker:** Jonathan Palmer, Product Strategy Director, Oracle Health Sciences
- Slide Content:** ORACLE logo, title 'Improving Clinical Decision Making Through Integrated Performance Management', and speaker name 'Jonathan Palmer, Director, Product Strategy, Intelligence and Insight, Oracle Health Sciences'.
- Interactive Buttons:** ENLARGE SLIDES, DOWNLOAD SLIDES, SPEAKER BIOS, HELP, and a 'SUBMIT' button for a comment field.
- Footer:** PRESENTED BY: APPLIED CLINICAL TRIALS and SPONSORED BY: ORACLE HEALTH SCIENCES.

### additional advertising options

- Live Audio with Slides
- Custom Survey

*Applied Clinical Trials'* audio podcast is a digital recording formatted like a radio call-in show which can be listened to through a "media player" on our website without any special software, or by adding the "feed" to be automatically delivered to your online "news aggregator service" such as iTunes, MyYahoo and Newsgator for on-demand playback on laptops, PCs and a host of mobile devices.

We offer you the opportunity to participate in our podcasts as an exclusive sponsor. *ACT* offers a variety of podcasts to provide our audiences with keen insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s). Our sponsored podcast program delivers a unique combination of an easily used media format in high demand, flexible lead generation and multiple points of access from our electronic products to your digital assets.

### Podcast: Parexel's Ethnobridging Expert Discusses Its Importance as a Development Strategy

Publish Date: Nov 17, 2011

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**APPLIED  
CLINICAL TRIALS**



**Parexel's Ethnobridging Expert Discusses Its Importance as a Development Strategy**

Stan Jhee, PharmD, Senior Director of Research, Early Phase at Parexel, defines the importance of ethnobridging in clinical trials, and how it works as a drug development strategy for pharmaceutical companies.

#### additional advertising options

- Minimum 3
- 4 to 7
- 8 to 11
- 12 to 15
- 16+

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