2025
MEDIA
GUIDE

R&D World serves research scientists, **laboratory managers**, engineers and technical staff members at **laboratories around the world**

R&D WORLD®

www.rdworldonline.com

WTWH
Media LLC

R&D WORLD NETWORK

Driving innovation through effective research strategies and technological change.

Laboratory R&D professionals across the globe face numerous challenges — while striving to play a key role in significant advancements in research that fundamentally improves our world. Pressure is on these professionals to secure and obtain funding in a shifting economy, while devising innovative ideas and making them a reality to improve our everyday lives and futures.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

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Contact Us ➤

marketing.wtwhmedia.com

R&D WORLD NETWORK AUDIENCE

WEBSITE

49,775+
PAGEVIEWS

R&D World logs 29,825+ monthly users and over 49,775 pageviews.

www.rdworldonline.com

SOCIAL

27,310+
FOLLOWERS

Over 27,310+ Social followers across all platforms. The R&D World network has a highly-engaged social media audience.

NEWSLETTER

98,000 Subscribers

The weekly digital reach of the R&D World e-newsletter is 98,000 online subscribers worldwide.

PUBLICATION

57,500
RESEARCH & DEVELOPMENT PROFESSIONALS

R&D World - Special R&D 100 Edition

The issue will feature a complete listing of the R&D 100 along with descriptions, photos, and the key innovations they offer and will be sent to 57,500 R&D professionals via print and digital. This special issue will also be handed out to all attendees of the R&D 100 Awards Banquet in November 2024.

marketing.wtwhmedia.com

Surrounding **research & development professionals** with information on their terms

Founding Principles

- Media consumption has forever changed and continues to evolve.
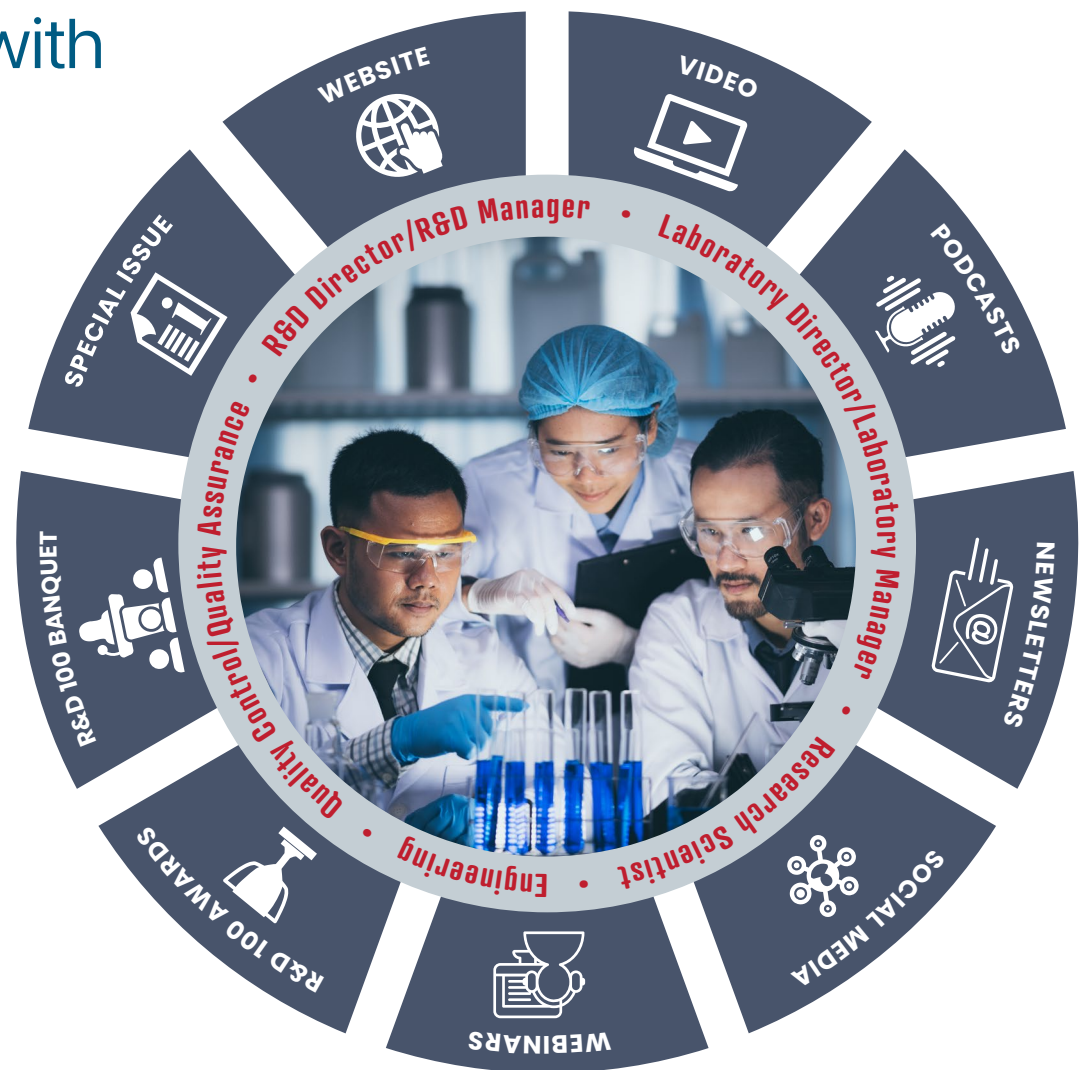- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

**Special Edition Magazine
Published 1X per Year**
57,500 print/online subscribers

Weekly Newsletter
98,000 digital subscribers

Monthly Website Traffic
49,775+ monthly pageviews
29,825+ monthly users

**Social Media Audience in Industry –
Total Social Reach: 27,310+**
Facebook
X
LinkedIn
YouTube

WEBSITE · VIDEO · PODCASTS · NEWSLETTERS · SOCIAL MEDIA · WEBINARS · R&D 100 AWARDS · R&D 100 BANQUET · SPECIAL ISSUE

R&D Director/R&D Manager · Laboratory Director/Laboratory Manager · Research Scientist · Engineering · Quality Control/Quality Assurance

Delivering ROI for Marketers
How do we do this? We build integrated media packages across platforms.

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:
- 300x600
- 728x90
- 300x250

$70/CPM – Min 10K impressions per month.

- 970x250 – *$90/CPM*

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI
Contact your representative for more details.

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50
File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.
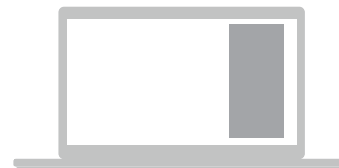
300x600

728x90

300x250

970x250

300x1000
Wallpaper Ad

640x480
Prestitial Ad - Desktop

300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the R&D World Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE
- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

$150/CPM

FILE TYPES

IMAGES
- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS
- Media Types
   Video URL, YouTube ID, VAST, MP4
- File Size
   Allstream® hosted file size recommended under 4MB*.
- Resolution
   720p or 1080p
- Frame Rate
   24-30 fps
- Bitrate
   Mobile Web: 800Kbps to 5000 Kbps
   Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.
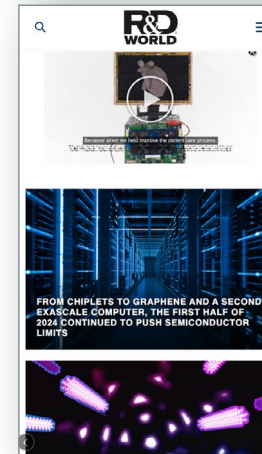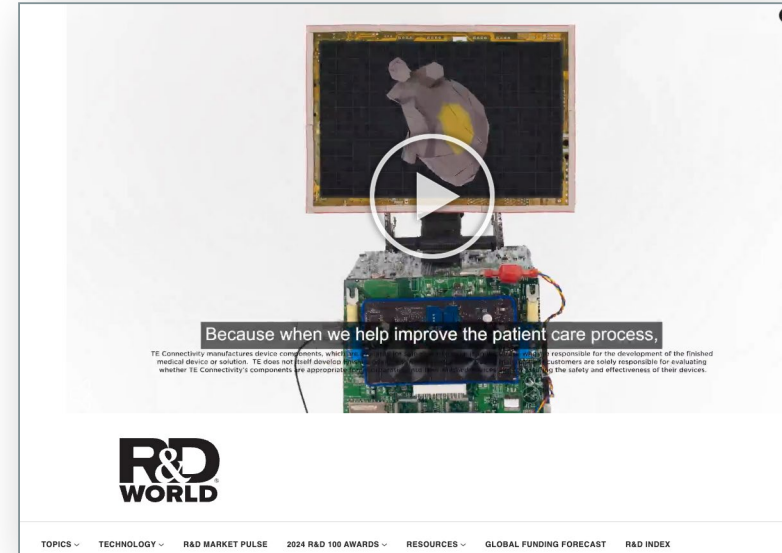
Desktop & Mobile examples
4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video
Once the video ends, it is possible to display an image in its place

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High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)
- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)
- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

$150/CPM

FILE TYPES

IMAGES
- Media Types
   Image URL, GIF, JPG, BMP, PNG
- File Size
   Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS
- Media Types
   Video URL, YouTube ID, VAST, MP4
- File Size
   Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
   Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)
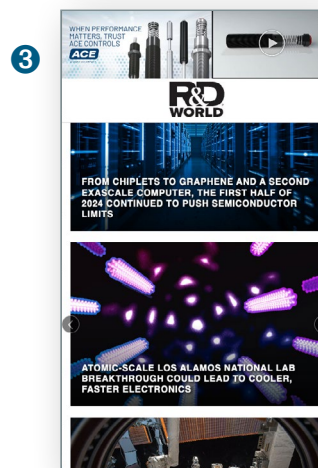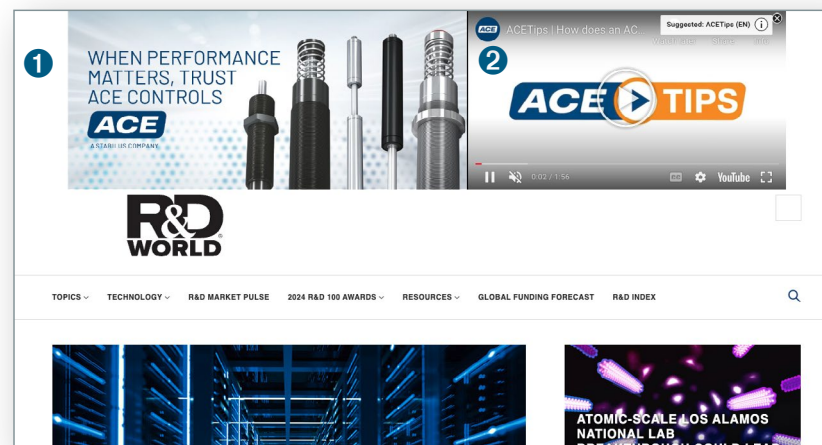
Desktop & Mobile examples (IMAGE + VIDEO Version)
1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

AUDIENCE MARKETING

BACK TO TOC

First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

CONTENT AFFINITY TARGETING

· Target by content affinities across the R&D World network.

· Personalized offers with your message serve to site users based on their content affinity.

Online Ad Specifications:
  · Headline (no more than 8 words)
  · One sentence description (no more than 25 words)
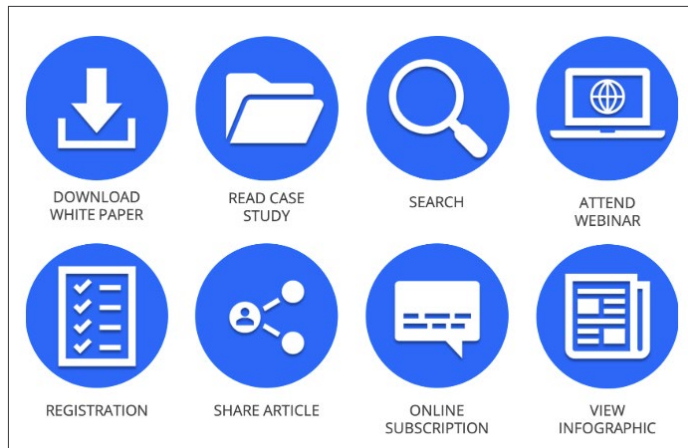 · 386x225 image
 · Click-through URL
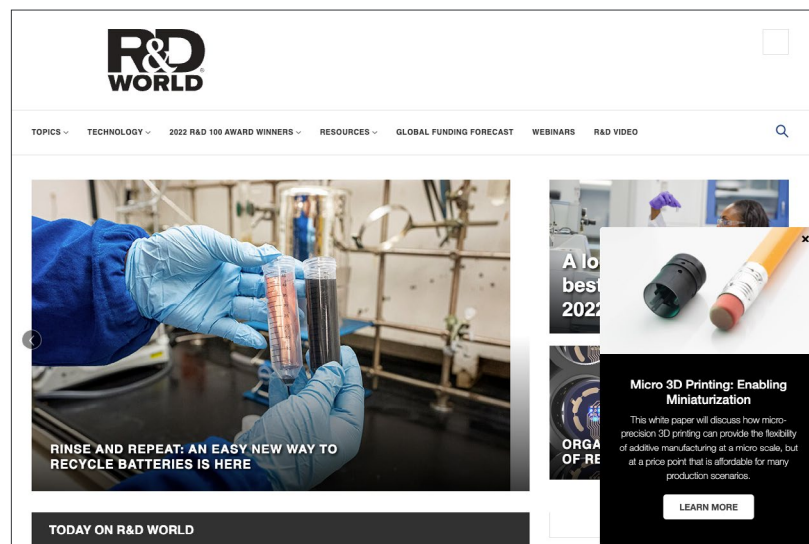
Audience Extension

Intent-Based Marketing │ Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.

Specifications:
- 728x90, 300x250, 300x600, 160x600, 20x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

INTENT-BASED MARKETING
- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.
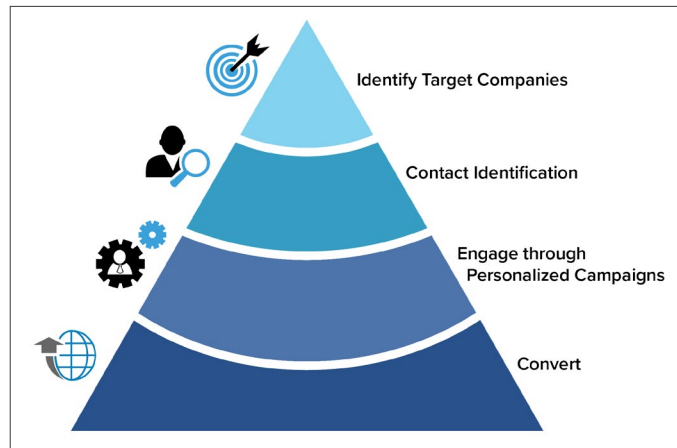
ACCOUNT-BASED MARKETING
- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting *(also known as behavioral remarketing)* is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the R&D World Network to retarget key segment audiences.

R&D World offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any R&D World network website.
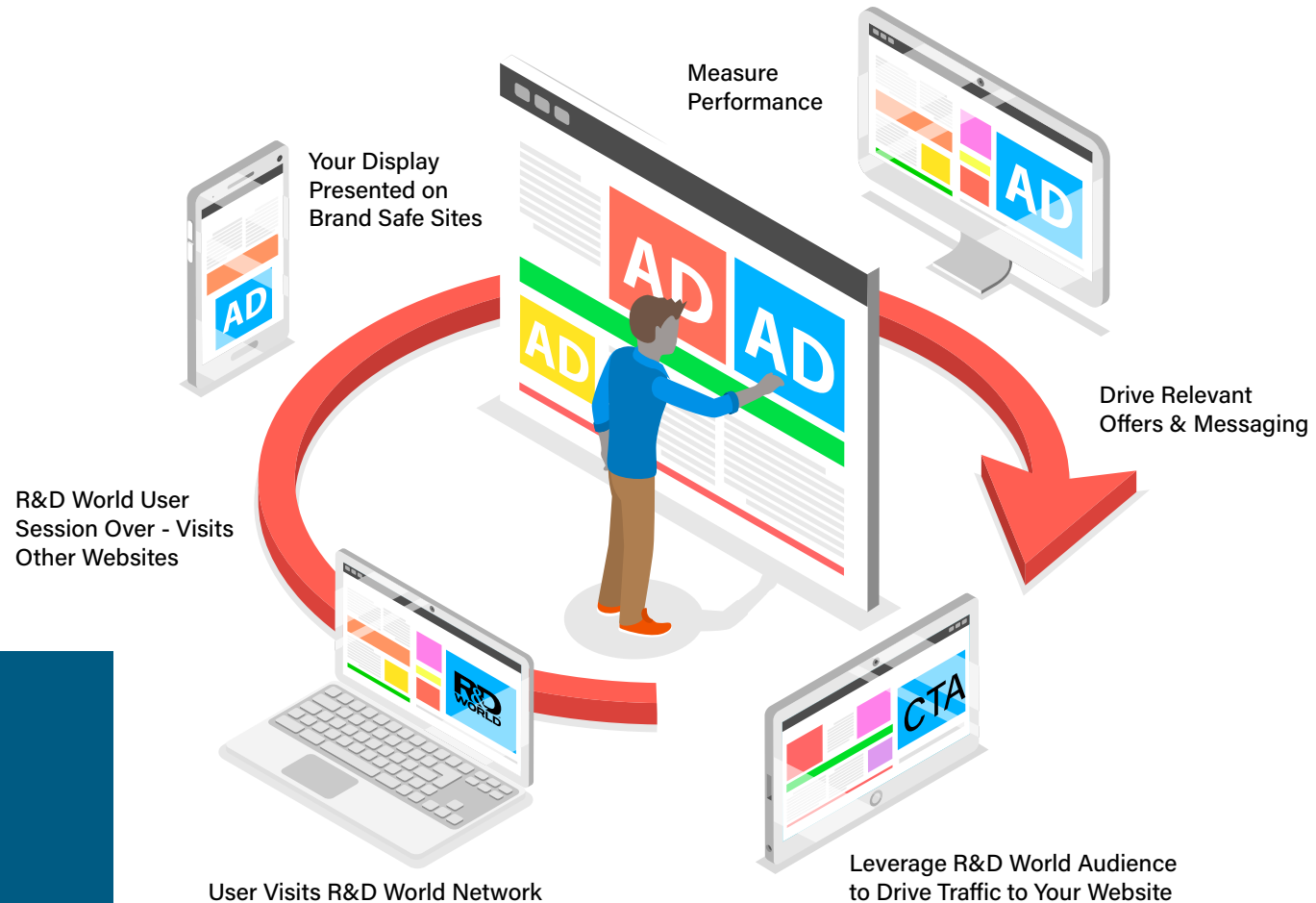
Pricing based on CPM volume and custom ROI programs

RETARGETING REQUIREMENTS:
- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF
  (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:
- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi

Measure Performance

Your Display Presented on Brand Safe Sites

Drive Relevant Offers & Messaging

R&D World User Session Over - Visits Other Websites

Leverage R&D World Audience to Drive Traffic to Your Website

User Visits R&D World Network

Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

R&D World uses the latest in marketing automation, lead and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

R&D WORLD TRENDING NEWS

Exclusive Sponsorship:

Exclusive Sponsorship (all five positions) of R&D Editorial Newsletter: $3,150

Frequency: 1X per Week   Reach: 100,000

Single Placement Options:

- 728 x 90 Static image banner + URL
- 300 x 250 Static image banner + URL
- Text ad with image (3 available)

  Headline: Strong call to action (CTA) recommended

  Image: 450x255 (72DPI) STATIC .jpg or .gif (Do not embed images into a word file,

  please send native .jpg or .gif file. No FLASH Files or animated GIFs)

  Copy: max 35-40 words + URL
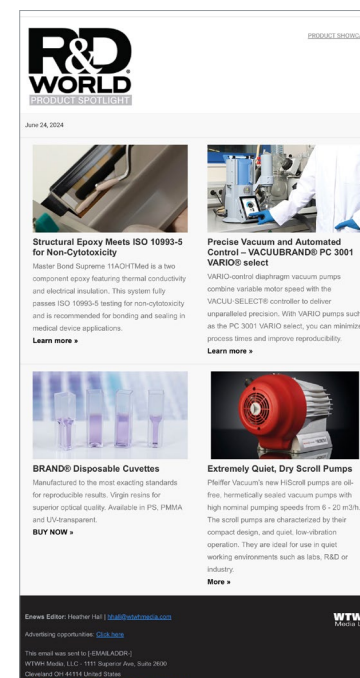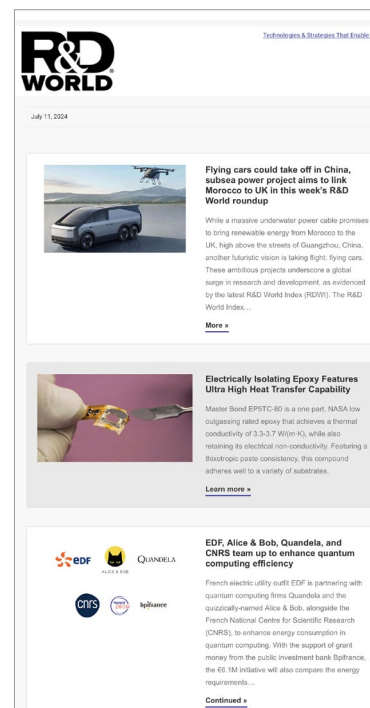- Single Text Ad: $1,100

MONTHLY R&D WORLD NEWSLETTERS

- Scientific Instrumentation
- R&D Software & Data Platforms
- Life Sciences

Reach	Exclusive Sponsorship	Single Text Ad
100,000	$3,150	$1,100

QUARTERLY R&D WORLD PRODUCT NEWS

March, June, September and December

| Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X per Quarter	100,000	$3,150	$1,100

Specifications for Text ad with Image:

- Headline: Strong call to action (CTA) recommended
- Image: 450x255 (72DPI) STATIC .jpg or .gif (Do not embed images into a word file,

  please send native .jpg or .gif file. No FLASH Files or animated GIFs)
- Copy: max 35-40 words + URL

CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition
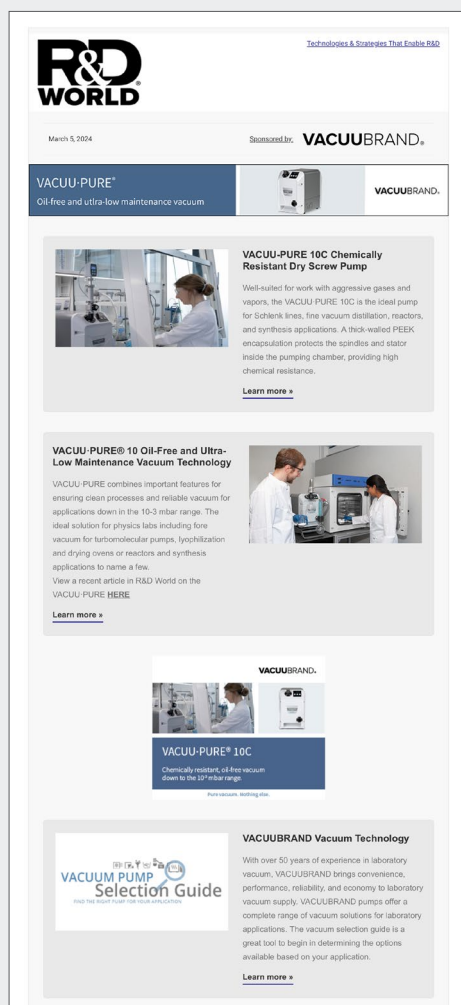
R&D World uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:
- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
  – 450x255 static image
  – Headline (5-10 words)
  – Copy (35-40 words)
  – CTA text (3-5 Words)
  – URL
- 1 featured Video (optional) which includes:
  – 450x255 static image
  – Headline (5-10 words)
  – Copy (30-35 words)
  – CTA text (3-5 Words)
  – URL
- *$450/CPM*

AUDIENCE MARKETING

Partner Promotion

Your HTML, **our audience**.
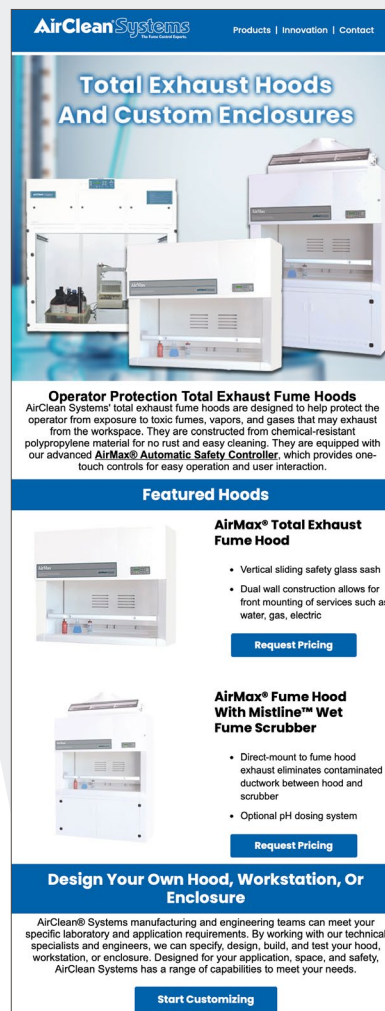
SPONSOR HTML

R&D World offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM $380
- Setup $500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression $125 / 2-10 M, $250 / 10-40M
- Splits $250 each

IMPORTANT! R&D World uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, R&D World acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.

SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
  - The html file should be a max width of 650 pixels
  - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
  - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
  - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

➤ *Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.*

➤ *WTWH Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.*

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Partner Promotion

Our template, **your message**.

SINGLE OFFER TEMPLATE

Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM $380
- Setup $500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression $125 / 2-10 M, $250 / 10-40M
- Splits $250 each

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country
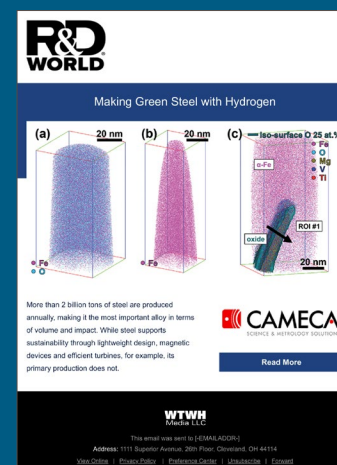
SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content
Your supplied content within the confines of our editorial websites.

CUSTOM NATIVE CONTENT PROGRAM
- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Cost: Contact your sales representative for details

SPONSORED CONTENT
- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

Cost: $4,500/month

SPECIFICATIONS:
- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
  – Headline
  – Sub-headline (Optional)
  – Body Copy – 900 words or less; include URLs
  – Supporting images (Optional) – up to 500px wide
  – Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.
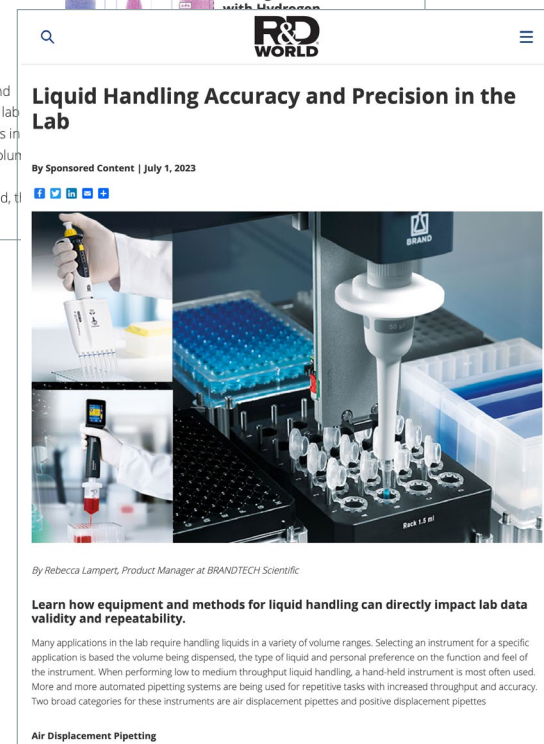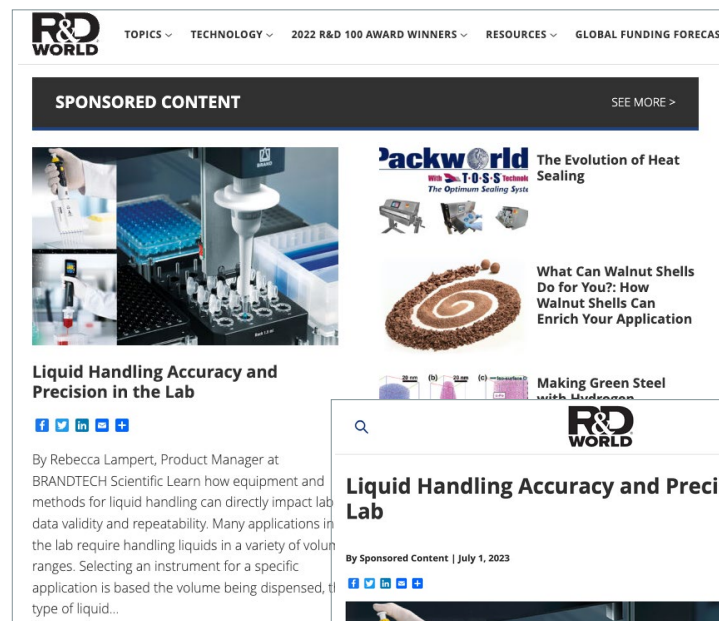
LEAD
GENERATION

Content Syndication
Audience Marketing | Lead Generation

AUDIENCE MARKETING
Fully Managed Content Syndication
- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns
All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.

BANT Performance
A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

2-Touch Performance MQL
A lead has consumed two pieces of content

MQL Gated
Marketing qualified lead

Content Assets
- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection

Dynamic content provides the personalization necessary to drive more engagement
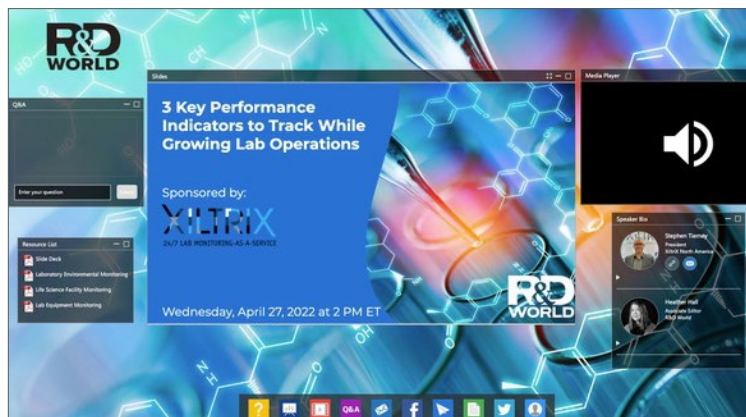
Webinars

Engage a captive audience and generate leads.

R&D World webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.
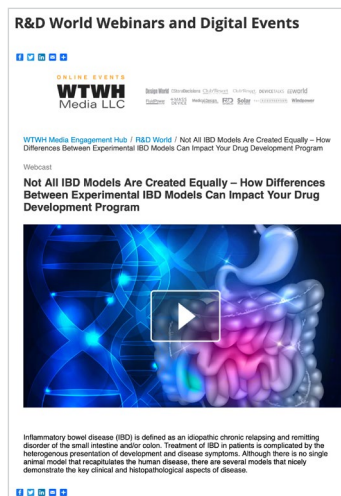
CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. R&D World will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

*Custom Webinars are based on a $70 cost-per-registrant basis.*

All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

Recommendations:

- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience

On-Demand Registration Page
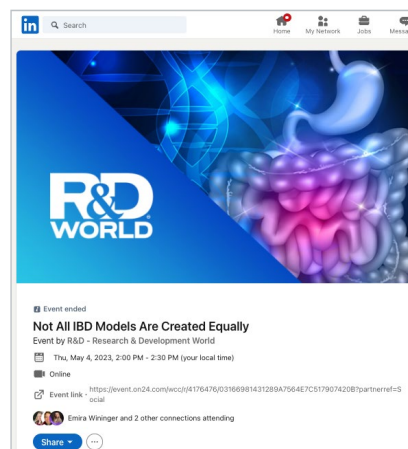
Social Promotion

WEBINAR TO CONTENT
E-BOOK / BRIEF / WHITE PAPER

Take advantage of this new opportunity and have unlimited reach to your audience

Nissha Medical Technologies Accelerates the Design of Complex Surgical Devices
Rapid design and simulation of an innovative go-to-market device

Contact your sales representative for more information and package pricing.

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CONTENT STUDIO

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CONTENT STUDIO
WHERE CONTENT MEETS RESULTS

STRATEGY.
AMPLIFICATION.
PERFORMANCE.

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice
Fold outs, Supplements, Featurettes, Special Sections

Branded Industry Thought Leadership
White Papers, Ebooks, Case Studies

Branded Engagement
Blog Posts, Social Media Posts, Press Releases

Branded Videos
Explainer Videos, Product Demonstrations, Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

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CONTENT
STUDIO

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CONTENT DEVELOPMENT

Print Content | End-to-end project management content creation, design & layout

VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: $4,500

VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: $6,250

TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: $8,500

FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: $9,400

FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: $11,000

EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: $19,000

CONTENT DEVELOPMENT

Digital Content | End-to-end project management content creation, via pdf design and/or landing page

ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: $1,000

VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: $3,250

VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: $3,250

CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: $5,500

E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: $5,500

EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: $6,500

LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: $7,500
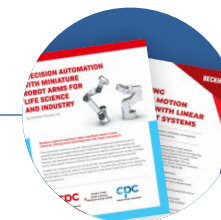
WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: $7,500

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Contact your sales representative for more information and package pricing.

marketing.wtwhmedia.com

CONTENT DEVELOPMENT

Digital Content | End-to-end project management content creation, via pdf design and/or landing page

BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: $1,600

SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: $1,600

WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: $3,000

THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: $9,500

WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: $6,500

WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: $8,500

SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: $19,000

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Contact your sales representative for more information and package pricing.

marketing.wtwhmedia.com

VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on a WTWH Media website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard ands style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: $3,250
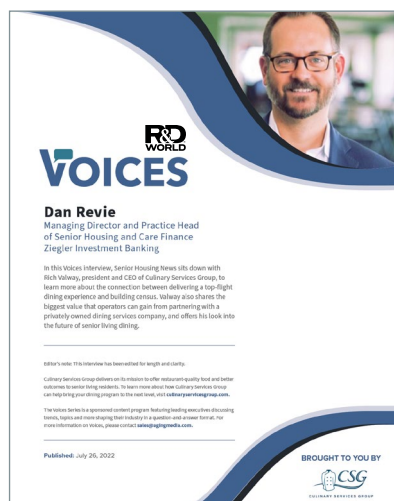
VIEWS

WTWH VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.

WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.

Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request
- Views Program Rate: $3,250

R&D 100 AWARDS

The R&D 100 Awards – often referred to as "The Nobel Prizes of R&D" – have served as the most prestigious innovation awards program for the past 60 years, honoring great R&D pioneers and their revolutionary ideas in science and technology.

The R&D 100 Awards explores significant strides in R&D, offering an enriching experience for R&D professionals of all levels and specialties.

Established in 1963, the R&D 100 Awards is often called "the Oscars of Innovation." The R&D 100 features winning products and technologies that are the 100 disruptors that will change industries and make the world a better place in the coming years.

Each year hundreds of submissions from around the world are considered by our team of judges. R&D 100 Award winners come from the major national laboratories, Fortune 500 industrial companies and the world's top pharmaceutical and biotechnology companies.

2025 R&D 100 Awards Gala
Date: November Coming Soon!
Location: Coming Soon!

RD100AWARDS.COM

SPONSORSHIP OPPORTUNITIES

We invite you to consider a corporate sponsorship of the 2025 R&D 100. We will create a customized sponsorship program that provides a full year of benefits including branding on all R&D 100 promotion and association with the awards program. Plus you will be given access to the contact information of all awards banquet attendees.

Contact Jim Dempsey at: jdempsey@wtwhmedia.com for **R&D 100 Awards Sponsorship Opportunities!**

R&D WORLD

2025 PLANNING GUIDE
www.rdworldonline.com

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	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Pharmaceutical Topics (online editorial coverage)	AI for Patient Recruitment & Retention in Clinical Trials	The Impact of Genomics in Drug Discovery	Diversity and Inclusion in Clinical Trials	The Future of RWD and RWE in Health Care Decision-Making	Breakthroughs in Cell and Gene Therapies	Pharma 50: Top Pharma and Biotech Companies in 2025	An Exploration of Self-Driving Labs	Innovations and Challenges in Oncology Drug Development	Neurology and Brain-Computer Interfaces in Pharma	AI and Machine Learning Tools in Drug Discovery	Regulatory Affairs: Navigating the Changing Landscape	The Future of Personalized Medicine and Biotech
R&D World (online editorial coverage)	AI and Machine Learning in R&D	Advances in Informatics	Fostering Diversity in R&D Teams and Practices	Big Data Analytics and Decision-Making in R&D	Emerging Biotechnologies and Their Impact on R&D	R&D 100: Top Innovative Companies of 2025	Robotics Reboot in R&D: From Lab Automation to Cutting-Edge Robot Engineering	Sustainable Materials Innovation:	Space Exploration Technologies	Engineering a Data Strategy for AI/ML Across R&D Sectors	Global R&D Regulations and Their Impact on Innovation	Quantum Computing for R&D: Where Are We Now?
Print Issue											R&D 100 9/23/25	
Digital Report		Lab of the Future Lab Design	Global Funding Forecast			Lab of the Future: 25 Emerging Technologies				Top 100 Labs: Commercial, Institutional, National Labs		
Show Packages	SLAS: January 25 - 29		Pittcon: March 1-5 Lab Facilities East: March 19				AIDM					
Live Events											R&D 100 GALA	
Virtual Events: Editorial Roundtables				The State of R&D Software Editorial Roundtable Series					Self Driving Labs Editorial Roundtable Series			
Virtual Events: Laboratory Automation Week										Lab Automation Week		

EDITORIAL

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R&D World – Special R&D 100 Edition

ISSUE: NOVEMBER • Ad Close: SEPTEMBER 10

R&D 100 Awards Special Print & Digital Issue: We will be publishing a special edition of R&D World Magazine celebrating the R&D 100 winners. The issue will feature a complete listing of the R&D 100 along with descriptions, photos, and the key innovations they offer. This issue will be sent to 7,500 print subscribers and distributed digitally to an additional 50,000.

The issue will also be handed out to all attendees of the R&D 100 Awards Banquet.

Advertising Rates:
Full page............................$3,750
1/2 page..............................$1,950
Two-Page Spread..........$7,500

Design World | **Windpower** ENGINEERING & DEVELOPMENT | **Solar** Power World | **EEworld** ONLINE | **FluidPower** world | **Medical Design** & OUTSOURCING | THE ROBOTREPORT | R&D WORLD

WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" - (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at **ads.wtwhmedia.com.**

LIVE (SAFETY) AND BLEED
Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA
File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).
Fonts: Embed all fonts
Color space: CMYK — Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.
Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF
Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS
For ad production questions, please contact:
Tracy Powers, Customer Service Representative, (440) 452-3449
tpowers@wtwhmedia.com
Printing Process: Offset, computer-to-plate (CTP)
Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:
1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)

MARKETING SERVICES

BACK TO TOC
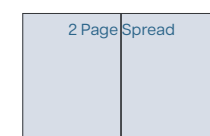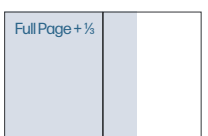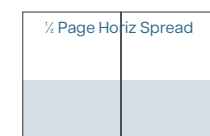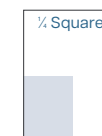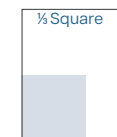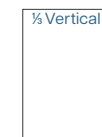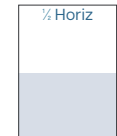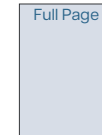
Social Media Management
Reach Your Audience | Build Awareness | Increase Engagement

R&D World manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

| Increase thought leadership presence via social channels	Create & post content	Grow following & increase engagement	Increase social conversion to your website

R&D WORLD OFFERS
• Dedicated Account Manger to oversee and implement your social strategy
• Management & set-up of all major social platforms
• Content creation of all posts
• Monitoring all interactions of your brand across platforms
• Monthly reporting
• Review & strategy sessions

Packages range from $900-$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.
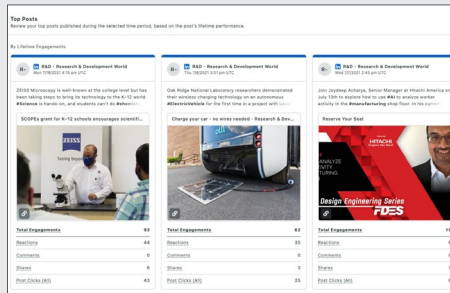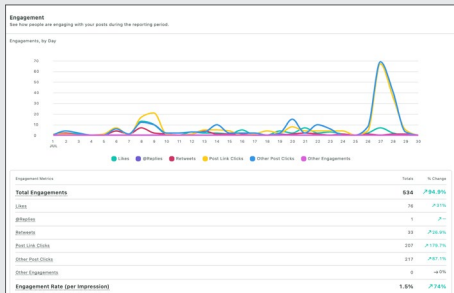
Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING
In addition to social media platform management, R&D World manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, R&D World will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

• LinkedIn
   Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

• Facebook
   Target ads by geography, job title, field of study and device usage.

Investment:
Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. R&D World's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to R&D World is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.

MARKETING SERVICES

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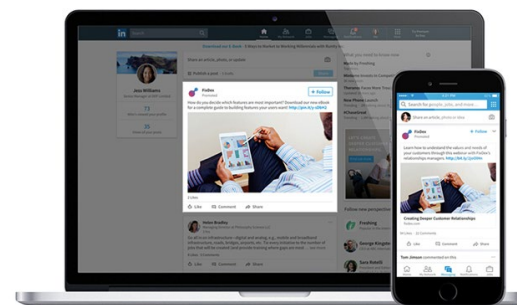
PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWH is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT
- Minimum campaign monthly campaign budget -- $2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional $1,700 one-time set-up fee for new account creation

Google Ads

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Video Production Services
## Full-Service HD Video Production

WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.
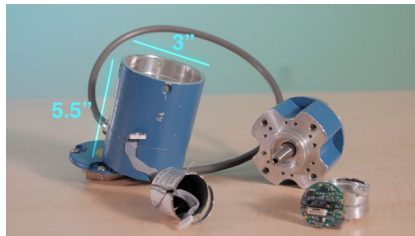
PRODUCT VIDEO
This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.
Pricing based on SOW
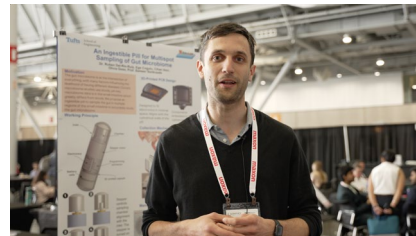
CLIENT TESTIMONIAL VIDEO
These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.
Pricing based on SOW

CORPORATE OVERVIEW VIDEO
Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.
Pricing based on SOW

www.youtube.com/@RnD100

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