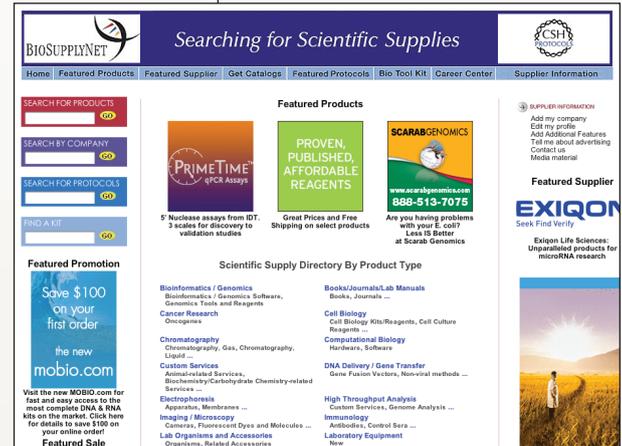


THE INDUSTRY STANDARD IN BIOSCIENCE DIRECTORIES

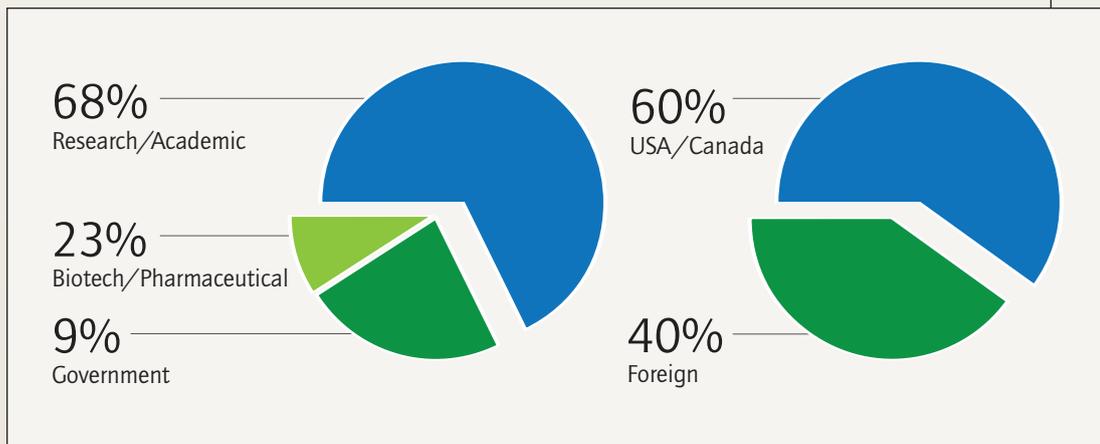
Launched in 1996, BioSupplyNet.com (BSN) is the pioneer buyers' guide for the bioscience and life technology fields. A division of Cold Spring Harbor Laboratory (a world leader in life science research), BSN hosts more than 6,500 participating companies and over 20,000 products and services, making it one of the most complete directories anywhere.

Designed for the end user, BSN allows researchers quick and easy access to your company information when searching for the products they need to purchase. Unlike other on-line buyer's guides, BSN does not limit its supplier database to only those that pay to join. Suppliers can be included at no charge, which provides researchers with the most comprehensive sourcing tool available.



DESIGNED BY RESEARCHERS AT COLD SPRING HARBOR LABORATORY, FOR RESEARCHERS WORLDWIDE

BioSupplyNet is used by researchers around the world at commercial, academic, and governmental institutions who conduct research in the areas of molecular biology, microbiology, genetics, biochemistry and other life science research fields. The BSN demographic/geographic breakout is as follows:



WHY ADVERTISE?

Strategic Solutions and Marketing Opportunities

Home Page Featured Banners

The most cost effective and highly visible method to showcase your company and products. Home page featured ads can be custom tailored to fit your needs, providing a valuable way to expand your marketing reach of new products, promotions, or services.

Get a Catalog

Even with the surge in internet usage, researchers continue to reference printed catalogs. Promote your catalog to BioSupplyNet's users and get your catalog in their laboratories. Receive requests and contact information via email.

Keyword- and Category-Driven Banner Ads

Display your company's message whenever a specific keyword or category is entered as a search term. This is an excellent way to increase exposure for your products and put your company brand in front of a researcher looking to purchase supplies.

BioToolKit

An annotated directory of over 1,000 links to online molecular biology resources, including basic research tools and advanced applications for genome, transcriptome, proteome data retrieval, analysis, and visualization. One of the most visited areas of BioSupplyNet, suppliers can advertise next to relevant scientific research links.

Each month, over 30,000 international researchers from all areas of science turn to BioSupplyNet.com to find sources for the products they need to buy, which provides your company with:

- Additional traffic to your website
- Increased consumer awareness of your products and brand
- A billboard to highlight new products, promotions, and services
- Qualified sales leads

Unlike other websites, BioSupplyNet.com is a free-use global directory and does not require users to register in order to search for companies and products. However, most users do register because BSN offers time-saving features such as the rapid-request feature which allows scientists to reach multiple companies for quotes in one easy step. Registered users also receive monthly e-memos highlighting the current special promotions and sales on the BSN Home Page.

BIOSUPPLYNET FEATURES

Basic Free Listing includes:

Basic contact information
Maximum of 20 product categories

Enhanced Listing: \$650/year

Includes:

- Full company contact information, logo graphic and description (to develop customer recognition of your company)
- Hotlinks to your website & email (fast contact!)
- Supplier billboard page (to highlight your events/promotions)
- Unlimited product category listing (more products = more buyers)
- Preferred placement in all product searches with hotlink directly to your website (that's how buyers find you!)

For pricing please contact the advertising office:

adv@biosupplynet.com or 516-422-4011

**If you are looking to catch new business...USE THE NET!
BIOSUPPLYNET!**

The screenshot displays the BioSupplyNet website interface. At the top, there is a navigation bar with links for Home, Featured Products, Featured Supplier, Get Catalogs, Featured Protocols, Bio Tool Kit, Career Center, and Supplier Information. The main content area is titled "Searching for Scientific Supplies" and features a search bar with options to search by products, company, or protocols. A "Featured Sale" section highlights a "Get Organized" offer for the CSH Laboratory Research Notebook. Another section, "MidSci Lab Equipment Guide", promotes a 48-page guide to laboratory equipment. The MidSci logo and contact information are also visible.