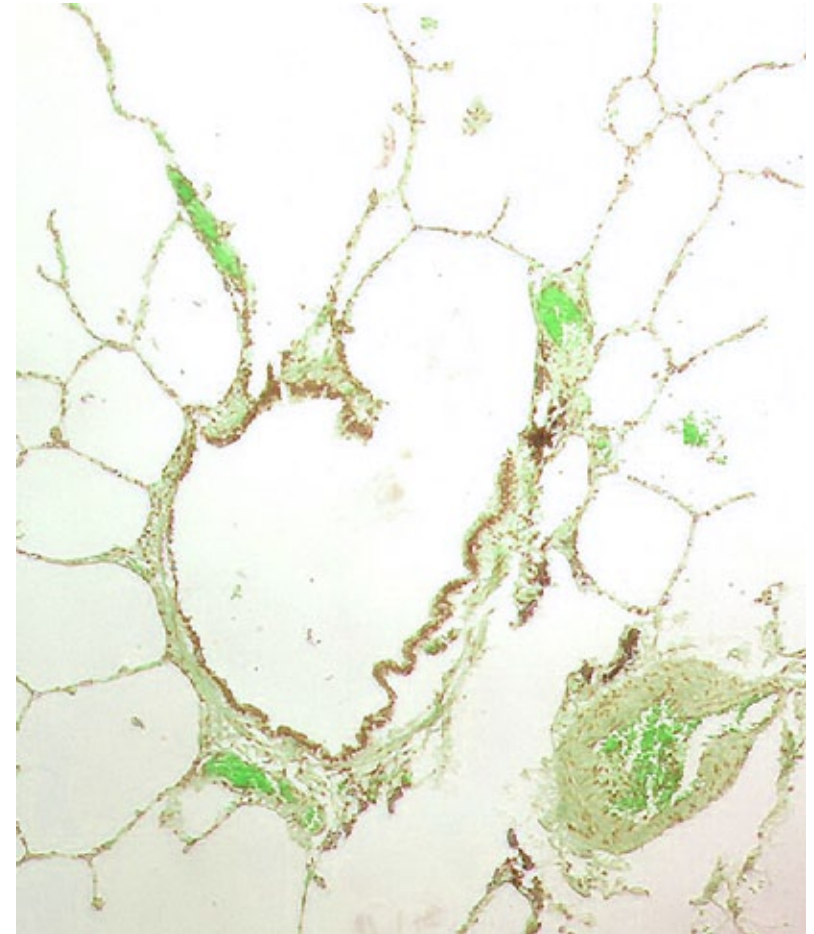


SPROUTNOVA



Visit us at [www.sproutnova.com](http://www.sproutnova.com) for more details, registration info, and much more!

Get started today!

## About SproutNOVA

SproutNOVA was born from a collaboration between two companies wanting to bridge the gap between **highly talented science writers** and the **top tier products** used in scientific research. Our service delivers your message to a diverse range of scientific professionals, enthusiasts, and thought influencers both in and out of the lab.

Our technology is flexible, accountable and simple to use. This means you can **launch an ad program within minutes**, and have control over exposure and costs during the entire process. Our revenue model empowers writers while providing our advertisers with top positioning, social media exposure, and that hard-to-find audience that pours over quality science content.

## Our Philosophy

The SproutNOVA's **philosophy** is simple, stay out of the way of talented writers, listen to our audience, and do everything we can to connect consumers and businesses in a meaningful way. As you can see from our product offering, we are results **driven** and will continue to pursue advertising marketing opportunities that **enhance** communication. You won't find a robust network of science sites like this anywhere on the web at such a great value.

## Who Uses our Network?

Our audience spans a **diverse** range of undergraduates, technicians, professionals and PHD researchers from all industries. Look through the vast array of sites in our network. See for yourself the **dedication**, commitment, and great interest through our sites' content that is constantly growing with photos, articles, write-ups, sponsorships, and more.

## Areas of Interest/Publishing

Our reach is constantly **sprouting** into new areas. Highlighted here are only a few genres and categories that we contribute to.

- **Bioscience**
- **Physical Science**
- **Health**
- **Environment**
- **Astronomy**
- **Technology**
- **Life Origins**
- **Discovery**
- **Nature**

## Marketing Performance

Put Sprout to work **spreading the news** about your latest product announcement, special promotion or tips and techniques to make scientists lives easier.

## About the Model



We offer up to 60% of the revenue to our writers. With 50% of each ad sale going directly to the website displaying the ads.

You will see that our network has an advisory committee that **selects** only websites that speak to our audience, have a fresh perspective, or directly contribute to science literacy. The good news is they exist in large numbers but were fragmented until now.

We are serving as the **bridge** and excited to bring you the opportunity to be represented by actual scientists with a true audience of engaged readers.

## Testimonials

“The Sprout network is the start of something **exciting**. They have united a great bunch, and are offering very fair access, while improving science literacy and the way we do business.”

## Key Benefits

Your ads will only be seen on websites that have a fresh perspective, speak to our audience, or directly contribute to science literacy.

- **Science Audience**
- **Educators**
- **Engaged readers**

Clicking on this icon will take you back to the Table of Contents.

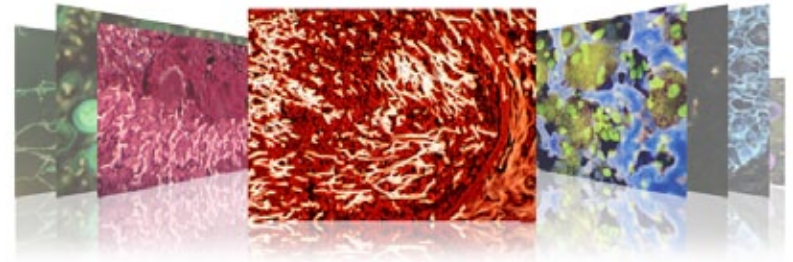
## Full Service Ad Network

You are in complete control of your spend rate and where your ad appears by including targeted **keywords**.

- **Social Marketing**
- **Product Write-up & Features**
- **Affiliate Marketing**
- **Search Marketing**
- **Sponsored and adopted bloggers**
- **Content Sponsorship**
- **Box Graph**
- **Special Pricing / Packaged Deals**

## Creative Services

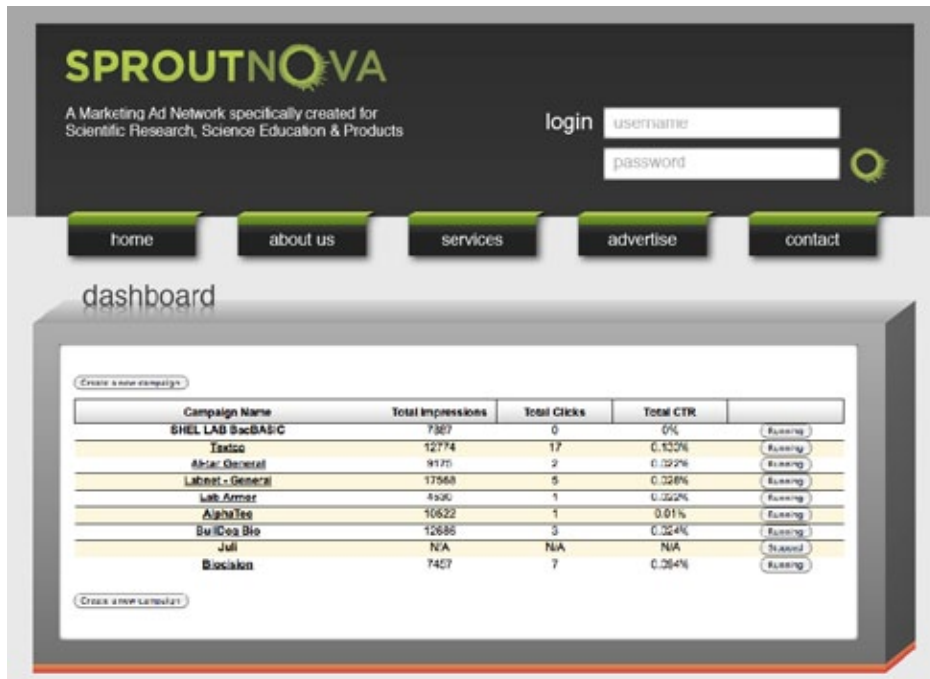
SproutNova can help you keep ads **fresh** and resize existing ads if you need the extra design muscle.



# SPROUTNOVA - How it Works For You

## Writers

You will earn 50% of the ad revenue based on the ad impressions. The more **popular** a post is, the more money you earn. We have designed SproutNOVA's ad code to be **flexible** and easily embeddable so you can use it how and where you choose. If 50% isn't enough, we are also offering an additional 10% commission if you or your site are listed as the ad seller.



The dashboard for writers features a navigation menu with buttons for home, about us, services, advertise, and contact. Below the menu is a "dashboard" section with a "Create a new campaign" button. A table displays the following data:

Campaign Name	Total Impressions	Total Clicks	Total CTR	
SHEL LAB SacBASIC	7387	0	0%	Running
Taxico	12774	17	0.133%	Running
Akbar- General	9175	2	0.022%	Running
Labnet - General	17568	5	0.028%	Running
Lab Armor	4636	1	0.022%	Running
AlphaSee	10632	1	0.01%	Running
BuIdea Bio	12685	3	0.024%	Running
Juli	N/A	N/A	N/A	Paused
Biosciain	7407	7	0.094%	Running

There is also a "Create a new campaign" button at the bottom of the table.

## Advertisers

You can choose from a **variety** of ad sizes, purchase impressions, and upload your ads all in one spot. If you want to stop using ad impressions you can pause your campaign. Have a creative idea or want to sponsor an individual bloggers or event? You can have one of our talented people create a **unique** piece of content. Just reach out to us and we can make it happen.



The dashboard for advertisers features a navigation menu with buttons for home, about us, services, advertise, and contact. Below the menu is a "dashboard" section with a line graph showing performance over time. The x-axis represents dates from 5/22/11 to 6/10/11, and the y-axis represents a numerical value from 0 to 300. The graph shows a significant peak in performance around 6/7/11.

For more information, contact us at (971) 533 7223 or [ads@sproutnova.com](mailto:ads@sproutnova.com)

## LeaderBoard

Displays at the absolute top of the page  
970 x 50px

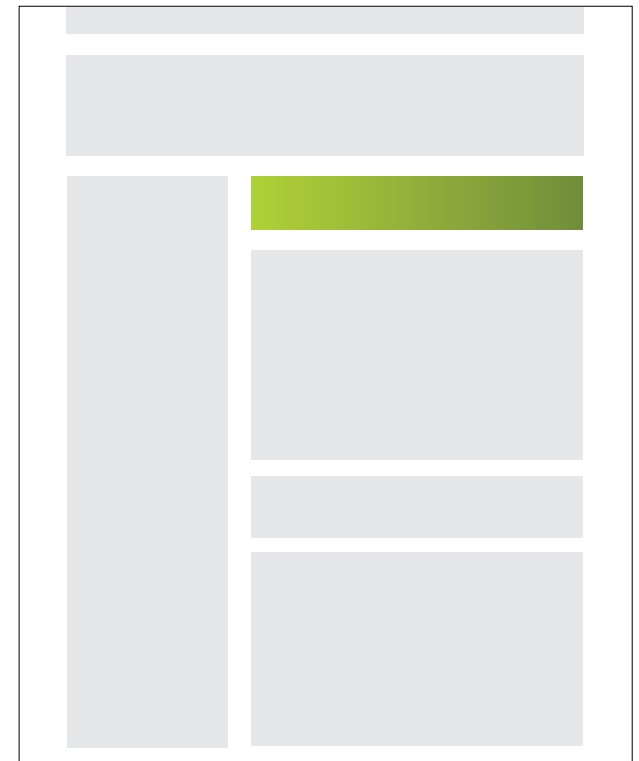
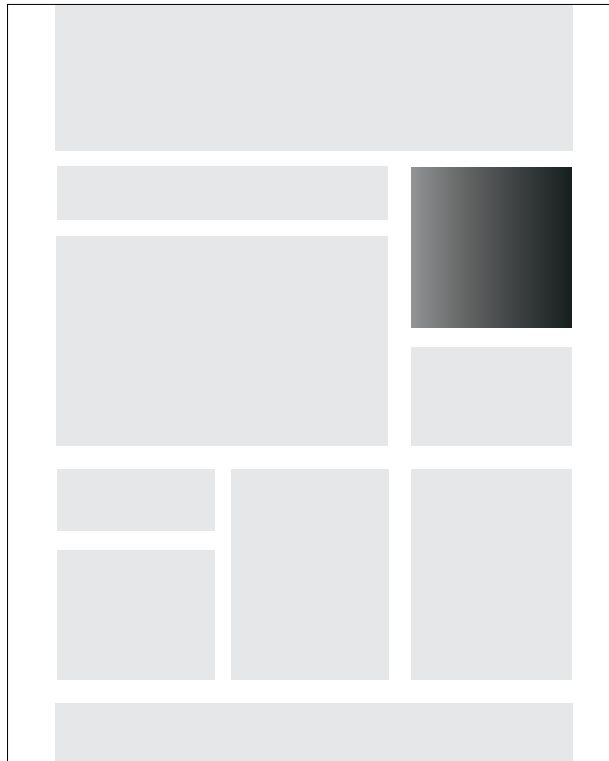
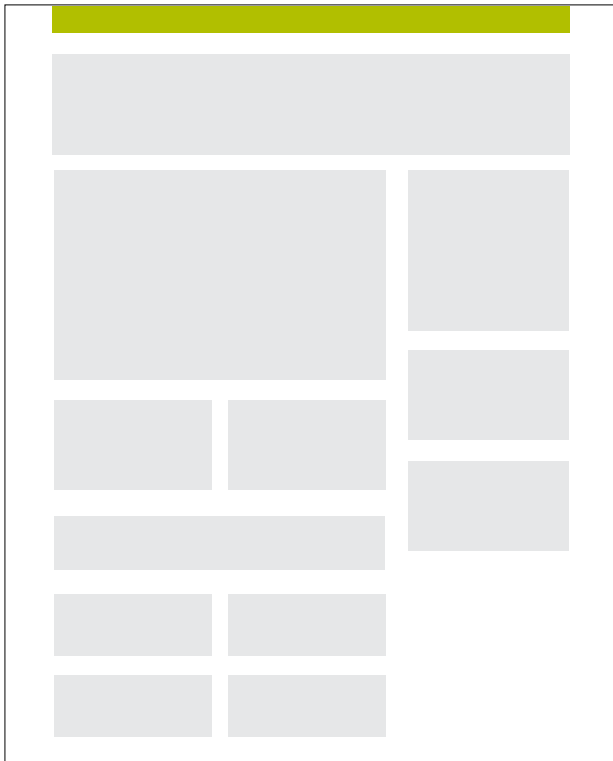
## Column BoomBox

Displays in the right hand column  
300 x 300px

## Content Banner

Displays above content section, comments section and commenting input box  
620 x 100px

## Size and Placement



## Impressions

Rate is per 10,000\*

### LeaderBoard

970 x 50px

\$375.00\*

### Column BoomBox

300 x 300px

\$350.00\*

### Content Banner

620 x 100px

\$275.00\*

## Special Rates

Exclusive coverage, or 10% off for combo ad sizes!

Free Design Ad with a 40K impression purchase.



## Website

[www.sproutnova.com](http://www.sproutnova.com)

Think of us as your command center for life science exposure. What makes us different is that we have the **best content**, and **broadest exposure** for the price.

## Phone & Email

(971) 533 7223  
ads@sproutnova.com

# SPROUTNOVA



The screenshot shows the SproutNova website homepage. At the top, the logo 'SPROUTNOVA' is displayed in green and white, with the tagline 'A Marketing Ad Network specifically created for Scientific Research, Science Education & Products'. Below the logo is a login form with fields for 'username' and 'password', and a 'login' button. A navigation menu contains buttons for 'home', 'about us', 'services', 'advertise', and 'contact'. The main content area is titled 'what we do' and features three columns of text and a bar chart. The first column describes the company's mission to bridge the gap between science writers and researchers. The second column lists the diverse range of scientific professionals and thought influencers reached. The third column describes the diverse audience from undergraduates to PhDs. The bar chart, titled 'Measuring Up', shows the number of sites in the network across five categories: High Growth, Financial Services, Jobs, and two categories for Life Sciences (Life Sciences Content and Life Sciences Products). The 'Life Sciences Content' category has the highest number of sites, exceeding 140. Below the 'what we do' section is the 'our clients' section, which displays logos for Sheldon Biotech Manufacturing Inc., AlphaTec, and Labnet. The footer contains the copyright notice 'SproutNova Copyright © 2011'.

**SPROUTNOVA**  
A Marketing Ad Network specifically created for  
Scientific Research, Science Education & Products

login username  
password

home about us services advertise contact

### what we do

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### our clients

**SHeldon** Biotech Manufacturing Inc. **AlphaTec** **Labnet** **Labnet International, Inc.**

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