

SPONSORED PODCASTS



THE SOUND OF E-CLINICAL TECHNOLOGY AND SERVICES

Someday the world of electronic data capture and adaptive clinical trials will be routine. Until then, those supporting clinical trials will have a weekly podcast providing an opportunity to hear an interview with a recognized industry expert. Guests on ClinPage podcasts may represent sponsors of clinical trials, investigator sites, technology suppliers or contract research organizations.

The sound in all ClinPage podcasts will be professionally engineered. The interviews will be conducted by ClinPage's editorial staff. Founder and editor Mark Uehling has been writing about the field since 2002,

when he joined *BioIT World*. Since then Uehling has written definitive articles about trial simulation, international trials and electronic patient diaries.

With a duration of 10-12 minutes, each podcast will have one exclusive sponsor. The podcast sponsor will be identified at the start of every interview—and provide a two-sentence commercial message for the middle of the interview. The advertiser's message can be updated and read by the advertiser or ClinPage's announcer. The podcast will be promoted on our home page and email list and archived on our podcast page.

Thirty (30) days after the podcast is launched via the ClinPage website and RSS feed, a copy of its MP3 audio file will be provided to the advertiser for online posting by the advertiser. Podcast sponsorships are available in six- and twelve-month intervals.

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