

# Advertising on Georgia Bio Web Site / E-newsletter

## ❖ **Reach: All Georgia Bio members, community leaders and others**

An excellent and **affordable way to stay in front of Georgia's life sciences industry** is by placing a tile or banner ad on the Georgia Bio Web site and in Georgia Bio's e-newsletters.

The Web site is the focal point of all Georgia Bio communications throughout the year. And more than 1,000 industry professionals receive *E-Chronicle*, the Georgia Bio e-newsletter, which is disseminated 10 times throughout the year. When you place an ad in either, you drive traffic to your site.

The main banner ad may be placed on the homepage, events page, Georgia companies page or members-only site. All Web site ads rotate, so whenever a page containing a banner/tile ad is visited or refreshed, a randomly selected ad is automatically uploaded.

## ❖ **Investment: \$1,000 (3 months); \$1,500 (6 months); \$2,000 (1 year)**

❖ *Contact Maria Thacker, Marketing Director of Georgia Bio, for details – 404-920-2042 (maria.thacker@gabio.org).*

## *Sponsor Benefits*

- **Exposure** to Georgia's life sciences industry throughout the year
- **Opportunities for site visitors** and e-mail recipients to click through your ad and take further action