

Principal Investigators Association

Advertising Opportunities

ABOUT PRINCIPAL INVESTIGATORS ASSOCIATION (PIA)

Founded in 2009, PIA is an independent organization that helps scientists in all fields master their operational and financial challenges. PIA communicates and promotes best practices and continuing professional education for garnering financial support and optimally using monetary, material, and personnel resources. Ultimately, with our help and the help of fellow scientists, researchers will increase the scope, efficiency, and productivity of their scientific inquiry.

ADVERTISING OPPORTUNITIES

E-MAIL MARKETING

Keep customers and prospects coming back with custom e-mail campaigns that put you in your prospects' and customers' inboxes.

- ✓ We can help you target your message to the most relevant prospects
- ✓ Schedule e-mail delivery for when people are most likely to check e-mail, so you'll increase the likelihood they'll read it and take action

PRINCIPAL INVESTIGATOR MENTOR eALERT

Principal Investigator Mentor eAlert is the first and only digital newsletter devoted exclusively to Principal Investigators. Every week, PI Mentor eAlert is distributed for free to over 100,000 +Principal Investigators in all fields of research.

- ✓ Weekly eAlerts provide expert advice on the many non-science duties and responsibilities both inside and outside the lab
- ✓ Position your banner ad to effectively reach your targeted audience

WEBSITE

- ✓ Banner advertisements on our Website place you in front of decision-makers looking for solutions to their every day, non-science challenges.
- ✓ Banner ads also offer a cost-effective solution for promoting your products and services. Best of all, your products and services will receive high visibility at the right place to the right audience.

CO-MARKETING

If you're interested in co-marketing efforts such as email exchanges, banner exchanges and the like, please contact us via email to: info@principalinvestigators.org. **We will respond to all requests within 48 hrs.**

WHAT WE CAN DO FOR YOU

- ✓ Unparalleled access to new buyers
- ✓ Increase leads, conversion rates and sales by making your brand messages more noticeable
- ✓ Reach PIA's expanding network of some 100,000+ decision-making scientists and researchers.
- ✓ Launch a combined assault — e-mails, eAlert and Website — customized to your specific goals and budget
- ✓ Leverage PIA's reputation for management and operational expertise to position your company as a provider-of-choice for lab-based products
- ✓ Target qualified prospects — poised to buy — with average lab budgets of more than \$250,000
- ✓ Get in front of thousands of prospects who currently enjoy institutional accounts
- ✓ Break through the advertising clutter in science- and technical-based media. PIA is the sole national source providing how-to, expert advice for the "non-science" side of lab research, including grant-writing, staff supervision and mentoring, among others

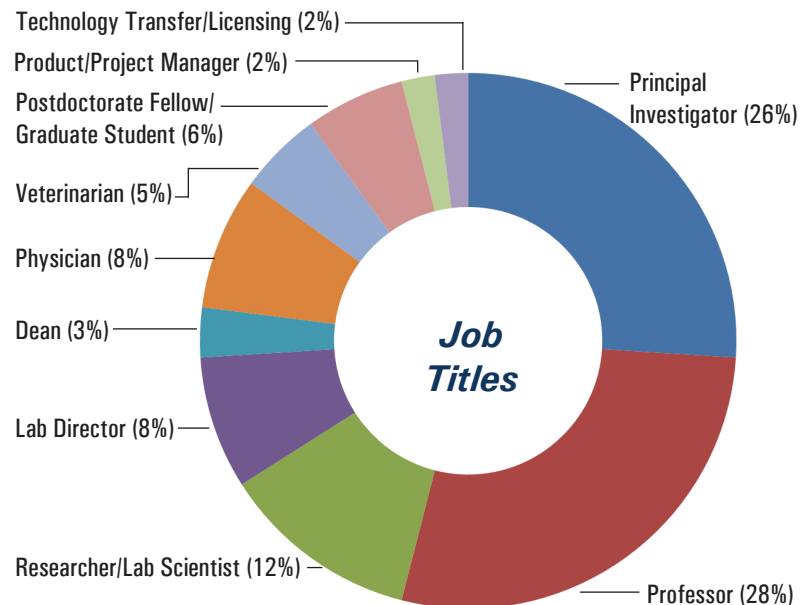
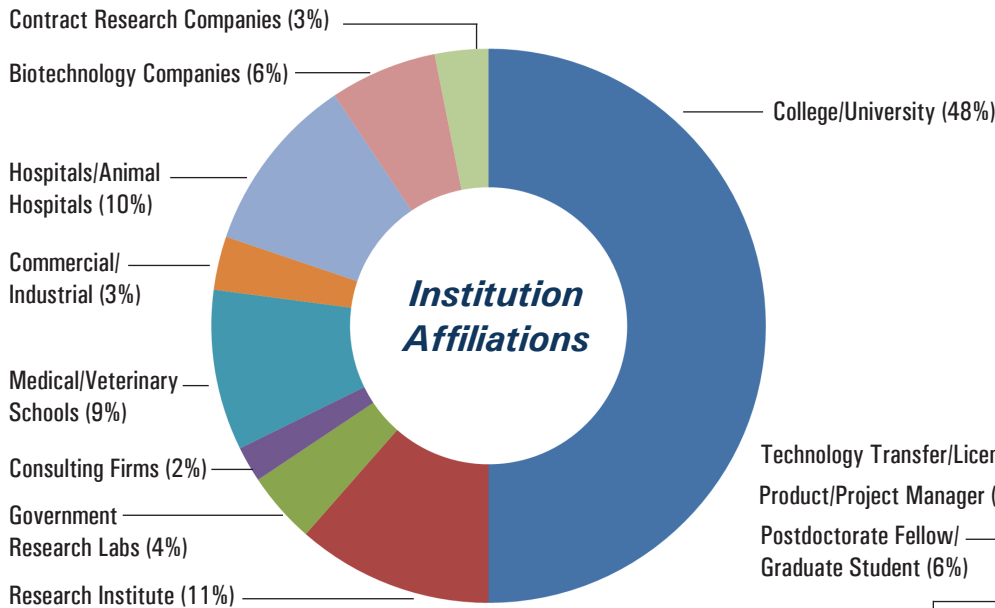




Customer Demographics

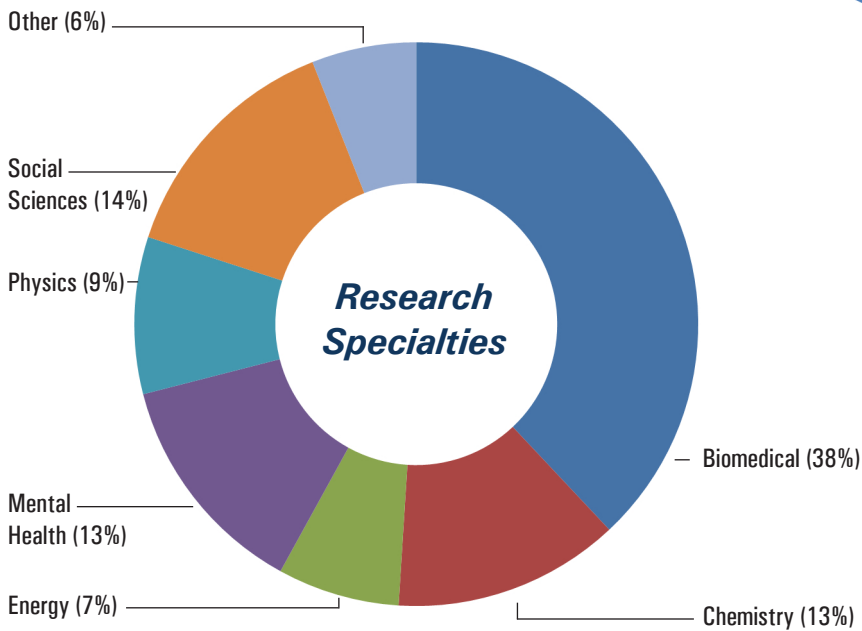
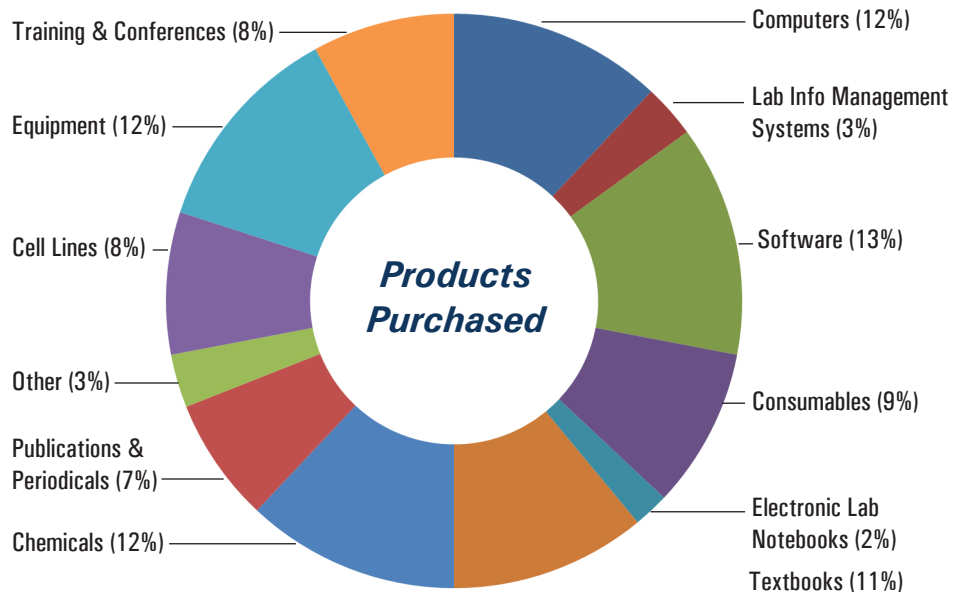
Principal Investigators Association is the first and only organization exclusively dedicated to helping Principal Investigators, in all fields of science research, better perform their administrative and managerial duties.

- ✓ 59% of our readers hold an MD or PhD.
- ✓ Over 75% of readers hold either a doctoral or post graduate degree.
- ✓ Almost half say they primarily use the internet to obtain information on research products and services.
- ✓ The average laboratory budget of our readers is over \$250,000.





Customer Demographics





HERE IS A SAMPLING OF PIA'S CURRENT CUSTOMERS

University of Oklahoma HARVARD MEDICAL SCHOOL *Adelphi Technology Inc.* UNIVERSITY OF PITTSBURGH **University of Arkansas** CHILDREN'S MERCY HOSPITALS *Purdue University* **INFLAME THERAPEUTICS** **Oregon State University** UNIV. OF ROCHESTER MEDICAL CENTER *Univ. of Tennessee Medical Center* NATIONAL INSTITUTE OF NURSING **James Madison University** TUFTS UNIVERSITY *Psychology Software Tools Inc.* BRIGHAM WOMEN'S HOSPITAL **University of Colorado** UNMC *University of Maryland, Baltimore* PENNSYLVANIA STATE UNIVERSITY **Univ. of Massachusetts Amherst** **UNT HEALTH SCIENCE CENTER** *University of Texas at Dallas* UNIVERSITY OF CINCINNATI **University of Missouri** SAM HOUSTON STATE UNIVERSITY **CDC** **UT M.D. ANDERSON CENTER** **Ohio State University** SWARTHMORE COLLEGE *New York University* SETON HALL UNIVERSITY **Tennessee State University** *Children's Hospital of Michigan* UNIV. OF KANSAS MEDICAL CENTER **Aga Khan University Hospital** OREGON HEALTH & SCIENCE UNIVERSITY *University of Delaware* WAYNE STATE UNIVERSITY **University of Oslo** GEORGIA INSTITUTE OF TECHNOLOGY *Boston University* UNIVERSITY OF ALASKA FAIRBANKS **Univ. of N.C. at Charlotte** **FOOD AND DRUG ADMINISTRATION** *Tulane University* THE OHIO STATE UNIVERSITY **Los Alamos National Laboratory** UNIVERSITY OF WISCONSIN *Duke University Medical Center* CALIFORNIA INSTITUTE OF TECHNOLOGY **Washington University** DUQUESNE UNIVERSITY **UAMS** UNIVERSITY OF NEW MEXICO **Indiana Univ School of Medicine** **DANA-FARBER CANCER INSTITUTE** *University College London* LARAMIE COUNTY COMM. COLLEGE **Montana State University** UNIVERSITY OF MICHIGAN *Keck USC Med School* MONARCH TEACHING TECHNOLOGIES **Boston Univ. School of Medicine** DCAL *UT College of Medicine* UNIVERSITY OF ILLINOIS **University of Michigan** UNIVERSITY OF ROCHESTER *University of Louisville* UNIVERSITY OF SOUTH CAROLINA MICHIGAN TECHNOLOGICAL UNIVERSITY *Drexel University* UNIVERSITY OF DENVER **University of Pennsylvania** DELAWARE STATE UNIVERSITY *Nanotechnology Center at UALR* TEXAS TECH UNIVERSITY **West Virginia University** WAYNE STATE UNIVERSITY *University of Toledo* MIT **University of Southern California** UNIVERSITY OF TEXAS AT AUSTIN *WMU Evaluation Center* **UPSTATE CAROLINA CCOP** **Rush Alzheimer's Disease Center** MEDICAL COLLEGE OF GEORGIA *UMASS Medical School* **LOS ALAMOS NATIONAL LAB** **Georgia State University** MOUNT SINAI SCHOOL OF MEDICINE **UMPC** UNIVERSITY MO KANSAS CITY **University of Utah** *Children's Hospital & Research Center* UNIVERISTY OF WASHINGTON **Kaiser Permanente Division of Research** UMASS MEMORIAL HOSPITAL *Jefferson Medical College* LSUHSC-SHREVEPORT **Washington State University** **UW-SMPH** *UCLA Radiological Sciences* UNIVERSITY OF SOUTH DAKOTA **University of Texas Medical School** UNIVERSITY OF ALABAMA AT BIRMINGHAM *Mt. Sinai School of Medicine* VIRGINIA COMMONWEALTH UNIV. MEDICAL **University of Nebraska Medical Center** WESTERN UNIVERSITY OF HEALTH SCIENCES *Medical Center of Central Georgia* CALIFORNIA STATE UNIVERSITY LOS ANGELES **Louisiana State University** UNIVERSITY OF MINNESOTA *Boston University* VA GREATER LOS ANGELES/UCLA **Pfizer** GLAXO SMITH KLINE **Cubist** **PANTHERA BIOPHARMA** **Adolor Corporation** AVI BIOPHARMA *Array Biopharma* **BIOCRYST PHARMACEUTICALS** **Amgen** MAPP BIOPHARMACEUTICALS *Merck & Co.* THERMO FISCHER SCIENTIFIC