

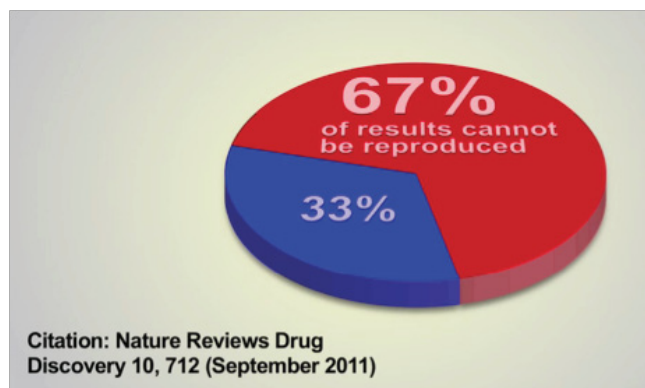
MEDIA KIT

JoVE Industry Relations

The Journal of Visualized Experiments, JoVE, recognizes the inefficiencies that exist within life science communications and works with its partners to leverage its core competences in scientific video production and publication.

JoVE is experienced with over 1800 video productions and publications worldwide working with over 60 clients in biotechnology, medical device and pharmaceuticals.

A recent study by Bayer shows that over 67% of published articles are not reproducible.



Key capabilities include:

- Turnkey, high quality video development by JoVE worldwide
- High traffic- free access content accessible by scientists and clinicians online and searchable via PubMed / MEDLINE, Google, PubGet and more
- Credibility - world's only peer-reviewed video publication
- Utilizing JoVE's library of content as part of an extended marketing strategy

Reach influential users:

Over 250,000 unique visitors per month while each JoVE article receives over 10,000 views per year on average.

Some of JoVE's partners include:



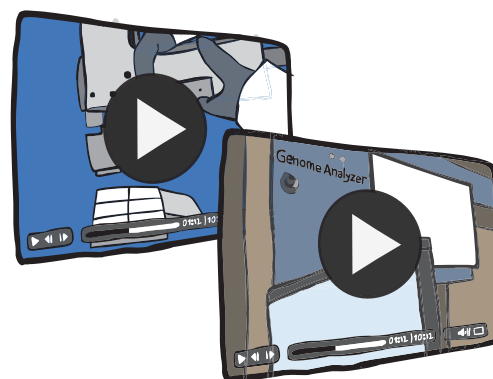
Product and Services

	Video Reprint	Sponsorship	Publication Grant	Application Notes
Copyright for redistribution/editing	X	X	X	X
High-Resolution Video File	X	X	X	X
Embed Codes	X	X	X	X
Free Access Publication - <i>no subscription required</i>		X	X	
JoVE Article Pre-Roll		X	X	X
Company Logo/Click-Through Link		X	X	X
Materials & Methods Page Links		X	X	X
Traffic Reporting Services		X	X	X
HD Filming Worldwide			X	X
Animation			X	X
Professional Voiceover			X	X
Editorial & Peer-Review			X	
Generates Leads				X
Total Cost	\$2,500	\$6,000	\$9,500	\$9,500

Video Reprints:

License the rights to utilize any published JoVE article for redistribution or editing barring resale of the footage. Common applications include:

- ☐ Application based marketing
- ☐ Technical support resources
- ☐ Editing of footage for marketing video inclusions



Sponsorship Grant for Video Article:

Grants provide for the publication and production fees for an academic author to submit a manuscript for publication & production. Choose an academic to support or have your internal expertise author the article.

Deliverables are as follows:

Idea

Run a contest and facilitate abstract submission from your customers to pick the best application for sponsorship.

Application Notes:

A JoVE application note is a production that focuses around a product or service, is preformed by company scientists or personel and is not peer-reviewed. These productions are not indexed in PubMed, but can contain marketing messages and overview the features and benefits of a device or service.

Advantages:

- Shorter production process (4 weeks less on average), eaiser to complete
- JoVE application notes collect email addresses from each viewer supplying you with leads

Video Pre-Rolls:

A branded slate pre-roll displays the start of a JoVE video article. The advertiser s logo is shown in a 4-7 second screen with the standard intro text: The following article has been made possible by along with a voiceover. JoVE creates the content based on content provided by the advertiser.

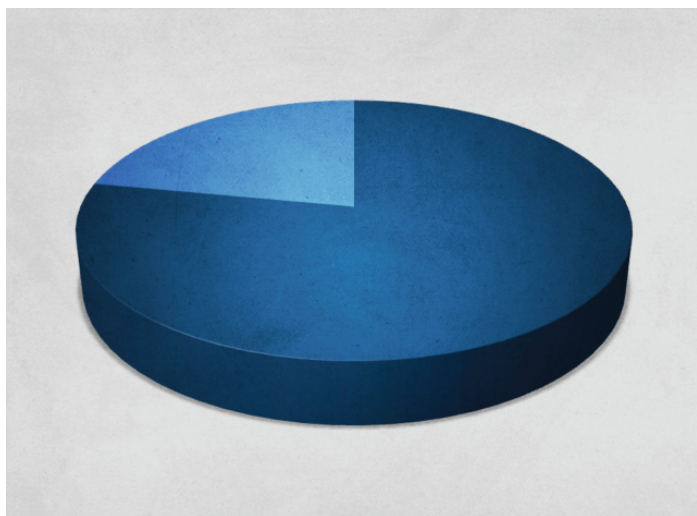
The pre-roll is displayed on every view of an article within the package purchased by the advertiser. Along with the pre-roll an on page banner is displayed. Both pre-roll and banner are clickable.

Why are pre-rolls better than banners? Viewership Guaranteed

Pre-rolls are inescapable messaging for guaranteed viewership. Viewers have access to valuable functional content made possible because of your support.

The importance of academic publishing in communications:

- ❑ Scientists in clinicians make purchasing decisions based on what their colleagues use in their methods.
- ❑ Published content fits within the workflow of professionals accessing information in the life sciences via credible sources like PubMed.
- ❑ Add placements in text journals and online are commonly blocked out or clicked and lack the functional information that scientists seek out.

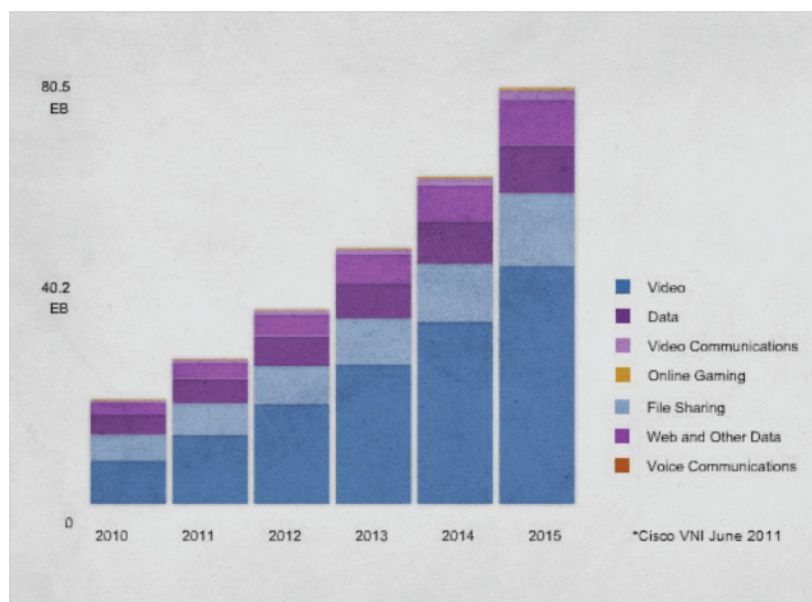


82% of scientists valued applications and troubleshooting tips when looking for information on purchases.

Source: *New Media Marketing Channels: Creating Effective Online Life Science Promotional Videos*, Bioinformatics, LLC.

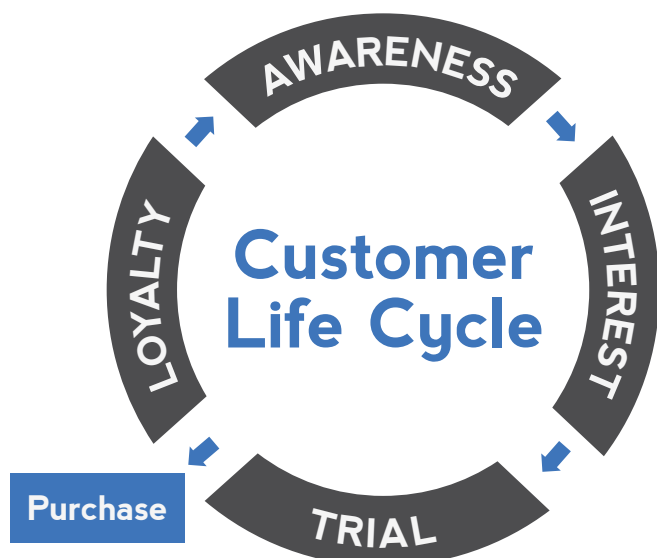
The future of video marketing:

- ❑ By 2014 greater than 90% of web traffic is projected to be web video
- ❑ Greater than 70% of scientists and clinicians prefer to learn about products through video
- ❑ Video increases site time
- ❑ Video increases search optimization
- ❑ Video Drives actions by viewers



Developing A Video Strategy:

Video is a versatile media that can be used, edited and repurposed for applications to fit specific prospective customer needs throughout the customer life-cycle .



Loyalty • Product Page • Tech Support

Awareness • Twitter • Facebook • YouTube

Interest • Conference Booths • Tradeshows

Trial • Product Demonstration • Sales Reps

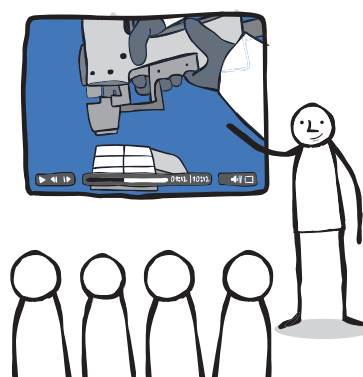
• Email Campaigns • iPad

Suggested video marketing applications:

Your Website



Conference Booth



iPads



3rd Party Distribution



Key points:

- 70% increase in site traffic
- Video library to increase customer satisfaction



Charles River produced a library of 6 technical video articles. The goal primary goal of the project was to demonstrate their technical expertise to the scientific community. Published articles resided on JoVE and have been viewed by more than 50,000 scientists in the past year.

The video componets of th publication were made available to all customers under a technical resources site called the source .

Adding video resources to the source increased our site traffic greater than 70% -Michel Province,

Marketing Manager, Charles River

It was very important to us that the articles were peer-reviewed. There is suspicion, and rightly so, of things seen as puff pieces . Our customer feedback has been uniformly positive and some of the pieces are being used in facilities as training aids, a fact of which we are very proud. - Kathleen Pritchett-Corning, DVM,

DACLAM, MRCVS, Director, Research and Professional Services, Charles River

Key points:

- Sales tool for reps to use with physicians to credibly review the technology and procedure demonstrated by a colleague.
- Resource used accrossed company brands



JoVE has partnered with Boston Scientific in the areas of Neuromodulation, Interventional Bronchoscopy, Cardiology and Structural Heart.

In Interventional Bronchoscopy JoVE developed two case report publications on the physical treatment and administration of anesthesia for an ablation system that treated severe asthma in patients.

Boston Scientific sales reps review these case reports with physicians in the field on the iPad. Additionally the articles are provided for patient referral resources, training and support applications.

Key points:

- 150,000+ video article views
- 5 language translations
- Blended distribution strategy



Over 100 published video articles on JoVE contain video demonstration of Thermo Fisher products, from basic lab supplies and reagents to complex research tools.

JoVE produced two video articles for Thermo Fisher's Nanodrop group. Each article was translated into five languages (Chinese, Japanese, French, German & Spanish).

In one year alone one article generated over 100,000 views on JoVE. This was due not only to publication in a widely used topic (DNA Quantification), but also promotion of the video via email campaigns, their website, Biocompare and YouTube.

Key points:

- Overhead cost reduction
- Reduced # of sales demos
- Technical support assistance



Leica sponsored the production of a video demonstrating the use of their Angle Two product performed by its inventor. This video was then used at conferences displayed at the booth for education. Additionally it was used by sales and technical support reps alike to aid them in their work.

We didn't anticipate the amount of overhead cost reduction we saw after our JoVE video came out. We also didn't have to do as many sales demos as in the past and it helped with our tech support staff, to direct users to a central location

-Lon Nelson, Marketing Manager, Leica Microsystems