

A photograph of a diverse group of five people of various ages and ethnicities smiling. The image is overlaid with a large, semi-transparent graphic consisting of several overlapping triangles in shades of blue, green, and red. The text 'BRAND HIGHLIGHTER: DIVERSITY CAMPAIGN' is superimposed in large white letters over the center of the image.

BRAND HIGHLIGHTER: DIVERSITY CAMPAIGN

CHAMPION DIVERSITY and **ELEVATE YOUR BRAND**
in **CLINICAL RESEARCH**

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SAY HELLO TO THE XTALKS COMMUNITY



For over 20 years, Xtalks has driven life science industry partnership and collaboration. It is an evolving community of hundreds of thousands of pharma/biotech, medical device, healthcare and food industry professionals who engage with each other and Xtalks media offerings.

With millions of site visits each year, Xtalks members participate in discussions and webinars, as well as read, listen and watch content to remain updated on the latest industry advancements and best practices.


This active engagement presents advertisers with an opportunity to reach a dedicated, knowledgeable audience eager to make informed decisions.



EVERY 20 MINUTES

An industry professional registers for a new account on the [Xtalks.com](https://www.xtalks.com) community

The Xtalks Member Experience



MEMBERS

PERSONALIZED CONTENT LIBRARY

- Suggested Webinars
- Suggested Articles/Videos
- Suggested Jobs
- Upcoming and Recorded Webinars

- Peer Circle Memberships
- Life Science Podcast
- Vendor Selection
- Blog Articles
- Newsletters
- Spotlights
- Magazines
- Career Insight Media
- Webinars
- News Articles
- Quizzes & Polls
- Videos
- Xtalks Job Search

BRAND HIGHLIGHTER: DIVERSITY CAMPAIGN

Showcase Your Commitment to Clinical Diversity & Build Trust

The growing emphasis on clinical trial diversity reflects the urgent need to address health disparities and ensure that medical research benefits all demographic groups, leading to more equitable and effective healthcare outcomes.

If your organization can effectively demonstrate its capability in promoting clinical trial diversity, it stands to gain substantial benefits, including an enhanced reputation, a competitive advantage, improved scientific outcomes, and increased market access. **The Brand Highlighter: Diversity Campaign** is designed to showcase your organization's clinical diversity efforts by featuring your company in two successful Xtalks products focused on clinical trial diversity.



CLINICAL EDGE AD BUNDLE

Reach over 80,000 professionals in the pharma, biotech and medtech sectors with Xtalks Clinical Edge. Issue 3 of Clinical Edge will focus on diversity in clinical trials, offering a prime opportunity to showcase your commitment to inclusion and equity in clinical research. Take advantage of advertising and editorial placements to prominently highlight your brand and initiatives to a highly-engaged and targeted audience

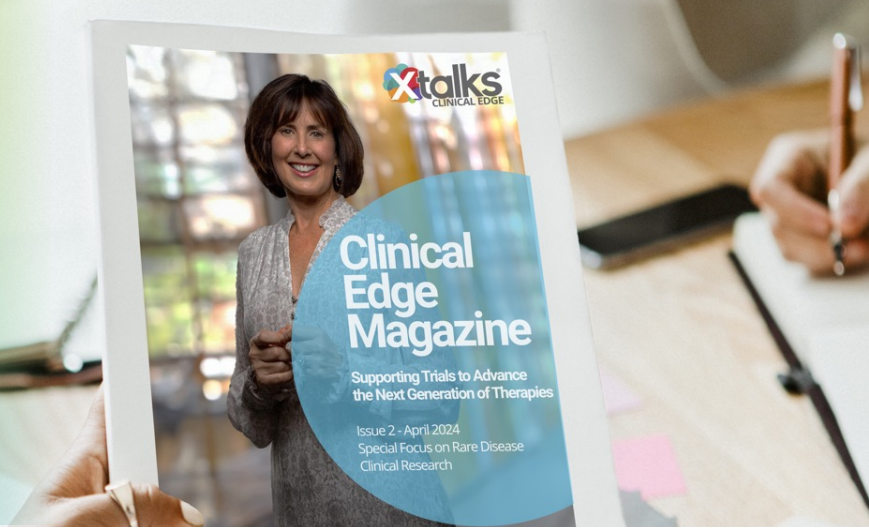


XTALKS SPOTLIGHT

Showcase your subject matter expertise in clinical diversity with a professionally produced video interview and accompanying written synopsis, prominently featured on Xtalks.com and distributed through highly-targeted email campaigns.



CLINICAL EDGE AD BUNDLE



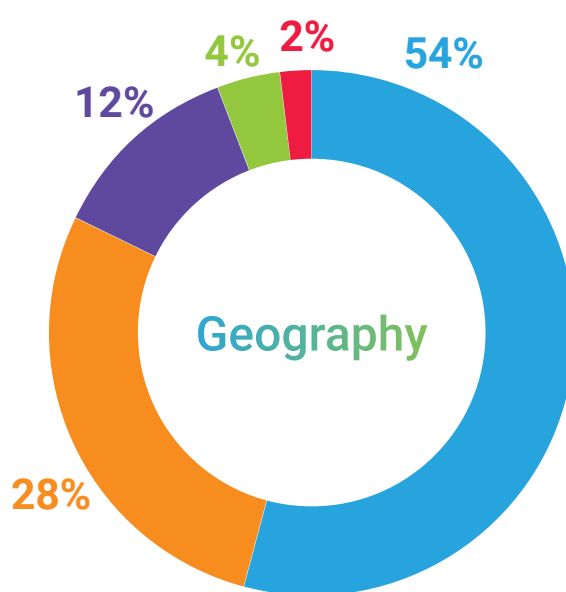
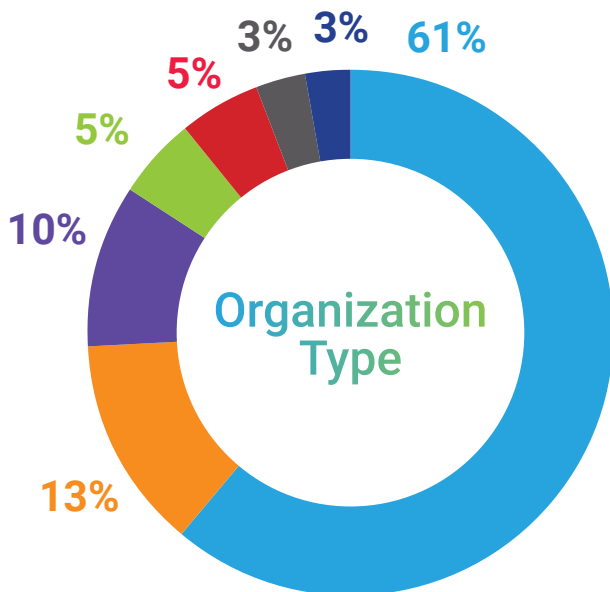
Clinical Edge Magazine

[Xtals Clinical Edge](#) is a leading digital magazine that reaches over 80,000 clinical research professionals across the pharmaceutical, biotechnology, and medical device industries. Our readership spans all levels of seniority, from coordinators to executives. Each quarterly issue offers invaluable insights from industry leaders and innovators, focusing on a distinct topic to keep our audience informed and engaged with the latest trends and advancements in clinical trials.

ISSUE 3: FOCUS ON CLINICAL TRIAL DIVERSITY

The Summer 2024 edition of Clinical Edge will focus on diversity in clinical trials, providing an excellent opportunity to showcase your organization's commitment to inclusion and equity in clinical research. [Leverage this platform](#) to effectively highlight your brand and initiatives through sponsored editorial content, full-page image or video ads, and a buyer's guide listing.

Clinical Edge Demographics



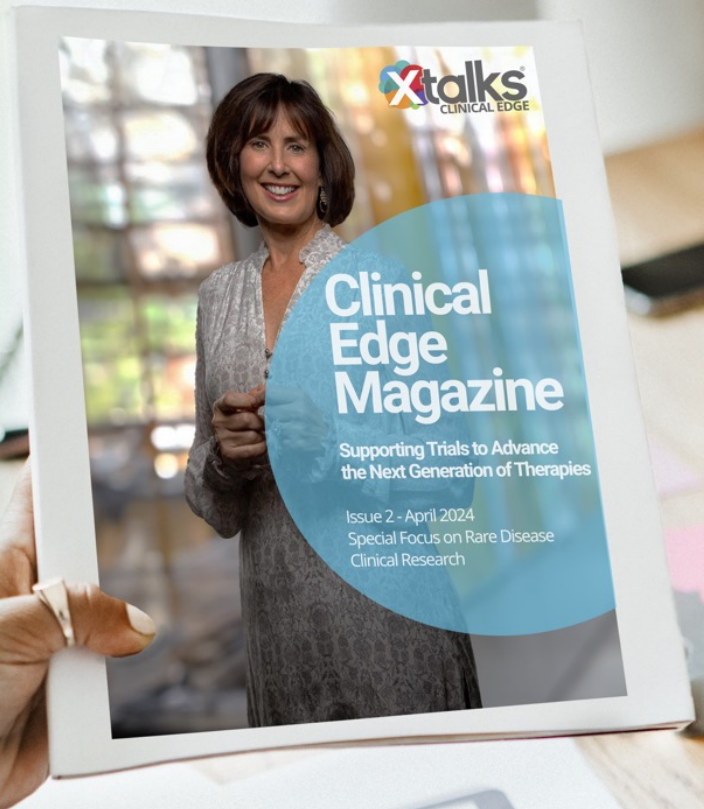
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DISTRIBUTED
CIRCULATION

- Pharma/Biotech
- Medical Devices
- CRO
- Academic
- Government
- Other Service Providers
- HCP

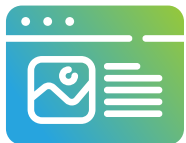
- North America
- Europe
- Asia
- Rest of World
- South America



CLINICAL EDGE AD BUNDLE



Promote Your Dedication to Inclusivity and Equity in Clinical Research



SPONSORED EDITORIAL

Position your brand as a leader in clinical trial diversity with a dedicated editorial article in Clinical Edge. Share your insights and commitment to inclusivity with our engaged readership. Submit a 1,000 to 1,500-word article that goes beyond promotion to provide valuable, informative content.



VIDEO AD OR FULL-PAGE IMAGE AD

Video Ad: Capture our readers' attention with a dedicated page for a video ad within Clinical Edge. By embedding your video (provided as a YouTube or Vimeo link), you can engage the clinical edge subscribers with this immersive format allowing you to showcase your brand's message, initiatives, and commitment to clinical diversity in a dynamic and compelling way.

Full-Page Image Ad: Make a lasting impression with a dedicated page for your image ad in Clinical Edge. This prime placement allows you to visually highlight your brand's commitment to clinical diversity and connect with our engaged readership. Use this opportunity to showcase your message and initiatives in a bold and impactful way.



BUYER'S GUIDE LISTING

Position your company as a vendor of choice by featuring your logo in our Industry Service Provider listing. This prominent placement within Clinical Edge showcases your brand alongside other leading organizations dedicated to excellence in clinical research and committed to advancing clinical diversity initiatives.



XTALKS SPOTLIGHT



Xtalks Spotlight: Highlighting Your Clinical Diversity Expertise

Spotlight is a unique and exciting way to engage your target audience to demonstrate your thought-leadership without the need for content preparation.

Xtalks communicates your expertise through a unique blend of quality video and editorial content. Your message will be delivered through a highly targeted integrated marketing campaign.

Click to watch a sample episode



Does Biopharma Drug Discovery Need to Evolve to Include Objective, Longitudinal, Broad-Spectrum Real-World Data?

Posted on: March 19, 2024 in Xtalks Spotlight | Sponsored | Videos | Blogs | Life Science Videos | Life Science Blogs

By: Vera Kovacevic, PhD

DOES BIOPHARMA DRUG DISCOVERY NEED TO EVOLVE TO INCLUDE OBJECTIVE, LONGITUDINAL, BROAD-SPECTRUM REAL-WORLD DATA?

Dr. Snezana Milanovic, MD, PhD, Senior Director, Translational Medicine and Early Development at Sandoz Pharma America

It is well established that drugs for psychiatric conditions suffer some of the lowest approval rates when compared to other major therapeutic areas. There are many underlying factors, including complex and poorly understood etiology which are heterogeneous in presentation and presumably underlying pathophysiology.

Additionally, traditional clinical studies fail to objectively assess cognitive function as part of patient eligibility criteria or study patients according to the presence or degree of cognitive impairment.

Cognitive function assessments and electroencephalography (EEG) enable measurement of pharmacodynamic endpoints in early stage, translational psychiatric studies. However, many studies do not leverage these invaluable tools today. Visual evoked potential and auditory evoked potential (electrical signals generated by the brain in response to visual and auditory stimuli, respectively) are well established and validated in animal models and can be translated in humans.

Digital biomarkers — including EEG — have the potential to help enrich patient populations in clinical studies, help us better understand drug target engagement and enable better decision making in clinical trials.

In this Xtalks Spotlight edition, Xtalks spoke with Dr. Snezana Milanovic, Senior Director of Translational Medicine and Early Development at Sandoz Pharma America, about how EEG-derived digital biomarkers can

SPOTLIGHT CONTENT PRODUCTION

Spotlight features engaging multimedia that is designed to answer your audience's most challenging problems. A video interview is conducted with a subject matter expert of your choice.

- Interview questions can be supplied or prepped by our editorial team.
- We'll prerecord the interview for a final post-production edit.
- The resulting video is featured on [Xtalks.com](https://xtalks.com) and on the Xtalks YouTube channel.
- A written video synopsis is completed by our editorial team to accompany the video (300-500 words).

SPOTLIGHT EMAIL MARKETING

Quality:

Using Xtalks' unique F.A.CE. algorithm, we will target your best-fit audience based on function, authority and previous content engagement.

Quantity:

Your dedicated email campaign will be delivered to 7,500 Xtalks members.

Scheduled for Impact:

There are strict limitations on the number of email campaigns conducted per vendor category. Schedule early to secure your visibility.

SPOTLIGHT AWARENESS

Xtalks builds additional awareness around your expertise though a mix of on-and off site positioning and promotional strategies:

Social Media

Content promoted on social channels including Twitter/X, Facebook and LinkedIn.

Xtalks YouTube Channel

Video and Written Synopsis hosted on YouTube.

On-site Placements

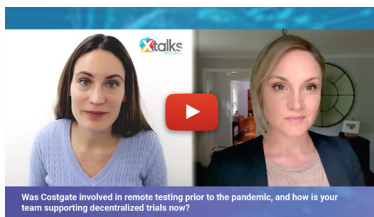
Using keywords and tags, your content will be strategically advertised on [Xtalks.com](https://xtalks.com).



XTALKS SPOTLIGHT DELIVERABLES



Spotlight's unique blend of multimedia content, coupled with strategic email marketing and broad awareness campaigns, ensures maximum visibility and impact among Xtalks' members and across relevant digital platforms. Moreover, Spotlight can serve as a great media asset for business development teams to deploy at crucial moments during the sales process.



VIDEO INTERVIEW

Prerecorded video interview with your SME, which is produced by Xtalks and hosted on [Xtalks.com](https://xtalks.com) and the Xtalks YouTube channel.

Over the past few years, there has been a significant expansion in the real and gene therapy landscape, with an increasing number of therapies entering clinical trials and receiving regulatory approvals. The selection of a contract research organization (CRO) to support a cell or gene therapy program is crucial during the product's development, as it can determine the success or failure of a study in meeting timelines and gathering the necessary data for approval. The project manager from the chosen CRO plays a vital role in the study's success and needs to be experienced, flexible and responsive to the sponsor's needs.



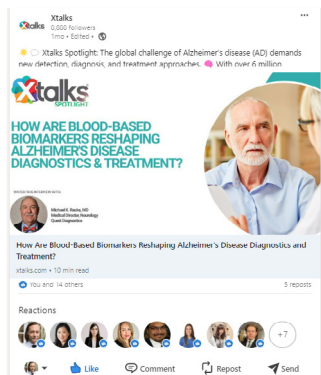
WRITTEN VIDEO SYNOPSIS

The Xtalks journalist who interviewed your SME will also prepare a 300-500 word synopsis article to accompany your video.



EMAIL CAMPAIGN

7,500 dedicated emails will be delivered to your target audience.



ADDITIONAL AWARENESS

Integrated marketing activities to build awareness of the video.

Brand Highlighter: Diversity Campaign



CLINICAL EDGE AD BUNDLES

Reach over 80,000 subscribers of Xtalks Clinical Edge with Issue 3, focusing on diversity in clinical trials. This edition offers a prime platform to showcase your commitment to inclusivity and equity. Highlight your brand and initiatives with our targeted advertising and editorial placements.

Cost in USD:

Sponsored
Editorial
\$5,500

Full-Page Video
or Image Ad
\$3,500

Industry Service
Provider Listing
\$499



XTALKS SPOTLIGHT

Let your SME(s) shine. Answer your audience's most pressing questions about clinical trial diversity in front of at least 7,500 targeted contacts per spotlight.

Cost in USD:

\$6,500



Total Cost
in USD:

\$15,999

Brand Highlighter: Diversity
Campaign Cost in USD:

\$9,500



CELEBRATING 20+ YEARS
of Delivering Digital
Content to FDA and EMA
Regulated Industries



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