

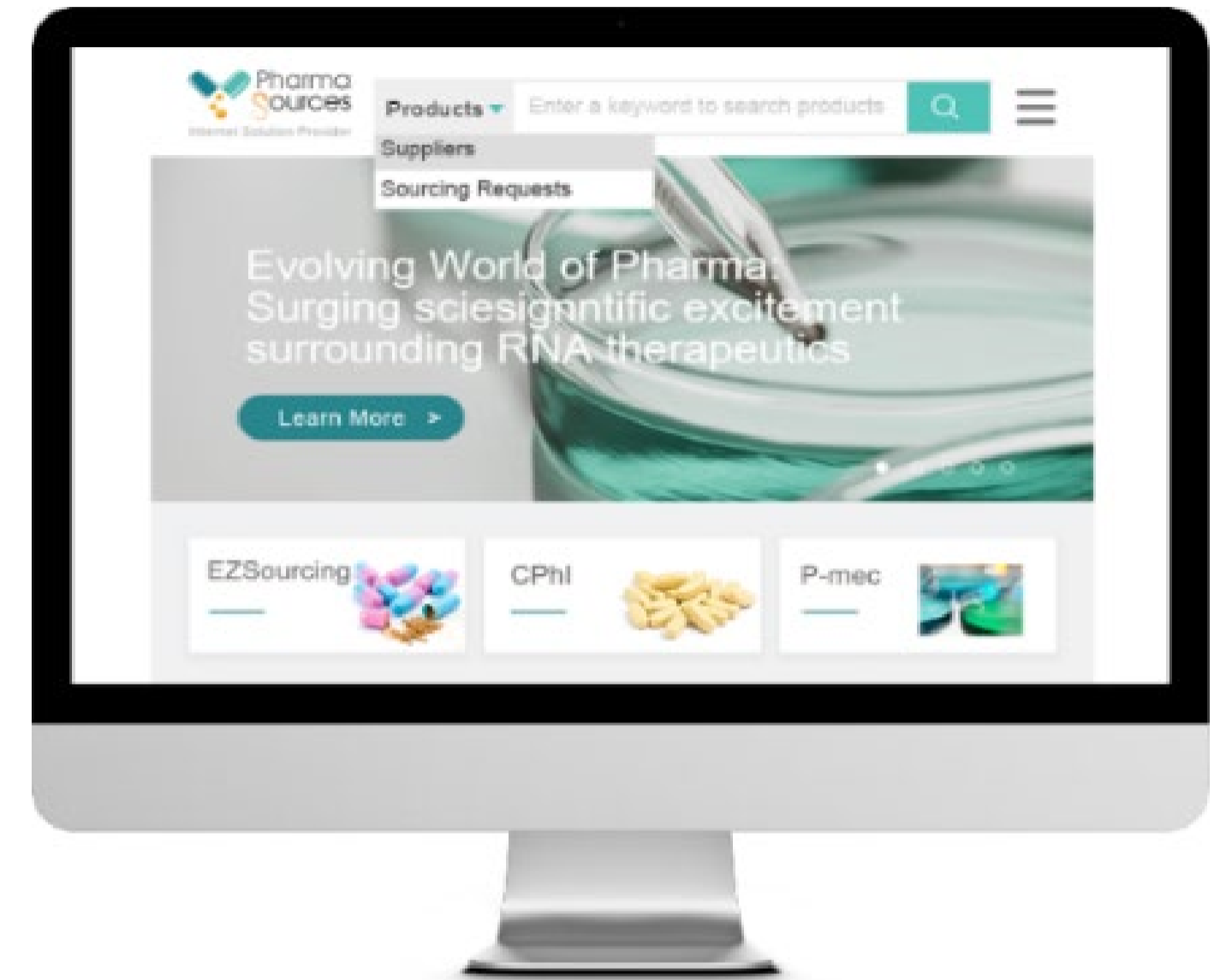


**Sponsorship
Opportunities
@PharmaSources.com**

▪ About PharmaSources.com



Rolled out in 2010 as an online trade platform serving the pharmaceutical industry, EN-CPhI.cn has been **renamed and rebranded to PharmaSources.com** after over 10 years' driving industry development. PharmaSources.com is committed to establishing an **international trade platform** to connect global pharma buyers and qualified suppliers while continuously promoting trade and development across the industry.



Together with its Chinese website CPhI.cn, the B2B platform provides information on superior **products** and **suppliers** for global customers and delivers services to over **145,000 active members** across **211 countries and regions**.

PharmaSources.com in Numbers

736,887

Monthly Page Views

145,000+

Active Members

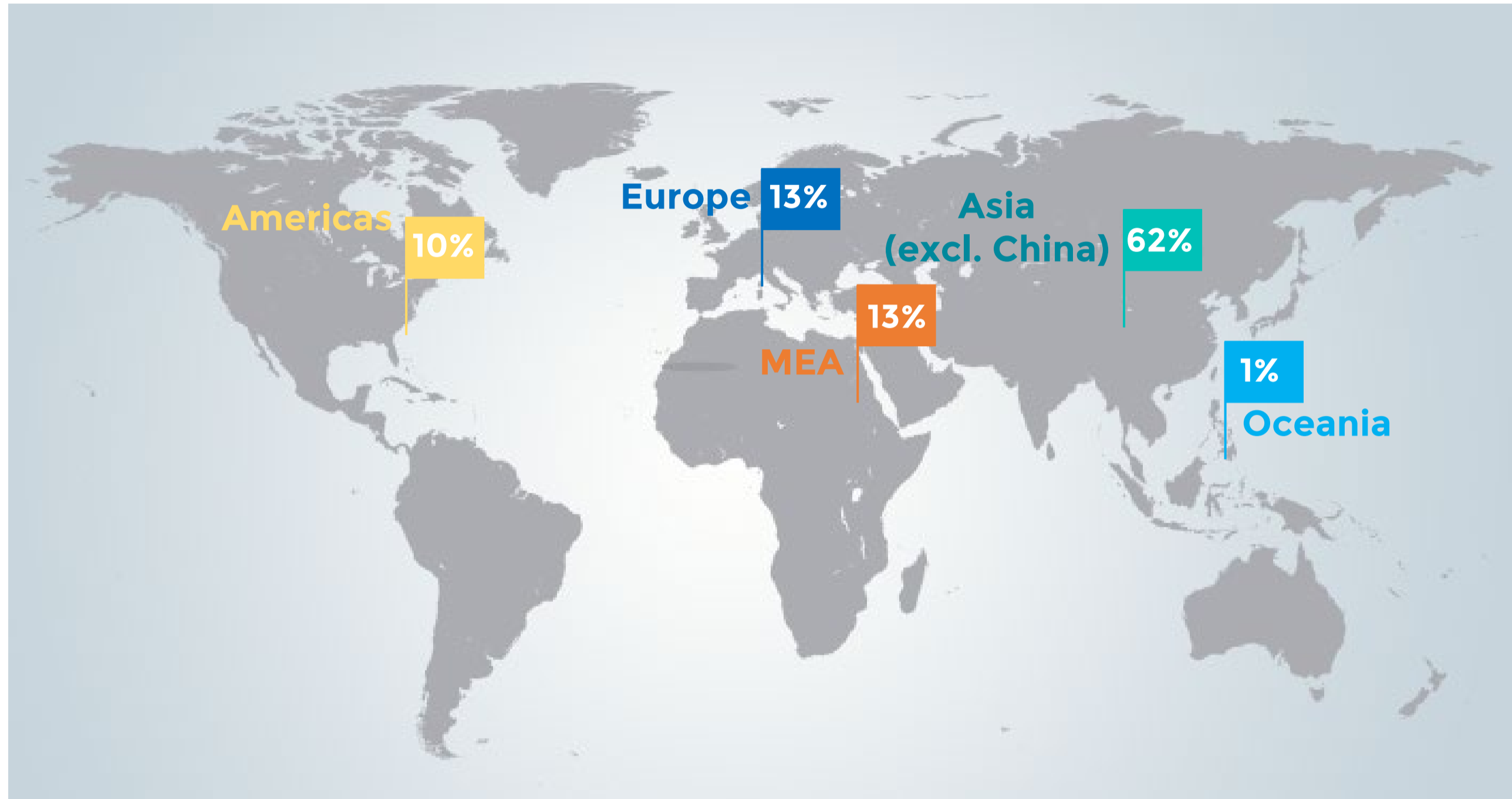
211

User Countries/Regions

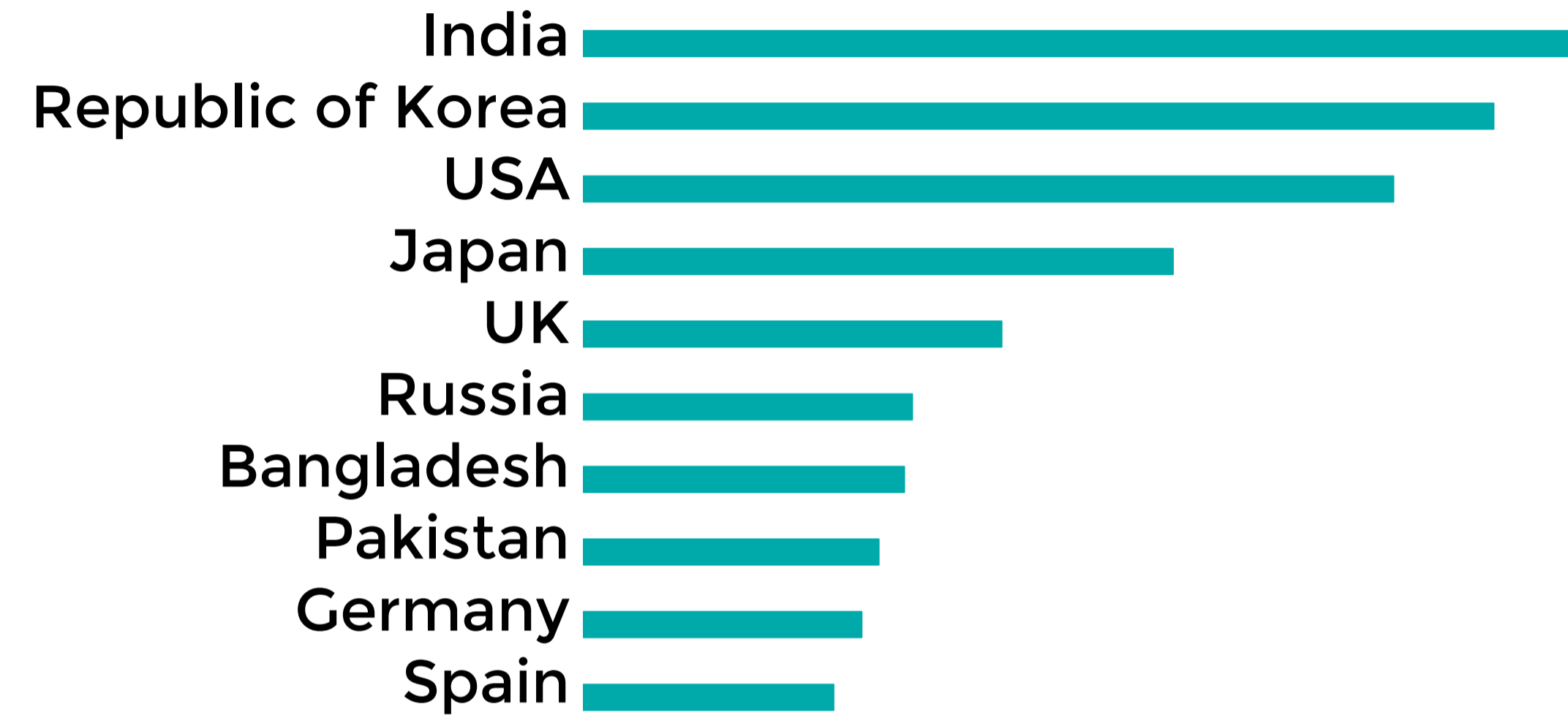
120,000+

Social Media Followers

Users Profile- Geographic

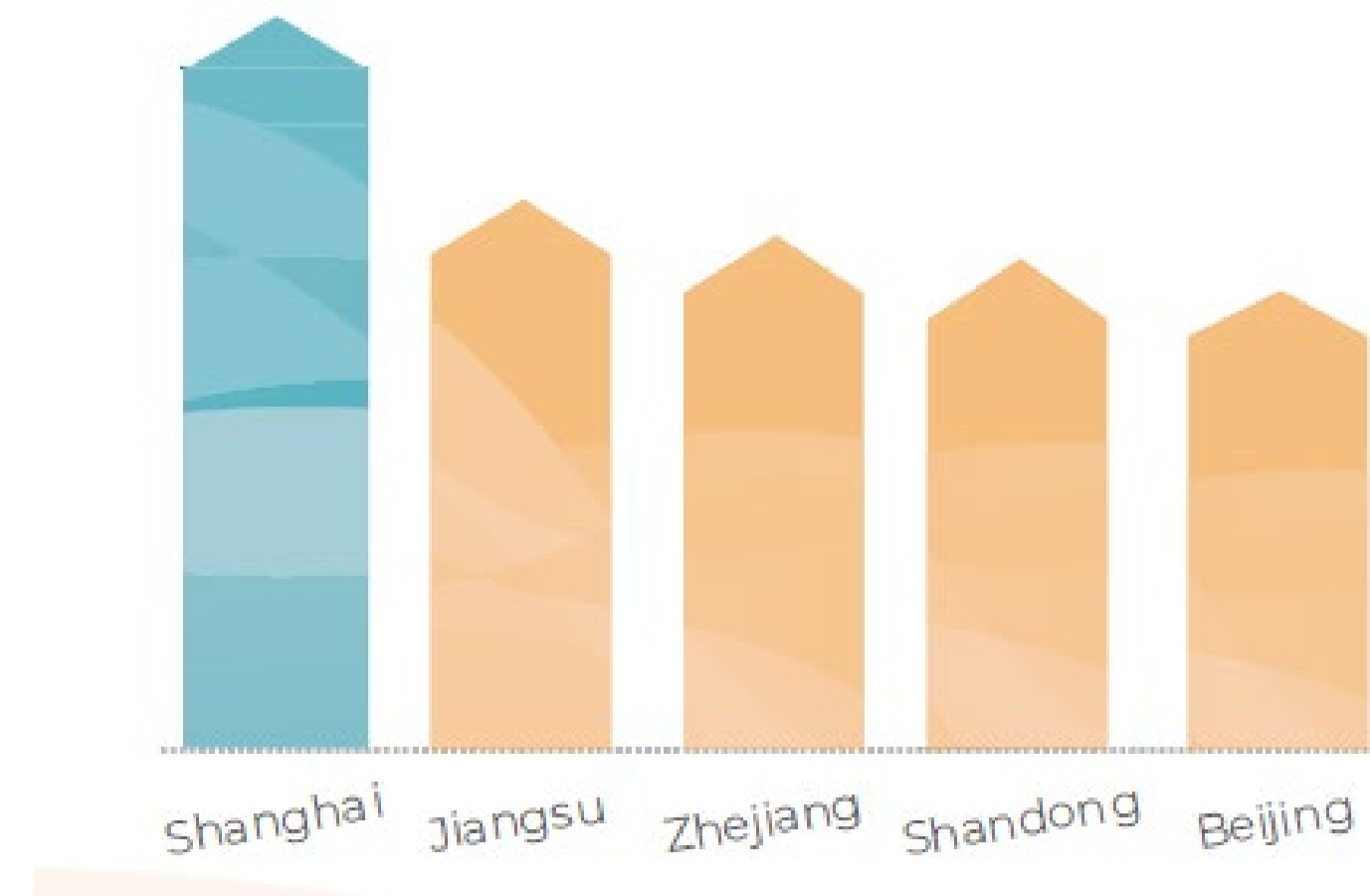


Top 10 overseas user countries



Overseas Users come from **211** countries and regions all over the world, among which **88%** are from **Asia, MEA and Europe**.

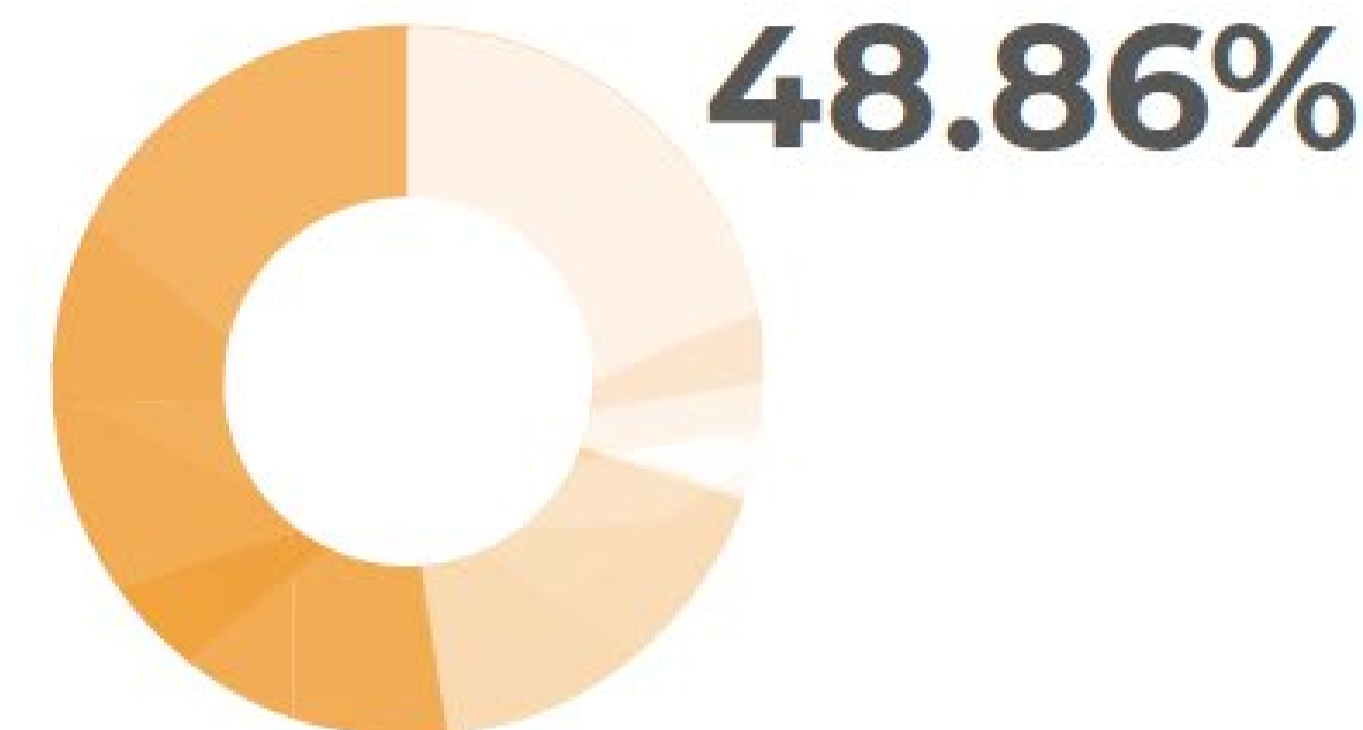
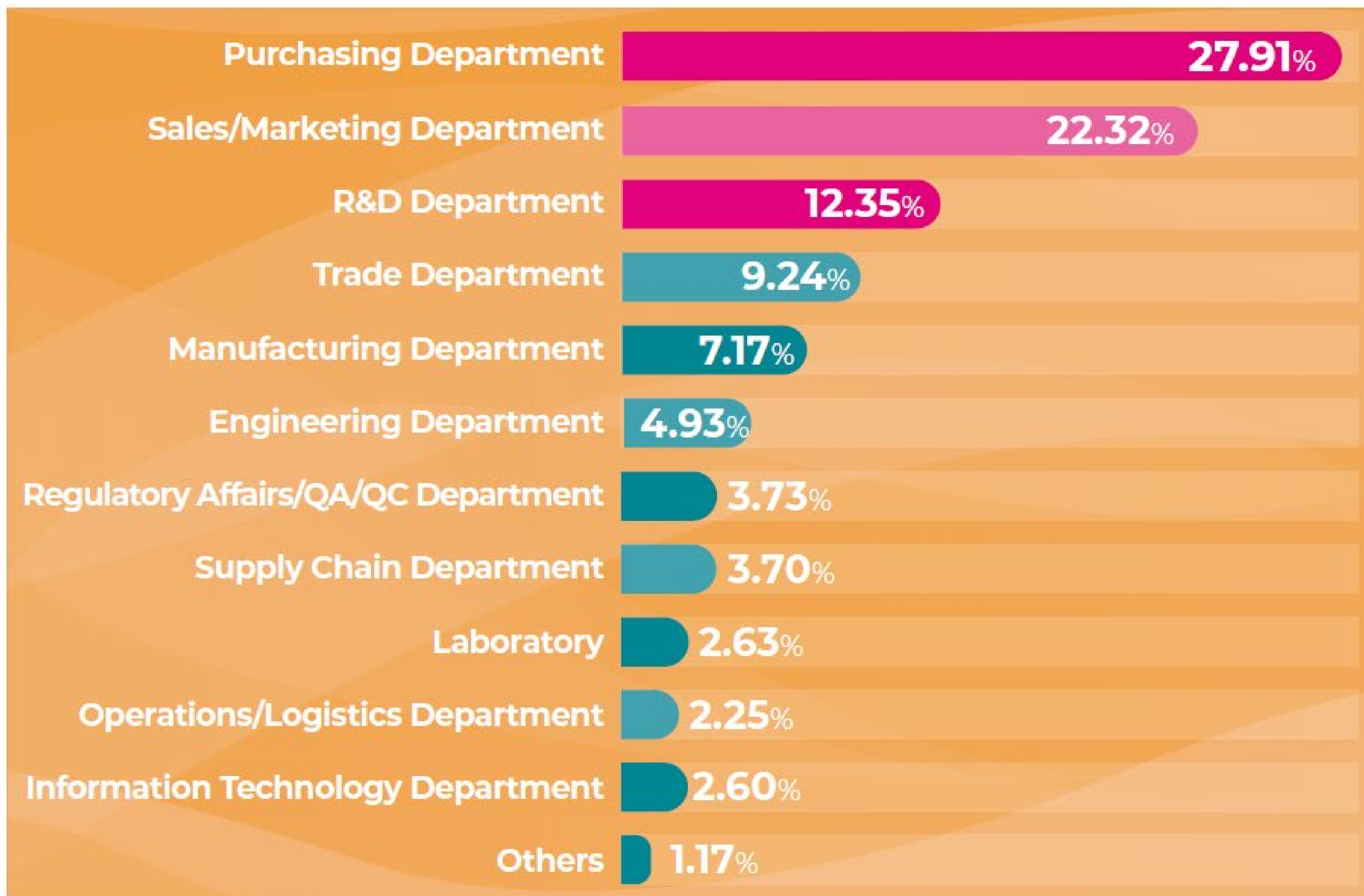
Domestic Users by Top 5 China Provinces



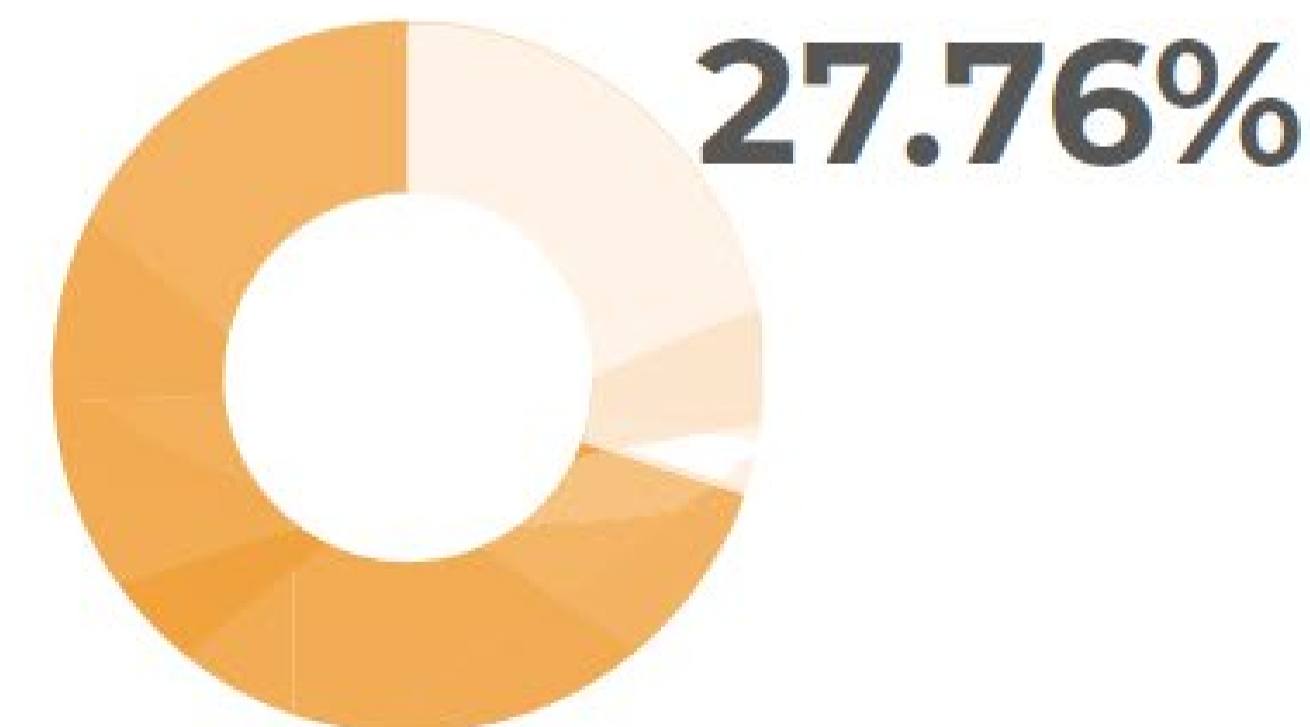
Users Profile- Business Nature



Users Profile- Job Title



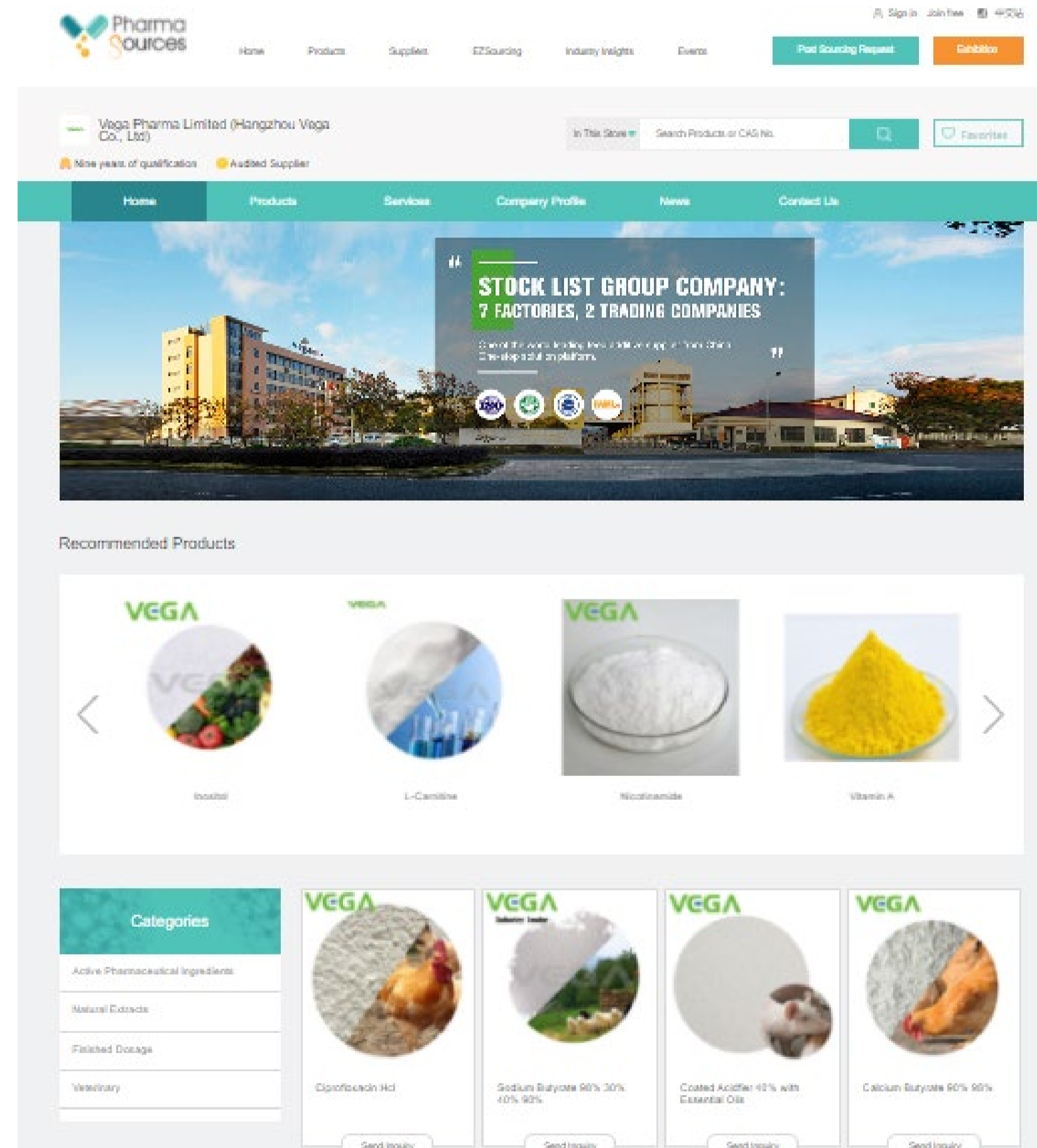
Manager / Project Manager /
Department Supervisor



CEO / President / Director /
General Manager

Customized Online Showroom Maximized Brand Exposure

- The refurbished layout of online stores highlights products and certifications, for easier location of qualified Chinese suppliers for the global market.
- The brand-new ‘Contact Supplier’ function makes it easier for buyers to connect and initiate inquiries directly with suppliers.



Contact Supplier

From:

To: Vega Pharma Limited (Hangzhou Vega Co., Ltd)

Cc:

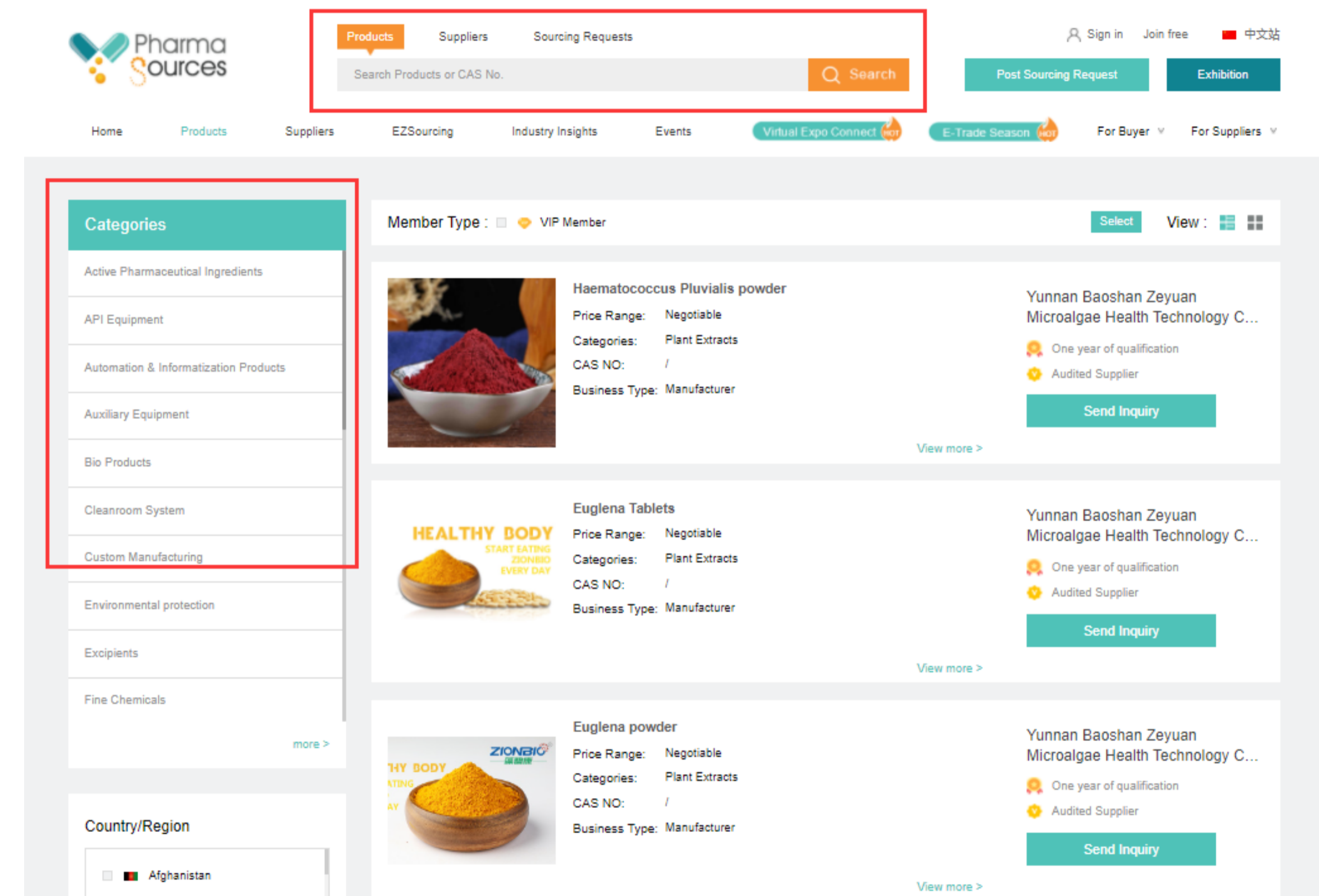
Verification code:

Verification code

Message:

Powerful Search Engine Targeted Matchmaking Service

- **The optimized searching functionality** renders more targeted matchmaking and provides more concise information in search results.
- **The new classification of 90+ sub-categories** covering 14 pharma sectors helps to locate target products and suppliers with higher efficiency.



Instant and Quality Inquiries & Sourcing Requests

- **1 Simple Click** to post inquiries and sourcing requests (RFQs)
- **Instant connection** between buyers and suppliers from across the entire pharma supply chain
- **1-to-1 exclusive customer service** for a better and more efficient online trade experience

The screenshot displays the Pharma Sources website interface. At the top, there are navigation links for Products, Suppliers, and Sourcing Requests. A search bar is present with a search button. Below the navigation, there are buttons for 'I am a Supplier' and 'I am a Buyer'. The main banner features the text 'EZSourcing Waiting for Your Quality Quotations' over an image of hands holding a laptop. Below the banner, a section titled 'Latest Sourcing Requests' contains a table with the following data:

Product Name	Product Category	Publish Time	Purchase Type	Delivery To	Valid Until
Doxycycline HCL	Other Antibiotics	24-Aug-2020	Urgent	India	03-Sep-2020
Azithromycin	Macrolides	24-Aug-2020	Long-term	India	28-Nov-2020
Fexofenadine HCl	Active Pharmaceutical Ingredients	13-Aug-2020	Urgent	Bangladesh	26-Aug-2020

An Immersive Hub for Industry & Market Information

PharmaSources.com is your reliable source to acquire first-hand industry insights, including news, data & analysis, prices, whitepapers, etc. The website, together with the quarterly digital compilation “*Pharma Sources Insight*” provides essential content regarding the latest trends in the market, technology, and legislation of the global and Chinese pharmaceutical industry.



■ Sponsorship - Supplier Membership



Seeking to showcase your brand and products and connect with global buyers?
Join now as a supplier member at [PharmaSources.com](https://www.pharmasources.com) and unlock your tailor-made benefits and services all year round!

24/7 all year round showcase of your company profile and key products	Maximized exposure to 145,000+ site users/subscribers
Precisely targeted leads for as per your business	Quality inquiries and sourcing requests for your products

Supplier Membership				
Membership Rates			General	Platinum VIP
	Chinese Site (www.cphi.cn)		\$1,250/year	\$8,000/year
	Global Site (www.pharmasources.com)		\$1,650/year	\$10,000/year
	Package of Chinese Site (www.cphi.cn) & Global Site (www.pharmasources.com)		\$2,200/year	\$13,800/year
Services				
Platform Services	Online Store (On both Chinese and Global Sites)	PC	√	√
		Mobile	√	√
	APP Online Store (Chinese Only)		√	√
	Product Showcase In-Store (pcs)		1,000	10,000
	Targeted Matchmaking Service		√	Privileged
	Guidance for Content Quality		√	Privileged
Exposure	WeChat Post (Chinese Only)			1
	Banner Ads	PC	Homepage Featured Products (15 Days)	Homepage Spotlight (15 Days)
		APP (Chinese Only)		Homepage Spotlight (15 Days)
	Product Ranking Optimization			√
	SEM			30 days (5 keywords)
	EDM			EDM Top Banner x1
	Supplier Spotlight (Interview)			1
	Company Video Played On-site at CPhI & P-MEC China			√
Event Services	Buyer Sourcing Event		√	Privileged

* Extra Rates apply for translation service. Please contact our sales team for more details.

Dedicated Advertising Opportunities



Website Banners Chinese Cite CPhI.cn

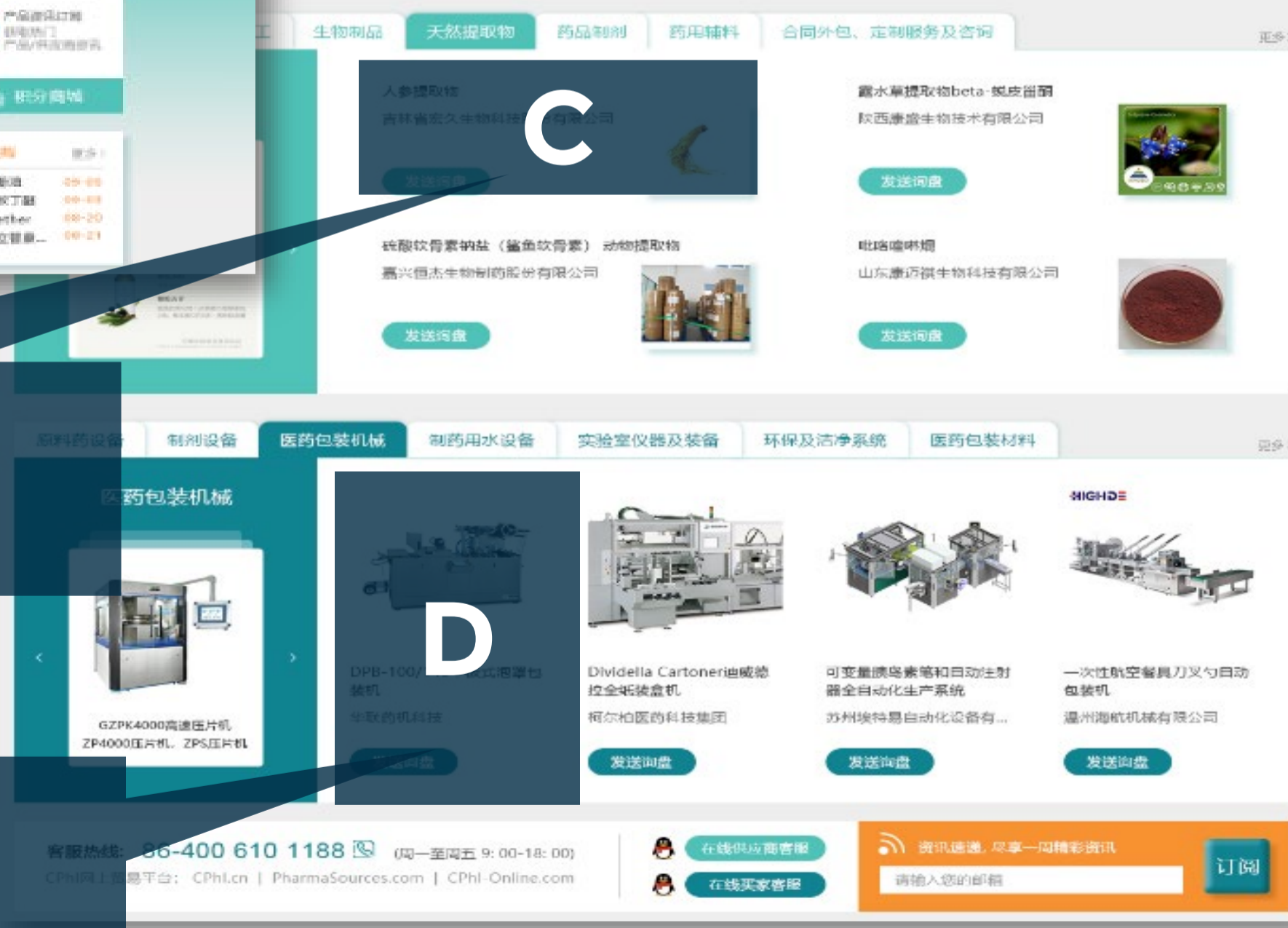


A. Homepage Top Banner
Size (pixel): 1280(W) x 120(H)
Price: \$1,500 / week

B. Homepage Spotlight
Size (pixel): 760(W) x 410(H)
Price: \$1,000 / week

C. Featured Products (APIs)
Size (pixel): 100(W) x 100(H)
Price: \$550 / week

D. Featured Products (Machinery)
Size (pixel): 180(W) x 180(H)
Price: \$550 / week



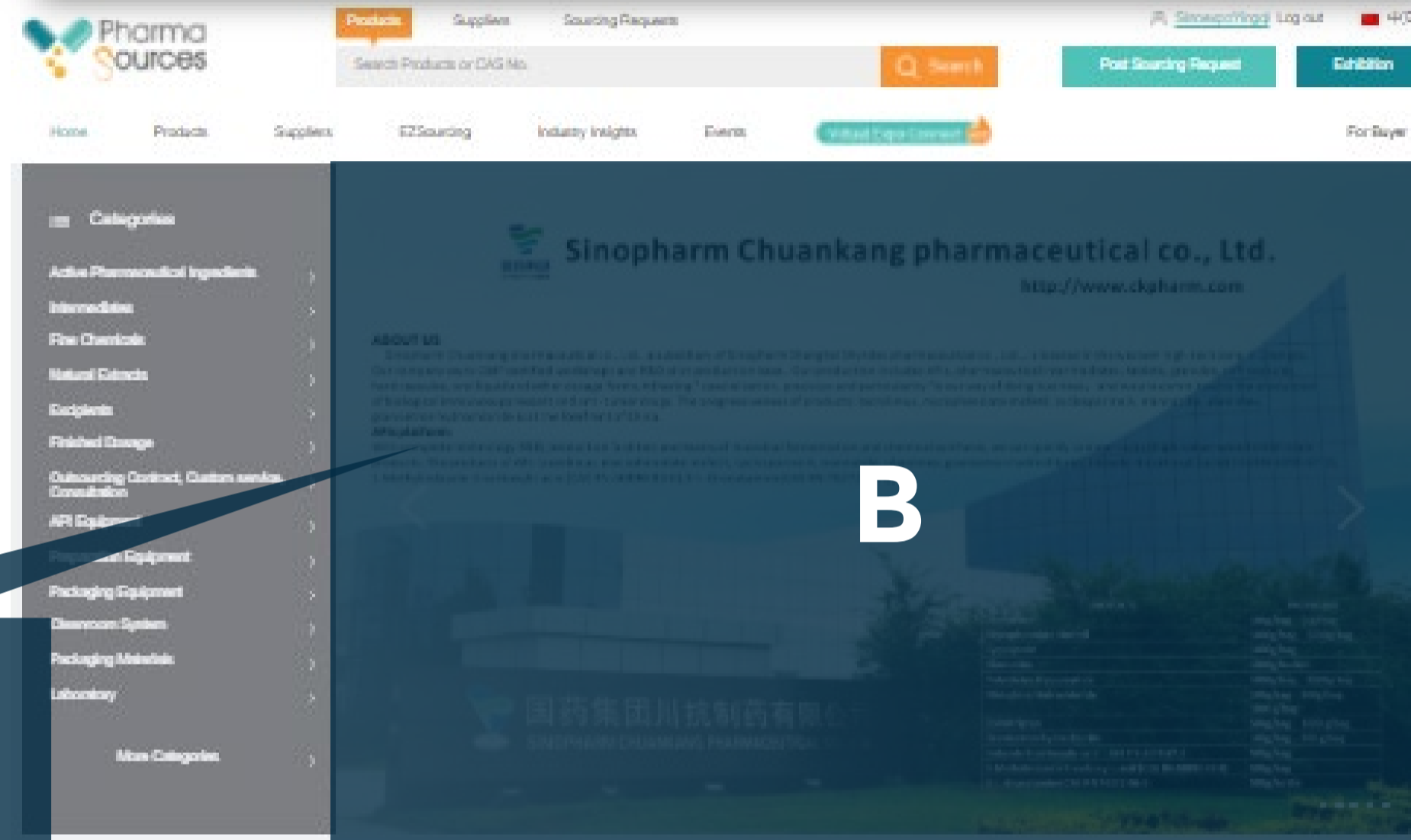
Dedicated Branding Opportunities



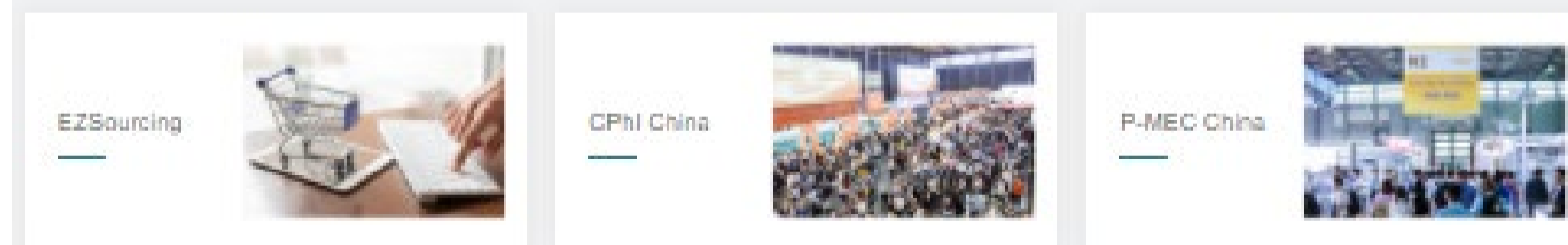
Website Banners Pharmasource.com



A. Homepage Top Banner
Size (pixel): 1440(W) x 200(H)
Price: \$2,000 / week



B. Homepage Spotlight
Size (pixel): 1110(W) x 680(H)
Price: \$2,000 / week



C. Featured Products
Size (pixel): 360(W) x 360(H)
Price: \$1,000 / week







■ Dedicated Branding Opportunities



WeChat

WeChat is a mobile communication service App developed by Tencent in China.

* WeChat branding is only available on the official WeChat account for the Chinese Site CPhI.cn (74,000+ followers)

Content	Top Message	2nd Message	Banner Ad	Exclusive Message
Format				
Specificati on	Headlines on the top	Graphic advertising	Banner at bottom of two random articles every day	The exclusive one customized article posted during the day
Size	900Wx500H Pixel	200Wx200H Pixel	640Wx310H Pixel	900Wx500H Pixel
Price	\$2,000	\$1,500	\$550/10 days	\$5,000

* Extra Rates apply for translation service. Please contact our sales team for more details.

EDM



Top Banner Ad in the e-Newsletter

Price: \$1,299/EDM

- Position: EDM Leaderboard
 - Distribution: 100,000 decision makers, R&D Staff Buyers, Suppliers etc.
 - EDM delivered during Jan.-Dec. 2022
 - AD provided by exhibitor: Size 600x200 pixel, hyperlinked to the online store page at CPhI.cn or Pharmsources.com
- * no language translation*



Product Showcase in the e-Newsletter

Price: \$750/Product/EDM

- Position: Hot Products Session in e-Newsletter
 - Distribution: 100,000 decision makers, R&D Staff Buyers, Suppliers etc.
 - EDM delivered during Jan.-Dec. 2022
 - AD provided by exhibitor: Size 200x200 pixel, hyperlinked to the product detail page at CPhI.cn or Pharmsources.com
- * no language translation*

Customized Webinar



Price: \$4,800

- One webcast in either English or Chinese (1 hour);
- One top message on WeChat Official Account (for Chinese webinars); or one dedicated EDM (for English webinars);
- All registrants' data of the webcast session;
- Company logo inclusion in all related promotional materials of the webcast session, including an official website, social media, EDM, etc.
- Bilingual interpretation service included

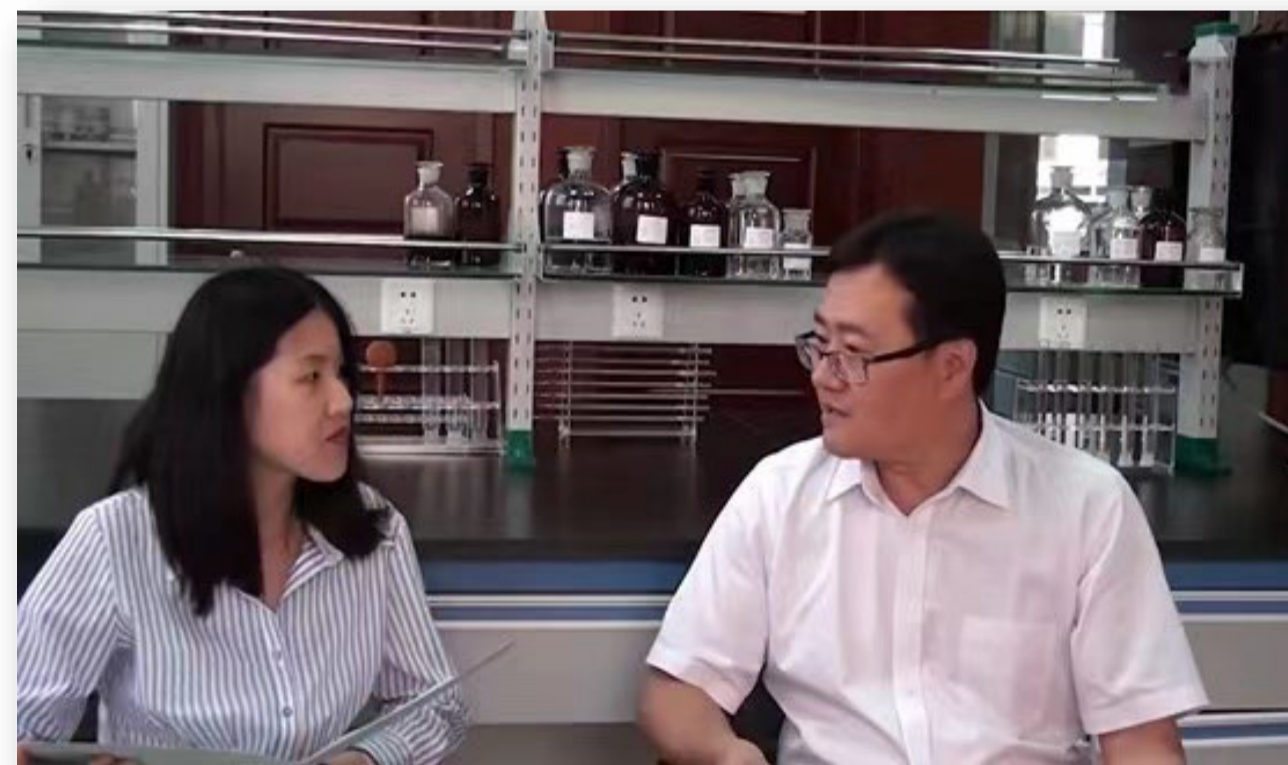
* Please contact our sales team for more details.

■ Dedicated Branding Opportunities

Dedicated Survey

Price: \$3,600

- Customized lead-generative surveys
 - Survey materials provided by supplier
- * *no language translation*



Supplier Spotlight

Interview in Text

Price: \$1,200

Interview in Video

Price: \$850 (Chinese Only, 5-10 mins)

- Led by experienced editorial team
 - Interviews to be posted on the news channel of cphi.cn or pharmasources.com
- * *no language translation*

* Extra Rates apply for translation service. Please contact our sales team for more details.



www.cphi.cn
www.pharmasources.com