

# N.C. BIOTECHNOLOGY DIRECTORY

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## Contact:

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The North Carolina Biotechnology Directory is *Business North Carolina's* comprehensive look at biotechnology and bioscience companies in the state. In partnership with the North Carolina Biotechnology Center\*, the **North Carolina Biotechnology Directory** will include important information such as location, category and

other vital data for each company. It's a must-have for our readers interested in the impact that this important industry has on our state's economy. This unique directory, distributed with our *September* issue, will put information about the leading biotechnology companies together in one place.



## Why advertise in this special section?

- Biotechnology is in the spotlight. Promote the leadership role of your company and position your company as a key player in this industry segment.
- Create top-of-mind awareness for your company with *BNC* readers, highly educated and motivated decision-makers who wield buying power for their businesses.
- Reach North Carolina's most influential, senior-level business executives through the state's largest business magazine.

## Sponsorship Package

Sponsors of the **North Carolina Biotechnology Directory** will receive:

	VALUE
• Half-page, four-color advertisement in the directory --	\$4,223
• Sponsor acknowledgement within the directory --	\$4,223
• Company logo on back cover of directory --	\$1,000
• Rotating banner ad on <i>BusinessNC.com</i> for three months --	\$2,985
• 50 Copies of the September issue --	\$ 198
• 50 1-year gift subscriptions (beginning with September issue) of <i>BNC</i> with custom label stating "Compliments of ..."	\$1,500
<b>TOTAL VALUE:</b>	<b>\$14,129</b>

**SPONSORSHIP COST: \$5,000**

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**September 2009**

Space closing:

July 17, 2009