



## **SCIENZ:**

### ***Guide to create an advertising insertion***

- Create and manage your advertising campaign
- Advertising solutions
  - Become a partner
  - Advertise in thematic channels
- Administrative Information

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## Create and manage your advertising campaign

To create your advertising campaign, go to [scienz.org](https://scienz.org), and click on advertising. Then:

### 1. Create your advertising account (AA)

- Fill in the form with the required data
- Follow the instructions, you will receive your password in your email

### 2. Log-in to your admin panel

- Log-in with your user and password

### 3. Create your advertising insertion

- Select the advertising solution
- Add information about your insertion
- Make the payment. Once we receive the payment your insertion is active

### 4. Manage your advertising insertion

- Monitor your insertion's real-time statistics in your Admin panel.
- Modify your insertion
- Manage the invoice process
- Contact our support team and let us solve your problem



## Kind of advertising campaign

### 1. Partner of ScienZ

#### → What does it mean?

If you are partner of ScienZ, your AI is displayed on every page of the network. To improve and maximize the display of the brand, only a limited number of partners are accepted.

#### → FAQ

- |                                     |   |  |
|-------------------------------------|---|--|
| <input checked="" type="checkbox"/> | Which page will display my AI?              | All  |
| <input checked="" type="checkbox"/> | Where is it displayed?                      | Left gray column   |
| <input checked="" type="checkbox"/> | What can I advertise?                       | A brand, a structure, a technology   |
| <input checked="" type="checkbox"/> | What data?                                  | Title, image, short description, link to your web site or your scienz page |
| <input checked="" type="checkbox"/> | What is the minimum duration of a Campaign? | 6 months   |

#### → Exemple

The screenshot shows the ScienZ website interface. At the top, there is a navigation bar with 'HOME', 'DEMO', 'PUBBLICITA'', and 'CONTATTI'. Below this, the main content area is divided into several sections:

- SCIENTZ CHANNELS:** A list of categories including People, Structure, Events, Projects, Products, Opportunities, and News.
- STRUCTURE:** Displays information for 'Theta21' (Roma, Italy), including a logo and a link to 'View the page >>'. It also lists 'Main Activities: Media' and 'People: 3'.
- PEOPLE:** Displays a profile for 'caio canuleio', including a photo, a link to 'View the page >>', and contact information: 'Profile: , ,', 'Mail: antonellobudan@gmail.com', and 'Main Structure: no structure specified'.
- NEWS FROM SCIENTZ:** A list of news items with dates and titles:
  - 14.10.2010: ScienZ is on-line
  - 17.10.2010: ScienZ is available for personal profile and for the Company
  - 31.02.2011: ScienZ will be available for University
- NEWS COPIES:** A list of news items with dates and titles:
  - 11.10.2010: Lung Cancer Detection: Optical Technology Shows Potential for Rescreening Patients at High Ri (with a 'Read details >>' link)
  - 11.10.2010: Drugs Encased in Nanoparticles Travel to Tumors on the Surface of Immune-System Cells (with a 'Read details >>' link)
- PRODUCT:** Displays information for 'TAQ POL', including a logo, 'Brand: - Code: 34534534543543', and a 'Read details >>' link.
- GRANT:** A section header with no content displayed.

On the left side, there is a 'PUBBLICITA'' section featuring 'OrgaBioHuman' and 'Oral Fast Dissolving Film' with their respective logos and descriptions. On the right side, there is a 'NETWORK' diagram showing a central circle connected to various entities: Research, NHS, Press, Company, Didactic, Foundation, and University. Below the diagram, a text block explains: 'ScienZ is a network that considers all scientific and health professions (Physicians, Scientists, etc.) and all kind of structures (Universities, Companies, etc.).'

## 2. Targeted advertising

### → *What does it mean?*

This solution consist of AI in the thematic channel of Scienz (For exemple a Conference in the event channel)

### → What can I advertise?

### → Where?

→ *Peole (Physicians, Scientists, Consultants. )*

*People channel*

→ *Structures (University, NHS, Foundations, Companies)*

*Structure channel*

→ *Events (Conference, Meeting, Seminari, Webinar, Training0)*

*Events channel*

→ *Projects (Research projects, Clinical trials, etc.)*

*Projects channel*

→ *Products (Molecules, Kit , Biotech, etc.)*

*Producst channel*

→ *Opportunities (Job and Cooperations)*

*Opportunities channel*

→ *News*

*News channel*

### → **Faq**

Which page will display my AI?

The thematic channel selected

Where is it displayed?

Right column

What data?

Title, image, short description, link to your web site or your scienz page

What is the minimum duration of a Campaign?

1 months

→ Exemple

The screenshot displays the ScienZ website interface. At the top left is the ScienZ logo with the tagline "The Science Community". To the right of the logo are input fields for "E-MAIL" and "PASSWORD", with buttons for "Registrati", "Recupera password", and "ACCEDI". Below the logo is a navigation bar with links for "HOME", "DEMO", "PUBBLICITA'", and "CONTATTI".

The main content area is divided into several sections:

- SCIENZ CHANNELS:** A vertical list of links including People, Structure, Events, Projects, Products, Opportunities, and News.
- STRUCTURE:** A section for "Theta21" located in "Roma (Italy)". It includes a "View the page >>" link, "Main Activities: Media", and "People: 3".
- PEOPLE:** A profile for "calo canuleio" with a profile picture, a "View the page >>" link, and contact information: "Profile: . . .", "Mail: antonellobudan@gmail.com", and "Main Structure: no structure specified".
- NEWS FROM SCIENZ:** A sidebar with news items dated 14.10.2010, 17.10.2010, and 31.02.2011. A yellow arrow points to the 17.10.2010 news item: "Drugs Encased in Nanoparticles Travel to Tumors on the Surface of Immune-System Cells".
- PRODUCT:** A section for "TAQ POL" with a "Brand: Code: 3453453453543" and a "Read details" link.
- GRANT:** A section header with no content below it.

On the left side, there are two advertisement blocks under "PUBBLICITA'":

- OrnaBioHuman:** Features a logo with a globe and the text "Distribuzione prodotti di biologia molecolare ed alta tecnologia".
- Oral Fast Dissolving Film:** Features a logo with a blue film and the text "Distribuzione prodotti di biologia molecolare ed alta tecnologia".

On the right side, there is a "NETWORK" diagram showing a central circle connected to six surrounding circles: Research, NHS, Press, Company, Didactic, and University. Below the diagram is a text block: "ScienZ is a network that considers all scientific and health professions (Physicians, Scientists, etc.) and all kind of structures (Universities, Companies, etc.)."



## Administrative Information

### → Prices

Prices are listed in your admin panel. Prices can vary depending on:

- The duration of the campaign
- The kind of advertising campaign
- Coupons

### → Payment modalities

Here is a list of all different kind of payment we accept:

- Bank transfer
- Credit card (PayPal)
- Bank transfer

### → Manage the invoice process

- Manage the invoice process in your Admin panel
- Once we receive the payment, your invoice is automatically generated
- The invoice is available in your admin panel, in “Manage your invoice” section