



## **2011 Media Exchange Agreement**

### **BASIC**

#### Media partner will provide:

- Skyscraper/leaderboard event advertisement banner across homepage, including event logo and description.
- Event listing on media calendar (if applicable), including event logo and description.
- Inclusion of event in site newsletter (standard text), where fits reader preferences.

#### Open Science Alliance will provide:

- Inclusion of media partner details as media partner on event website (clickable logo and summary text where applicable).
- Inclusion of media partner details as media partner in printed conference material.
- Mention media partner and website URL in pre-event email blast to attendees.
- Distribution of media partner leaflets at events.
- One-five tickets for media partner to attend and cover event.

### **PARTNER**

#### Media partner will provide:

As described in basic listing plus extra promotion in the form of:

- Skyscraper/leaderboard event advertisement banner across subject-specific subpage, including event logo and description.
- Event highlighted in media partner newsletter updates and on homepage.
- Notify site users once of event via media partner Facebook page.
- Notify site users up to 4x of each event through the site Twitter account.
- Notify site users once of the upcoming event through LinkedIn group, if appropriate.

#### Open Science Alliance will provide:

As provided by the Basic listing plus the following:

- Discounted rate of attendance to media partner users of 15% (to be applied as additional discount on top of the current advertised price on the event website).
- Logo listing as "Premier Media Partner" in all event marketing communications; emails, website, printed invitation.
- Distribution of media partner publication or promotional item to all summit attendees via attendee bag



**EXPERT**

Media partner will provide:

As described in Partner listing plus additional promotion through:

- Listing highlighted as Late listing in newsletter updates (additional update about Late listing) and site search results (standard text).
- Additional up to 2x notification to users of the event through the site Twitter account (events partner can input on timing for Tweets).
- Notify site users 1x additional time of the upcoming event through the Media Partner page on facebook (events partner can input on timing for post).

Open Science Alliance will provide:

As provided by the Partner listing plus the following:

- Discounted rate of attendance to media partner readers or users of 30% (additional discount on top of current advertised price on the event website).

I agree to the terms listed and understand that I can select event listings on an individual basis per event at the time of upload and upgrade subsequently:

Media partner:	Open Science Alliance, Open Science Summit 2011
Name:	Name:
Position:	Position:
Date:	Date:
Signed:	Signed:

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