

DRUG DISCOVERY NEWS WILL COVER THE NEWS AND ISSUES MOST IMPORTANT TO YOU...

SO, WE'LL NEED YOUR FEEDBACK!

1. ABOUT YOU:

What category best describes your primary job title? Please check only one.

- Academic Department Head/Chair
 - CEO/President/Executive
 - Consultant
 - Group or Section Leader/Project Mgr.
 - Lab Director/Lab Mgr./Dept. Mgr.
 - Principal Investigator
 - Process Engineer
 - Professor/Instructor
 - Purchasing Agent/Manager
 - Research Assistant
 - Research Director/VP of Research
 - Research Scientist
 - Other (please specify) _____
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Which category best describes the business/industry in which you work? Please only check one.

- Commercial/Industrial
 - Government
 - Hospital/Medical Center/Clinic
 - Independent Consulting Firm
 - Independent Laboratory/CRO
 - University/College
 - Other (please specify) _____
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2. ABOUT THIS ISSUE:

Drug Discovery News is a tabloid-size publication focused on the "business news" of drug discovery & development. How would you rate our delivery of business news verses other trade publications you receive?

- Superior
- Good
- Average
- Below Average

Overall, how satisfied are you with the editorial in the premier issue of *Drug Discovery News*?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly Dissatisfied

Compared to other publications serving the drug discovery and development marketplace, the business/industry news focus of *Drug Discovery News* is ...

- Superior
- Good
- Average
- Below Average

How interested are you in stories about current industry news?

- Very Interested
- Interested
- Neutral
- Disinterested
- Strongly Disinterested

How interested are you in articles about business, regulatory and economic matters that impact drug discovery and development?

- Very Interested
- Interested
- Neutral
- Disinterested
- Strongly Disinterested

How interested are you in editorial coverage of people and events within the marketplace?

- Very Interested
- Interested
- Neutral
- Disinterested
- Strongly Disinterested

How interested are you in articles covering new product developments/ technologies?

- Very Interested
- Interested
- Neutral
- Disinterested
- Strongly Disinterested

What type of advertisements would you like to see/expect to find in *Drug Discovery News*?

- Analytical/Bioanalytical Instruments
 - Apparatus/Equipment
 - Biologicals
 - Books/Journals/Publications
 - Classified/Recruitment/Help Wanted
 - Corporate
 - Custom Services
 - Lab Supplies
 - Reagents
 - Other (please specify) _____
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3. ABOUT DRUG DISCOVERY NEWS:

Would you recommend *Drug Discovery News* to a colleague?

- Yes
- No

Did you retain your copy of *Drug Discovery News* or pass it along?

- Retained
- Passed Along

What if any changes would you like to see in *Drug Discovery News*?

DRUG DISCOVERY NEWS
THE NEWS SOURCE FOR DISCOVERY • DEVELOPMENT • TECHNOLOGY • PRODUCTS

WHEN COMPLETED, PLEASE FAX THIS SHEET TO (440)331-7563.