

# APPLIED CLINICAL TRIALS

YOUR PEER-REVIEWED GUIDE TO GLOBAL CLINICAL TRIALS MANAGEMENT



# 2016 MEDIA PLANNER

A GLOBAL BRAND FOR A GLOBAL MARKET



## Editorial Mission

# APPLIED CLINICAL TRIALS

YOUR PEER-REVIEWED GUIDE TO GLOBAL CLINICAL TRIALS MANAGEMENT

*Applied Clinical Trials* is the authoritative, peer-reviewed resource and thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials. We provide this information that the clinical trials community wants in the multiplatform format that they want it in; print, online, webinars, white papers, video native content and newsletters.

### Focused Content

Our authors—who share their knowledge and offer practical experiences with our readers—are executives, managers, and investigators who are involved in every stage of clinical trials from study design and protocol development, to data management, subject recruitment, budget negotiations, and site monitoring.

### Esteemed Editorial Advisory Board

Our Editorial Advisory Board ensures the credibility and accuracy of our content through their expertise. The Board members come from all walks of the industry—CROs, IRBs, regulatory agencies, technology and pharmaceutical companies—and have experience with clinical trials management, design, GCP, recruitment, data management, and informed consent and monitoring, among other fields. These international experts offer their mastery to review manuscripts, suggest topics, and advise editors on industry issues. Through their contributions, our readers benefit by receiving credible, practical, and relevant articles and commentaries.

### Project Managers Committee

Launched last year, the Project Managers Committee serves as the voice for Applied Clinical Trials' loyal audience segment, project managers, which account for 25% of our audience. The PMC works closely with the editors to guide the content that is important to them and provides comments and takeaways specific to this audience.

### Original Reports

#### View from Brussels

A discussion and coverage of latest events, and EU regulations that affect the clinical trials industry in Europe.

#### View from Washington

Our seasoned Washington, DC reporter attends industry and FDA events to keep readers on top of the regulatory landscape in the United States.

#### Clinical Trial Insights

Kenneth Getz, a well-known industry expert, provides insightful data, opinion and information culled from his first-hand research from Tufts CSDD, CenterWatch and CISCRP.

#### A Closing Thought

Insightful opinions and information from thought leaders in the clinical trials community.



# Our Audience

## We're Well Connected

*Applied Clinical Trials* connects you to the global audience that is most receptive to your marketing message.



monkeybusinessimages/Getty Images

| Functions**   | Percentage |
|---|------------|
| Research & development  | 18.41%     |
| Project management  | 15.42%     |
| Clinical research coordinator (CRC/study coordinator/research nurse)  | 10.95%     |
| Regulatory affairs/compliance/drug safety/pharmacovigilance marketing | 8.46%      |
| Clinical research associate (CRA/monitor)                             | 6.97%      |
| Corporate management (Medical director/affairs)                       | 5.97%      |
| Academic research   | 5.97%      |
| GCP auditing/QA/QC  | 5.47%      |
| Data management/analysis/biostatistics                                | 2.99%      |
| IT management   | 1.99%      |
| Government  | 1.99%      |
| Clinical supplies/materials/contracting                               | 1.00%      |
| Laboratory analysis   | 0.50%      |
| Investigator  | 0.50%      |
| Responses Other (please specify)                                      | 13.43%     |

\*\* July 2015  
Readership Study Conducted by  
Advanstar Research Services



# Purchasing Power

**Applied Clinical Trials** has an active audience who buys, recommends, or approves the purchase of an array of products and services for their organization. When you advertise in **Applied Clinical Trials**, you can be assured that your campaign will be seen by the industry's top decision makers.

## Our audience utilizes the industry's top products and services\*

|               |                                     |
|---------------|-------------------------------------|
| <b>53.27%</b> | CROs                                |
| <b>38.69%</b> | Education/trainers                  |
| <b>36.68%</b> | EDC                                 |
| <b>42.21%</b> | Regulatory services                 |
| <b>37.69%</b> | Clinical supplies                   |
| <b>27.64%</b> | Subject recruitment                 |
| <b>44.22%</b> | Laboratories                        |
| <b>37.19%</b> | Information technology              |
| <b>26.13%</b> | Partnerships                        |
| <b>19.60%</b> | Packaging/labels                    |
| <b>21.61%</b> | Marketing                           |
| <b>2.51%</b>  | Responses<br>Other (please specify) |



## Our audience takes action as a result of seeing advertisements in *Applied Clinical Trials*\*

|               |   |
|---------------|---|
| <b>58.17%</b> | Visited a company's website                   |
| <b>8.17%</b>  | Contacted an advertiser by<br>phone or e-mail |
| <b>3.85%</b>  | Purchased/ordered a<br>product/service        |
| <b>10.58%</b> | Recommended product<br>or service             |
| <b>17.31%</b> | Filed advertisement for<br>future reference   |





# 2016 Editorial Calendar

| ISSUE   | FOCUS                        | SUPPLEMENT/eBOOK  | BONUS DISTRIBUTION  | Value Added                 |
|---|------------------------------|---|---|-----------------------------|
| <b>February/March</b><br>Ad Close: January 13<br>Material deadline: January 20          | Patient Engagement           | <b>Risk-Based Monitoring (February)</b><br><b>Clinical Trial Management (March)</b> | <b>DIA Annual EuroMeeting,</b><br>6-8 April 2016, Hamburg, Germany  |                             |
| <b>April/May</b><br>Ad Close: March 16<br>Material deadline: March 21                   | Precision Medicine           | <b>Cardiac Safety (April)</b><br><b>Oncology Trials (May)</b>                       | <b>ACRP Global Conference &amp; Exhibition,</b><br>April 25-28, Atlanta, Georgia<br><br><b>ASCO Annual Meeting,</b><br>June 3-7, Chicago, IL<br><br><b>BIO International Convention,</b><br>June 6-9, San Francisco, CA |                             |
| <b>June/July</b><br>Ad Close: May 13<br>Material deadline: May 18                       | eSource/<br>Data Integration | <b>Regulatory Issues in Clinical Trials (July)</b>                                  | <b>DIA Annual Meeting,</b><br>June 26-30, Philadelphia, PA  | Readex Ad Performance Study |
| <b>August/September</b><br>Ad Close: July 18<br>Material deadline: July 21              | Clinical Trials Innovation   | <b>Technology That Touches the Patient (September)</b>                              | <b>IIR Partnerships in Clinical Trials</b><br>October 5-7, Boston, MA   |                             |
| <b>October/November</b><br>Ad Close: September 15<br>Material deadline: September 20    | Clinical Supply Trends       | <b>Risk-Based Monitoring (November)</b>   |   |                             |
| <b>December/January 2017</b><br>Ad Close: November 10<br>Material deadline: November 15 | Big Data, Meaningful Data    | <b>The Healthcare Convergence with Clinical Trials (January 2017)</b>               |   |                             |





# Online Advertising Options

[appliedclinicaltrialsonline.com](http://appliedclinicaltrialsonline.com)

**AppliedClinicalTrialsOnline.com** is a comprehensive website that provides clinical trial professionals with relevant information that can be immediately applied to their work. Viewers frequently visit the site to access technology updates, current product releases, latest FDA news, articles and other critical information applicable for managing clinical trials.

## additional advertising options

- Expandable Ad
- Video Ad
- Rich Media
- Sponsored Content Block
- Ad Retargeting

**Leaderboard**  
728 x 90  
up to 5 rotations

**Interstitial Ad**  
640 x 480

**Sponsored Link**  
10 words of text + URL

**Page Peel**  
Big box 300x250  
up to 5 rotations

**Skyscraper**  
160 x 600  
up to 5 rotations

**Polite footer**  
970x90 expandable to 970x250

**Banner**  
468 x 60  
up to 5 rotations

## White Paper Library

### Drive Qualified Leads from ACT's White Paper e-Library

**Applied Clinical Trials'** white paper e-Library is a feature of **ACT's** website, hosting white papers by the industry's leading solution providers.

The program includes posting of your paper in our white paper library, and promotion of your asset in 2 e-Learning newsletters during the month of your posting.

In order to download your white paper, the viewer must complete a short response form including contact information and demographics. After the white paper is sent, you will receive on-demand or weekly reports on all of your leads.

DOWNLOAD CENTER

**Cognizant**

**Virtual Clinical Organizations - The New Clinical Development Operating Model**

Clinical development executives are facing more pressure than ever to reduce costs while maintaining quality and improving operational efficiency. As a result, clinical development organizations are rethinking their operating models. Mergers and acquisitions, outsourcing, downsizing and strategic alliances have become the new normal. As the industry continues to evolve, one thing has become clear: The new clinical development operating model will be a partnership-driven one. Partners can provide the global capabilities, a flexible resource pool and the supporting technology needed to run large global trials and manage a widely diversified product portfolio. This paper will discuss the critical success factors for creating a virtual clinical organization and how this emerging model differs from traditional vendor or preferred partner relationships.

Source: [Cognizant](#)

Cognizant (NASDAQ: CTSH) is the preferred global services partner for the life sciences industry. In fact, 27 of the top 30 global pharmaceutical, 9 of the top 10 biotech and 12 of the top 20 medical device companies benefit from our integrated services portfolio. Cognizant enables business transformation by delivering information technology, consulting and business process outsourcing services to help you rationalize costs, enhance operational efficiencies, and improve business agility across all life sciences business processes.

\* First Name

\* Last Name

\* Company

\* Job Title

\* Phone

\* Email Address



# Online Advertising Options

## e-Newsletters

**ACT Direct** is published every Tuesday to highly engaged clinical trials professionals. Each edition features a premium collection of news, blogs, an advertiser Marketplace, events/webcasts, and more.

Each **ACT Direct** features topic-specific news, articles and events on a rotating basis. Those topics include: Risk-Based Monitoring (RBM), Oncology, Regulatory and Mobile Health.

Leaderboard  
728 x 90  
1 available

Text Ad  
65 words  
2 available

Banner or Text Ad  
468 x 60 or 65 words  
2 available



Big Box  
300 x 250  
2 available

**ACT Trends** is delivered every 2nd and 4th Wednesday to provide the most popular clinical trials news and articles and highlights what's trending on social media.

Text Ad  
65 words

Banner or Text Ad  
468 x 60 or 65 words  
2 available



Big Box  
300 x 250  
2 available

Marketplace  
Logo + 25 words



## 2016 e-Newsletter Schedule

**ACT Direct 2016**  
(Every Tuesday, with  
rotating subtopic)

**ACT Trends 2016**  
(2nd and 4th  
Wednesday)

|  |  |   |
|--|--|---|
| <b>JANUARY</b><br>5 (Oncology)<br>12 (RBM)<br>13 ACT trends<br>19 (Regulatory)<br>26 (Mobile Health)<br>27 ACT trends              | <b>MAY</b><br>3 (RBM)<br>10 (Regulatory)<br>11 ACT trends<br>17 (Mobile Health)<br>24 (Oncology)<br>25 ACT trends<br>31 (RBM)          | <b>SEPTEMBER</b><br>6 (Mobile Health)<br>13 (Oncology)<br>14 ACT trends<br>20 (RBM)<br>27 (Regulatory)<br>28 ACT trends                 |
| <b>FEBRUARY</b><br>2 (Oncology)<br>9 (RBM)<br>10 ACT trends<br>16 (Regulatory)<br>23 (Mobile Health)<br>27 ACT trends              | <b>JUNE</b><br>7 (Regulatory)<br>8 ACT trends<br>14 (Mobile Health)<br>21 (Oncology)<br>22 ACT trends<br>28 (RBM)                      | <b>OCTOBER</b><br>4 (RBM)<br>11 (Mobile Health)<br>12 ACT trends<br>18 (Oncology)<br>25 (RBM)<br>26 ACT trends                          |
| <b>MARCH</b><br>1 (Oncology)<br>8 (RBM)<br>9 ACT trends<br>15 (Regulatory)<br>22 (Mobile Health)<br>23 ACT trends<br>29 (Oncology) | <b>JULY</b><br>5 (Regulatory)<br>12 (Mobile Health)<br>13 ACT trends<br>19 (Oncology)<br>26 (RBM)<br>27 ACT trends                     | <b>NOVEMBER</b><br>1 (Regulatory)<br>8 (Mobile Health)<br>9 ACT trends<br>15 (Oncology)<br>22 (RBM)<br>23 ACT trends<br>29 (Regulatory) |
| <b>APRIL</b><br>5 (RBM)<br>12 (Regulatory)<br>13 ACT trends<br>19 (Mobile Health)<br>26 (Oncology)<br>27 ACT trends                | <b>AUGUST</b><br>2 (Regulatory)<br>9 (Mobile Health)<br>10 ACT trends<br>16 (Oncology)<br>23 (RBM)<br>24 ACT trends<br>30 (Regulatory) | <b>DECEMBER</b><br>6 (Mobile Health)<br>13 (Oncology)<br>14 ACT trends<br>20 (RBM)<br><br>ENDS  |

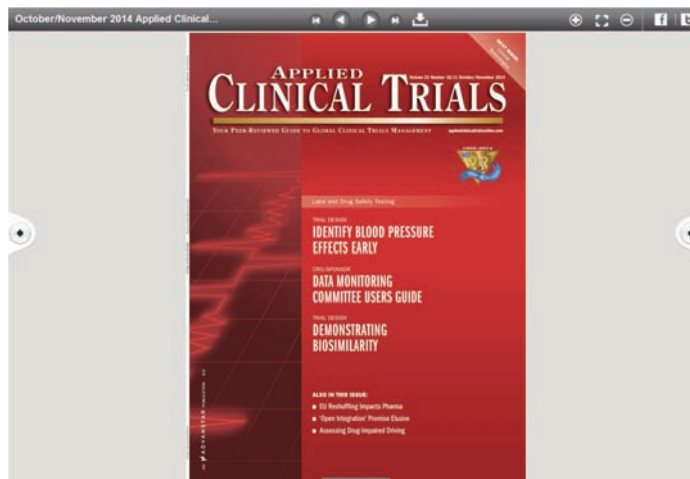




# Online Advertising Options

## Digital Edition

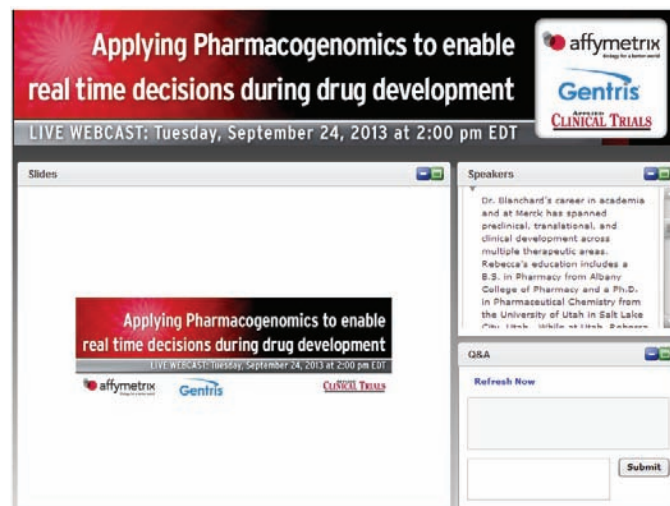
*Applied Clinical Trials' Digital Edition* features the same authoritative content and the same look and feel as our print edition. What differentiates the *Digital Edition* is it allows anyone involved in clinical trials around the globe to access our peer-reviewed articles, regular expert columnists, and staff written news and updates in real-time on the web. The *Applied Clinical Trials Digital Edition* is delivered free via e-mail to subscribers, or global professionals can access it for free on our website.



## Webcast

We offer a variety of webcast formats and suggested topics to provide our audiences with insights on current news, new products and applications, and important trends. *ACT* offers you the opportunity to participate in our webcasts as an exclusive sponsor. Our editorial staff works with you to customize the panel discussion/presentation to attract the most relevant listener base and to demonstrate your connection and/or expertise on the topic(s).

Beyond the benefits of associating yourself with thought leadership and high quality content, our webcasts feature a powerful lead generation tool allowing you to retrieve qualified leads from a real time reporting platform that includes contact info, demographics and other qualifying questions from your webcast attendees and all registrants. An aggressive, targeted and integrated marketing campaign is used to leverage the extensive reach of our brands to enhance your brand equity and generate a qualified audience for your sales and marketing efforts.



### additional advertising options

- Live Audio with Slides
- Custom Survey
- Whitepaper/Executive summary
- Infographics

Ask your representative for further detail and cost



# Online Advertising Options

## Enhanced Webcast Content Programs

### What it does

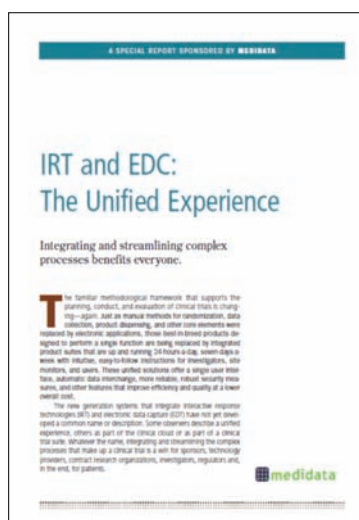
- **Publishes** webcast content cross-platform
- **Extends** reach, duration & brand visibility
- **Increases** access & engagement

### What you get

- **White Paper/ Executive Summary** We transcribe the webcast and write a White Paper/Executive Summary of the program, recognizing your company's participation and support
- **Hosted** on the brand website for 12 months of seamless downloading
- **Integrated** into the webcast promotion as an attendee take-away, driving attendance to the event-live and on-demand
- **Aggressively Promoted** to the brand community via dedicated eBlasts, social media, eNewsletters, print ads and/or online
- **Lead Gen** Capturing contact & demographic information required at registration

### Extend Reach and Duration: Drive Customer Engagement

An *Applied Clinical Trials* webcast can be enhanced by creating a whitepaper/executive summary or infographic transforming the event into a far-reaching thought leadership campaign. This integrated content program drives attendance to the webcast, live and on-demand and extends reach, duration and access to the content. Aggressive marketing of the webcast and accompanying content provides twelve (12) full months of continuous branding and lead generation.



White Paper



Webcast



Infographic



# Online Advertising Options

## Audio Podcast

*Applied Clinical Trials* offers a variety of podcasts to provide our audiences with keen insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s). Our sponsored podcast program delivers a unique combination of an easily used media format in high demand, flexible lead generation and multiple points of access from our electronic products to your digital assets.

**Challenges with Oncology Trials in Ontario**  
Publish Date: Feb 1, 2013 [Email](#) [Print](#) [f](#) [t](#) [in](#) [Save](#) [License](#) [i](#)

**APPLIED CLINICAL TRIALS**



Karen Arts  
Karen Arts, Director of Business Development, High Impact Clinical Trials Program at the Ontario Institute for Cancer Research in Toronto, Canada discusses challenges in oncology trials in Ontario with Roberto Lara, Director of Business Development for Scimega Research.



## NEW DIGITAL OPPORTUNITY

## ACT TV



**Connect with customers and prospects like never before with this successful, new interactive digital platform.**

- **ACT TV offers a centralized location** for your resources on new product releases, services and solutions
- Increase awareness by driving a targeted audience to one location to learn about your company
- Utilize this tool to share your products and programs with decision-makers who want to learn about effective and efficient solutions to challenges within the tightly regulated pharmaceutical environment and makes **ACT a must-read**.

The Channel for Global Clinical Trials Management



Ask your representative for further detail and cost





# Online Advertising Options

e-Book

Deliver the information that matters the most. **e-Book Sponsorship Program** is a digital avenue that delivers relevant content to a targeted, responsive clinical trials audience.

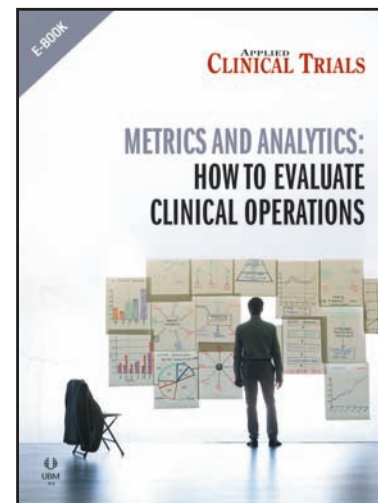
## Responsive readers take action! Reach the core group!

Each focused e-book will be delivered to a highly targeted audience of clinical trials professionals involved in every phase of clinical trials. Your sponsorships will be supported with a continuous marketing campaign of banner ads on web site and e-newsletters, e-mail blasts and print/digital publications.

### 2016 E-BOOK SCHEDULE

| MONTH                 | E-BOOK  |
|-----------------------|---|
| February/March        | Risk-Based Monitoring/Clinical Trial Management |
| April/May             | Cardiac Safety/Oncology Trials                  |
| June/July             | Regulatory Issues in Clinical Trials            |
| August/September      | Technology That Touches the Patient             |
| October/November      | Risk-Based Monitoring                           |
| December/January 2016 | The Healthcare Convergence with Clinical Trials |

See our September 2015  
eBook on RBM here



## additional advertising options

- Single sponsorship & multiple sponsorship available

## Dedicated Dialogue

### What it does

- **Podcast** Interview by a contributing editor repurposed in a Print Summary.

### What you get

- **Podcast Interview** Record Q&A interview of executive by Advanstar contributing editor
- **Published** into a two-page summary
- **Hosted** on the brand website on-demand for 12 months: podcast & summary
- **Printed** in the brand magazine as sponsored content (optional)
- **Aggressively Promoted** to the brand community via dedicated eBlasts, social media, eNewsletters and online
- **Lead Gen** Capturing contact & demographic information required at registration (optional)

### Establishing a Culture of Compliance

Mar 20, 2013  
PHARMACEUTICAL TECHNOLOGY





## Custom Publishing

### What it does

- **Delivers** the right content to the right person at the right time in the right place
- **Positions** you as a thought-leader within your industry
- **Amplifies** the conversation

### What you get

- **Creation** of content: Special Report, Feature Article, Dedicated Dialogue
- **Published** in the print magazine as sponsored content (optional)
- **Aggressively** Promoted to the brand community via dedicated eBlasts, social media, eNewsletters and hosted online
- **Ownership** of content for your own marketing efforts, including reprints



## Content Amplification

### What it does

- **Goal:** Targeted distribution of your message
- **Solution:** Create and promote an infographic that drives downloads of your message

### What you get

- **Creation** of Infographic based on customer's content & messaging
- **Hosting** on the ACT website for 6 months
- **Promoted** to the ACT community for three months (6 deployments)
- **Ownership** of the infographic for use in client's marketing efforts







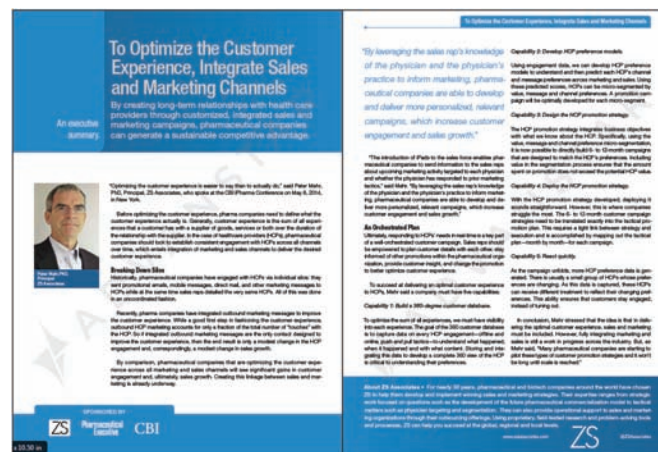
## Event Simulcast/On-Demand

### What it does

- **Expand** Event Experience: Larger Audience, Greater Access
- **Prolong** Value of Content: Extend Shelf Life & Duration
- **Maintain** Audience: Connect Community & Drive Engagement 365

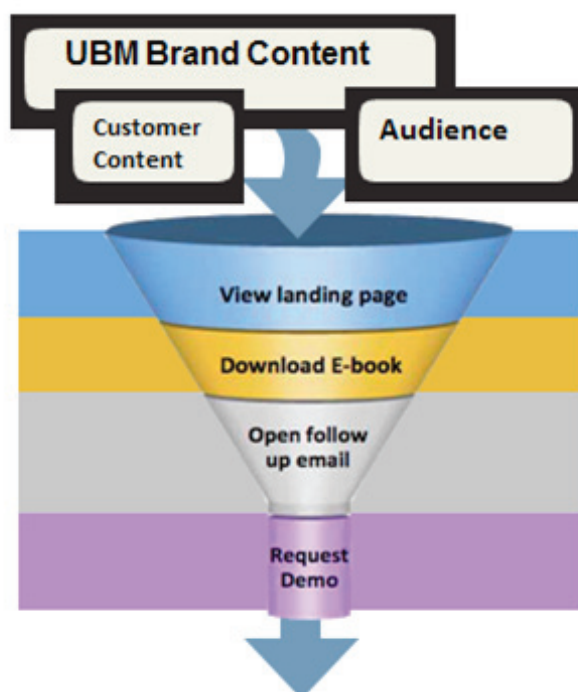
### What you get

- **Production** Services for streaming and/or capture of content
- **Hosted** on the brand(s) website on-demand for 12 months
- **Aggressively** Promoted to the brand community via dedicated eBlasts, social media, eNewsletters and online
- **Ownership** of content for your own marketing efforts



## Lead Nurturing

Inbound marketing is a proven strategy that fills your lead funnel and accelerates the conversion of leads to sales. Guided by our state-of-the art audience behavioral analysis, UBM Life Sciences' content creation team can do the heavy lifting for you, drafting a strategic campaign and developing content that will get results. In addition to using this content in your UBM Life Sciences Inbound Campaign, you keep all rights to the material to use as you see fit.





## Sponsored Content Block

Drive Traffic... Awareness...  
Customer Engagement...  
Leads.

The **Sponsored Content Block** is an exclusive sole-sponsored resource section on PharmExec or Applied Clinical Trials' website where your company can disseminate collateral, videos, whitepapers, research, drive website traffic, generate leads, and more.



### Sample Assets:



## Brand Awareness + Brand Recall

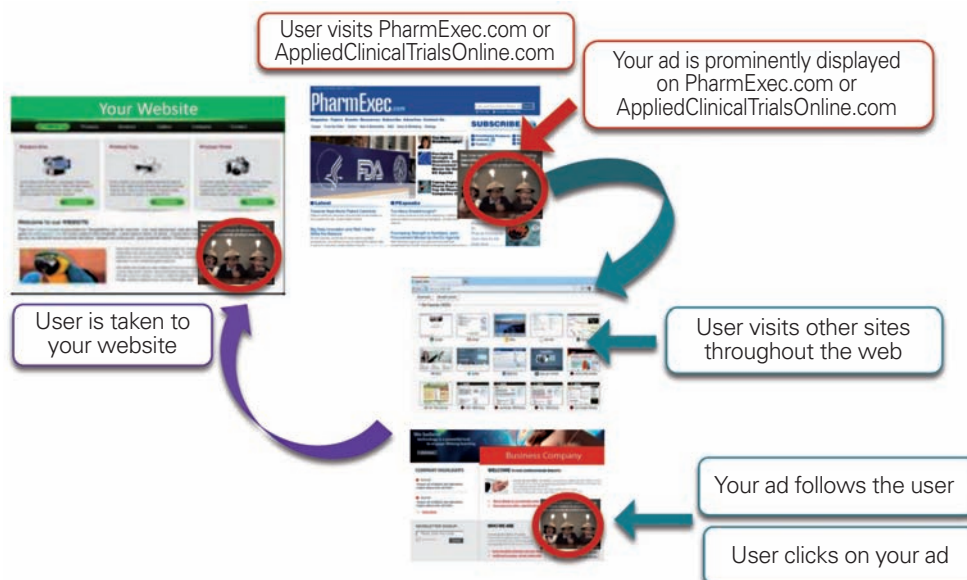
### Reach Targeted Decision Makers

Ad Retargeting is a powerful brand-building opportunity to showcase your message in front of *Pharmaceutical Executive* or Applied Clinical Trials' community of pharma decision makers well beyond your visibility on the Pharmaceutical Executive or Applied Clinical Trials websites.

## Ad Targeting

### How Ad Retargeting Works

Once a visitor leaves the Pharmaceutical Executive or Applied Clinical Trials website, they see your re-targeted display ad online, on any device, across the web. Your ad follows a targeted group of pharma decision makers long after they've left the Pharmaceutical Executive or Applied Clinical Trials website.



### additional advertising options

- Sponsored Content Block
- Ad Retargeting



# 2016 Print Advertising Rates US DOLLARS

|                  | 1x    | 3x    | 6x    | 12x   | 18x   | 24x   | 36x   |
|------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Full Page</b> | 7,115 | 7,010 | 6,885 | 6,700 | 6,550 | 6,390 | 6,295 |
| <b>2/3 Page</b>  | 6,510 | 6,425 | 6,305 | 6,180 | 6,015 | 5,885 | 5,785 |
| <b>1/2 Page</b>  | 5,625 | 5,515 | 5,460 | 5,300 | 5,215 | 5,115 | 5,035 |
| <b>1/3 Page</b>  | 4,705 | 4,630 | 4,585 | 4,480 | 4,415 | 4,340 | 4,280 |
| <b>1/4 Page</b>  | 4,185 | 4,115 | 4,080 | 3,995 | 3,945 | 3,905 | 3,840 |

| Dimensions             | W      | H       |                       | W       | H       |
|------------------------|--------|---------|-----------------------|---------|---------|
| <b>Full Page</b>       | 7 3/4" | 10 1/2" | <b>Trim Size</b>      | 7 3/4"  | 10 1/2" |
| <b>2/3 Page</b>        | 4 1/2" | 9 1/2"  | <b>Bleed</b>          | 8"      | 10 3/4" |
| <b>1/2 Page Island</b> | 4 1/2" | 7"      | <b>Live Matter</b>    | 7 1/4"  | 10"     |
| <b>1/2 Page Horz</b>   | 6 3/4" | 4 5/8"  | <b>Spread Size</b>    | 14 1/2" | 9 1/2"  |
| <b>1/2 Page Vert</b>   | 3 3/8" | 9 1/2"  | <b>Bleed (Spread)</b> | 15 3/4" | 10 3/4" |
| <b>1/3 Page Sq</b>     | 4 1/2" | 4 5/8"  |                       |         |         |
| <b>1/3 Page Vert</b>   | 2 1/8" | 9 1/2"  |                       |         |         |
| <b>1/4 Page</b>        | 3 3/8" | 4 5/8"  |                       |         |         |

| Color Charges   |       | Special Positions    |       |
|-----------------|-------|----------------------|-------|
| <b>Metallic</b> | 1,205 | <b>Cover 2</b>       | 745   |
|                 |       | <b>Cover 3</b>       | 745   |
|                 |       | <b>Cover 4</b>       | 1,245 |
|                 |       | <b>Preferred Pos</b> | 620   |



**All Rates are gross**

## Digital Ad Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
3. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.



# Online advertising options

## *e-Media Rate Card*

| 2016 Online Rates (net)       |   |                     |                       |
|-------------------------------|---|---------------------|-----------------------|
| ROS                           |   |                     |                       |
| Leaderboard                   | 728x90  | \$ 2,600.00         | up to 5 rotations     |
| Banner                        | 468x60  | \$ 2,600.00         | up to 5 rotations     |
| Skyscraper                    | 160x600   | \$ 3,015.00         | up to 5 rotations     |
| Big Box                       | 300x250   | \$ 2,600            | up to 5 rotations     |
| Interstitials                 | 640x480   | \$ 5,395.00         | exclusive             |
| Page Peel                     | 170 x 127 (Corner Logo)<br>and expand to 640 x 480 (Display)        | \$ 5,495.00         | exclusive             |
| Polite Footer/Floating Footer | 970x90 expandable to 970x250  | \$ 5,250.00         | exclusive             |
| Sponsored Content Block       |   | \$ 7,500.00         | 1 month               |
|                               |   | \$ 18,000.00        | 3 months              |
| Skyscraper Hangers in Gutter  | 128x620* or 160x600   | \$ 7,500.00         | exclusive             |
| Ad Retargeting                |   |                     |                       |
| Tier                          | Duration  | Impressions/3months | Pricing               |
| Silver                        | 3 months  | 450,000             | \$6,000/3 months      |
| Gold                          | 3 months  | 900,000             | \$10,500/3 months     |
| Platinum                      | 3 months  | 1,500,000           | \$15,000/3 months     |
| E-newsletters                 |   |                     |                       |
| Leaderboard                   | 728x90  | \$ 2,295.00         | 1 positions available |
| Banner or Text                | 468x60  | \$ 1,675.00         | 4 positions available |
| Big Box                       | 300x250   | \$ 2,295.00         | 2 positions available |
| Text Ad                       | 65 words plus URL   | \$ 1,675.00         | 2 positions available |
| Marketplace                   | 100x100 company logo or image,<br>up to 25 words of text, click URL | \$ 1,315.00         |                       |
| White Paper                   |   | \$ 1,575.00         | per month             |
| ACT TV                        |   | \$ 2,000.00         | per month             |

\* Preferred



## *e-Media Project Submission Guidelines*

**We offer HTML5 support for display ad creative. If submitting HTML5, specs will be supplied prior to ad creation.**

### WEBSITE AD DIMENSIONS

- Rectangle: 300 × 100 pixels; 40 KB max; GIF, JPEG, or \*Flash accepted
- Leaderboard: 728 × 90 pixels; 40 KB max; GIF, JPEG or \*Flash accepted
- Box : 300 × 250 pixels, 40 KB max; GIF, JPEG, or \*Flash accepted
- Sponsored link: Up to 10 words + url
- Interstitial: 640 × 480 pixels; 40 KB max; GIF or JPEG, 3rd party tags accepted, but must be standard html. NO Java Script tags. No flash ads accepted.
- Polite/Floating Footer: 970x90 expandable to 970x250; 50 KB max; GIF or Animated GIF or JPEG, 1 Live Click URL

+ If submitting Flash, specific instructions will be supplied prior to ad creation

+ Materials are due 10 business days before desired run date

### E-NEWSLETTER AD DIMENSIONS

- |   |                                      |   |
|---|--------------------------------------|---|
| • <b>Banner</b><br>Ad Size: 468 × 60      | • <b>Button</b><br>Ad Size: 120 × 60 | • <b>Leaderboard</b><br>Ad Size: 728 × 90                                     |
| • <b>Skyscraper</b><br>Ad Size: 160 × 600 | • <b>Text Ad</b><br>65 words         | • <b>Product Showcase</b><br>65 words<br>1 product image<br>(110 pixels wide) |

### Ad Size: For all banner ad sizes

- Max File Size: 40kb
- Formats Accepted: Gif, Animated Gif or Jpg \*No Flash/Rich Media accepted for eNews or Alerts\* If 3rd party, only Click URL and 1 × 1 pixel tracker accepted with Gif, Animated Gif or Jpg.
- 1 Live Click URL
- Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries the call to action and is not too ambiguous.

+ Materials are due 10 business days before desired issue date

### CAST DATABASE PROGRAM

*Materials must be provided by the sponsor*

#### **Materials needed for your CAST e-campaign:**

1. HTML ("in line style" is required), please read the attached Email Design Basics/Specs very carefully.
2. Clients opt-out/unsubscribe link must be embedded in the HTML along with a physical address.
3. Text version of the e-mail including the opt-out/unsubscribe link
4. Subject Line
5. From Line (friendly from line; e.g. the companies name or persons name. Not an e-mail address)
6. Suppression file of clients opt-outs/unsubscribes
7. Seed names and e-mail addresses of who needs to see the test and final blasts. We ask that only one of the seed names be responsible for sending final approval of the test blast to [rhuighes@advanstar.com](mailto:rhuighes@advanstar.com).

***There is a 48 hour turn-around time for our E-media team to deploy, the turn-around time starts AFTER all the above materials are received.***





## *e-Media Project Submission Guidelines*

### **Important information regarding your CAST e-campaigns:**

1. Deployment dates **MUST** be suggested or approved by Ronda Hughes.
2. Suppressions due to any threshold limits will be deployed as priority the day after the initial blast. Threshold limitations can be avoided when securing deployment dates ahead of time.
3. Clients using Advanstar's design services as part of their CAST program will have up to 2 revisions free of charge, there is a \$100 fee for changes thereafter and will run the risk of having to reschedule.
4. All HTML changes need to be made and approval sent back to Ronda Hughes 48 hours prior to scheduled deployment.
5. Test blasts are sent out at least one day prior to the final blast to ensure proper HTML rendering. HTMLs need to be approved by the client prior to the test blast. Copy or design changes to the HTML after the test blast will result in a \$100 fee AND will run the risk of having to reschedule.
6. Client needs to send approval of the test blast to rhughes@advanstar.com by the end of the day in which it was received in order to ensure the scheduled deployment date. Please have one seed name designated to give approval.
7. Email deployment reports will be sent to the sales representative 72 hours (3 days) after the blast.

### **PODCAST SERIES SPONSORSHIP**

Custom specifications will be provided in the official Podcast agreement

### **WEBCAST SPONSORSHIP**

Custom specifications will be provided in the official Webcast agreement

### **WHITE PAPER LEAD GENERATION**

- White Paper in PDF format no more than 1.5 MB in size
- Your Company Name
- White Paper Title: 36 words
- Author(s): names only, not company affiliations
- White Paper abstract: a description of what the application note contains; 23 short sentences, maximum 50 word count total.
- Email Address where leads should be sent
- 13 keywords to be included in your lead email subject line as an identifier for the White Paper
- Contact Name
- Contact Phone Number
- Logo (EPS, Jpeg, Gif format, max width: 150 pixels)
- URL Links: one URL with http:// in front of the www that links from your logo
- Company Text: 7–10 word maximum in plain text that describes your company



## e-Media Project Submission Guidelines

### Submit Materials to:

Website and Newsletter Ad Materials: [adt.advanstarsupport@mpe.hcl.com](mailto:adt.advanstarsupport@mpe.hcl.com)

Whitepapers, eApplication notes, or eSolution Blasts: [wp.advanstarsupport@mpe.hcl.com](mailto:wp.advanstarsupport@mpe.hcl.com)

*Please list the Advertiser and Website in the subject line.*

### ACT TV

1. **Company Logo**
  - Acceptable formats: Jpg, Png, Gif
  - Dimensions: 160px × 100px OR smaller
  - Logo appears on a white background. White or transparent backgrounds preferred.
2. **Short one sentence description of your company**
  - 20 word description
3. **Company Logo (for asset area)**
  - Width: minimum 200px
  - Height: minimum 85px
4. **Company Profile**
  - < 75 word description of your company

### ASSETS

You are allowed a total of 4 assets on your page, with a description, picture, and link to redirect to for each asset. Descriptions must be <75 words. An asset can be defined as:

- Whitepapers (.pdf format)
- Case studies
- Videos (formats: Youtube, or Link/url to be hosted on your site)
- Webcasts
- Product demonstrations
- Description or link to product or service

\_\_\_\_Asset 1 & Picture

\_\_\_\_Description

\_\_\_\_Asset 2 & Picture

\_\_\_\_Description

\_\_\_\_Asset 3 & Picture

\_\_\_\_Description

\_\_\_\_Asset 4 & Picture

\_\_\_\_Description



## **Print & Online Sales Contacts**

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