

APPLIED CLINICAL TRIALS®

YOUR TRUSTED CLINICAL TRIALS MANAGEMENT RESOURCE

2022 Media Planner



WWW.APPLIEDCLINICALTRIALSONLINE.COM

AN **MH** life sciences™ BRAND



Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision-makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the health care and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

Partner with us to stay connected with your audience, no matter the circumstances.

3.5M+

Active Reach

7.6M+

Unique Visitors per month

20.9M+

Page views per month

1.9M+

Print Circulation

1000sActive KOL's on
Editorial Board

OUR BRAND

Applied Clinical Trials®, an MJH Life Sciences™ brand, is the credible thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials. **Applied Clinical Trials®** is the only brand dedicated exclusively to the operations piece of pharmaceutical drug development. Professionals learn effective and efficient solutions to strategic and tactical challenges within this tightly regulated and competitive market.

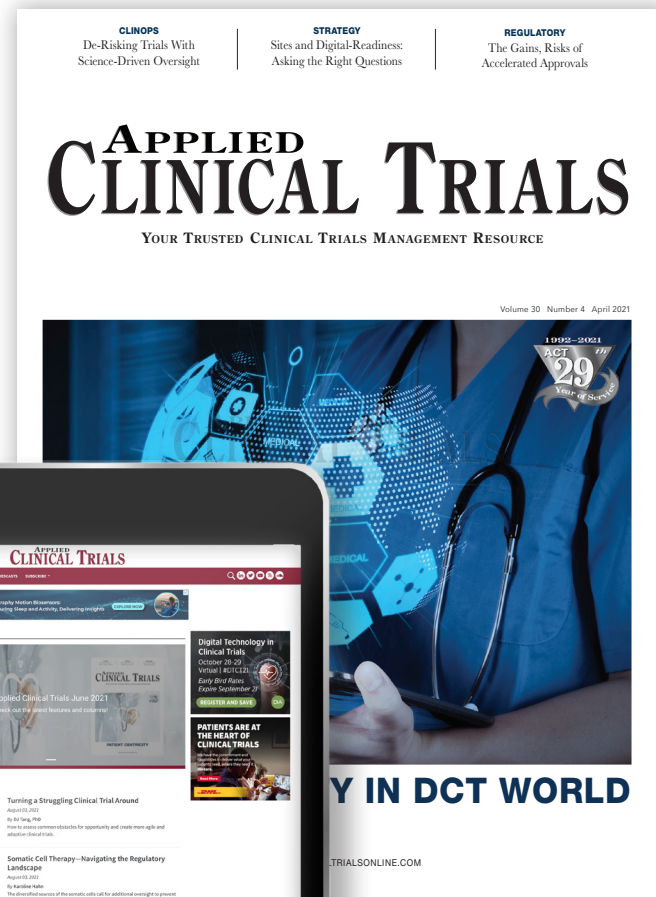
Our Focus

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.

Our Readers

With a global audience of 22,382* engaged clinical professionals, **Applied Clinical Trials** connects you with the industry professionals who are most receptive to your marketing message.

APPLIED
CLINICAL TRIALS®



*Publisher's own data

WWW.APPLIEDCLINICALTRIALSONLINE.COM

AN **MJH** life sciences™ BRAND

OUR IN-HOUSE EXPERTS

APPLIED
CLINICAL TRIALS®

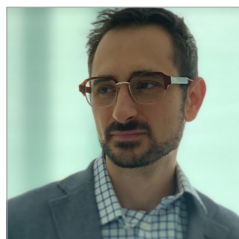
2022 Columnists



Jill Wechsler is the Washington, DC, correspondent for *Applied Clinical Trials*® and has held this role since the publication's inception. Jill brings her deep knowledge of clinical trials to the inside track of Washington, providing insights on both policy and regulations to our readers. Whether she is attending regional conferences or speaking directly to FDA officials, Jill's columns and online blogs are always timely, interesting and relevant for clinical trial professionals.



Peter O'Donnell is the Brussels, Belgium, correspondent for *Applied Clinical Trials*® and has held this role since the publication's inception. Peter keeps our readers up to date on all things EU, from the EMA to the regulatory authorities of the member states, as well as European Commission initiatives that strike a chord in clinical trials operations and conduct. Peter takes his vantage point to the next level in his analysis and interpretation of the news to keep our readers abreast of current events.



Moe Alsumidaie is a contributor to and member of the Editorial Advisory Board for *Applied Clinical Trials*®. Moe has over more than 15 years of experience in clinical trials working inside of Fortune 100 & 500 biopharmaceutical enterprises, including Abbott, Genentech, Roche, Stanford Medical Center and Mount Sinai. Moe is also Head of Research at CliniBiz and Chief Data Scientist at Annex Clinical Corporation. Moe's articles range from interviews of clinical trials experts, reporting from conferences and events, and analysis of current clinical trials trends that keep readers in the know.

Applied Clinical Trials®' Editorial Advisory Board

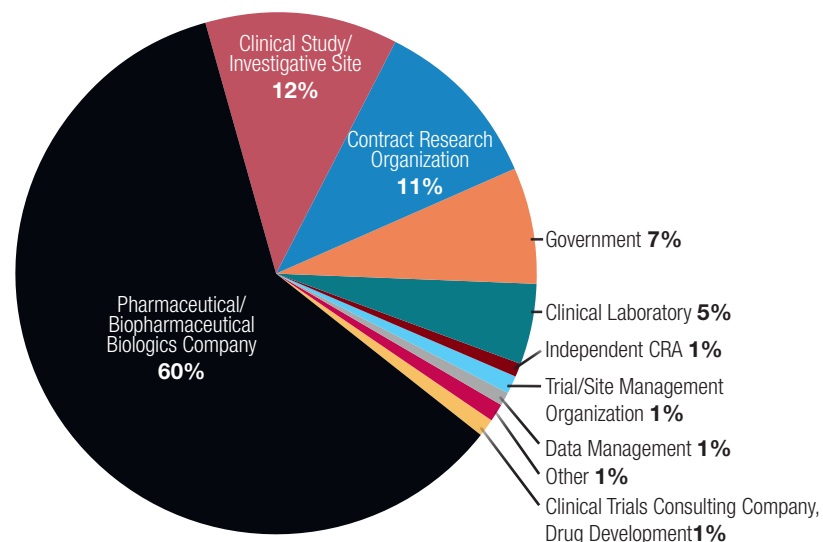
Our Editorial Advisory Board ensures the credibility and accuracy of our content through the members' expertise. The board members come from all walks of the industry— CROs, IRBs, regulatory agencies, technology and pharmaceutical companies—and have experience with clinical trials management, design, 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.

AUDIENCE

APPLIED
CLINICAL TRIALS

With a global audience of engaged clinical professionals, *Applied Clinical Trials*® connects you with the industry professionals who are most receptive to your marketing message.

Business & Industries*



Circulation*

Print Subscribers **10,500**
Digital Subscribers **11,564**

Website**

appliedclinicaltrialsonline.com

Monthly Visitors **57,084**
Monthly Page Views **195,253**

e-Newsletters**

ACT Direct Average Distribution **16,500**

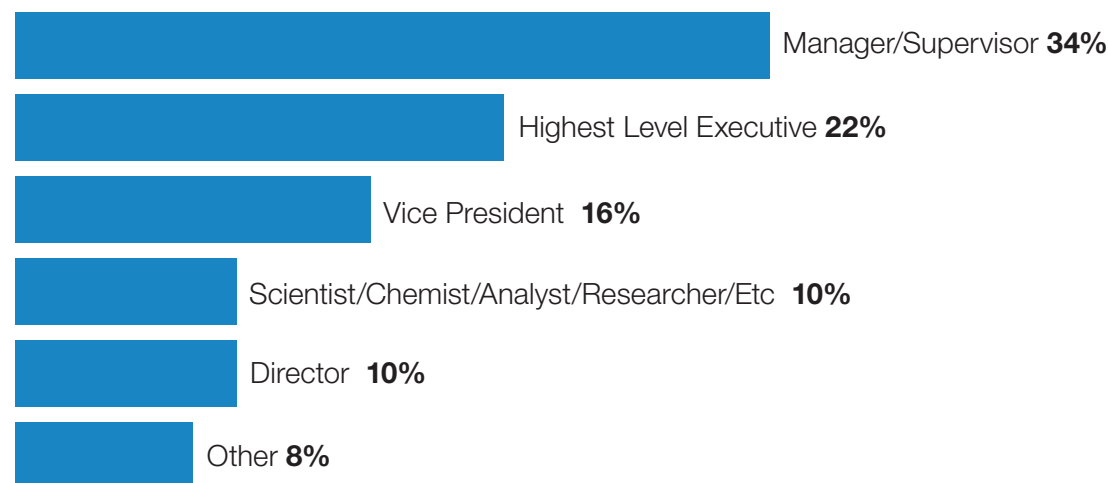
ACT Trends Average Distribution **18,500**

Social Media**

LinkedIn **+8,800**

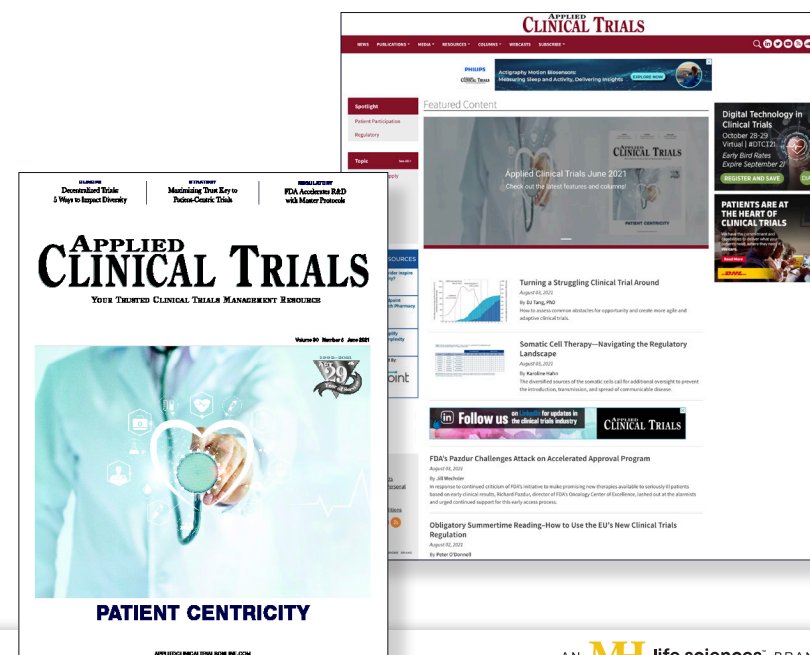
Twitter **+8,600**

Job Titles**



*Publisher's own data

WWW.APPLIEDCLINICALTRIALSONLINE.COM



AN **MH** life sciences™ BRAND

YOUR MARKETING STRATEGY

APPLIED
CLINICAL TRIALS

Choose the right content to fuel your business objectives

Applied Clinical Trials® will help you match our marketing tactics to your business objectives and form a plan that is right for your company.

Branding/Awareness: Grow your brand or business awareness.

Web Traffic: Increase SEO ranking and traffic to your website.

Lead Generation: Generate leads and new business.

Thought Leadership: Demonstrate expertise in your field and engage with your target audience.

Content Program	Branding/Awareness	Web Traffic	Lead Generation	Thought Leadership
Ad Retargeting	✓	✓		
Brand Insights	✓			✓
CAST™ Custom Targeted Email		✓	✓	
Content Engagement Hub	✓		✓	✓
Custom Video	✓			✓
Dedicated Dialogue	✓			✓
e-Book	✓		✓	✓
e-Newsletter	✓	✓		
Enhanced Webcast			✓	✓
Exhibit Booth Interview Video	✓			✓
Lead Nurturing			✓	
Live/Virtual Roundtables	✓			✓
Online Advertising	✓	✓		
Podcasts	✓			✓
Presentation Showcase Video	✓			✓
Print Advertising	✓			
Sponsored Content Block	✓	✓		
Thought Leadership Video	✓			✓
Webcast			✓	✓
Whitepaper			✓	✓

DIGITAL OFFERINGS

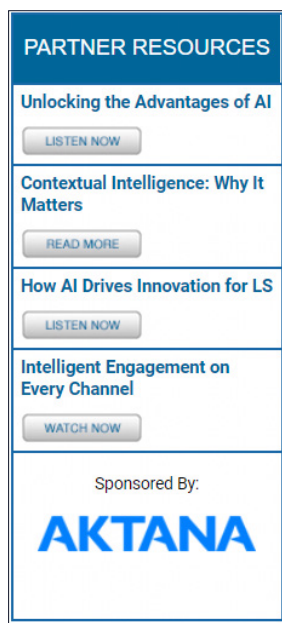
APPLIED
CLINICAL TRIALS



Online Website Advertising

Display your ad in front of decision-makers in the field by placing your display ad on appliedclinicaltrials.com

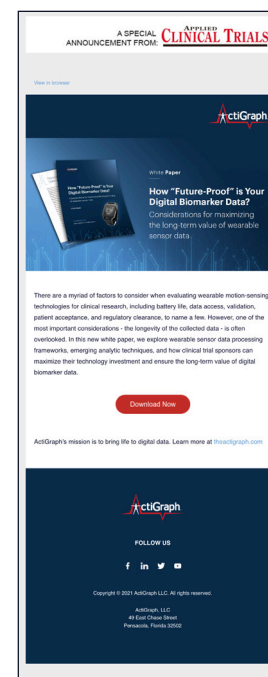
✓ Content Tactic: Web Traffic, Branding/Awareness



Sponsored Content Block

Exclusive sole-sponsored resource section on the *Applied Clinical Trials*® website where your company can disseminate collateral, videos, whitepapers and research to drive website traffic, generate leads and more. Link up to four assets plus your company's logo and website link. Your content block is NOT an ad unit and does not go into rotation, which means it is visible 24/7 on every page of the *Applied Clinical Trials*® website. Each asset/link is tracked individually so you will know which assets are the most popular.

✓ Content Tactic: Web Traffic, Branding/Awareness



CAST™ Custom Targeted Email

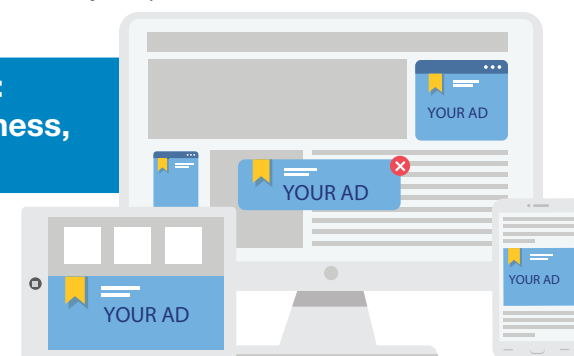
CAST™ is the highly targeted, data driven, Custom Audience Segmentation Tool from MJH Life Sciences. CAST™ contains more than 700,000 unduplicated decision-makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

✓ Content Tactic: Web Traffic, Lead Generation

Ad Retargeting

Once a visitor leaves appliedclinicaltrials.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ Content Tactic: Branding/Awareness, Web Traffic



DIGITAL NEWSLETTERS

APPLIED
CLINICAL TRIALS



APPLIED CLINICAL TRIALS DIRECT

PHILIPS Actigraphy Motion Biosensors: Measuring Sleep and Activity, Delivering Insights [EXPLORE NOW](#)

JULY 7/2021

NEWS ROUNDUP

Parexel to be Acquired
Last Friday, Parexel announced the execution of a definitive merger agreement under which it will be acquired by EQT IX fund ("EQT Private Equity") and the Private Equity business within Goldman Sachs Asset Management ("Goldman Sachs") from Pamplona Capital Management LP for \$8.5 billion.

UPS Healthcare, THREAD Partner
The combined offering brings together THREAD's digital platform and Marten's (a UPS Healthcare company) Home Healthcare and clinical trial logistics services to create a single workflow for sponsors/CROs and patients, which brings logistics fully into the decentralized platform mix.

Servier Selects Oracle for Trial Operations
Servier, which is present in 150 countries, focusing on cardiovascular and metabolic diseases, oncology and immuno-inflammatory, and neurodegenerative diseases, has selected Clinical One to unify its clinical operations, including decentralized trials. Servier was already using Oracle's safety solution Argus.

Advancing Clinical Research: Safer, Smarter, Faster
Access an online resource with useful tools and practical information on Advancing Clinical Research. The site provides useful case studies, whitepapers, and more. [Explore now](#)

ARTICLES

Recruitment in China on the Rise
Virtual clinical development specialist Phesi Inc. has released its analysis of the growth in recruiting clinical trial sites in China since the beginning of 2018. The analysis finds a significant rise in the number of recruiting sites in the country, with a 163% increase between January 2018 and January 2021.

New "Cures" Bill Aims to Advance R&D, Drug Development
The latest draft supports the creation of the Biden administration's proposed Advanced Research Projects Agency for Health to accelerate research on cures for cancer, diabetes, Alzheimer's and more. Provisions in the current draft also address interest in advancing diversity in clinical trials, expanding digital health, further utilizing real world evidence (RWE) in clinical trials and postapproval studies, and enhancing FDA oversight of cell and gene therapies.

IN THIS EDITION

OUR LATEST PODCAST!
[RECRUITMENT IN CHINA ON THE RISE](#)

NEW FEATURES!

- Improved Search
- Content Notifications
- Curated Hot Topics

[EXPLORE TODAY](#)

ADVERTISMENT

Answer the Most Important Clinical & Commercial Questions Across Your Life Science Enterprise
[EXPLORE NOW](#)

SUBSCRIBE
Stay connected with Applied Clinical Trials and sign up for your trial print or digital issues, as well as our newsletters. [SUBSCRIPTION OFFERS >](#)

EVENTS

AWARE for All Midwest, July 22
[Mobile in Clinical Trials, 9/27](#)
[SCRS, Global Site Solutions Summit, 9/30-10/3](#)
[Clinical Trials Operational Successes Post-COVID, On Demand](#)
[Search Upcoming Events](#)

ADVERTISMENT

The Clinical Trial Ecosystem: Capture, Collect, Monitor and Manage Data in One Platform
Access an online resource with useful tools and practical information on The Clinical Trial Ecosystem: Capture, Collect, Monitor and Manage Data in One Platform. The site provides useful videos, case studies, white papers, and more. [Explore Now](#)

ADVERTISMENT

Patience by Design – Improving patient engagement and retention while reducing burden with fit-for-purpose technology
Wednesday, July 14, 2021 at 11am EDT
[Register now](#)

Applied Clinical Trials® Direct

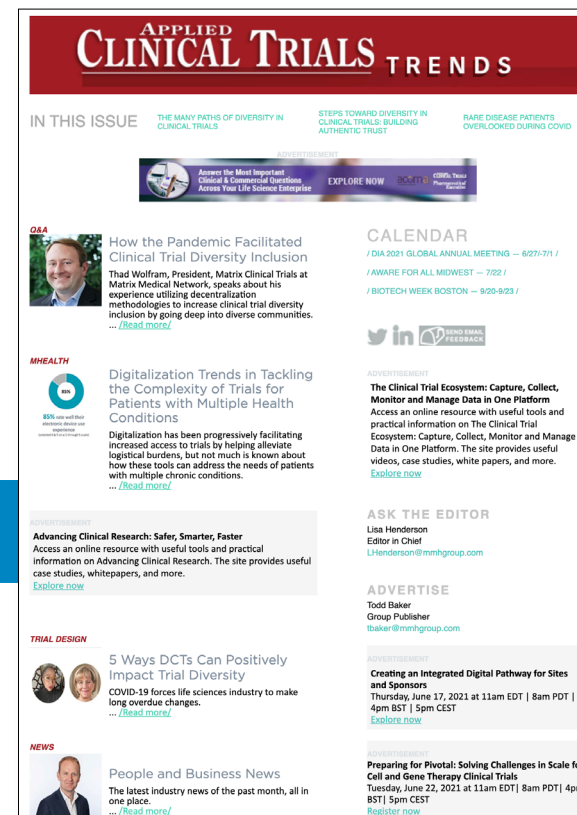
ACT Direct is published weekly to highly engaged clinical trials professionals. Each edition features a premium collection of news, blogs, an advertiser marketplace, events/webcasts and more.

✓ Content Tactic:
Branding/Awareness, Web Traffic

Applied Clinical Trials® Trends

ACT Trends is delivered twice a month to subscribers. It provides the most popular clinical trials news and articles, and it also highlights what's trending on social media.

✓ Content Tactic:
Branding/Awareness, Web Traffic



APPLIED CLINICAL TRIALS TRENDS

IN THIS ISSUE

- THE MANY PATHS OF DIVERSITY IN CLINICAL TRIALS
- STEPS TOWARD DIVERSITY IN CLINICAL TRIALS: BUILDING AUTHENTIC TRUST
- RARE DISEASE PATIENTS OVERLOOKED DURING COVID

ADVERTISMENT

Answer the Most Important Clinical & Commercial Questions Across Your Life Science Enterprise
[EXPLORE NOW](#)

O&A

How the Pandemic Facilitated Clinical Trial Diversity Inclusion
Thad Wolfram, President, Matrix Clinical Trials at Matrix Medical Network, speaks about his experience utilizing decentralization methodologies to increase clinical trial diversity inclusion by going deep into diverse communities. [Read more!](#)

MHEALTH

Digitalization Trends in Tackling the Complexity of Trials for Patients with Multiple Health Conditions
Digitalization has been progressively facilitating increased access to trials by helping alleviate logistical burdens, but not much is known about how these tools can address the needs of patients with multiple chronic conditions. [Read more!](#)

ADVERTISMENT

Advancing Clinical Research: Safer, Smarter, Faster
Access an online resource with useful tools and practical information on Advancing Clinical Research. The site provides useful case studies, whitepapers, and more. [Explore now](#)

TRIAL DESIGN

5 Ways DCTs Can Positively Impact Trial Diversity
COVID-19 forces life sciences industry to make long overdue changes. [Read more!](#)

NEWS

People and Business News
The latest industry news of the past month, all in one place. [Read more!](#)

CALENDAR

- / DIA 2021 GLOBAL ANNUAL MEETING – 6/27-7/1 /
- / AWARE FOR ALL MIDWEST – 7/22 /
- / BIOTECH WEEK BOSTON – 9/25-9/23 /

ADVERTISMENT

The Clinical Trial Ecosystem: Capture, Collect, Monitor and Manage Data in One Platform
Access an online resource with useful tools and practical information on The Clinical Trial Ecosystem: Capture, Collect, Monitor and Manage Data in One Platform. The site provides useful videos, case studies, white papers, and more. [Explore now](#)

ASK THE EDITOR
Lisa Henderson
Editor in Chief
L.Henderson@mhgroup.com

ADVERTISE
Todd Baker
Group Publisher
tbaker@mhgroup.com

ADVERTISMENT

Creating an Integrated Digital Pathway for Sites and Sponsors
Thursday, June 17, 2021 at 11am EDT | 8am PDT | 4pm BST | 5pm CEST
[Explore now](#)

Preparing for Pivotal: Solving Challenges in Scale for Cell and Gene Therapy Clinical Trials
Tuesday, June 22, 2021 at 11am EDT | 8am PDT | 4pm BST | 5pm CEST
[Register now](#)

*Publisher's own data

WWW.APPLIEDCLINICALTRIALSONLINE.COM

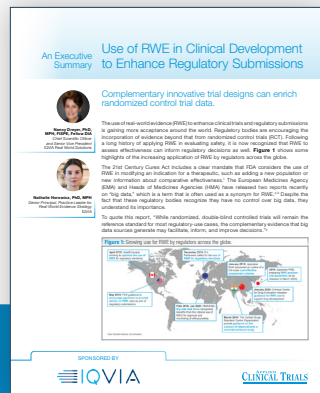
AN **MH** life sciences™ BRAND

CONTENT PROGRAMS

Dedicated Dialogue

Applied Clinical Trials® will conduct an interview with an expert from your company (executive, corporate manager, etc.). This interview will be marketed through a multimedia program that includes a podcast and a two-page article in an issue of *Applied Clinical Trials*®.

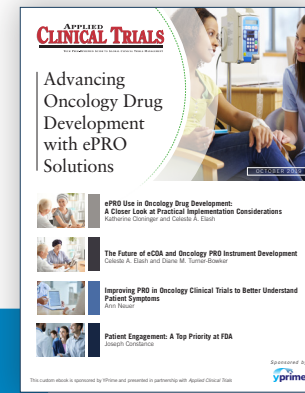
✓ Content Tactic: Thought Leadership, Branding/Awareness



Sponsored e-Book

A sponsored custom e-Book or e-Book series on topic(s) of your choice or a collaborative topic in conjunction with *Applied Clinical Trials*® editorial team. This program is designed to deliver high-quality leads.

✓ Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership



Lead Nurturing

Topic-driven programs that capture prospects and nurtures them by deploying high-quality content via strategically-timed communications. These programs are designed to deliver sales-ready leads.

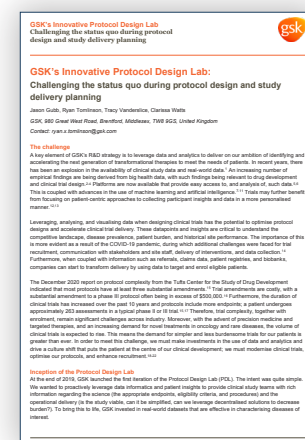
✓ Content Tactic: Lead Generation



Whitepapers

Your whitepaper is posted in the library and promoted using our targeted email capabilities. In order to download your whitepaper, the viewer must complete a short response form that includes contact information and demographics. After the whitepaper is sent, you will receive on-demand or weekly reports containing all of your leads.

✓ Content Tactic: Thought Leadership, Branding/Awareness



VIRTUAL EVENTS AND VIDEO PROGRAMS

APPLIED
CLINICAL TRIALS®

As an alternative to trade shows, conferences and face-to-face events, you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state-of-the-art, in-house studios, the transition from in-person to online is seamless and timely.

Virtual Conferences and Symposium

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or conference, including a lobby, auditorium, exhibit hall, networking lounge and resource center.



✓ **Content Tactic: Branding/Awareness, Thought Leadership**

Virtual Thought Leadership Interviews/ Roundtable

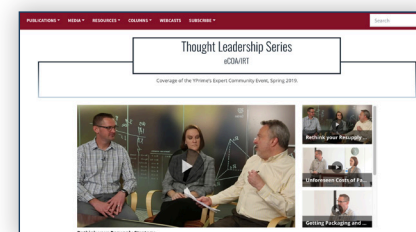
Using advanced video conference technology, our internal studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



✓ **Content Tactic: Branding/Awareness, Thought Leadership**

Virtual Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase program is comprised of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience — extending reach, expanding access and prolonging engagement well after the event has ended.



✓ **Content Tactic: Branding/Awareness, Thought Leadership**

Virtual Press Conference

Applied Clinical Trials® will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring or market trends. Each program includes promotion to our audience.

✓ **Content Tactic: Branding/Awareness, Thought Leadership**

LIVE EVENTS AND VIDEO PROGRAMS

APPLIED
CLINICAL TRIALS

Industry Event Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach after the show editorialized videos by *Applied Clinical Trials*® and audience engagement with the *Applied Clinical Trials*® community.

Presentation Showcase

Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal Studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

Exhibit Booth Interview

Extend your ROI at industry tradeshows with custom video content that can strengthen your brand reach after the show. We'll conduct an interview at your booth and edit it into a three- to five-minute video with promotions to the *Applied Clinical Trials*® community.

✓ Content Tactic: Branding/Awareness, Thought Leadership



Custom Live & Hybrid Events

Partner with *Applied Clinical Trials*® to create your custom live event-with or without a virtual component.

Content Development

The *Applied Clinical Trials*® team works with your team to produce a program based on your needs.

KOL Recruitment

We find the speakers who will attract your target attendees at the event as well as after the event.

Attendee Recruitment

Using our extensive databases and relationships with our audiences, *Applied Clinical Trials*® will find and attract the people you want to attend your live event.

Post-Event Content

Our team will create video, audio and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and non-attendees.

Turnkey Logistics

Besides the expertise of *Applied Clinical Trials*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



WEBCASTS

APPLIED
CLINICAL TRIALS

Applied Clinical Trials® educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts produced by MJH Life Sciences™ each year

Credibility — *Applied Clinical Trials*® has been covering the industry for more than 25 years

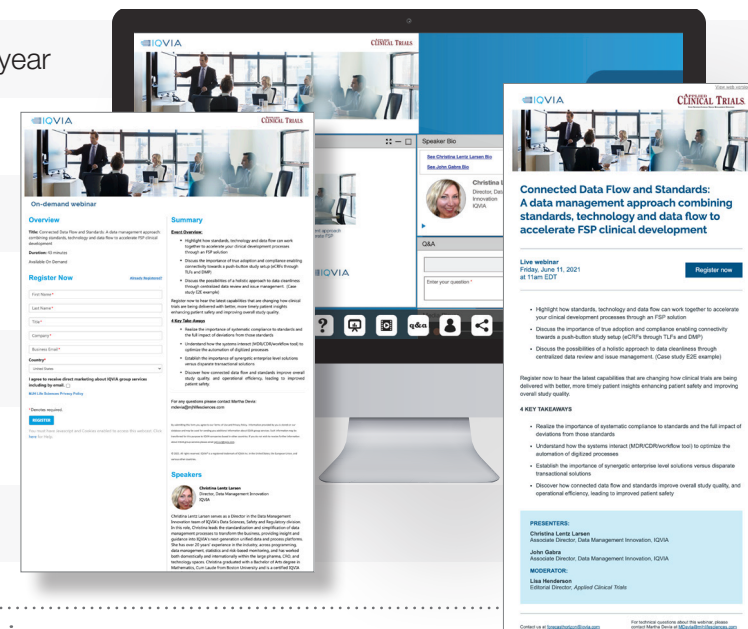
Talent — Includes respected speakers, producers and moderators from our editorial team

Audience/Reach — Select from 700,000+ qualified pharma/science professionals

Marketing & Promotion — Targeted audience development: print, digital, and social media

Analytics — Comprehensive lead capture and data reporting compiled for every event

Turnkey — Management, marketing, training, production and hosting are all full service



Breakout Sessions

Two-Way Audio & Video Engagement to Drive Conversion:

Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities** at virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

Turn your webcast into short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Utilizes social media, print and online marketing to amplify the content across the community

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration and brand visibility
- Increases access and engagement

*Data obtained from past MJH Life Sciences webcasts

BRAND INSIGHTS

APPLIED
CLINICAL TRIALS®

Your opportunity to share a point of view

Applied Clinical Trials®' Brand Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best, with articles by your subject experts integrated alongside valued content in *Applied Clinical Trials*®.

A native, branded content opportunity

- Articles, press releases, videos, etc., are included within the digital content feed and/or the print edition of *Applied Clinical Trials*®
- Choose from an expandable offering from one article to a complete content center with your branding.
- Content featured on the appliedclinicaltrialsonline.com home page as well as in appropriate topic areas
- The integrated promotional program provides significant exposure to our audience.

Program Features

- Scalable to your budget
- Promotion package built into the pricing for quality exposure
- Social sharing tools with each article
- Variable time frames for long-term effectiveness

Pricing

- Flat rate per article or subscription packages available, customized to your needs.
- All content is reviewed by our editorial staff prior to posting.

Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience



✓ **Content Tactic: Branding/Awareness, Thought Leadership**

CONTENT ENGAGEMENT HUB

APPLIED
CLINICAL TRIALS

Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Driven by a multitouch marketing campaign and single-sign-on access, the hub generates quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management includes setup of a branded environment, creative design of all materials, turnkey promotion and reporting.
- Six to 12 related assets, including whitepapers, app notes, videos, webcasts, research and web links included.
- Hosted and promoted for three months.
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Promotion & Lead Capture

Multichannel promotional campaign:

- Dedicated e-blasts: Content Engagement Hub and individual assets (minimum 10,000 emails)
- Promotion in appropriate brand e-newsletters
- Native ads in relevant articles on brand website
- Retargeted custom ads
- Social media promotions — Twitter and LinkedIn brand accounts

Lead Capture & Reporting

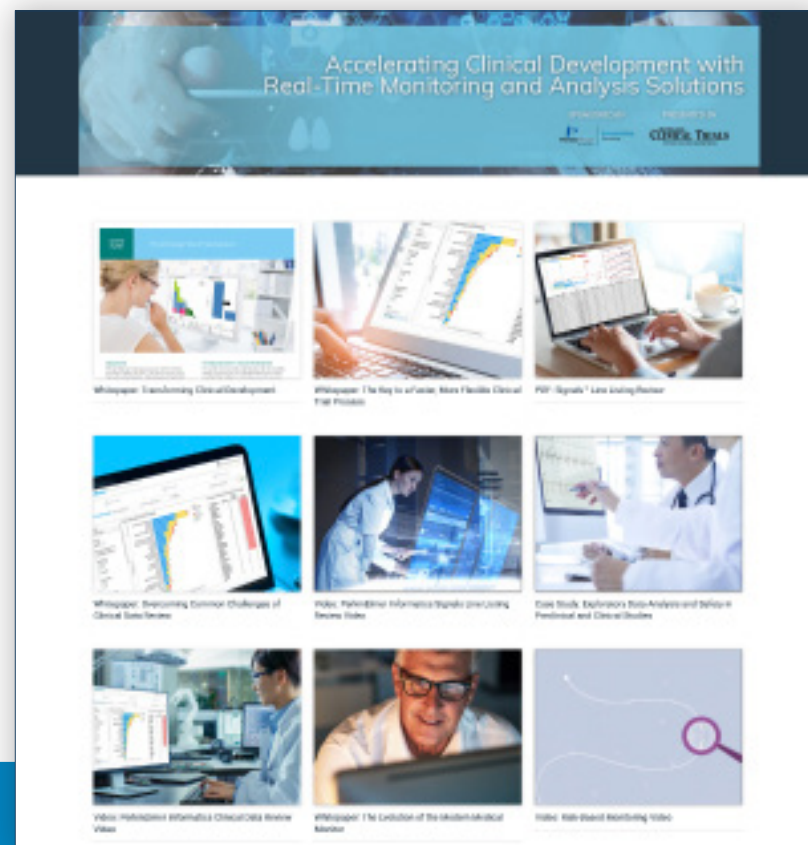
- One-time site registration allows users full access to content.
- Lead report sent twice a month includes registrant contact info and activity.
- Monthly program metrics include engagement, total visitors, unique views, time spent, etc.

Additional Features

Built-in content promoters and sharing tools include

- Next button moves users from asset to asset.
- “Before you go” exit action recommends an asset.
- “More resources” button drives users to the URL of your choice.
- Inactivity notification causes user’s browser tab to “blink” and brings them back.
- Social and email sharing add more views.

✓ **Content Tactic: Web Traffic, Lead Generation**



PODCASTS

APPLIED
CLINICAL TRIALS

Pharmaceutical Science Forum

Applied Clinical Trials®, *Pharmaceutical Executive*®, and *Pharmaceutical Commerce*® have come together to bring you a podcast network that educates listeners on all areas of the pharmaceutical drug development chain—from clinical trials through commercialization.

These high-engagement podcasts are produced by the editorial teams that are known and respected in the industry. Your 15 to 30 second message is delivered directly to the listeners in this high-impact program that is growing the audience each month.



Hear insights into the global clinical trials industry featuring interviews with professionals sharing their challenges and solutions.

Listen now: appliedclinicaltrialsonline.com/editorial-podcasts



This podcast digs into top-of-mind topics important to C-suite executives in the pharma and biotech spaces.

Listen now: pharmexec.com/editorial-podcasts



Listen to insightful content and fresh perspectives on the world of pharmaceutical distribution—the flow of product, information, and funds.

Listen now: pharmaceuticalcommerce.com/editorial-podcasts

Custom Podcast Series

Our staff will work with you on creating episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise within your chosen topic.

- Segmented by category
- Highlights your companies thought leadership and branding
- Flexible scheduling
- Your SME or ours

These high engagement programs include consultation, assistance with content development, all production, hosting on our podcast channels and promotional campaigns to your target audience.

EDITORIAL CALENDAR

APPLIED
CLINICAL TRIALS

January/February

Digital Edition

Ad Close: January 14

Materials Due: January 21

Clinical Trial Technology Integration:

With the never-ending number of data sources needed to run a single trial, as well the data needed to keep on top of trial portfolios, there is no end to the possible technology integration needs. We will speak to data and standards organizations, as well as outside experts for their views on best practices.

March

Print/Digital Edition

Ad Close: February 11

Materials Due: February 18

CRO 50:

In this issue, *Applied Clinical Trials*® offers a list of the Top 50 CROs by revenue, how the industry has changed over the past five years, and why that's important to all industry stakeholders.

April

Digital Edition

Ad Close: March 11

Materials Due: March 18

Current Status of the Decentralized Trial Model:

In this issue, *Applied Clinical Trials*® examines the strides decentralized trials have made since the pandemic, how decentralized trials are faring in a more stable clinical operations world, and case studies on best practices.

May

Digital Edition

Ad Close: April 15

Materials Due: April 22

Patient Recruitment and Retention:

What are the latest innovations in patient recruitment and retention? *Applied Clinical Trials*® takes you inside some of the newer strategies, as well as those that are tried and true with new twists on success.

June

Print/Digital Edition

Ad Close: May 15

Materials Due: May 22

New Kids on the Block: In this issue, *Applied Clinical Trials*® profiles newer vendors in the clinical trials market, their reasons for breaking into this highly-regulated industry and where they see areas for improvement.

July/August

Digital Edition

Ad Close: July 15

Materials Due: July 22

Large Data Use Cases for Clinical Trials:

As the clinical trial data ecosystem evolves, large data continues to be leveraged for other purposes. These processes are gaining ground because of the adoption of data standards, AI and computing power availability. In this issue, *Applied Clinical Trials* will offer detailed profiles of large data uses including data transparency and clinical data sharing, as well as AI solutions for coding of adverse events.

EDITORIAL CALENDAR

APPLIED
CLINICAL TRIALS

September

Print/Digital Edition

Ad Close: August 12

Materials Due: August 19

Closer to the Patient: From the traditional investigative site, to in-home trials, to integrated research organizations, are clinical trials getting patients closer to the point of care? This issue examines the CRAACO (clinical research as a care option), and the value each strategy brings trials closer to home.

October

Digital Edition

Ad Close: September 16

Materials Due: September 23

Cell and Gene Therapy Trials:

This issue examines the unique operational challenges for cell and gene therapy trials. With more and more of these therapies entering the market, how prepared are sponsors and CROs to deliver on the myriad touch points necessary for these trials?

November

Digital Edition

Ad Close: October 14

Materials Due: October 22

Global Trials: If nothing else, the pandemic illustrated the challenges of a global supply chain and clinical trials felt the impact. How have sponsors and CROs changed their operations to mitigate future risk, which countries are leading centers for global trials, and what new technologies or practices help manage global trials? Find out in this issue.

December

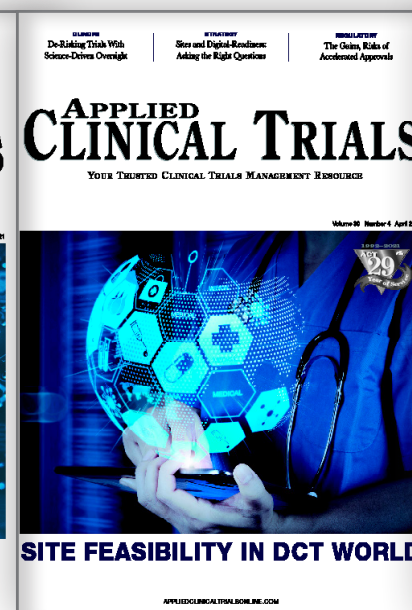
Print/Digital Edition

Ad Close: November 11

Materials Due: November 18

Regulatory Update

What's been updated or approved in 2021 from the FDA, EMA, and other Regulatory Authorities that you should know about. Also, updates on changes to regulatory science and updates from experts on what tools should be in your regulatory toolbox.



DIGITAL SPECIFICATIONS

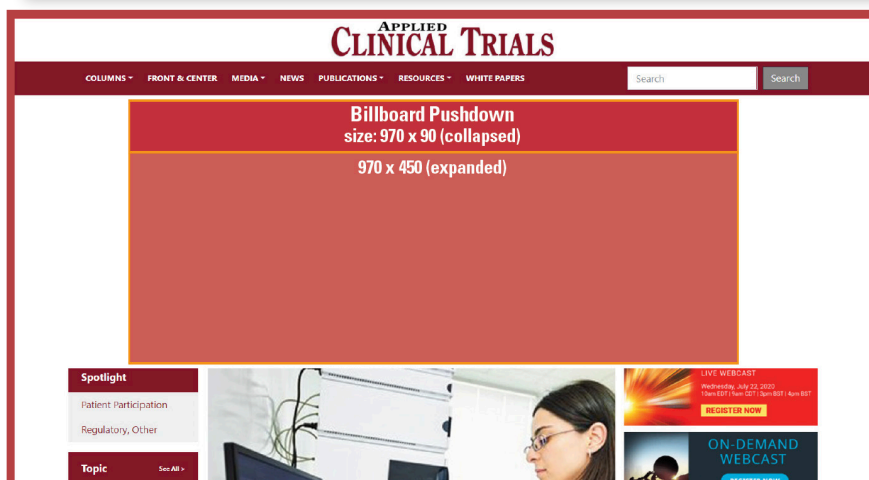
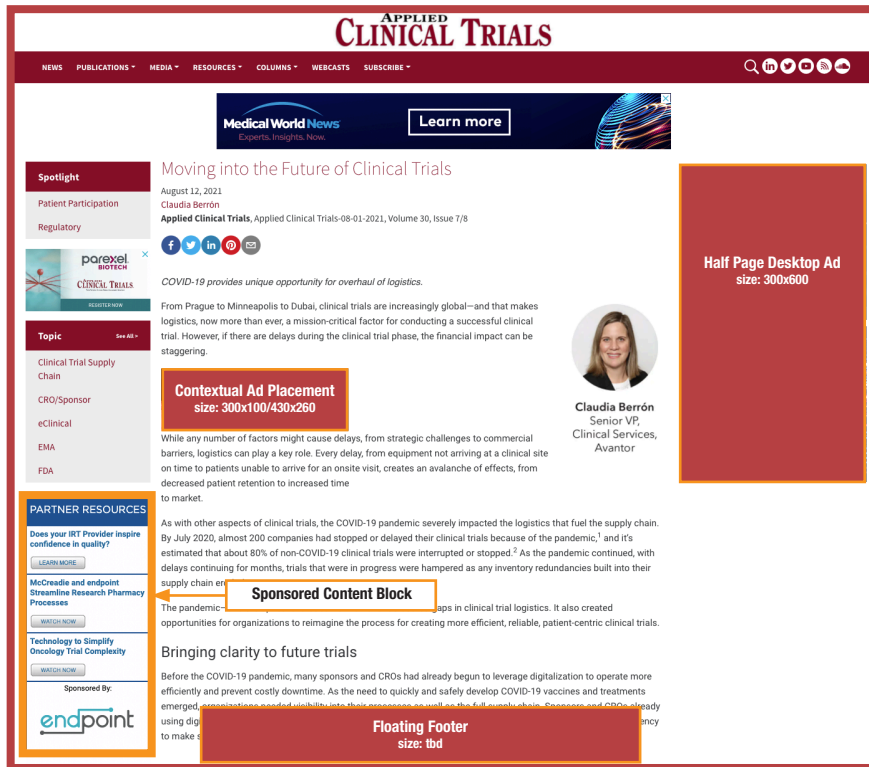
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

DIGITAL SPECIFICATIONS

Digital Newsletter Creative Units							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted

DIGITAL SPECIFICATIONS

APPLIED
CLINICAL TRIALS



DIGITAL SPECIFICATIONS

Preroll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6 - 15 seconds for non-skippable 15 - 30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming in not allowed		
Third-party Served	» Must be SSL-compliant		
Sponsored E-blast Guidelines			
Requirements	» HTML creative from client » Text back up from client (optional) » Subject line and preheader » Test and final seed list”		
Additional Needs for UNBRANDED e-blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client » From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) » Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review » Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent » MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month		

DIGITAL SPECIFICATIONS

GENERAL NOTES

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.

Initial file load: Includes all assets and files necessary for completing first visual display of the ad.

Host-initiated subload: Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

User-initiated file size: Ads that allow additional file size for host-initiated subload also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

VIDEO REQUIREMENTS:

- File Format: H.264 (mp4)
- Audio Format: MP3 or ACC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

HTML5 DESIGN INDUSTRY STANDARDS INFO:

<http://www.iab.com/html5>

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

<https://support.google.com/admanager/answer/7046799>

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

File Format - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

Audio - Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

Expansion - Must be user-initiated by click and served through a 3rd Party tag.

Hotspot - Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio

Defining ad space - Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU - Ad not to exceed 30% CPU usage during host-initiated execution

Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

Max number of host-initiated file requests - Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction

PRINT SPECIFICATIONS

PRINT AD SPECIFICATIONS

Ad Size	Non-Bleed Ad		Bleed Ad					
			Bleed Ad		Trim Size		Live Area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	14.5"	9.5"	15.75"	10.75"	15.5"	10.5"	15"	10"
Full page	6.75"	9.5"	8.00"	10.75"	7.75"	10.5"	7.25"	10"
1/2 pg Horizontal	6.75"	4.625"	8.00"	5.375"	7.75"	5.25"	7.25"	4.75"
1/2 pg Vertical	3.375"	9.50"	4.125"	10.75"	4.00"	10.5"	3.5"	10"
1/2 pg Island	4.5"	7.00"	5.25"	7.75"	5.125"	7.625"	4.625"	7.125"
1/3 pg Horizontal	6.75"	3.00"	8.00"	3.875"	7.75"	3.75"	7.25"	3.25"
1/3 pg Vertical	2.125"	9.5"	2.875"	10.75"	2.75"	10.5"	2.25"	10"
1/3 pg Square	4.5"	4.625"	MAGAZINE SIZE					
1/4 pg Square	3.375"	4.625"	Bleed : 8" x 10.75"			Bleed (-) Trim = 0.125" each side		
			Trim : 7.75" x 10.5"			Trim (-) Live = 0.25" each side		
			Live Area : 7.25" x 10"			* All measurements in inches		

DIGITAL AD REQUIREMENTS

- 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.
- 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.
- Ad Proofs:** To ensure 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 make goods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.



CONTACT US

APPLIED
CLINICAL TRIALS

Todd Baker

Group Publisher
732-346-3002
TBaker@MJHLifeSciences.com

Margie Rogers

Sales Director
609-874-8311
MRogers@MJHLifeSciences.com

Vahé Akay

Regional Sales Director
415-987-9131
VAkay@MJHLifeSciences.com

Cheryl Mahon

Senior National Account Manager
646-824-4672
CMahon@MJHLifeSciences.com



MJH Life Sciences™ is the largest privately held medical media company in the United States. We deliver direct access and engagement of professional audiences, by providing multichannel sources of trusted health care and scientific information that drive informed decisions in the following markets: Oncology | Allied Health | Dental Specialty Care | Industry Sciences | Managed Care | Primary Care | Animal Health. Visit www.mjhlifesciences.com to learn more.