

Advancing Development & Manufacturing

Pharmaceutical[®] Technology

2022 MEDIA PLANNER

#1 SOURCE FOR PRINT, DIGITAL,
AND CONTENT MARKETING SOLUTIONS

AN **MH** life sciences[™] BRAND

pharmtech.com





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+

Average Page Views
Per Month

1.9M+

Print Circulation

1000s

Active KOL's on
Editorial Board

Our Brand

**Pharmaceutical
Technology**

The Bio/Pharma Information Source

For 45 years, the bio/pharmaceutical industry has turned to one source—*Pharmaceutical Technology*®—for expert, independent insight and analysis about the latest technologies, tools, equipment, materials, and services needed to develop and manufacture safe, effective, and successful therapies. As the market transitions through the changes introduced by the global COVID-19 pandemic, *Pharmaceutical Technology*® continues to guide the industry through these challenges.

As the leading multimedia platform information source for bio/pharmaceutical professionals worldwide, *Pharmaceutical Technology*® provides expert, independent insight on the formulation, development, analysis, and manufacture of solid dosage, semi-solid, parenteral, biologic, specialty-dosage and emerging therapies and vaccines, covering ingredients, regulations, contract services, and new technologies.

The brand's global coverage extends to established and emerging markets through its North American and European editions. A network of correspondents and contributors report on emerging scientific, technical, business, and regulatory trends.

With the greatest reach into the bio/pharmaceutical market, *Pharmaceutical Technology*® targets your message to engaged buyers of APIs, excipients, fine chemicals, equipment, instruments, and services used from early drug development through manufacturing for small-molecule and biologic-based drugs.

Through print, digital, online, direct marketing, trade show and content marketing options, the PharmTech audience—your customers—will see and hear your message when you advertise with *Pharmaceutical Technology*®, the bio/pharma industry leader.

The *PharmTech* Brand

- Print and digital magazines covering all aspects of bio/pharmaceutical development and manufacturing
- Special supplements and e-books focusing on contract services, solid-dosage drugs, aseptic and biologic drug manufacturing, APIs and excipients, and regulatory requirements
- Leading online resource—PharmTech.com—with breaking industry news, special features, and archived technical and peer-reviewed articles
- The *PharmTech* Buyers' Resource online buyers' guide and print buyers' guide
- *ePT*, a weekly newsletter covering news, trends, and events for bio/pharma manufacturing
- Monthly newsletters on equipment and processing, laboratory operations, application notes, and more
- Interactive webcasts, podcasts, and video
- The CAST™ audience database for targeted audience outreach
- Custom content marketing programs including webcasts, e-books, videos, and lead-nurturing programs

Our Database



Meet your customers where they are—
in print, online, e-newsletters or webcasts.

CAST™ is the largest pharma/science global database in the market. This propriety tool contains over **700,000 unduplicated decision-makers** from global companies in the industry, allowing you to communicate with your target audience through the information channels they are using.

CAST™ Capabilities

- Contextual Data based on specific article topics and content
- Behavioral Data from email engagement metrics on every contact
- On-demand ad hoc filter options to select specific titles, companies, domains and other contact information

CAST™ Flexibility

- Updated monthly, with unsubscribe list and any hard bounce emails updated nightly
- Benefit from a unique list that is fine-tuned to your targeted audience
- Multidimensional targeting and segmentation
- CAST™ is flexible enough to reach the most niche audience, based on your business needs

Pharmaceutical
Technology



Audience - Publication

**Pharmaceutical
Technology**

The Industry's Most Highly Desired Audience

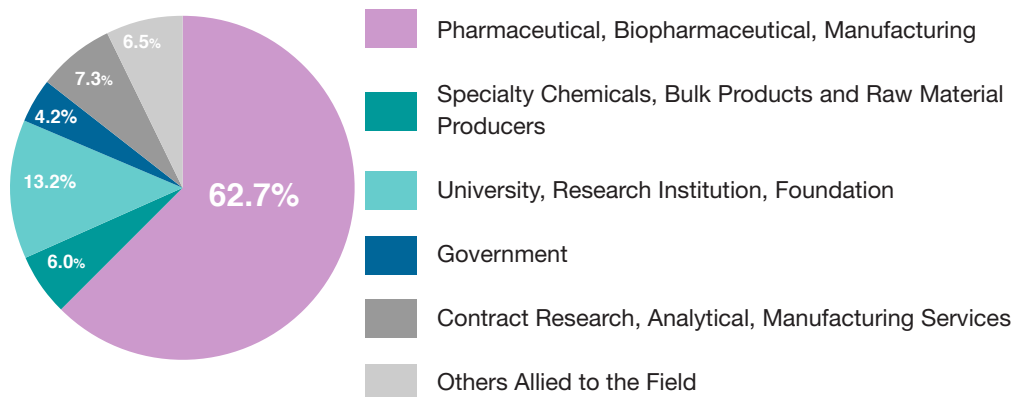
Pharmaceutical Technology® has cornered the market on R&D/Formulators, QA/QC, and Production/Manufacturing/Engineering.

Our Audience and Their Organizations

POWERFUL AUDIENCE

PHARMACEUTICAL TECHNOLOGY® SUBSCRIBERS' FUNCTIONS

| | |
|--|-----|
| Research Development/Formulation | 35% |
| Corporate Management | 19% |
| Quality Control, Assurance Validation | 11% |
| Engineering..... | 11% |
| Production Manufacturing..... | 5% |
| Lab Management | 5% |
| Marketing Sales Management..... | 5% |
| Technical/Analytical Services or Support..... | 3% |
| Information Technology..... | 2% |
| Regulatory Affairs | 2% |
| Project, Procurement Contract Management, Purchasing | 2% |
| Other..... | 1% |



Total Qualified = 34,444

AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit



Audience - Digital

**Pharmaceutical
Technology**

Website*

PharmTech.com

Average Monthly Unique Browsers

65,459

Average Monthly Page Impressions

198,453

E-newsletters*

ePT

Average Audited Distribution

26,134

Equipment & Processing Report

Average Audited Distribution

25,239

In the Lab

Average Audited Distribution

22,367

Available Opportunities

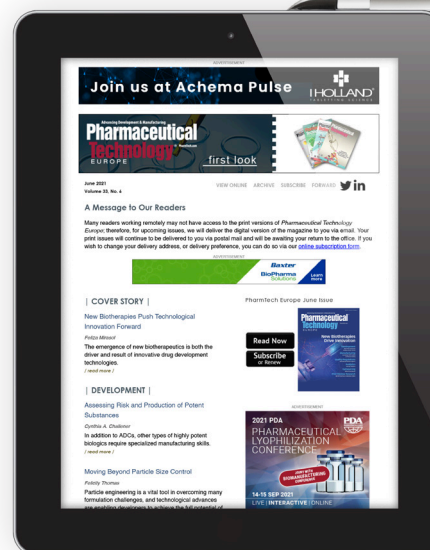
Website

PharmTech.com

- Banner Ads
- Expandable Video Banner Ads
- Interstitials
- Preroll Videos
- Videos
- Sponsored Content
- Sponsored Link
- Ad Retargeting
- Geotargeting
- Native Advertising

E-newsletters

- Banner Ads
- Text Ads
- Featured Products
- Featured Videos
- Featured Poster



*AAM Audit, June 2020

As filed with Alliance for Audited Media, subject to audit

Digital Offerings

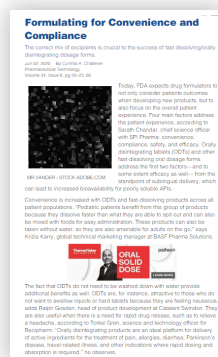
PharmTech.com

PharmTech.com is the online guide to the drug development and manufacturing market with content available by targeted category, keyword search or by issue. The site features easy access to features such as Outsourcing Outlook, a White Paper e-Library and other site features to efficiently provide our visitors with the tools they need.

- Banner Ads
- Expandable Video Banner Ads
- Rich Media
- Geotargeting
- Native Advertising

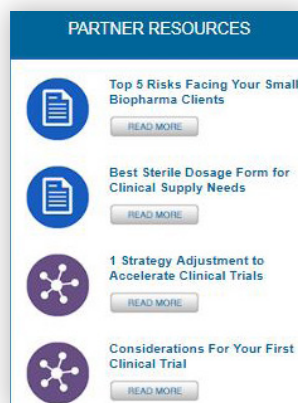
Native Advertising

This program gives you the opportunity to inject thought leadership, insight and brand awareness within the context of PharmTech.com's trusted editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



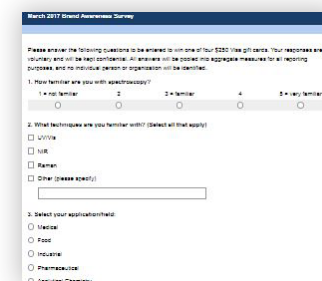
Sponsored Content Block

The Sponsored Content Block is an exclusive sole-sponsored resource section on PharmTech's website where your company can disseminate collateral, videos, whitepapers and research, drive website traffic, generate leads, and more. Link up to four assets plus your company's logo and website link that is visible 24/7 on every page of PharmTech.com. Each asset/link is tracked individually so you will know which assets are the most popular. For gated assets, all registration information will be provided.



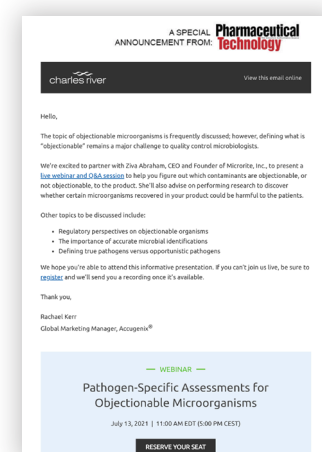
Sponsored Survey Package

Pharmaceutical Technology®'s sponsored web-based surveys can be used to better understand your clients' business issues. These survey projects include a written report of findings and can provide individual data on each survey respondent's habits and preferences.



CAST™

CAST™ is the highly targeted, data driven tool from the MJH Life Science™ Industry Science group. CAST™ contains over 700,000 unduplicated decision-makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications and conference brands.



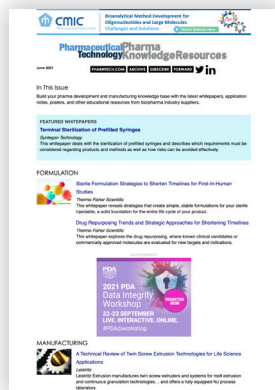
Ad Retargeting

Once a visitor leaves the Pharmaceutical Technology® website, they see your retargeted display ad online, on any device, across the web. Your ad follows a targeted group of bio/pharma decision-makers long after they've left the PharmTech.com.



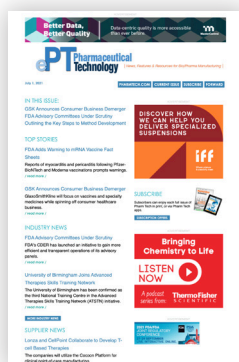
Pharma Knowledge Resources

PharmTech.com invites subscribers to use the Knowledge Resources e-Library at no charge each month. In order to download your white paper or application note, the viewer must complete a short response form, including contact information and demographics. After the white paper is sent, you will receive an immediate email notification with the respondent's information. In addition, you will have access to real-time data containing all of the leads generated via password-protected website.



ePT

The ePT e-newsletter delivers critical information on industry trends, new technologies, the regulatory arena, recent contract awards, company mergers and acquisitions and news of interest to a highly desired community of pharmaceutical development and manufacturing professionals. Readers keep abreast of industry, technical and scientific developments, as well as the movements of colleagues. The e-newsletter also includes information on upcoming industry events and new product introductions.



First Look

Pharmaceutical Technology® First Look is sent to subscribers in North America. It previews the latest issue of *Pharmaceutical Technology*® with links to online content and the digital edition of the magazine.



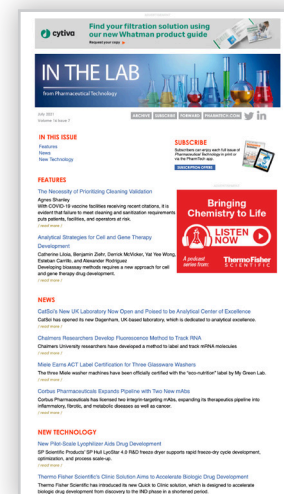
Equipment & Processing Report

Equipment & Processing Report focuses on the pharmaceutical manufacturing process and technology, providing manufacturing news, related regulatory issues and current trends.



In the Lab

In the Lab delivers articles and timely insights on the vital research and quality functions performed in bio/pharmaceutical laboratories. It features method development, analytical techniques, instruments, equipment and supplies. Other topics include services for the testing, characterization and analysis of raw materials, drug substances and drug products. It also includes profiles of new instruments, equipment and supplies used in the testing and analysis of raw materials, drug substances and drug products.



Virtual Events

**Pharmaceutical
Technology**

As an alternative to tradeshow, 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 in-house art studio, the transition from in-person to online is seamless and timely.

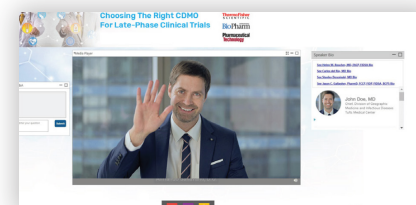
Virtual Conferences and Symposiums

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 the attendee experience. The virtual learning environment features many of the same amenities of a live tradeshow or meeting, including a lobby, auditorium, exhibit hall, networking lounge and resource center.



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.



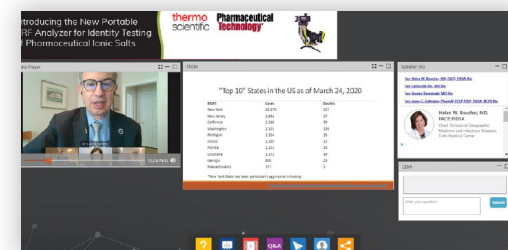
Virtual Thought Leadership Interviews/ Roundtable

Using advanced video conference technology, our internal studio teams 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.



Virtual Press Conference

Pharmaceutical Technology® 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.



Live Events and Video Programs

**Pharmaceutical
Technology**

Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach postshow with editorialized videos by *Pharmaceutical Technology*® and audience engagement with the *Pharmaceutical Technology*® 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 studio teams 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 postshow. We'll conduct an interview at your booth and edit it into a three to five minute video with promotions to the *Pharmaceutical Technology*® community.



Live Events

Partner with *Pharmaceutical Technology*® to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Pharmaceutical Technology*® your partner of choice?

Content Development:

The *Pharmaceutical Technology*® team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers that will attract your target attendees at the event and post-event.

Attendee Recruitment:

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

Postevent 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 nonattendees.

Turnkey Logistics:

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



Content Marketing

Custom Content Creation

Demonstrate thought leadership

Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as, but not limited to:

- Whitepapers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles
- Pharma Talks

Sponsored eBooks

A sponsored custom eBook or eBook series on topic(s) of your choice or a collaborative topic in conjunction with *Pharmaceutical Technology*®'s editorial team. This program is designed to deliver high-quality leads.



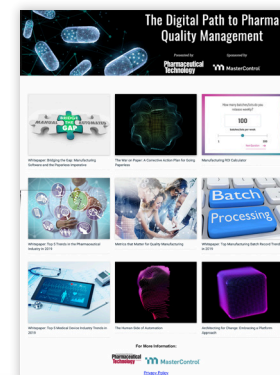
Lead Nurturing

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



Content Engagement Hub

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. The hub is driven by a multi-touch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place that they engage, leading users to spend more time consuming your content.



Webcasts

**Pharmaceutical
Technology®**

Pharmaceutical Technology® 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 — *Pharmaceutical Technology® has been in the industry for over 40 years*

Talent — *Respected speakers, producers as well as 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 for every event*

Turnkey — *Full-service management, marketing, training, production and hosting*



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 *Pharmaceutical Technology®* 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

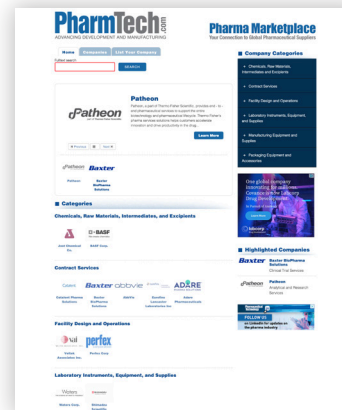
Pharma Insights

Your opportunity to share a point of view

Pharma 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 *Pharmaceutical Technology*®.

A native, branded content opportunity

- Articles, press releases, videos, etc. are included within the digital content feed and/or the print edition of *Pharmaceutical Technology*®
- An expandable offering from one article to a complete content center with your branding
- Featured on the *PharmTech.com* home page as well as in appropriate topic areas
- An integrated promotional program provides significant exposure to our audience



Dedicated Dialogues

Pharmaceutical Technology® will conduct an interview with an expert from your company (scientist, 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 *Pharmaceutical Technology*®.

Email Campaign Promotion:

Dedicated promotional email blasts will be deployed to select *Pharmaceutical Technology*® email subscribers.

Targeted Online Newsletters:

The Dedicated Dialogue podcast and Executive Summary will be promoted via prominently displayed links and banners within *Pharmaceutical Technology*®'s e-newsletters

Website Hosting:

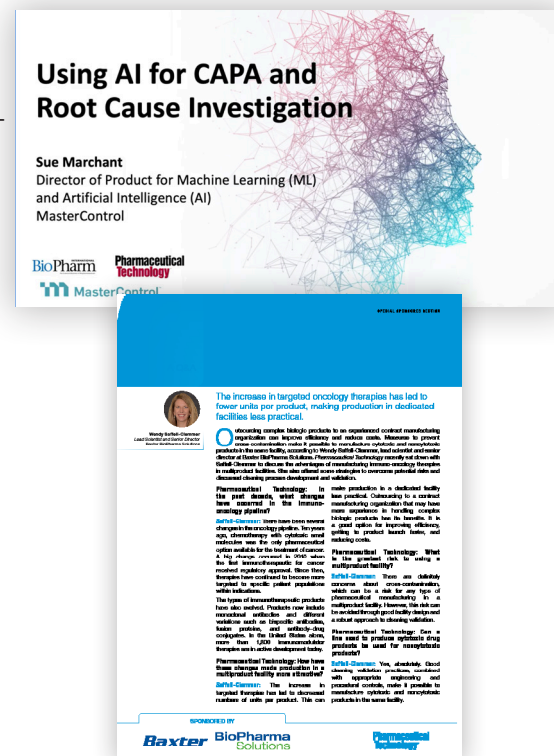
The Dedicated Dialogue podcast and Executive Summary will be hosted on *Pharmaceutical Technology*®'s website for 12 months. Links to the podcast and Executive Summary will be provided for integration into your marketing efforts.

Print Publishing:

Published into a two-page summary and cobranded with your logo, in an issue of *Pharmaceutical Technology*®.

Lead Generation:

Capturing contact and demographic information required at registration (optional).



Drug Solutions is *Pharmaceutical Technology*®'s brand new podcast series where editors will chat with industry experts across the pharmaceutical and biopharmaceutical supply chain.

Each month, *Pharmaceutical Technology*® will release a series of editorial and sponsor contributed episodes on a specific topic relevant to your audience. Listeners will join subject matter experts as they share insights into their biggest questions—from the technologies, to strategies, to regulations related to the development and manufacture of drug products.

Become a sponsor of this special podcast series to build your brand's awareness and thought leadership amongst pharmaceutical and biopharmaceutical professionals.

DRUG SOLUTIONS SPONSORSHIP INCLUDES:

- Your company recognized as an exclusive sponsor by editorial team in each episode
- Your KOL/SME featured and interviewed in an episode of that month's programming (podcast recording provided to you)
- Your logo placement on all marketing materials promoting that month's programming
- Podcast hosted in Pharm Tech's podcast channel and on PharmTech.com for 1 year
- Promoted through dedicated email blasts, eNewsletters, social media and on the PharmTech.com website
- Podcasts accessible from SoundCloud, Apple Podcasts, Google Podcasts, and Spotify

Bonus: Feature your relevant content (application note, whitepaper, etc.) for download under podcast episode on PharmTech.com

| Month | Podcast Topic |
|---------------|---|
| Jan. | 2022 Trends |
| Feb. | Vaccine Development |
| March - Ep. 1 | Decentralized Manufacturing |
| March - Ep. 2 | Drug Dosage Form Trends |
| April - Ep. 1 | Drug Manufacturing Technology |
| April - Ep. 2 | Supply Chain: Materials Sourcing |
| May - Ep. 1 | Biologic Drug Development and Manufacturing |

| Month | Podcast Topic |
|--------------|---|
| May - Ep. 2 | Quality and Inspections |
| June - Ep. 1 | Aseptic Processing |
| June - Ep. 2 | Oral Solid Dosage |
| July - Ep. 1 | Drug Packaging Advances |
| July - Ep. 2 | Compliance and Validation |
| Aug. - Ep. 1 | Formulation: Solubility/Bioavailability |
| Aug. - Ep. 2 | Outsourcing Strategies |

| Month | Podcast Topic |
|---------------|-------------------------------|
| Sept. - Ep. 1 | Emerging Therapies: Biologics |
| Sept. - Ep. 2 | Cell Therapy Development |
| Oct. - Ep. 1 | Formulation Strategies |
| Oct. - Ep. 2 | Drug Delivery Systems |
| Nov. - Ep. 1 | Processing Equipment Trends |
| Nov. - Ep. 2 | Oral Solid Dosage |
| Dec. - Ep. 1 | Trends in Drug Development |
| Dec. - Ep. 2 | Flex Episode |

THE BEST PLACE TO MEET BUYERS.

Pharm Tech Buyers Resource is an online directory that connects buyers to pharma manufacturing suppliers around the world.

Feature your company's information along with content such as webcast links, videos, downloadable documents and more! Visitors browse the online directory by company name, product, category or search by keyword. Information about each supplier includes a company description and detailed contact information.

Visitors browse global suppliers and resources for:

- Analytical Instruments
- Chemicals, Excipients, Ingredients and APIs
- Contract Services
- Facility Design and Operations
- Laboratory Instruments, Equipment and Supplies
- Manufacturing, Processing Equipment and Supplies
- Aseptic/Sterile Processing
- Drug Delivery Technology
- Packaging Equipment and Accessories
- Information Technology
- Compliance and Validation

Publishers own data, 1/1/20 - 8/31/20

Advancing Development & Manufacturing

Pharmaceutical[®] Technology

2022 EDITORIAL CALENDAR

Covering the pharma industry since 1977

AN **MH** life sciences[™] BRAND

pharmtech.com



Editorial Coverage: Expert Insight and Analysis

**Pharmaceutical
Technology**

Pharmaceutical Technology® sets the standard for publishing independent, industry-leading information on the technologies, strategies, and regulations crucial to professionals developing and manufacturing pharmaceuticals and biopharmaceuticals. The editorial mix of peer-reviewed papers, technical articles, technology reports, regulatory and business columns, and expert commentary provides comprehensive coverage of process and formulation development, manufacturing operations, drug delivery, packaging, labeling, and distribution.

Contributors from bio/pharmaceutical companies and industry supplier companies, columnists, and the editorial staff are experts with specialized knowledge and experience in their fields.

EDITORIAL FOCUS

Each issue of *Pharmaceutical Technology*® addresses a key trend in drug development and manufacturing including advances in equipment, instruments, and processes; drug formulation and manufacturing strategies, drug delivery trends; emerging dosage forms; vaccines and biologic-drug development; supply chain transparency; process development; and quality-related issues. Technologies, processes, and issues related to emerging issues facing the industry are addressed.

Through expert interviews, roundtable discussions, literature reviews, and survey analysis, the editors report on emerging trends, strategies, and best practices in these key areas.

PEER-REVIEWED RESEARCH

Pharmaceutical Technology® publishes peer-reviewed papers in the form of data-driven research papers, literature and patent reviews, application and technical notes, and position papers on drug development topics. All papers undergo a double-blind peer-review process by the *Pharmaceutical Technology*® Editorial Advisory Board, which comprises leading scientists, managers, directors, and consultants.

DRUG DEVELOPMENT

Features address strategies for early-stage drug research and development, API synthesis of small- and large-molecule drug substances and excipients, and formulation and drug delivery challenges. Topics covered include dosing and toxicology studies, excipients, solubility enhancement, and novel formulation strategies for traditional and emerging dosage forms.

MANUFACTURING, OPERATIONS, AND SUPPLY CHAIN

The editors examine problems and solutions for solid dosage, sterile, biopharmaceutical, and other drug forms. Experts share insights on manufacturing equipment, process controls, scale-up, packaging, tech transfer, supply chain, fill/finish, and facility and laboratory operations.

ANALYTICAL TESTING

Feature articles and case studies address vital quality and analytical practices including particle analysis, dissolution, extractables and leachables, stability testing, protein characterization, cleaning validation, and more.

QUALITY/REGULATIONS

Experts review current regulatory authority initiatives and offer insight on regulatory authority activities, good manufacturing practices, regulatory filings, and more. **The Regulatory Watch** columns review legislation, court decisions, and regulatory changes in the United States and Europe. **Ask the Compliance Expert** answers reader questions about good manufacturing practices and other regulatory issues.

OUTSOURCING

Trends, partnerships, and business activities in the contract services market are described by expert columnists. Other features examine best practices for working with contract service providers for drug development, manufacturing, and laboratory studies.

OTHER EDITORIAL FEATURES

New analytical instruments, automation and process control systems, information technology tools, laboratory equipment, and manufacturing equipment are described in **Product Spotlight**. Business developments, new facilities, and other industry supplier activities are reported in **PharmaCapsules**. Updates on global markets, industry research, partnerships/collaborations, and the drug pipeline are also featured.

CONTRIBUTION GUIDELINES

For information about contributing editorial features to *Pharmaceutical Technology*®, visit www.pharmtech.com/editorial_info.

Special Editorial Issues

**Pharmaceutical
Technology**

JANUARY 2022 - EDITORS' DRUG DIGEST VIDEO SERIES:

APIs, Excipients, and Formulation Advances

The editors analyze recent new drug approvals and trends in API synthesis, formulation strategies, excipients, and process development.

FEBRUARY 2022 - PRINT SUPPLEMENT:

Bio/Pharma Outsourcing Innovation

Contract research, development, and manufacturing organizations share details on the technologies, processes, equipment, and other innovations that help accelerate drug development, manufacturing, packaging, and quality control.

MARCH 2022 - INTERACTIVE EBOOK:

Quality and Regulatory Sourcebook

Stay ahead of the latest regulations, guidance documents, and compendial documents guiding drug development and manufacturing; gain insight into practical quality practices for bio/pharma organizations.

APRIL 2022 - EDITORS' DRUG DIGEST VIDEO SERIES:

Emerging Therapies

The editors examine challenges associated with developing, formulating, and manufacturing new drug modalities and dosage forms.

MAY 2022 - INTERACTIVE EBOOK:

Trends in Manufacturing

New technologies and processes are accelerating drug production while reducing costs and improving quality. Learn about new strategies from process development through commercial manufacturing for a range of dosage forms.

JUNE 2022 - EDITORS' DRUG DIGEST VIDEO SERIES:

Biopharmaceutical Drug Development and Manufacturing

The editors report on novel technologies for the formulation, manufacture, purification, and delivery biologic-based drugs.

JULY 2022 - SPECIAL ISSUE:

Annual Buyers' Guide and Case Studies

The global resource for suppliers of chemicals, raw materials, intermediates, and excipients; equipment and supplies for manufacturing, packaging, and cleanrooms; laboratory equipment; and contract services.

AUGUST 2022 - EDITORS' DRUG DIGEST VIDEO SERIES:

Aseptic Processing and Manufacturing

The editors review regulatory requirements, quality challenges, and new processes and technologies to produce sterile drugs safely and economically.

SEPTEMBER 2022 - EDITORS' DRUG DIGEST VIDEO SERIES:

Solid Dosage Drug Development and Manufacturing

The editors share expert insight on trends in the development of solid-dosage drug forms, including excipients, APIs, formulation, and new manufacturing processes and equipment.

OCTOBER 2022 - INTERACTIVE EBOOK:

Trends in Formulation

Experts share new processes, novel excipients, and new methodologies to address formulation challenges associated with complex molecules, particle engineering, bioavailability limits, and demands for safer dosage forms for patients.

NOVEMBER 2022 - EDITORS' DRUG DIGEST VIDEO SERIES:

Automating Bio/Pharma Processes

The editors review how artificial intelligence, robotics, virtual reality, remote monitoring, and other automation strategies are impacting bio/pharma process development and manufacturing.

DECEMBER 2022 - SPONSORED-CONTENT ISSUE:

Corporate Capabilities

Full-page descriptions of products and services from the industry's leading suppliers.

2022 Editorial Coverage

**Pharmaceutical
Technology**

JANUARY

Ad Close: December 10, 2021

FOCUS

Pharma Industry Outlook
Special Coverage: Annual Employment Survey

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Formulation Strategies for Early Drug Development
Drug Appearance and Taste
Solubility/Bioavailability

Manufacturing

Biologic-Based Drug Manufacturing
Facility Design and Engineering

Quality/Regulations

Form 483s and Warning Letters
US Regulatory Watch
Ask the Compliance Expert

Analytics

Drug Substance Testing

Outsourcing

State of Outsourcing Industry

VALUE-ADDED

FREE 3-Minute Podcast Posted on www.PharmTech.com or
FREE Whitepaper Listing in the *PharmTech* Whitepapers Section
FREE Direct eResponse Ad Leads (Ask your rep for details.)

EDITORS' DRUG DIGEST VIDEO SERIES:

APIs, Excipients, and Formulation Advances

The editors analysis recent new drug approvals and trends in
API synthesis, formulation strategies, excipients, and process
development.

FEBRUARY

Ad Close: January 10

FOCUS

Bio/Pharma Analysis

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Toxicology Studies
Cannabinoid-based Drugs
Vaccine Development

Manufacturing

Aseptic/Sterile Drug Manufacturing
Process Analytical Technology
Serialization

Quality/Regulations

Computer Validation
US Regulatory Watch
Ask the Compliance Expert

Analytics

Automated Analytical Workflows

Outsourcing

Method Development

SHOWS

Pittcon, March 5–9, Atlanta
BioProcess International West, March 14–17, San Diego

VALUE-ADDED

Button Ad in eNewsletter

PRINT SUPPLEMENT:

Bio/Pharma Outsourcing Innovation

Contract research, development, and manufacturing organizations
share details on the technologies, processes, equipment, and
other innovations that help accelerate drug development,
manufacturing, packaging, and quality control.

MARCH

Ad Close: February 10

FOCUS

Drug Dosage Forms Trends

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

IND Application Process
Biopharmaceutical APIs
Accelerated Formulation Strategies

Manufacturing

Oral Solid Dose Drug Manufacturing
Biologics Drug Continuous Manufacturing
Supply Chain Continuity

Quality/Regulations

Good Distribution Practices
US Regulatory Watch
Ask the Compliance Expert

Analytics

Protein Characterization

Outsourcing

Clinical Trial Materials

SHOWS

DCAT Week, March 19–23, New York City
PDA Annual Meeting, April 4–6, Dallas

VALUE-ADDED

Ad Retargeting: 25,000 Impressions

INTERACTIVE EBOOK:

Quality and Regulatory Sourcebook

Stay ahead of the latest regulations, guidances, and compendial
documents guiding drug development and manufacturing,
and gain insight into practical quality practices for bio/pharma
organizations.

Trade show dates listed are as of Aug. 27, 2021. Trade show dates and topics are subject to change.

2022 Editorial Coverage

Pharmaceutical
Technology

APRIL

Ad Close: March 10

FOCUS

Drug Manufacturing Technology

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Medicinal Chemistry
Excipient Quality
Tablet Formulation

Manufacturing

Compounded Drug Manufacturing
Fill/Finish
Packaging Trends

Quality/Regulations

Corrective and Preventive Actions
US Regulatory Watch
Ask the Compliance Expert

Analytics

Cleaning Validation
Statistical Solutions

Outsourcing

Bioprocessing Contract Services

SHOWS

CPhI North America, May 17–19, Philadelphia
INTERPHEX, May 24–26, New York

VALUE-ADDED

FREE 3-Minute Podcast Posted on www.PharmTech.com or
FREE Whitepaper Listing in the *PharmTech* Whitepapers Section

EDITORS' DRUG DIGEST VIDEO SERIES:

Emerging Therapies

The editors examine challenges associated with developing, formulating, and manufacturing new drug modalities and dosage forms.

MAY

Ad Close: April 11

FOCUS

Biologic Drug Development and Manufacturing

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Pre-IND Studies
Inhalation Drug Formulation
Drug Delivery Methods

Manufacturing

Semisolid Drug Manufacturing
Lyophilization
Cold Chain

Quality/Regulations

Quality Culture
US Regulatory Watch
Ask the Compliance Expert

Analytics

Dissolution Testing

Outsourcing

Formulation

SHOWS

BIO International Convention, June 13–16, San Diego

VALUE-ADDED

FREE Direct eResponse Ad Leads

INTERACTIVE EBOOK:

Trends in Manufacturing

New technologies and processes are accelerating drug production while reducing costs and improving quality. Learn about new strategies from process development through commercial manufacturing for a range of dosage forms.

JUNE

Ad Close: May 10

FOCUS

Aseptic Processing

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Dosing Studies
Coprocesed Excipients
Patient-Centric Formulation

Manufacturing

Biologic-Based Drug Manufacturing
Equipment Cleaning

Quality/Regulations

IND/NDA Filings
US Regulatory Watch
Ask the Compliance Expert

Analytics

Elemental Impurities

Outsourcing

Contract Testing Services

VALUE-ADDED

Supplier Spotlight

EDITORS' DRUG DIGEST VIDEO SERIES:

Biopharmaceutical Drug Development Manufacturing

The editors report on novel technologies for the formulation, manufacture, purification, and delivery biologic-based drugs.

Trade show dates listed are as of Aug. 27, 2021. Trade show dates and topics are subject to change.

2022 Editorial Coverage

Pharmaceutical
Technology

JULY

Ad Close: June 10

FOCUS

Drug Packaging Advances

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Molecule Characterization
High-Potency Drug Formulation
Biologic Drug Formulation

Manufacturing

Point-of-Use Drug Manufacturing
Automation
Packaging Trends

Quality/Regulations

Form 483s and Warning Letters
US Regulatory Watch
Ask the Compliance Expert

Analytics

Extractables and Leachables (raw materials)

Outsourcing

State of Outsourcing Industry

SHOWS

Controlled Release Society (TBD)

VALUE-ADDED

Double-Up Ad Program

ANNUAL BUYERS' GUIDE AND CASE STUDIES

The global resource for suppliers of chemicals, raw materials, intermediates and excipients; equipment and supplies for manufacturing, packaging, and cleanrooms; laboratory equipment; and contract services.

AUGUST

Ad Close: July 11

FOCUS

Ingredient Quality

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Animal Models
Cell Therapy Development
Solubility/Bioavailability

Manufacturing

Vaccine Manufacturing
Facility Design and Engineering

Quality/Regulations

GMPs for Solid-Dose Drugs
US Regulatory Watch
Ask the Compliance Expert

Analytics

Automated Finished Product Inspection
Lab Data Integrity

Outsourcing

Contract Packaging

VALUE-ADDED

FREE Direct eResponse Ad Leads (Ask your rep for details.)

EDITORS' DRUG DIGEST VIDEO SERIES:

Aseptic Processing and Manufacturing

The editors review regulatory requirements, quality challenges, and new processes and technologies produce sterile drugs safely and economically.

SEPTEMBER

Ad Close: August 10

FOCUS

Emerging Therapies

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Drug Candidate Screening
Topical Drug Development
Alternative Drug Delivery Formulation

Manufacturing

Biologic-Based Drug Manufacturing
Process Optimization
Logistics/Shipping

Quality/Regulations

Audits and Inspections
US Regulatory Watch
Ask the Compliance Expert

Analytics

Environmental Monitoring

Outsourcing

Bioanalytical Studies

SHOWS

PDA/FDA Joint Regulatory Conference, TBD

VALUE-ADDED

Ad Retargeting: 25,000 Impressions

EDITORS' DRUG DIGEST VIDEO SERIES:

Solid Dosage Drug Development and Manufacturing

The editors share expert insight and report on trends in the development of solid-dosage drug forms, including excipients, APIs, formulation, and new manufacturing processes and equipment.

Trade show dates listed are as of Aug. 27, 2021. Trade show dates and topics are subject to change.

2022 Editorial Coverage

**Pharmaceutical
Technology**

OCTOBER

Ad Close: September 12

FOCUS

Formulation Strategies

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Early Development Strategies
Advances in Small-Molecule API Synthesis
Reformulation Strategies

Manufacturing

Aseptic/Sterile Drug Manufacturing
Contamination Control
Raw Materials Traceability

Quality/Regulations

Compendial Compliance Update
US Regulatory Watch
Ask the Compliance Expert

Analytics

Extractables and Leachables (processing and packaging)
Statistical Solutions

Outsourcing

Bioprocessing Contract Services

SHOWS

AAPS 2022 PharmSci 360, Oct. 16–19, Boston
Pack Expo, Oct. 23–26, Chicago
CPhI Worldwide, TBD

VALUE-ADDED

Button Ad in eNewsletter

INTERACTIVE EBOOK

Trends in Formulation

Experts share new processes, novel excipients, and new methodologies to address formulation challenges associated with complex molecules, particle engineering, bioavailability limits, and demands for safer dosage forms for patients.

NOVEMBER

Ad Close: October 10

FOCUS

Processing Equipment Trends

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

ADME Studies
Excipients for Solubility
Particle Engineering

Manufacturing

Oral Solid Dose Drug Manufacturing
Scale Up
Packaging Trends

Quality/Regulations

Supplier Oversight
US Regulatory Watch
Ask the Compliance Expert

Analytics

Particle Analysis

Outsourcing

Tech Transfer

VALUE-ADDED

FREE Direct eResponse Ad Leads (Ask your rep for details.)

EDITORS' DRUG DIGEST VIDEO SERIES

Automating Bio/Pharma Processes

The editors review how artificial intelligence, robotics, virtual reality, remote monitoring, and other automation strategies are impacting bio/pharma process development and manufacturing.

DECEMBER

Ad Close: November 10

FOCUS

Trends in Drug Development

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Pharmacokinetics
Drug Stability
Novel Drug Forms

Manufacturing

Specialty Drug Manufacturing
Isolators and RABs

Quality/Regulations

GMPs for Sterile/Aseptic Manufacturing
US Regulatory Watch
Ask the Compliance Expert

Analytics

Stability Testing

Outsourcing

Impurity Testing

VALUE-ADDED

Double Up Ad Program

SPONSORED-CONTENT ISSUE

Corporate Capabilities

Full-page descriptions of products and services from the industry's leading suppliers.

Value-Added

FREE Online Corporate Capabilities Profile (6 months)

Trade show dates listed are as of Aug. 27, 2021. Trade show dates and topics are subject to change.

In the Lab eNewsletter: 2022 Editorial Coverage

**Pharmaceutical
Technology**

JANUARY 5

Ad Close: December 22, 2021

FOCUS

Molecule Structure

TECHNICAL TOPICS

Glycosylation
Particle Analysis

NEWS AND ANALYSIS

Contract Testing News
New Technologies

FEBRUARY 2

Ad Close: January 26

FOCUS

Product Purity

TECHNICAL TOPICS

Protein Characterization
Drug Substance Testing

NEWS AND ANALYSIS

Contract Testing News
New Technologies

MARCH 2

Ad Close: February 23

FOCUS

Streamlined Workflow

TECHNICAL TOPICS

Lab Operation
Cleaning Validation

NEWS AND ANALYSIS

Contract Testing News
New Technologies

APRIL 6

Ad Close: March 30

FOCUS

QC/QA

TECHNICAL TOPICS

Data Integrity
Protein Characterization

NEWS AND ANALYSIS

Contract Testing News
New Technologies

MAY 4

Ad Close: April 27

FOCUS

Cleanroom Operation

TECHNICAL TOPICS

Stability Testing
Automated Analytical Workflows

NEWS AND ANALYSIS

Contract Testing News
New Technologies

JUNE 1

Ad Close: May 25

FOCUS

Product Purity

TECHNICAL TOPICS

Cleaning Validation
Dissolution Testing

NEWS AND ANALYSIS

Contract Testing News
New Technologies

Trade show dates listed are as of Jan. 28, 2022. Trade show dates and topics are subject to change.

In the Lab eNewsletter: 2022 Editorial Coverage

**Pharmaceutical
Technology**

JULY 6

Ad Close: June 29

FOCUS

Molecular Analysis

TECHNICAL TOPICS

Bioassay Development
Elemental Impurities

NEWS AND ANALYSIS

Contract Testing News
New Technologies

AUGUST 3

Ad Close: July 27

FOCUS

Structure and Function

TECHNICAL TOPICS

E&L Testing
Molecule Characterization

NEWS AND ANALYSIS

Contract Testing News
New Technologies

SEPTEMBER 7

Ad Close: August 31

FOCUS

Data Needs

TECHNICAL TOPICS

Biosimilar Analysis
Lab Data Integrity

NEWS AND ANALYSIS

Contract Testing News
New Technologies

OCTOBER 5

Ad Close: September 28

FOCUS

QC/QA

TECHNICAL TOPICS

Adventitious Agent Testing
Environmental Monitoring

NEWS AND ANALYSIS

Contract Testing News
New Technologies

NOVEMBER 2

Ad Close: October 26

FOCUS

Data Solutions

TECHNICAL TOPICS

Lab Data Management
Statistical Solutions

NEWS AND ANALYSIS

Contract Testing News
New Technologies

DECEMBER 7

Ad Close: November 30

FOCUS

Lab Supervision

TECHNICAL TOPICS

Environmental Control
Particle Analysis

NEWS AND ANALYSIS

Contract Testing News
New Technologies

Equipment and Processing Report (ePR) eNewsletter 2022: Editorial Coverage

**Pharmaceutical
Technology**

JANUARY 19

Ad Close: December 22, 2021

FOCUS

Equipment and Facility Trends

TECHNICAL TOPICS

Processing Equipment Trends
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

FEBRUARY 16

Ad Close: February 9

FOCUS

Aseptic Manufacturing

TECHNICAL TOPICS

Biologic Drug Manufacturing
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

MARCH 16

Ad Close: March 9

FOCUS

IFPAC Review

TECHNICAL TOPICS

PAT in Biopharm Manufacturing
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

APRIL 20

Ad Close: April 13

FOCUS

INTERPHEX Preview

TECHNICAL TOPICS

OSD Manufacturing
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

MAY 18

Ad Close: May 11

FOCUS

Manufacturing Supply Chain

TECHNICAL TOPICS

Fill/Finish
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

JUNE 15

Ad Close: June 8

FOCUS

INTERPHEX Review

TECHNICAL TOPICS

Cold Chain
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

Equipment and Processing Report (ePR) eNewsletter 2022: Editorial Coverage

**Pharmaceutical
Technology**

JULY 20

Ad Close: July 13

FOCUS

BIO Conference Review

TECHNICAL TOPICS

Biologics Manufacturing
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

AUGUST 17

Ad Close: August 10

FOCUS

Manufacturing Trends

TECHNICAL TOPICS

Emerging Manufacturing Technologies
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

SEPTEMBER 21

Ad Close: September 14

FOCUS

Digitalization

TECHNICAL TOPICS

Industry 4.0 and Automation
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

OCTOBER 19

Ad Close: October 12

FOCUS

Quality

TECHNICAL TOPICS

Ingredients/Raw Materials Quality
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

NOVEMBER 16

Ad Close: November 9

FOCUS

Facilities of the Future

TECHNICAL TOPICS

Facility Design and Operation
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

DECEMBER 21

Ad Close: December 14

FOCUS

Year in Review

TECHNICAL TOPICS

Equipment and Processing Trends
Packaging Trends

NEWS AND ANALYSIS

Manufacturing News
New Technologies

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

| ePT | | | | | | | |
|--------------------|---|---|---------------|----------------------------|---------------------------|-------------------------------|--|
| 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 |
| Button | 220x75 | 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 |
| Product Profile | 200 words, 1 x image, 1 x logo, contact details including email and web address. 30 word summary of product profile | | | | | | |
| In the Lab | | | | | | | |
| 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 |
| Button | 220x75 | 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

| ePR | | | | | | | |
|--|---|---|---------------|----------------------------|---------------------------|-------------------------------|--|
| 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 |
| Button | 220x75 | 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 |
| Equipment Showcase | <ul style="list-style-type: none"> 3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL | | | | | | 3rd party 1x1 impression tracking pixel and click URL accepted |
| Pharmaceutical Technology North America First Look | | | | | | | |
| 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 | 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 |

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 » VAST 2.0, Vast 3.0 or VPAID (VAST 2.0 will not be accepted for skippable ads) | | |
| 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 | Bleed Ad | | | | | | Non-Bleed Ad | |
|---------------------|----------|--------|-----------|--------|-----------|--------|--------------|--------|
| | Bleed Ad | | Trim Size | | Live Area | | | |
| | Width | Depth | Width | Depth | Width | Depth | Width | Depth |
| 2-Page Spread | 15.75" | 10.75" | 15.5" | 10.5" | 15" | 10" | | |
| Full page | 8.00" | 10.75" | 7.75" | 10.5" | 7.25" | 10" | | |
| 2/3 page vertical | 5.25" | 10.75" | 5.125" | 10.50" | 4.625" | 10" | 4.5" | 9.50" |
| 1/2 page Horizontal | 8.00" | 5.375" | 7.75" | 5.25" | 7.25" | 4.75" | 6.75" | 4.625" |
| 1/2 page Vertical | 4.125" | 10.75" | 4.00" | 10.5" | 3.5" | 10" | 3.375" | 9.50" |
| 1/2 page Island | 5.25" | 7.75" | 5.125" | 7.625" | 4.625" | 7.125" | 4.5" | 7.00" |
| 1/3 page Horizontal | 8.00" | 3.875" | 7.75" | 3.75" | 7.25" | 3.25" | 6.75" | 3.00" |
| 1/3 page Vertical | 2.875" | 10.75" | 2.75" | 10.5" | 2.25" | 10" | 2.125" | 9.5" |
| 1/3 page Square | | | | | | | 4.5" | 4.625" |
| 1/4 page Square | | | | | | | 3.375" | 4.625" |

| MAGAZINE SIZE | |
|-------------------------|-----------------------------------|
| 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 make goods 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.



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