BioPharm INTERNATIONAL®

The Science & Business of Biopharmaceuticals

2023 MEDIA PLANNER

Covering the biopharmaceutical development and manufacturing industry since 1988

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

AN MJH life sciences® BRAND

BioPharminternational.com

BioPharm INTERNATIONAL

The MJH life sciences® Advantage

60+
Brands

3.9M+
Email Reach

7M+
Unique Visitors per Month

16M+
Average Page Views per Month

1.9M+
Print Circulation

1000s
KOL & SAP Relationships

1500+
Conferences & Events

As an MJH Life Sciences® brand you'll be partnering with the largest privately held medical media company in North America.

Speed to Market

Driven by our flexibility and entrepreneurial spirit

Relationships

Ability to leverage the credibility and experience of our key opinion leaders (KOLs) and strategic alliance partners (SAPs)

Audience

An unmatched active audience spanning 63 brands and 17 various specialties

Partnering with us means you'll reach your audience with the right message at the right time.

A-LIGN

CERTIFICATE OF REGISTRATION

Information Security Management System

ISO/IEC 27001:2013

This is to certify that the Information Security Management System of:
MJH Life Sciences
2 Clarke Drive, Suite 100
Cranbury, New Jersey 08512
United States

Conforms with the requirements of ISO/IEC 27001:2013 for the scope listed below:

The ISMS supporting the confidentiality, integrity, and availability of customer data, supplier information, and MJH Life Science's internal data related to all sub-LLC's under the MJH Life Sciences LLC, all sales services as provided by all MJH Life Sciences Brands, all services as provided by the Truth Serum Network (Agency), all shared services located out of headquarters, and all supporting departments: HR, IT, and Finance located at the headquarters at 2 Clarke Drive, Suite 100, Cranbury, New Jersey environment.

MJH Life Sciences takes threats to the availability, integrity, and confidentiality of our clients' information seriously. As such, MJH Life Sciences is an ISO/IEC 27001:2013 certified provider whose Information Security Management System *(ISMS)* has received third-party accreditation from the International Standards Organization.

- ISO *(International organization of Standardization)* takes a risk-based approach to information security and risk mitigation
- ISO 27001 & ISO 27701 consist of 114 controls and 10 management system clauses
- MJH and their compliance partners conduct internal and external audits annually that test the efficiency and enforcement of all ISO controls

ISO 27001 CERTIFIED
A-LIGN

THE MARKET

BioPharm INTERNATIONAL®

BioPharm International® covers all aspects of biopharmaceutical development, analysis, processing, and packaging, as well as business strategies and regulatory issues.

Key Topics

Accelerating Drug Development
Automation
Biopharma Analysis
Drug Delivery Systems
Emerging Therapies
Fill/Finish
Outsourcing Strategies
Process Development and Control
Quality Control

Development

ADCs Development
Cell Therapy Development
Drug Delivery Technologies
Excipients
Formulation
Gene Therapy Development
Monoclonal Antibodies Development
Next-Generation Antibody Development
Nucleic Acid-Based Therapeutics
Process Development
Regenerative Medicine Development
Vaccine Development

Upstream Processing

Automation
Cell Culture
Bioreactors
Single-Use Systems
Media and Supplements
Expression Systems
Scale up
Fermentation
Biochemicals and Raw Materials
Perfusion

Downstream Processing

Automating Downstream Processe s Cell Harvesting
Chromatography Resins
Process Chromatography
Process Optimization
QbD for Downstream
Processing Residual Impurities
Scale Up
Separation and Purification
Single-Use Systems
Viral Clearance

Manufacturing

Aseptic Manufacturing
Processes Cell and Gene Therapy
Container Closures
Contamination Control
Continuous Manufacturing
Digitalization
Facilities
Fill/Finish
Lyophilization
Packaging Trends
Primary Packaging
Process Analytical Technology Process Modeling
Process Monitoring/Controls
Scaling Manufacturing
Systems Single-Use Consumables Sterilization Methods

Supply Chain

Cold Chain
Drug Product Security
Materials Sourcing
Shipping/Logistics

Analytics

Adventitious Agent Testing
Bioassay Development
Biosimilar Analysis
Cleaning Validation
Data Integrity
Environmental Control
Extractables and Leachables
Testing Glycosylation
Lab Data Management
Lab Operations
Protein Characterization
Stability Testing

Quality/Regulations

Audits and Inspections
CMC Strategies
Compendial Compliance Update
Data Mining CAPA
Final Product Inspection
Form 483s and Warning Letters
GMPs: Emerging Therapies
GMPs: Sterile/Aseptic Manufacturing
Good Distribution Practices
IND/NDA/BLA Filings
Supplier Oversight

Outsourcing

Bioanalytical Studies
Bioprocessing Contract Services
Clinical Trial Materials
Contract Packaging
Contract Testing Services
Formulation
Method Development
Outsourcing Trends
Preclinical Studies
State of Outsourcing Industry
Tech Transfer

BioBusiness

Business Development
Economic Development
Emerging Companies
Global Biopharma Markets
Incubators
Industry Consortiums
Intellectual Property
Investment Outlook
Partnerships

To contribute, view the submission guidelines: biopharminternational.com/editorial_info.

OUR DATABASE

BioPharm INTERNATIONAL®

CUSTOM AUDIENCE SEGMENTATION TOOL

Meet your customers where they are — in print, online, eNewsletters 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

AUDIENCE – PUBLICATION

BioPharm INTERNATIONAL®

REACH 32,504 PRINT AND DIGITAL SUBSCRIBERS*

BioPharm International delivers a targeted audience of professionals involved in all stages of the development and manufacturing of biopharmaceutical therapeutics and diagnostics.

BUSINESS & INDUSTRY BREAKOUT*

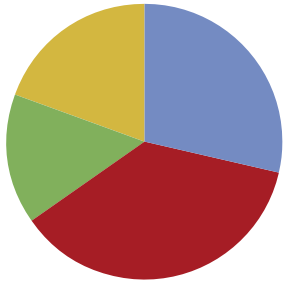
- 35% Classical Pharmaceutical Manufacturing
- 20% Research Institutes, Universities, Colleges
- 20% Biopharmaceutical, Biologics Manufacturing
- 15% Business, Investment, Legal Services
- 10% Government
- 9% Contract Research, Analytical Services
- 8% "Specialty or Bulk Chemical Manufacturing, Bulk Products and Raw Materials Producers"
- 5% Biotechnology, Biopharmaceutical Research
- 5% Biopharmaceutical, Biologics, Biodiagnostic Process
- 2% Architecture, Engineering, Construction
- 2% Biopharmaceutical Formulation, Delivery
- 1% Other
- 1% Biotherapeutic Discovery, Development, Transgenic Therapeutic Productions

**Alliance for Audited Media December 2021 Audit Report. As filed with Alliance for Audited Media, subject to audit.*

TITLE & JOB FUNCTION BREAKOUT*

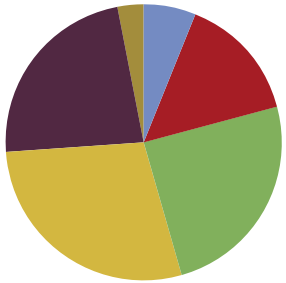
- 32% Research, Development
- 17% Corporate Management
- 12% Quality Assurance, Control, Validation
- 9% Lab Management
- 8% Technology Transfer, Technical Services, Analytical Development, Support
- 7% Production Manufacturing
- 3% Plant Engineering, Facility Design
- 3% Project Management
- 3% Materials Management, Purchasing Procurement
- 3% Process Development
- 2% Regulatory Affairs, Clinical Affairs
- 2% Business Advisor

84.67% OF *BIOPHARM INTERNATIONAL* READERS PLAY AN ACTIVE ROLE IN THE PURCHASE OF PRODUCTS AND SERVICES IN THEIR ORGANIZATION.**



- I make the decisions as part of a committee (28.67%)
- I recommend, influence or pass information to the decision-maker (36.67%)
- I am not involved (15.33%)
- I am the decision- maker (19.33%)

93.61% OF *BIOPHARM INTERNATIONAL* READERS HAVE MORE THAN 5 YEARS OF EXPERIENCE IN THE INDUSTRY.**



- 1-5 years (6.4%)
- 6-10 years (15.12%)
- 11-20 years (25.58%)
- 21-30 years (29.07%)
- More than 30 years (23.84%)
- Less than 1 year (1.44%)

***August 2018 Readership Survey (multiple responses allowed).*

AUDIENCE –

BioPharm INTERNATIONAL

WEBSITE*

BioPharmInternational.com

Average Monthly Unique Browsers

61,884

Average Monthly
Page Impressions

176,027

eNEWSLETTERS*

Science & Business eBulletin

Average Audited Distribution

26,968

Biopharma Knowledge Resources

Average Audited Distribution

28,061

First Look**

Average Distribution

23,189

BP Elements**

Average Distribution

29,720

Available Opportunities

WEBSITE

biopharminternational.com

– Banner Ads
– Expandable Video Banner Ads
– Interstitials
– Pre-Roll Videos
– Videos
– Sponsored Content
– Sponsored Link
– Ad Retargeting
– Geotargeting
– Native Advertising

eNEWSLETTERS:

- Banner ads
- Text ads

AAM Audit, December 2921

***Publisher's Own Data*

DIGITAL

BioPharm INTERNATIONAL®

BioPharmInternational.com

BioPharmInternational.com provides comprehensive coverage for bioprocessing, quality, regulatory, and business topics including:

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

Native Advertising

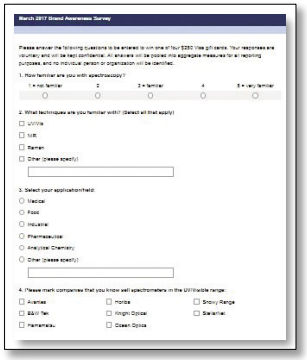
This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of *BioPharm International's* trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.

Sponsored Content Block

Exclusive sole-sponsored resource section on *BioPharm International's* website where your company can disseminate collateral, videos, whitepapers, and research, to drive website traffic, generate leads, and more. Link up to 4 assets plus your company's logo and website link. Your content block is NOT an ad unit and does not go into rotation, so it is visible 24/7 on virtually every page of *BioPharm International's* website. 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.

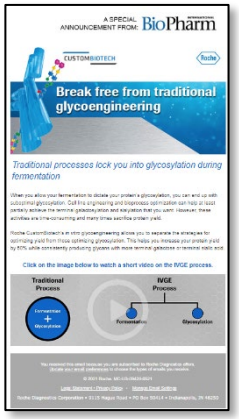
Sponsored Survey Package

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



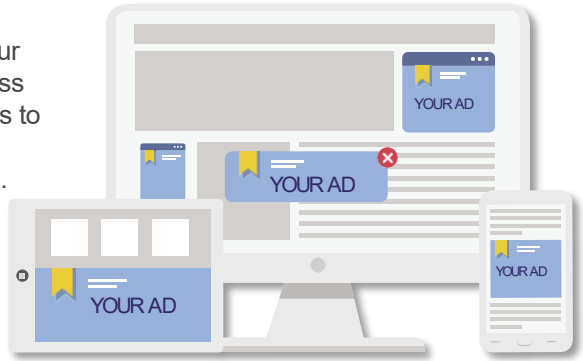
CAST (Custom Audience Segmentation Tool)

Emails from our database that contains unduplicated decision-makers from global companies involved in industry science industries served by our leading publications.



Ad Retargeting

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



DIGITAL eNEWS

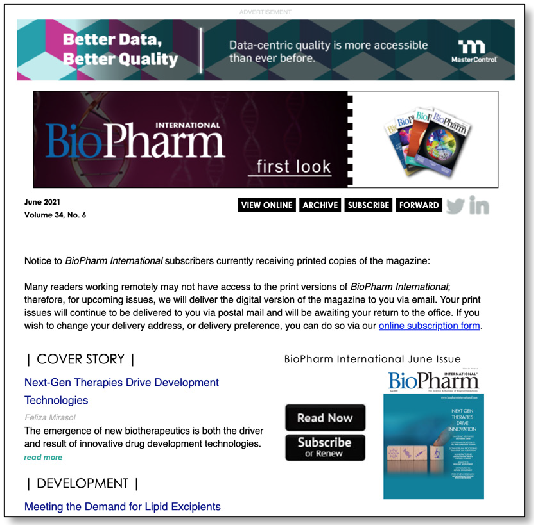
BioPharm INTERNATIONAL

Science & Business eBulletin

The Science & Business eBulletin is a great complement to your print and online advertising. It provides news and insights about technology and regulatory issues, the latest company changes, people moves and current conference calendar. Features include news, deals and alliances, people, products, and conferences.

First Look

BioPharm International's First Look is a monthly electronic newsletter that is sent to subscribers. It previews the latest issue of BioPharm International with links to online content and the digital edition of the magazine.



Biopharma Knowledge Resources

BioPharmInternational.com invites its audience of readers and site visitors to use the Knowledge Resources eLibrary at no charge. To download your whitepaper or application note, the viewer must complete a short response form including contact information and demographics. After the whitepaper 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 the leads generated via the password-protected website.

BP Elements

BP Elements delivers articles and news coverage on early-stage and preclinical biologics drug discovery and development, including pertinent research and cutting-edge technologies being developed in-lab for potential commercialization. Coverage will include organoids, gene-editing, data analytics, lab processes/workflows (e.g., cell counting, high-throughput screening for cell targets for potential use in biomanufacture, microscopy, fluorescent staining for protein/cell tagging), and lab technologies that specifically focus on providing deeper understanding of biological processes for the development of biologics, emerging therapies, and regenerative medicines.

VIDEO PROGRAMS AND EVENTS

BioPharm INTERNATIONAL

VIDEO PROGRAMS

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by BioPharm International and audience engagement with the BioPharm International 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 trade shows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a 3–5-minute video with promotions to BioPharm International community.

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

LIVE EVENTS

Partner with BioPharm International 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 BioPharm International your partner of choice?

Content Development:

The BioPharm International 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 post event.

Attendee Recruitment:

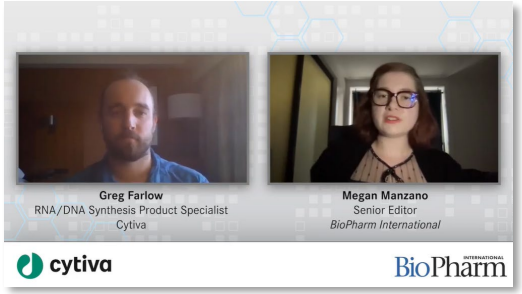
BioPharm International will find and attract the people you want to attend your live event.

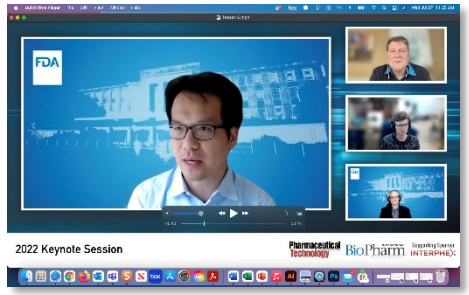
Post-Event Content:

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

Turnkey Logistics:

Besides the expertise of BioPharm International, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.





AN MJH life sciences BRAND

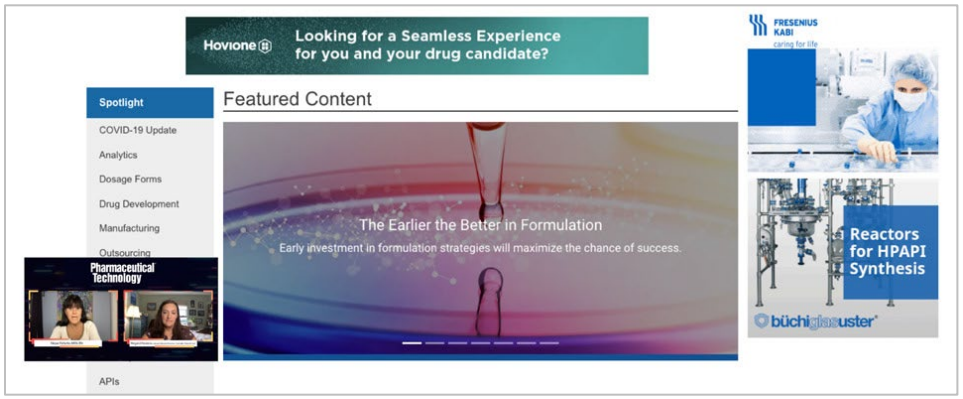
BioPharminternational.com

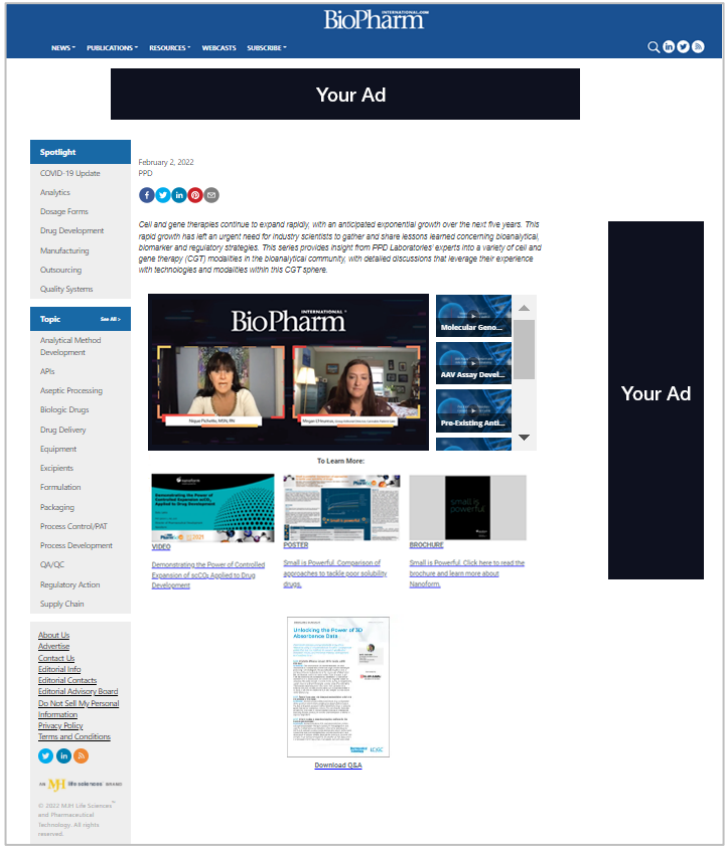
DEDICATED VIDEO PLACEMENT

BioPharm INTERNATIONAL

Our Dedicated Video Placement promotional program offers significant exposure to our audience right as they enter our website. This premium space places your video on our homepage as users scroll through content.

The homepage video is expandable to a larger screen and a dedicated landing page that places your video next to additional relevant content from your company.





PROGRAM FEATURES

- Your video featured on our website's home page
- Video expands to dedicated page with your branding and chosen related content
- Features your related content (whitepaper, additional videos, website, ebook, etc.)
- Exclusive branding, including your company's display ads

CONTENT MARKETING

BioPharm INTERNATIONAL

Custom Content Creation

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
- New product write-ups
- Pharma Talks

Sponsored eBooks

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

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.

Dedicated Dialogue

BioPharm International 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 *BioPharm International.*

WEBCASTS

BioPharm INTERNATIONAL®

BioPharm International 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 — *BioPharm International* has been in the industry for over 30 years

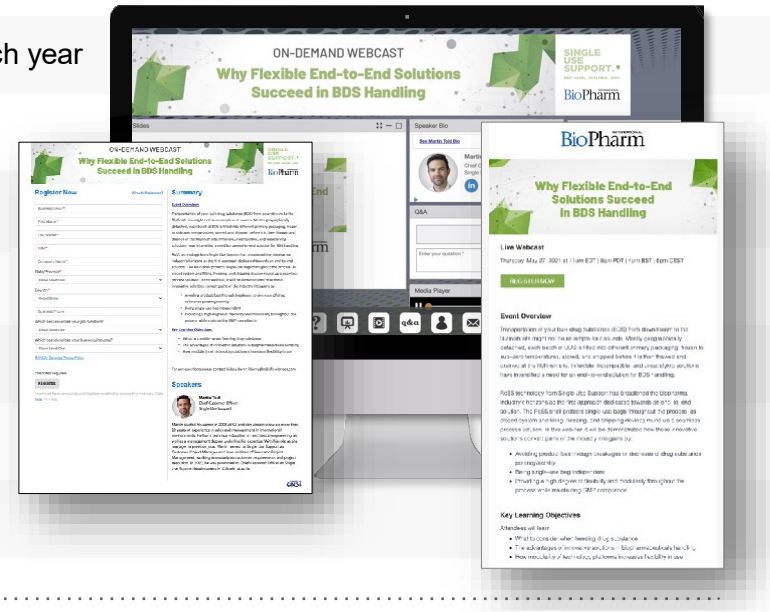
Talent — Respected speakers, producers and moderators from our editorial team

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 for every event

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

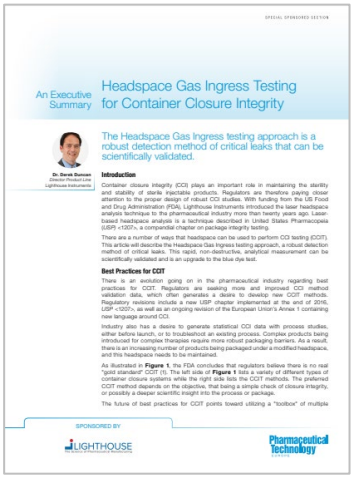


Enhanced Webcasts

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 *BioPharm International*® community

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



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

Data obtained from past MJH Life Sciences™ webcasts

PODCASTS

BioPharm INTERNATIONAL

Podcast series regularly recorded by our editorial team that provides insights on news, new products, applications, and important trends in the industry. Our staff works with you on episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic.

- Segmented by category
- Highlights important editorial topics
- New topics monthly
- Special coverage of industry events

These editorial podcasts are delivered to professionals via our brand's website and online audio channel.

INDUSTRY INSIGHTS

BioPharm INTERNATIONAL®

Your opportunity to share a point of view.

Industry 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 *BioPharm International.*

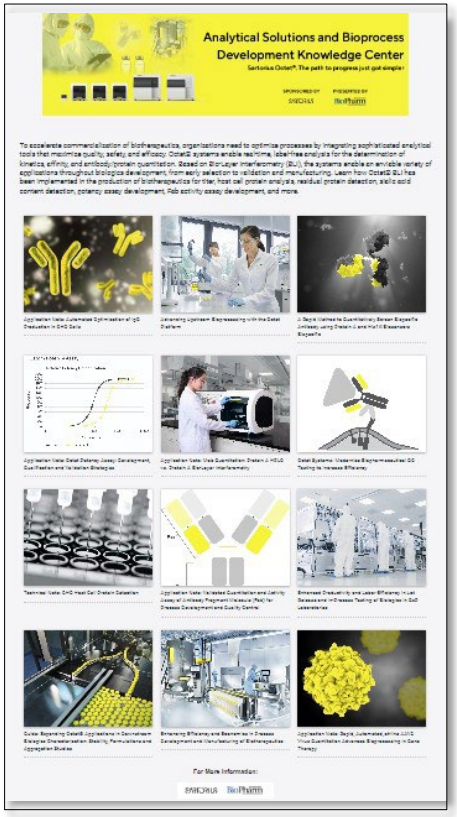
A native, branded content opportunity:

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

CONTENT ENGAGMENT HUB

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 multi-touch marketing campaign and single-sign-on access to generate 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.



A native, branded content opportunity

- End-to-end project management, including setup of a branded environment, creative design of all materials, turnkey promotion and reporting
- 6-12 related assets, including white papers, app notes, videos, webcasts, research and web links
- Hosted and promoted for 3 months
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing

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

BioPharm INTERNATIONAL®

The Science & Business of Biopharmaceuticals

2023 Editorial Calendar

Covering the biopharmaceutical development and manufacturing industry since 1988

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

AN MJH life sciences® BRAND

BioPharminternational.com

EDITORIAL COVERAGE

BioPharm INTERNATIONAL®

SPECIAL ISSUES

March 2023

Regulatory Sourcebook
The editors present a compilation of news, trends, and strategies related to regulations, guidance documents, compendial documents, and enforcement actions from global regulatory authorities in an interactive eBook format.

May 2023

Partnerships for Outsourcing eBook
The editors review best practices and metrics for choosing contract service suppliers, ensuring quality control in vendor relationships, technology transfer, and intellectual property issues in an interactive eBook format.

September 2023

Emerging Therapies eBook
Innovative process development and manufacturing practices to accelerate new biopharmaceutical modalities are explored in an interactive eBook format.

November 2023

Manufacturing and Facilities
Strategies and technologies to address limited production capacity for biopharmaceutical are covered in this interactive eBook.

SPONSORED-CONTENT EBBOOKS

BioPharm International's content marketing team can develop custom publications on a range of biopharmaceutical topics for single sponsors. Contact your sales representative for details.

EXPERT INSIGHT AND ANALYSIS

BioPharm International provides the biopharmaceutical industry with comprehensive coverage of key scientific, technology, regulatory, and business topics, as well as issues related to bio/pharma's response to the global pandemic.

The editorial mix of peer-reviewed papers, practical advice on managing bioprocessing and technology, regulatory and business columns, and expert commentary provides comprehensive coverage of upstream and downstream processing, manufacturing operations, regulations, formulation, scale up, technology transfer, drug delivery, analytical testing, and more.

The print and digital editorial coverage provides technical and business insight and analysis for all biologic-based therapies including monoclonal antibodies, vaccines, biosimilars, protein therapeutics, cell therapies, gene therapies, antibody-drug conjugates, and other emerging therapies.

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

To contribute, view the submission guidelines: biopharminternational.com/editorial_info and click the "Editorial Information" link.

EDITORIAL FEATURES

Peer-Reviewed Research Papers
BioPharm International publishes peer-reviewed papers in the form of technical case studies/application notes; topical literature or patent reviews; novel research; or science- based opinion papers. All papers undergo a double-blind peer-review process by *BioPharm International* 's Editorial Advisory Board of leading scientists, managers, directors, and consultants.

Technical Articles
Feature articles in *BioPharm International* offer timely technical and scientific discussions of drug development challenges and solutions. Articles are authored by industry experts and the magazine's editorial team.

Topics cover the full spectrum of biopharmaceutical development and manufacturing including upstream processing, downstream processing, manufacturing, quality and regulations, analytics, facilities and equipment, laboratory operations, packaging, logistics, supply chain, and business issues including intellectual property, market research, and funding.

Regulatory Beat
The latest developments, guidance documents, and enforcement action from international regulatory authorities, as well as expert analysis, are addressed in this monthly feature.

Ask the Compliance Expert
Questions about enforcement, standard operating procedures, working with FDA, and other compliance issues are answered by regulatory experts.

2023 EDITORIAL CALENDAR

BioPharm INTERNATIONAL®

January

Ad Close: December 9, 2022

Focus
Biopharma Industry Outlook
Special Section: Employment Outlook, Training, and Survey
Special Coverage: Market Performance Measurements

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Vaccine Development

Upstream Processing
Automating Upstream Processes

Downstream Processing
Chromatography Resins

Manufacturing
Affinity Ligands

Quality/Regulations
Form 483s and Warning Letters

Analytics
Bioassay Development

Supply Chain
Cold Chain

BioBusiness
Investment Outlook

Outsourcing
State of Outsourcing Industry

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert

Value-Added
Ad Retargeting: Up to 10,000 Impressions
Tech Focus eNewsletter
Upstream Processing

Topics and trade show dates are subject to change.

February

Ad Close: January 13

Focus
Regenerative Medicine

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
(CAR) T cell therapy

Upstream Processing
Cell Culture

Downstream Processing
Single-Use Systems

Manufacturing
Lyophilization
Facilities

FDA Voices

Quality/Regulations
CMC Strategies

Analytics
Product-specific ID and Potency (Functionality) assays

BioBusiness
Intellectual Property

Outsourcing
Method Development

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert
Pipeline: Protein Therapeutics

Shows
Pittcon, March 18–22, Philadelphia
BioProcess International West, Feb, 27-March 3, San Diego

Value-Added
Supplier Spotlight Listing Newsletter
Tech Focus eNewsletter
Downstream Processing

March

Ad Close: February 10

Focus
Upstream Processing
Special Coverage: ICH9 Quality Risk Management Introduction to series

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
High-Titre Vector Producing Cells

Upstream Processing
What's New in Upstream Technologies

Downstream Processing
Separation and Purification

Manufacturing
Cell and Gene Therapy
Fill/Finish

Quality/Regulations
Good Distribution Practices

Analytics
Protein Characterization

BioBusiness
Global Biopharma Markets

Outsourcing
Clinical Trial Materials

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert

Shows
DCAT Week, March 20–23, New York City
PDA Annual Meeting, April 3–5, New Orleans

Value-Added
Button Ad (220x75 px) in *BioPharm International*'s *eBulletin* Newsletter

Interactive eBook
Quality and Regulatory Sourcebook
A compilation of news, trends, and strategies related to regulations, guidances, compendial documents, and enforcement actions from global regulatory authorities in an updated eBook.
Tech Focus eNewsletter
Analysis

2023 EDITORIAL

BioPharm INTERNATIONAL®

April

Ad Close: March 15

Focus
Downstream Processing
Special Coverage: ICH9 Quality Risk Management

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Nucleic Acid-Based Therapeutics

Upstream Processing
Fixed versus Simulated Moving Bed Bioreactors

Downstream Processing
What's New in Downstream Technologies

Manufacturing
Process Monitoring/Controls

FDA Voices

Quality/Regulations
Data Mining CAPA

Analytics
Cleaning Validation

Supply Chain
Materials Sourcing

BioBusiness
Partnerships

Outsourcing
Bioprocessing Contract Services

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert
Pipeline: Cell Therapies

Shows
CPhI North America, April 25-27, Philadelphia
INTERPHEX, April 25-27, New York

Value-Added
Spring Conference eNewsletter Profile

Topics and trade show dates are subject to change.

May

Ad Close: April 14

Focus
Emerging Therapy Development and Manufacturing
Special Coverage: ICH9 Quality Risk Management
Introduction to series

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Cell Therapy

Upstream Processing
Single-Use Systems

Downstream Processing
Cell Harvesting

Manufacturing
Process Analytical Technology
Sterilization Methods

Quality/Regulations
GMPs: Emerging Therapies

Analytics
Data Integrity

BioBusiness
Business Development

Outsourcing
Preclinical Studies

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert

Shows
BIO International Convention, June 13–16, San Diego
ASGCT, May 16-20, Los Angeles

Value-Added
Ad Retargeting: Up to 10,000 Impressions

Interactive eBook
Partnerships for Outsourcing eBook
Best practices and metrics for choosing contract service suppliers, ensuring quality control in vendor relationships, technology transfer, and intellectual property issues.

Tech Focus eNewsletter
Manufacturing

June

Ad Close: May 12

Focus
Accelerating Drug Development
Special Coverage: ICH9 Quality Risk Management

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Next-Generation Antibody Development

Upstream Processing
Media and Supplements

Downstream Processing
Process Chromatography

Manufacturing
Scaling Manufacturing Systems
Packaging Trends

FDA Voices

Quality/Regulations
GMPs: Sterile/Aseptic Manufacturing

Analytics
Biosimilar Analysis

BioBusiness
Industry Consortiums

Outsourcing
Contract Testing Services

Departments
Regulatory Beat Product Spotlight
Ask the Compliance Expert
Pipeline: Nucleic Acids

Value-Added
Supplier Spotlight Listing Newsletter

Tech Focus eNewsletter
BioBusiness Trends
Reports on investment trends, mergers, acquistions, and business development opportunities

2023 EDITORIAL

BioPharm INTERNATIONAL

July

Ad Close: June 13

Focus
Automation
Special Coverage: ICH9 Quality Risk Management

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Cell Therapy Development

Upstream Processing
Expression Systems

Downstream Processing
QbD for Downstream Processing

Manufacturing
Single-Use Consumables

Quality/Regulations
Form 483s and Warning Letters

Analytics
Extractables and Leachables Testing

Supply Chain
Shipping/Logistics

BioBusiness
Incubators

Outsourcing
Formulation

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert

Value-Added
Product/Service Profile Page (Full-page Advertisers)

Tech Focus eNewsletter
Upstream Processing

Topics and trade show dates are subject to change.

August

Ad Close: July 14

Focus
Outsourcing Strategies
Special Coverage: ICH9 Quality Risk Management

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Gene Therapy- Lentiviral vs AAV vectors

Upstream Processing
Scale up

Downstream Processing
Automating Downstream Processes

Manufacturing
Continuous Manufacturing
Cell Expansion

Quality/Regulations
IND/NDA/BLA Filings

Analytics
Lab Data Management

BioBusiness
Investment Outlook

Outsourcing
Contract Packaging

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert
Pipeline: Antibody-Drug Conjugates

Shows:
CHI Bioprocessing Summit, Aug. TBD, Boston

Value-Added
Supplier Spotlight Listing Newsletter

Tech Focus eNewsletter
Downstream Processing

September

Ad Close: August 11

Focus
Drug Delivery Systems
Special Coverage: ICH9 Quality Risk Management

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Monoclonal Antibodies Development

Upstream Processing
Bioreactor Performance

Downstream Processing
Scale Up

Manufacturing
Process Modeling
Container Closures

Quality/Regulations
Audits and Inspections

Analytics
Adventitious Agent Testing

BioBusiness
Intellectual Property

Outsourcing
Bioanalytical Studies

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert

Shows
PDA/FDA Joint Regulatory Conference, TBD BPI East TBD

Value-Added
Ad Retargeting: Up to 10,000 Impressions

Interactive eBook
Emerging Therapies eBook
Innovative process development and manufacturing practices to accelerate new biopharmaceutical modalities are explored.

Tech Focus eNewsletter
Analysis

2023 EDITORIAL

BioPharm INTERNATIONAL

October

Ad Close: September 14

Focus
Fill/Finish

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Formulation

Upstream Processing
Fermentation

Downstream Processing
Process Optimization

Manufacturing
Aseptic Manufacturing Processes

FDA Voices

Quality/Regulations
Compendial Compliance Update

Analytics
Glycosylation

Supply Chain
Drug Product Security

BioBusiness
Global Biopharma Markets

Outsourcing
Bioprocessing Contract Services

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert
Pipeline: Vaccines

Shows
CPhI Worldwide, Oct. 24-26, Barcelona
AAPS 2022 PharmSci 360, Oct. 22-26, Orlando, FL.
Meeting on the Mesa, Oct. XX, California

Value-Added
Fall Conference eNewsletter Profile

November

Ad Close: October 12

Focus
Manufacturing at Point of Care

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Antibody-Drug Conjugates Development

Upstream Processing
Biochemicals and Raw Materials

Downstream Processing
Residual Impurities

Manufacturing
Contamination Control
Primary Packaging

Quality/Regulations
Supplier Oversight

Analytics
Environmental Control

BioBusiness
Economic Development

Outsourcing
Tech Transfer

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert

Value-Added
Button Ad (220x75 px) in BioPharm International's eBulletin Newsletter

Interactive eBook
Manufacturing and Facilities
Strategies and technologies to address limited production capacity for biopharmaceutical are covered in this interactive eBook.

Tech Focus eNewsletter
Manufacturing

December

Ad Close: November 10

Focus
Quality Control

Emerging Biopharma Topics

Peer-Reviewed Research/Technical Notes
Biopharma Research and Technical Advances

Development
Process Development

Upstream Processing
Perfusion

Downstream Processing
Viral Clearance

Manufacturing
Digitalization of Manufacturing Systems
Facilities

FDA Voices

Quality/Regulations
Final Product Inspection

Analytics
Stability Testing

BioBusiness
Emerging Companies

Outsourcing
Outsourcing Trends

Departments
Regulatory Beat
Product Spotlight
Ask the Compliance Expert
Pipeline: Gene Therapies

Value-Added
Corporate Capabilities Profile (Full-page Advertisers)

Tech Focus eNewsletter
Automation

Topics and trade show dates are subject to change.

DIGITAL SPECIFICATIONS

BioPharm INTERNATIONAL®

Website Ad Units

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, Spotible 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

BioPharm INTERNATIONAL®

eBulletin - Email 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

First Look - Email 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
Featured Product	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

DIGITAL SPECIFICATIONS

BioPharm INTERNATIONAL®

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 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

BioPharm INTERNATIONAL

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 ofr user to initiate audio.

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

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 curser rests on hotspot for atleast 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).

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

BioPharm INTERNATIONAL®

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

1. **Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format: files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser 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 fi les should be built to exact ad space dimensions purchased.
2. **Publisher will not supply a faxed or soft proof for Advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.
3. **Ad Proofs:** To 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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