Pharmaceutical Executive®

MASTER THE SCIENCE OF SUCCESS

2023
Media Planner

AN MJH life sciences™ BRAND

PharmExec.com

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

Pharmaceutical Executive®, an MJH Life Sciences™ brand, provides insights and stories behind successful commercial strategies, research and development (R&D), market access and more, to its audience of pharmaceutical executives. Our original print and digital content is produced by a team of full-time, in-house writers and industry experts, which makes us stand out from the competition.

We go beyond the 24-hour news cycle and provide in-depth analysis and the strategic context to help executives navigate the maze of policy and business challenges that face this changing industry.

Our Focus
- Interface of business practice and commercialization on a global basis
- Strategies for the C-suite
- Compliance and legal developments
- Marketing
- Commercialization and launch sequences
- New drug and vaccine pipeline candidates, including R&D funding and priorities
- Business development and mergers and acquisitions (M&A) trends
- Human resources (HR)
- Pricing and market access
- Patient advocacy
- Evidence and technology issues

We furnish all this information in a multiplatform approach to meet your content marketing needs. This includes print/online advertising, e-newsletters, webcasts, e-books, white papers, videos, podcasts, and more.

Our Readers
Our readers are in biopharmaceutical, pharmaceutical, marketing communications, and other service/consulting industries. These leaders include the C-suite and executive directors of corporate marketing, sales, strategic planning, R&D, clinical, regulatory, information technology, finance, and HR/training management.
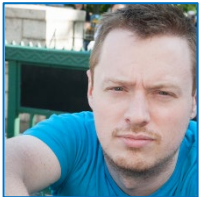
OUR IN-HOUSE EXPERTS

2023 Columnists

Fran Pollaro, is *Pharmaceutical Executive's* senior editor. He covers the ins and outs of brand marketing, advertising, campaigns and strategies for commercialization on a daily basis, and writes our quarterly Marketing column that focuses on many of these themes.

Mike Hollan, is *Pharmaceutical Executive's* editor. He writes two quarterly columns: Technology, where he explores everything from AI to data analytics, and Leadership, where he covers strategies dedicated to succeeding as a top pharma exec.

Jill Wechsler, has authored our monthly Washington Report since the magazine's inception. She is based in the Washington, DC, area and uses her deep knowledge of clinical trials to provide insights on both policy and regulatory issues to our readers.

Reflector, is our Brussels correspondent who writes our monthly Europe Report, which is dedicated to regulatory issues across the continent and how they affect the regional and international pharma industry.

INDUSTRY CONTRIBUTORS

2023 Columnists

Barbara Ryan, is our monthly Finance columnist. She is founder of Barbara Ryan Advisors, a capital markets and communications firm she launched following more than 30 years on Wall Street. She offers valuable insights into the financial climate of biopharma and is a member of *Pharmaceutical Executive®'s* Editorial Advisory Board.

Denice Torres, writes our quarterly diversity, equity and inclusion (DE&I) column. She is a senior healthcare executive; founder of The Mentoring Place, a free career mentoring program for women; and CEO of The Ignited Company, a change management and DE&I firm.

Gerilyn Ritter, writes our quarterly environmental, social and governance (ESG) column. She is head of external affairs and ESG at Organon. She discusses top-of-mind issues in this area and offers advice on how companies can effectively interact with key stakeholders and the environment.

Ira Studin, PhD, writes our quarterly Managed Markets column. He is president of Stellar Managed Care Consulting and offers a strategic view of the pharma industry.

Bruce Liu, is lead author of our quarterly Asia-Pacific (APAC) column. He is a partner at Simon-Kucher & Partners, leading its life sciences division in greater China. Along with guest contributors from his firm, he focuses on a variety of topics relevant to the pharma industry throughout Asia.

Pharmaceutical Executive

Pharmaceutical Executive® Editorial Advisory Board

Pharmaceutical Executive®'s 2023 Editorial Advisory Board is a distinguished group of thought leaders with expertise in various facets of pharmaceutical research, business, strategy, and marketing. EAB members suggest feature subjects relevant to the industry, review article manuscripts, participate in and help sponsor events, and answer questions from staff as they arise.

Pictured: Al Reicheg, Nicole Hebbert, Lisa Henderson, Indranil Bagchi, Todd Baker, Chandra Ramanathan, Peter Young, Sanjiv Sharma, Barbara Ryan, Adele Gulfo, Steve Girling
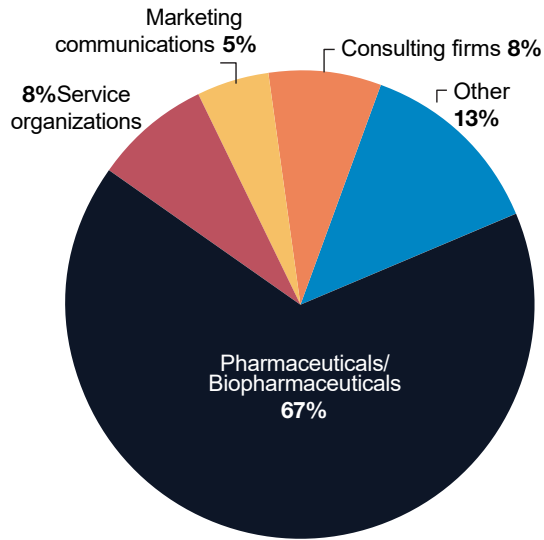
Not pictured: Murray L. Aitken, John Furey, James J. (Jay) Galeota Jr., Michele Holcomb, Bob Jansen, Kenneth Getz,

AUDIENCE

Our audience works in biopharmaceutical, pharmaceutical, marketing communications, and other service/consulting industries. These leaders include the C-suite and executive directors of corporate marketing, sales, strategic planning, R&D, clinical, regulatory, IT, finance, and HR/training management.

Business & Industries*

- Marketing communications **5%**
- Consulting firms **8%**
- Other **13%**
- **8%** Service organizations
- Pharmaceuticals/Biopharmaceuticals **67%**

Circulation*

Print Subscribers
13,900

Digital Subscribers
7,825

Website*
PharmExec.com

Monthly Browsers
76,360

Monthly Page Views
215,172
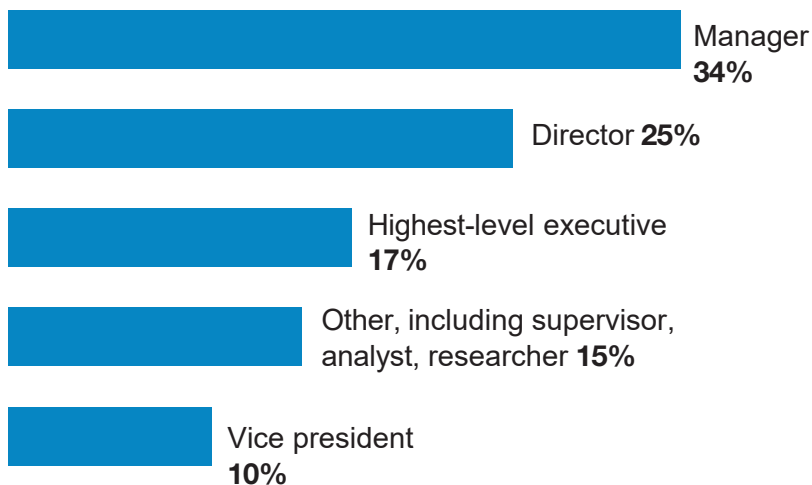
E-newsletter Subscribers*

Pharm Exec Direct
21,500

Pharm Exec Picks
23,000

Pharm Exec Global Direct
26,000

Social Media Followers*
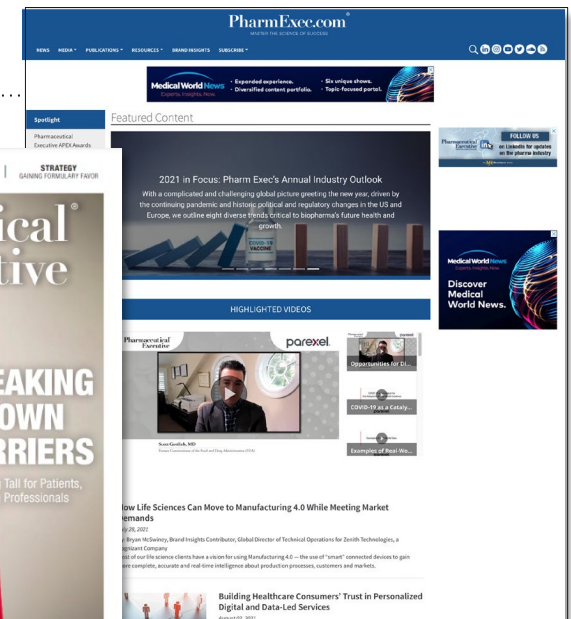
LinkedIn
+20,700

Twitter
+33,800

Job Titles

- Manager **34%**
- Director **25%**
- Highest-level executive **17%**
- Other, including supervisor, analyst, researcher **15%**
- Vice president **10%**

*Publishers own data

Choose the Right Content to Fuel Your Business Objectives

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

**Branding/Awareness:** Grow your brand or business awareness.

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

Lead Generation: Generate leads and new business.

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

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

DIGITAL OFFERINGS
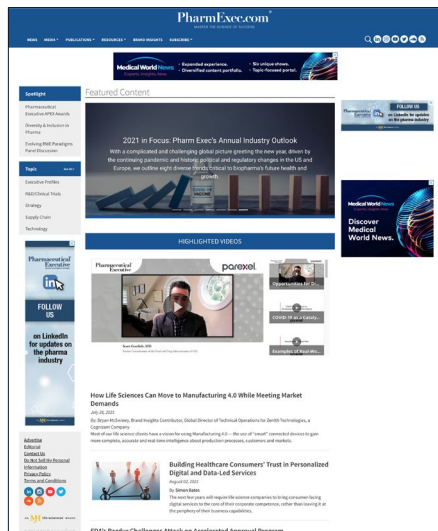
Online Website Advertising

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

✓ **Content Tactic: Branding/Awareness, Web Traffic**

CAST™ Custom Targeted Email

CAST™ is the highly targeted, data-driven, Custom Audience Segmentation Tool from MJH Life Sciences™. CAST™ contains over 700,000 unduplicated decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.
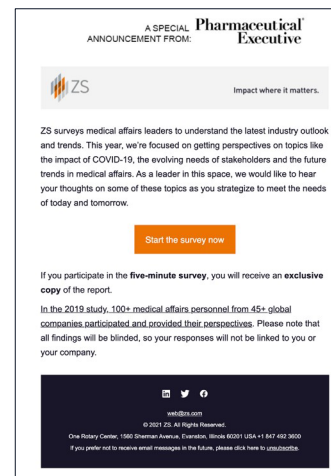
✓ **Content Tactic: Web Traffic, Lead Generation**

Sponsored Content Block

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

✓ **Content Tactic: Branding/Awareness, Web Traffic**

Ad Retargeting

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

✓ **Content Tactic: Branding/Awareness, Web Traffic**

DIGITAL NEWSLETTERS

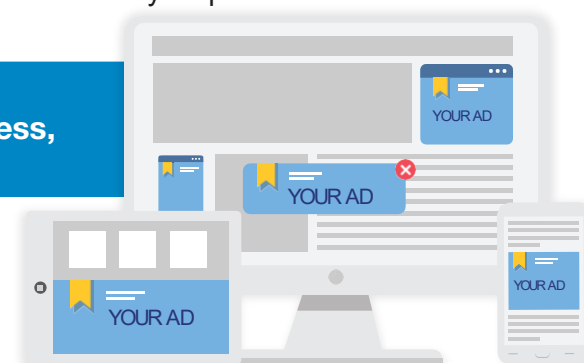## *Pharm Exec Direct*

For over 30 years, readers have come to expect industry-savvy, original reporting, and in-depth analysis from *Pharmaceutical Executive*®, the pharmaceutical industry's leading enterprise-industry magazine for senior executives and operating directors. *Pharm Exec Direct* highlights the latest articles to help our readers stay up-to-date on what is important. *Pharm Exec Direct* is deployed on the first and third Thursday of every month.

✓ **Content Tactic: Branding/Awareness, Web Traffic**

Pharm Exec Global Direct

Global Direct is a monthly e-newsletter that reaches senior decision makers across the world, with an emphasis on the two main regions — North America and Europe. Each issue addresses each industry niche — corporate strategy, sales & marketing, R&D, regulatory, technology, finance, and leadership. It is delivered directly to subscribers every month and combines the latest and best global articles from the *Pharmaceutical Executive*® website with up-to-the- minute news, opinion, and analysis.

✓ **Content Tactic: Branding/Awareness, Web Traffic**
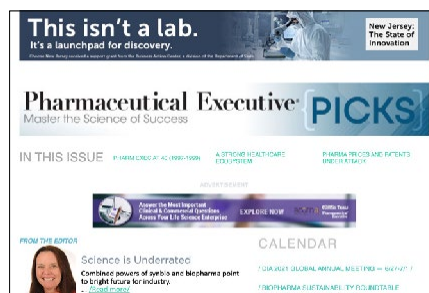
Pharm Exec Picks

Pharm Exec Picks is a bimonthly e-newsletter that delivers the most popular news and articles from the pharma space and highlights what's trending on social media. *Pharm Exec Picks* is sent to subscribers every second and fourth Wednesday of every month.

✓ **Content Tactic: Branding/Awareness, Web Traffic**
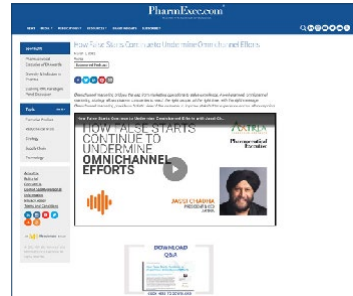
Pharm Exec Marketing Direct

Pharm Exec Marketing Direct is a weekly e-newsletter that reaches brand-level decision makers with the latest news, moves and articles to capitalize on brand performance in the market.

✓ **Content Tactic: Branding/Awareness, Web Traffic**

CONTENT PROGRAMS

Dedicated Dialogue

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

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

Sponsored E-book

A sponsored custom e-book or e-book series covers topic(s) of your choice or a collaborative topic in conjunction with Pharm Exec's editorial team. This program is designed to deliver high-quality leads

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

Lead Nurturing

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

Visitor

Prospect

Lead

✓ **Content Tactic: Lead Generation**
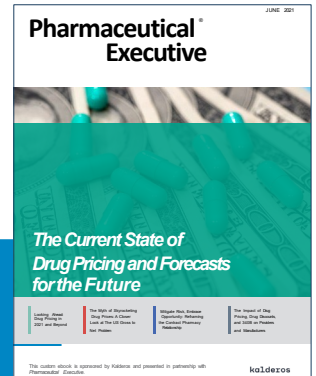
White Papers

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

✓ **Content Tactic: Branding/ Awareness, Thought Leadership**
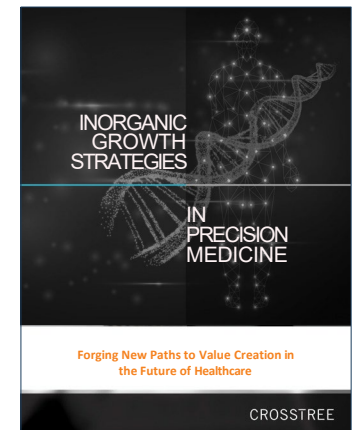
Pharmaceutical® Executive

VIDEO PROGRAMS

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Pharmaceutical Executive*® and audience engagement with the *Pharmaceutical Executive*® 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 *Pharmaceutical Executive*® 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 *Pharmaceutical Executive*® 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 Executive*® your partner of choice?

Content Development:

The *Pharmaceutical Executive*® 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:

Pharmaceutical Executive® will find and attract the people you want to attend your live event.

Post-Event Content:

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

Turnkey Logistics:

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

DEDICATED VIDEO PLACEMENT

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.
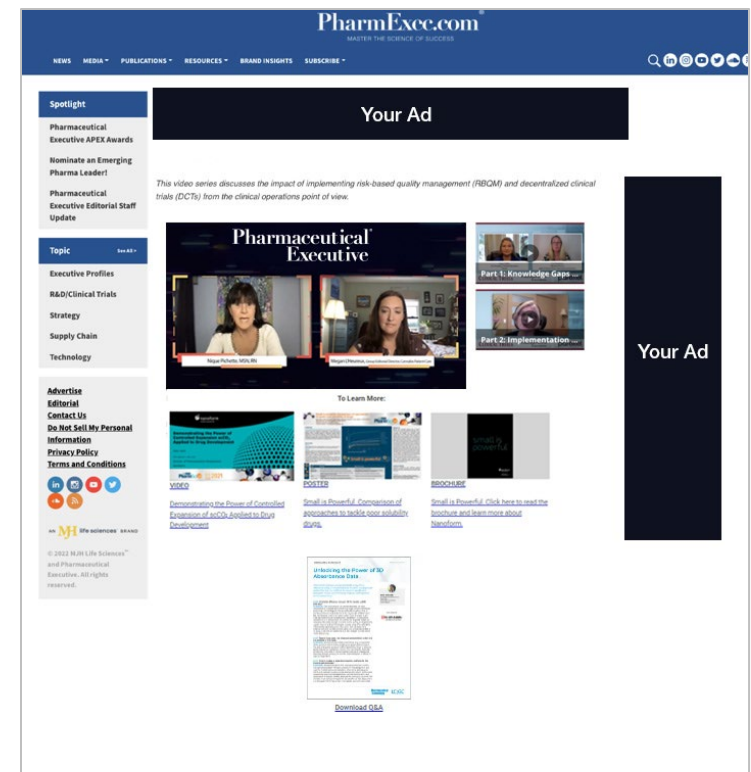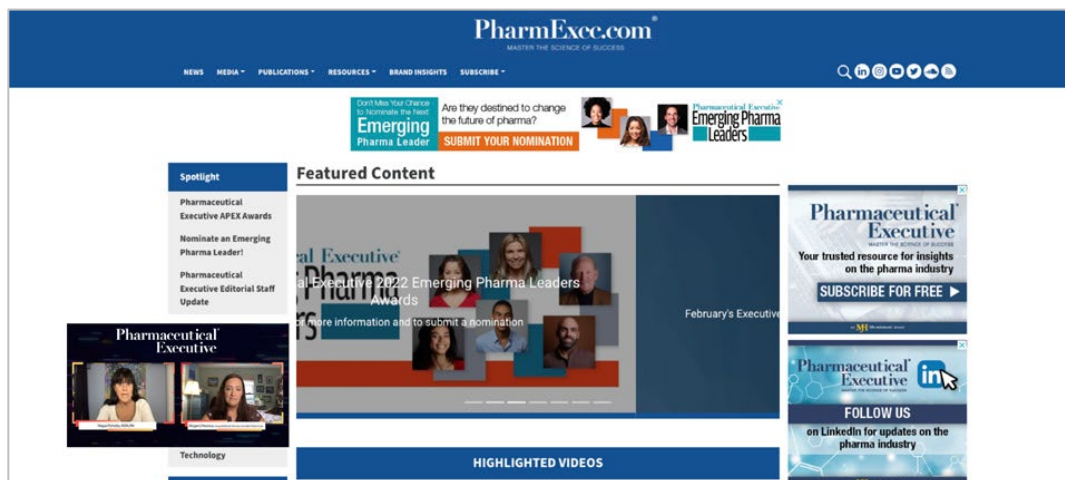
PROGRAM FEATURES

- 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

WEBCASTS

Pharmaceutical Executive® 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 Executive®* has been covering the industry for over 25 years

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

Audience/Reach — 700,000 qualified pharma/science professionals to choose from

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
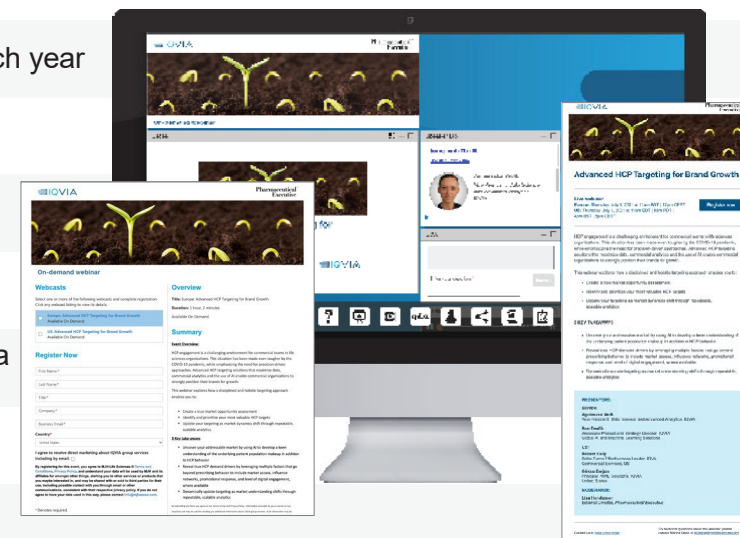
Enhanced Webcasts

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 *Pharmaceutical Executive®* 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 Scienes webcasts

Your opportunity to share a point of view

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

Native, Branded Content Opportunity
- Articles, press releases, videos, etc. included within the digital content feed and/or the print edition of *Pharmaceutical Executive®*
- An expandable offering from one article to a complete content center with your branding
- Content featured on the pharmexec.com homepage as well as in appropriate topic areas
- The integrated promotional program provides significant exposure to our audience.

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

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

Need help developing content?

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

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

Pharmaceutical Executive
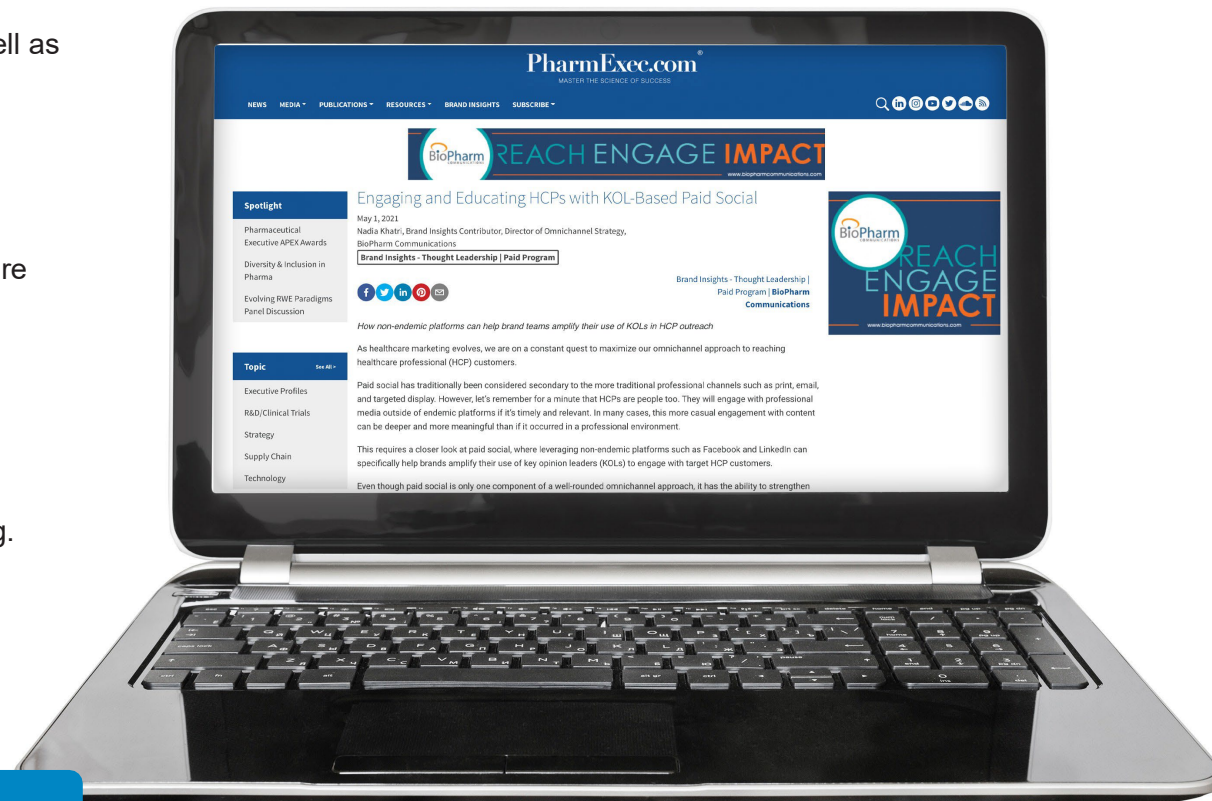
Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. 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 in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion, and reporting
- Six to 12 related assets, including white papers, app notes, videos, webcasts, research, and web links
- Hosted and promotion for three months
- Turnkey solution for content syndication and lead nurturing promotes your assets to a relevant audience.

Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Promotion and Lead Capture

Multichannel promotional campaign:
- Dedicated e-blasts: Content Engagement Hub and individual assets (min.10K emails)
- Promotion in appropriate brand e-newsletters
- Native ads in relevant articles on brand website
- Retargeting custom ads
- Social media promotions—Twitter and LinkedIn brand accounts

Lead Capture and Reporting
- One-time site registration to allow users full access to content
- Twice-monthly lead report, including registrant contact info and activity
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

Additional Features

Built-in content promoters and sharing tools include:
- "Next" button that moves users from asset to asset
- "Before you go" exit action that recommends an asset
- "More resources" button that drives users to the URL of your choice
- Inactivity notification - browser tab "blinks" to bring users back
- Social and email sharing

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

Pharmaceutical Executive
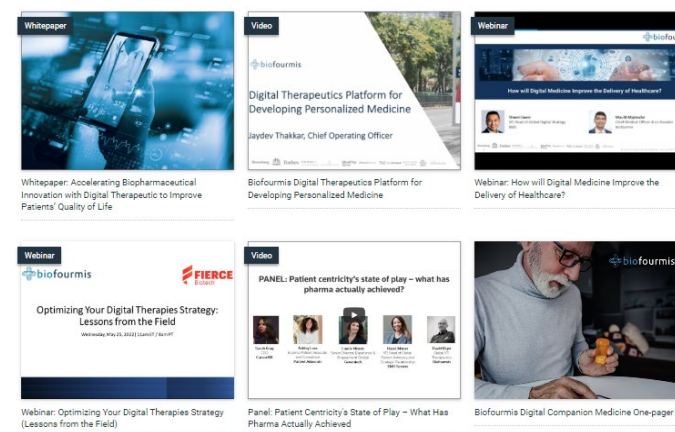
A healthcare award show from a healthcare perspective

The *Pharmaceutical Executive*® APEX Awards is the only annual show that celebrates creative healthcare work that is judged exclusively by the one audience who views and appreciates it daily: healthcare professionals – across 19 specialized categories that span everything from product/promotional work (that is FDA regulated) to disease awareness/general education/wellness work (not regulated by the FDA). 19 categories filled with some of today's best creative healthcare and pharma work – entirely judged by respected medical specialists.

- Aesthetics/
- Dermatology
- Cardiovascular
- Central Nervous System
- Devices
- Gastroenterology
- Hematology
- Immunology

- Metabolic
- Oncology
- Ophthalmology
- Rare Disease
- Respiratory
- Surgery
- Women's Health
- Men's Health

- Direct to Patient
- Veterinary
- Direct to Consumer
- Pediatrics

Become a Sponsor the *Pharmaceutical Executive*® APEX Award.

Join us as at the second annual *Pharmaceutical Executive*® APEX Awards, scheduled for June 2022 in NYC. As a sponsor, we can create a custom package of promotional and interactive programs that will elevate your brand with the key marketing decision makers in the pharmaceutical industry.

Contact Cheryl Mahon- cmahon@MJHLifesciences.com from more information.

PHARMACEUTICAL EXECUTIVE
APEX AWARDS

Pharmaceutical Science Forum

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

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

Pharmaceutical Executive PODCAST

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

Listen now: pharmexec.com/editorial-podcasts

PHARMACEUTICAL COMMERCE PODCAST

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

Listen now: pharmaceuticalcommerce.com/editorial-podcasts

APPLIED CLINICAL TRIALS PODCAST

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

Listen now: appliedclinicaltrialsonline.com/editorial-podcasts

Custom Podcast Series

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

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

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

EDITORIAL CALENDAR

January

Ad Close: December 9
Materials Due: December 16

Annual Industry Outlook
The editors of *Pharmaceutical Executive* look at the most relevant trends affecting the pharma industry heading into the new year and speak with industry experts to explore their impact for the future.

February

Ad Close: January 13
Materials Due: January 19

Health Equity

From diversity in clinical trials to access to medicines for underserved populations, health equity is a growing concern. We look at how companies are addressing these issues and what more can be done to ensure the right people receive the rights medicines at the right time.

March

Ad Close: February 10
Materials Due: February 17

Working with KOL's

How can pharma companies best reach and interact with key opinion leaders (KOLs) to help their business? From drug development and clinical research to regulatory compliance to marketing and communications, these valued physicians are a key strategic element.

April

Ad Close: March 10
Materials Due: March 17

HBA's Woman of the Year
Heading into the popular Healthcare Businesswomen's Association (HBA) Woman of the Year Awards event, *Pharmaceutical Executive* exclusively profiles the winner on its cover and in a feature story. Along with insights on career trajectory, career management, and leadership, this issue also features articles on diversity and inclusion

May

Ad Close: April 14
Materials Due: April 21

Emerging Pharma Leaders

Each year, *Pharmaceutical Executive* recognizes rising leaders in the biopharma industry, nominated by their colleagues and chosen in a blinded fashion by members of the *Pharmaceutical Executive* Editorial Advisory Board. Emerging Pharma Leaders (EPLs) are chosen based on their ability to direct critical strategic functions such as R&D, market access, business development, commercialization, data operations, legal, and others.

June

Ad Close: May 12
Materials Due: May 19

Pharma 50

Pharmaceutical Executive presents its annual showcase listing of the top 50 biopharma companies by prescription sales. With data provided by market intelligence firm Evaluate, the listing also includes each company's top-selling brands and R&D spend for 2022.

EDITORIAL CALENDAR

July

Ad Close: June 9
Materials Due: June 16

Emerging Biotech

Pharmaceutical Executive follows the dynamic world of emerging biotechs that are developing cutting-edge cell and gene therapies, drugs for rare diseases, and more. We look at the climate for raising money, developing partnerships and collaborations, and other top-of-mind topics for today's pharma entrepreneurs.

August

Ad Close: July 14
Materials Due: July 21

Medical Affairs

What are the greatest concerns in medical affairs today? We talk to some industry insiders to see what it takes to successfully translate complex medical information into digestible material that can help clearly communicate the value of a drug.

September

Ad Close: August 11
Materials Due: August 18

Product Launch

In our annual roundup of the top marketing stories of the previous year, *Pharmaceutical Executive* uncovers what it takes to have a successful commercial launch. We look at the most compelling accounts and highlight each brand's unique narrative—from pre-launch to market access strategy, product innovation, novel patient education campaigns, and more.

October

Ad Close: September 15
Materials Due: September 22

Data Update

Pharmaceutical Executive looks at the ever- and fast-evolving world of data in pharma to uncover the latest tactics and opportunities that can help provide clearer insight on everything from R&D to marketing. We dive into the latest uses of artificial intelligence, machine learning, analytics, and more.

November

Ad Close: October 13
Materials Due: October 20

Value-Based Care

We revisit reimbursement based on the outcomes of patients. As talk about value-based pricing contracts continues, we look at the current state of affairs and talk to industry experts about where things could be headed.

December

Ad Close: November 10
Materials Due: November 17

19th Annual Pipeline Report

Each year, *Pharmaceutical Executive* takes a look at pharma's overall drug pipeline to uncover that status of certain therapeutic areas, scientific advances, and promising compounds that might be making it into the commercial world in the near future.
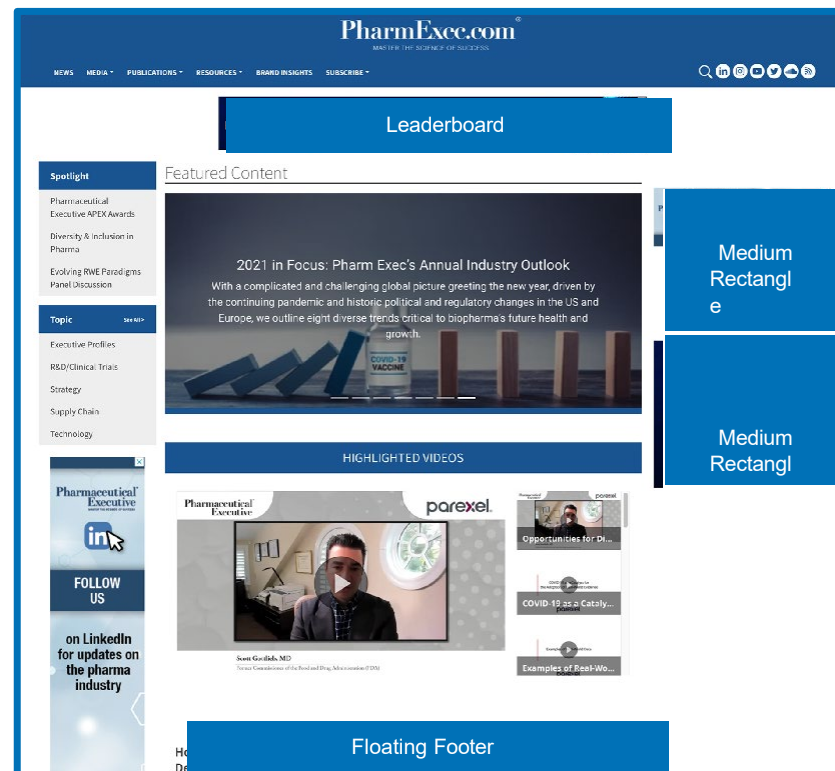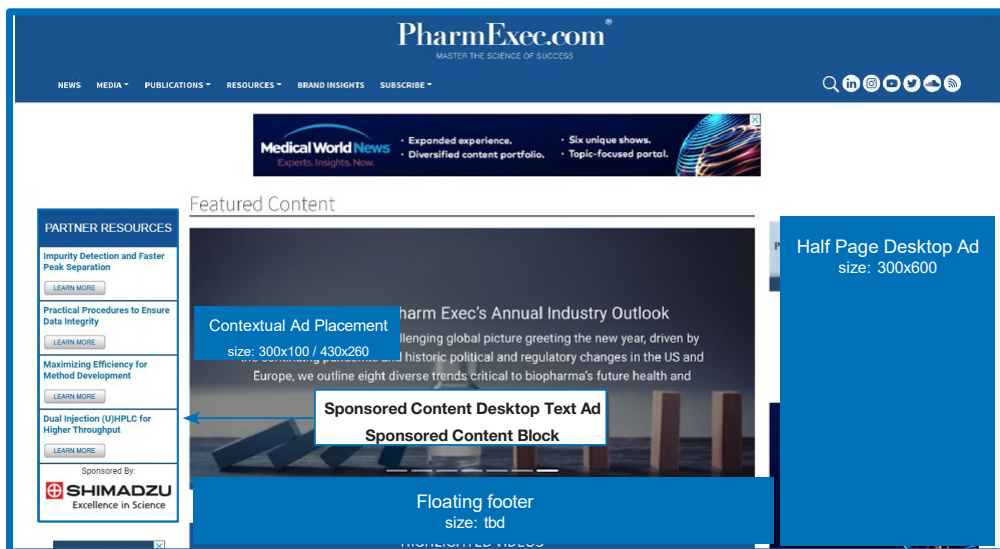
DIGITAL SPECIFICATIONS

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		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

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

DIGITAL SPECIFICATIONS

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Billboard Pushdown
size: 970 x 90
(collapsed)

970 x 450 (expanded)

Leaderboard

Medium Rectangle

Medium Rectangl

Floating Footer

Half Page Desktop Ad
size: 300x600

Contextual Ad Placement
size: 300x100 / 430x260

Sponsored Content Desktop Text Ad
Sponsored Content Block

Floating footer
size: tbd

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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	15 - 30 seconds for non-skippable ads		
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 ofr 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 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).

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 AD SPECIFICATIONS

Pharmaceutical Executive

PRINT AD SPECIFICATIONS

Ad Size	Non-Bleed Ad		Bleed Ad					
			Bleed Ad		Trim Size		Live Area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	17"	10.875"	17.25"	11.125"	17"	10.875"	16"	9.875"
Full page	8.5"	10.875"	8.75"	11.125"	8.5"	10.875"	7.5"	9.875"
1/2 pg Horizontal	8.5"	5.4375"	8.75"	5.6875"	8.5"	5.4375"	7.5"	4.4375"
1/2 pg Vertical	4.25"	10.875"	4.5"	11.125"	4.25"	10.875"	3.25"	9.875"
1/3 pg Horizontal	8.5"	3.63"	8.75"	3.88"	8.75"	3.63"	7.75"	2.63"
1/3 pg Vertical	3.00"	10.875"	3.25"	11.125"	3.00"	10.875"	2.00"	9.875"
1/4 pg Square	3.75"	4.9375"						

MAGAZINE SIZE

Bleed : 8.75" x 11.125"	Bleed (-) Trim = 0.125" each side
Trim : 8.5" x 10.875"	Trim (-) Live = 0.5" each side
Live Area : 7.5" x 9.875"	* 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 makegoods or any other form of compensation) if an ad is supplied to publisher by advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a $150 processing fee. All files should be built   to exact ad space dimensions purchased.

2. **Publisher will not supply a faxed or soft proof for Advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to publisher. If Ppublisher 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 makegoods or any other form of compensation) for any ad supplied to publisher by advertiser without a SWOP proof.

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