

Advancing Development & Manufacturing

Pharmaceutical[®] Technology

2023 MEDIA PLANNER

YOUR SOURCE FOR PRINT, DIGITAL,
AND CONTENT MARKETING SOLUTIONS



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.



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



Our Brand

**Pharmaceutical
Technology**

The Bio/Pharma Information Source

For almost 50 years, the bio/pharmaceutical industry has turned to one source— *Pharmaceutical Technology*®—for expert, independent insight and analysis. *Pharmaceutical Technology*® informs bio/pharmaceutical development and manufacturing professionals about the latest technologies, tools, equipment, materials, and services needed to develop and manufacture safe, effective, and successful therapies. Opportunities and new markets open, as we transition away from emergency pandemic use authorizations, and begin to uncover what new techniques and platforms we suddenly find in our tool chests. Manufacturing and scale up challenges clearly remain, which is why an authoritative source such as *Pharmaceutical Technology*® becomes even more indispensable. Digitalization, accelerated business timelines, and manufacturing near the point of patients have all thrown the door wide open to the need to innovate, the need to keep up with what's happening now, and what will be happening tomorrow.

As the leading multimedia platform information source for bio/pharmaceutical professionals worldwide, *Pharmaceutical Technology*® provides engaging expert key opinion leader video interviews, podcasts, and contributed articles. Consistently delivering world-class independent insight on the formulation, development, analysis, and manufacture of solid dosage, semi-solid, parenteral, biologic, specialty-dosage, and emerging therapies and vaccines, *Pharmaceutical Technology* covers ingredients, regulations, contract services and new technologies.

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

With the greatest reach into the bio/pharmaceutical market, *Pharmaceutical Technology*® targets your message to engaged buyers of APIs, excipients, fine chemicals, equipment, instruments, and services used from early drug development through manufacturing for small-molecule and biologic-based drugs. Through print, digital, online, webcast, direct marketing, trade show, and content marketing options, the PharmTech audience—your customers—will see and hear your message when you advertise with *Pharmaceutical Technology*®, the bio/pharma industry leader.

The PharmTech Brand

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

Our Database



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

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

CAST™ Capabilities

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

CAST™ Flexibility

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

Pharmaceutical
Technology

Advancing Development & Manufacturing

AUGUST 2022 Volume 46 Number 8

Pharmaceutical Technology

PharmTech.com

Protecting Against Hidden Contaminants in APIs

Development
CAR-NK-Cell Therapies

Manufacturing
Vaccine Administration
mRNA Production Facilities

Analytics
Finished Product Inspection

Quality
Mitigating Risk from Excipients

Outsourcing
Automation of Pharmaceutical Packaging

Peer-Review Research
Alternative Treatment for Wound Healing

Audience - Publication

**Pharmaceutical
Technology**

The Industry's Most Highly Desired Audience

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

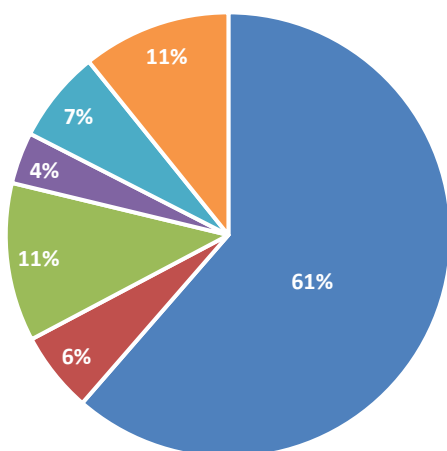
Our Audience and Their Organizations

POWERFUL AUDIENCE

PHARMACEUTICAL TECHNOLOGY® SUBSCRIBERS' FUNCTIONS

Research Development/Formulation.....	30%
Corporate Management.....	16%
Quality Control, Assurance Validation.....	15%
Engineering.....	9%
Production Manufacturing.....	6%
Lab Management.....	5%
Marketing Sales Management.....	5%
Regulatory Affairs.....	5%
Technical/Analytical Services or Support.....	3%
Information Technology.....	2%
Other.....	2%
Project, Procurement Contract Management, Purchasing.....	1%

Total Qualified = 34,095



- Pharmaceutical, Biopharmaceutical Manufacturing
- Specialty Chemicals, Bulk Products and Raw Materials Producer
- University, Research Institute, Foundation
- Government
- Contract Research, Analytical, Manufacturing
- Others Allied to the Field

AAM Audit, December 2021
As filed with Alliance for Audited Media, subject to audit



Audience - Digital

Pharmaceutical
Technology

Website*

PharmTech.com

Average Monthly Unique
Browsers

93,654

Average Monthly
Page Impressions

280,769

E-newsletters**

ePT

Average Audited Distribution

22,687

Equipment & Processing Report

Average Audited Distribution

33,345

In the Lab

Average Audited
Distribution

36,545

Available Opportunities

Website

PharmTech.com

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

E-newsletters

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



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

**Publishers own data

Digital Offerings

PharmTech.com

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

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



Native Advertising

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



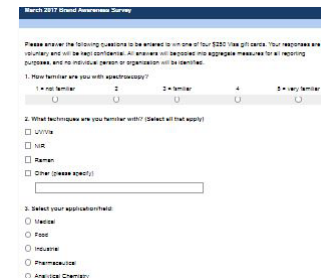
Sponsored Content Block

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



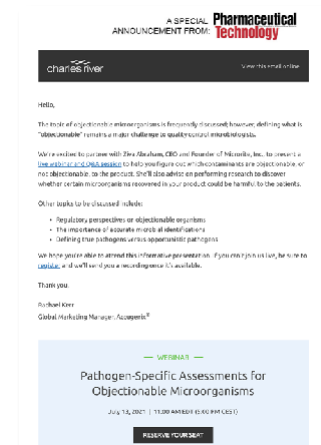
Sponsored Survey Package

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



CAST™

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



Ad Retargeting

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



Pharma Knowledge Resources

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



ePT

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



First Look

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



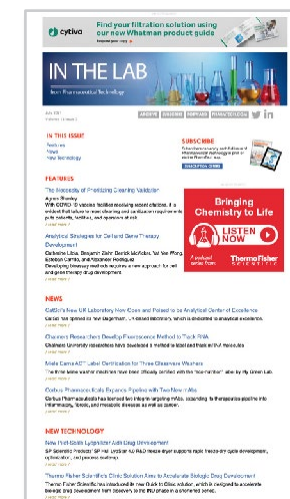
Equipment & Processing Report

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



In the Lab

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



Video Programs and Events

**Pharmaceutical
Technology**

VIDEO PROGRAMS

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Pharmaceutical Technology*® and audience engagement with the *Pharmaceutical Technology*® community.

Presentation Showcase

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

Thought Leadership Interview

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

Content Development:

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

KOL Recruitment:

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

Attendee Recruitment:

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

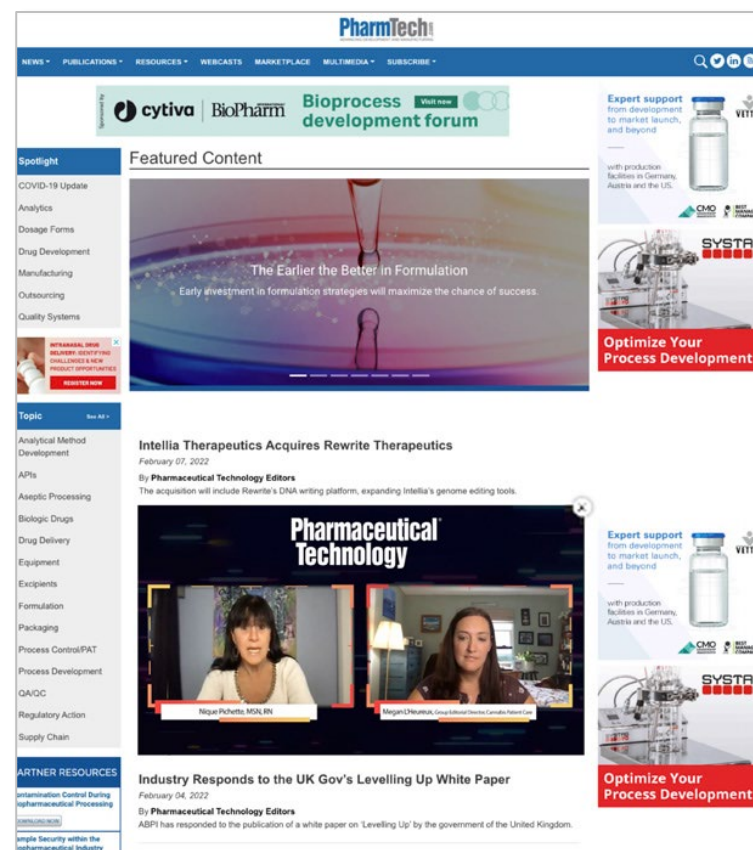
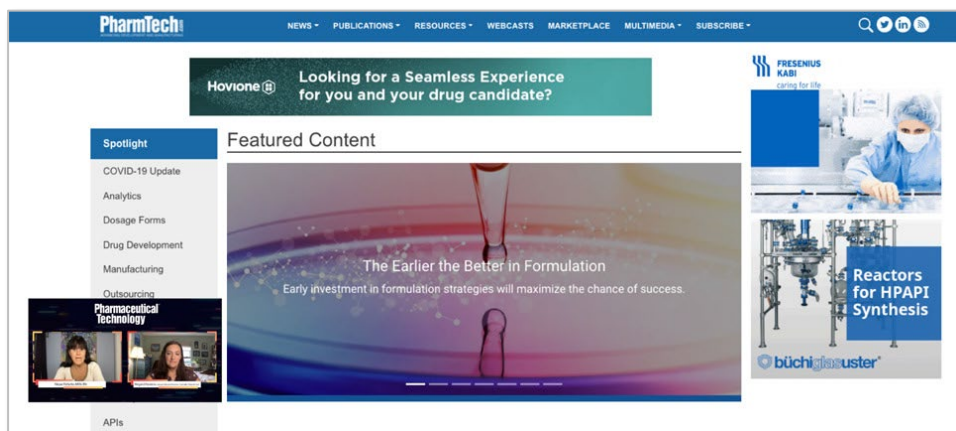


Dedicated Video Placement

Pharmaceutical
Technology

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

Custom Content Creation

Demonstrate thought leadership

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

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

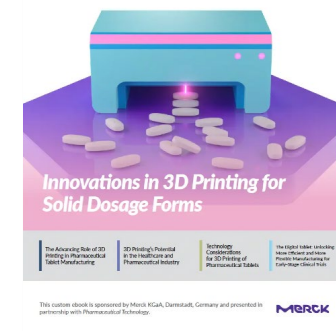
Sponsored eBooks

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

**Pharmaceutical
Technology**

**Pharmaceutical
Technology**

MARCH 2022



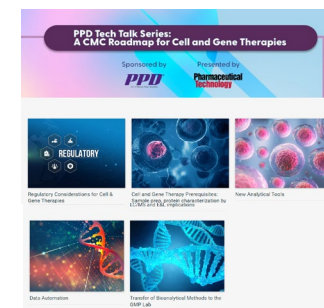
Lead Nurturing

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



Content Engagement Hub

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



Webcasts

**Pharmaceutical
Technology**

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

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

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

Talent — Respected speakers, producers as well as moderators from our editorial team

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

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

Analytics — Comprehensive lead capture and data reporting for every event

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



Enhanced Webcasts

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

- Utilizes social media, print, and online marketing to amplify the content across the *Pharmaceutical Technology®* community
- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration, and brand visibility
- Increases access and engagement



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

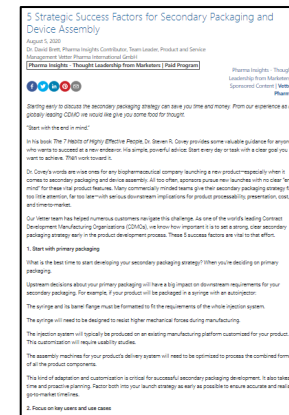
Pharma Insights

Your opportunity to share a point of view

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

A native, branded content opportunity

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



Dedicated Dialogues

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

Email Campaign Promotion:

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

Targeted Online Newsletters:

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

Website Hosting:

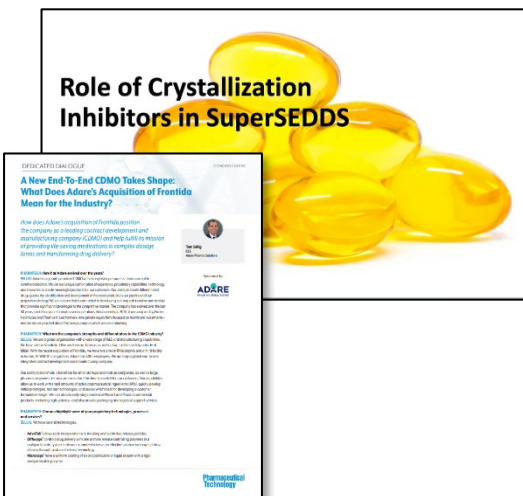
The Dedicated Dialogue podcast and Executive Summary will be hosted on *Pharmaceutical Technology*®'s website for 12 months. Links to the podcast and Executive Summary will be provided for integration into your marketing efforts.

Print Publishing:

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

Lead Generation:

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



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

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

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

DRUG SOLUTIONS SPONSORSHIP INCLUDES:

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

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

Month	Podcast Topic
Jan. - Ep.1	2023 Trends
Jan. - Ep. 2	<i>Flex Episode</i>
Feb. - Ep. 1	Drug Delivery
Feb. - Ep. 2	<i>Flex Episode</i>
March - Ep. 1	Outsourcing
March - Ep. 2	Point of Care
April - Ep. 1	Drug Packaging
April - Ep. 2	<i>Flex Episode</i>
May - Ep. 1	Biologic Drug Development and Manufacturing

Month	Podcast Topic
May - Ep. 1	Quality and Inspections
May - Ep. 2	<i>Flex Episode</i>
June - Ep. 1	Investments & Partnerships
June - Ep. 2	<i>Flex Episode</i>
July - Ep. 1	Manufacturing Trends
July - Ep. 2	<i>Flex Episode</i>
Aug. - Ep. 1	Drug Dosage Form
Aug. - Ep. 2	<i>Flex Episode</i>

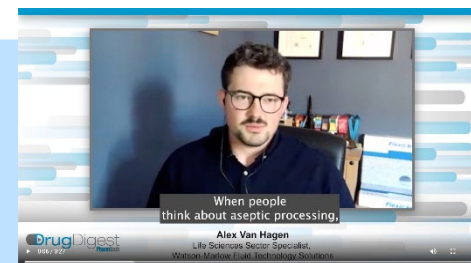
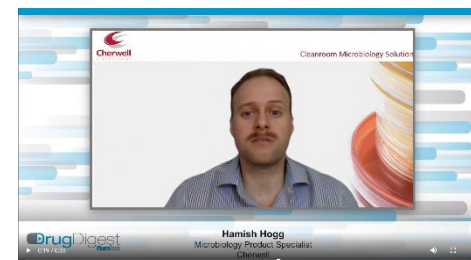
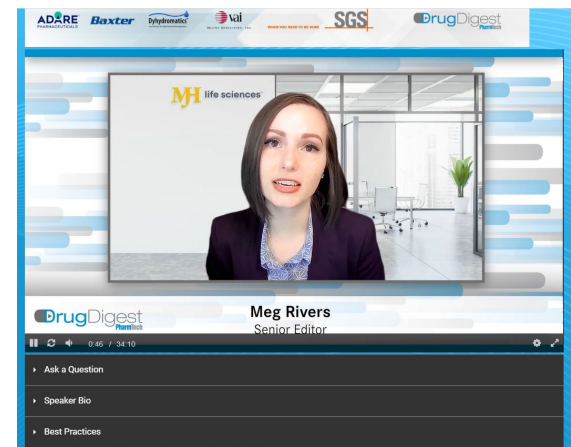
Month	Podcast Topic
Sept. - Ep. 1	Drug Development
Sept. - Ep. 2	<i>Flex Episode</i>
Oct. - Ep. 1	Digital Transformation
Oct. - Ep. 2	<i>Flex Episode</i>
Nov. - Ep. 1	Supply Chain
Nov. - Ep. 2	<i>Flex Episode</i>
Dec. - Ep. 1	Formulation
Dec. - Ep. 2	<i>Flex Episode</i>

Join our editorial team in educating and engaging with our audience of bio/pharmaceutical professionals as we dive into the core topics most important to them.

- **January: Pivotal Industry Trends** - The editors speak with several key opinion leaders about the upcoming leading trends for 2023 that will impact the bio/pharma industry.
- **February: Data Integrity** - The editors assess the accuracy and integrity of the management of data in development and manufacturing.
- **March: High-Titre Vector Producing Cells** - The editors highlight a fundamental constriction point in emerging therapies.
- **April: Continuous Manufacturing** - The editors provide a round up on continuous manufacturing advances
- **May: Updates in Outsourcing** - The editors present some of the drivers for strategic partnerships and whether sponsors should outsource or insource services.
- **June: Analytics and Assays** - The editors review the newest techniques and approaches in analytical testing services, bringing traditional and novel products forward.
- **July: Biopharmaceutical Drug Development and Manufacturing** - The editors report on novel technologies for the formulation, manufacture, purification, and delivery biologic-based drugs.
- **August: Aseptic Processing and Manufacturing** - The editors review regulatory requirements, quality challenges, and new processes and technologies produce sterile drugs safely and economically.
- **September: Small-Molecule APIs, Excipients, and Formulation Advances** - The editors analyse recent new drug approvals and trends in API synthesis, formulation strategies, and excipient and process development.
- **October: Emerging Therapies and Targeted Delivery** - The editors examine challenges associated with developing, formulating, and manufacturing new drug modalities and dosage forms.
- **November: Automating Process Development** - The editors review how artificial intelligence, robotics, virtual reality, remote monitoring, and other automation strategies are impacting bio/pharma process development and manufacturing.
- **December: Solid Dosage Drug Development and Manufacturing** - The editors share expert insight and report on trends in the development of solid-dosage drug forms, including excipients, APIs, formulation, and new manufacturing processes and equipment.

Sponsorship Opportunities:

Brief company shout-out in the podcast episode
Company logo in the website post
Company mention in the podcast description on SoundCloud, etc.
Logo in promotional materials



THE BEST PLACE TO MEET BUYERS.

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

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

Visitors browse global suppliers and resources for:

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

Advancing Development & Manufacturing

Pharmaceutical[®] Technology

2023 EDITORIAL CALENDAR

Covering the pharma industry since 1977



Editorial Coverage: Expert Insight and Analysis

**Pharmaceutical
Technology**

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

Contributors from bio/pharmaceutical companies (big and small), regulators, industry supplier companies, columnists, and the expert editorial staff sift through the noise to deliver the most relevant and actionable knowledge.

EDITORIAL FOCUS

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

Technologies, processes, and issues related to emerging issues facing the industry are addressed.

Through expert interviews, roundtable discussions, literature reviews, and survey analysis, the editors bring to life emerging trends, strategies, and best practices in these key areas. We distill the essence of what you need to know, in condensed monthly installments.

PEER-REVIEWED RESEARCH

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

DRUG DEVELOPMENT

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

MANUFACTURING, OPERATIONS, AND SUPPLY CHAIN

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

ANALYTICAL TESTING

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

QUALITY/REGULATIONS

Experts review current regulatory authority initiatives and offer insight on regulatory authority activities, good manufacturing practices, regulatory filings, and more. The **Regulatory Watch** columns review legislation, court decisions, and regulatory changes in the United States and Europe. **Ask the Compliance Expert** answers reader questions about good manufacturing practices and other regulatory issues. Additionally, we include content directly from the regulators themselves. Quality Management Maturity (QMM) ratings, and other initiatives, are discussed in interviews with those who originally galvanized their progress.

OUTSOURCING

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

OTHER EDITORIAL FEATURES

Engaging video conversations are the foundation of our highly successful **Drug Digest** video interview series – a new episode airs each month. Twice a month we dig deeper into how the movers and shakers (and unsung heroes) go about their work, in our podcast series **Drug Solutions**. New analytical instruments, automation and process control systems, information technology tools, laboratory equipment, and manufacturing equipment are described in **Product Spotlight**. Business developments, new facilities, and other industry supplier activities are reported in **PharmaCapsules**. Updates on global markets, industry research, partnerships/ collaborations, and the drug pipeline are also featured.

CONTRIBUTION GUIDELINES

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

Special Editorial Issues

Pharmaceutical
Technology

JANUARY 2023 –

Focus: Pharma Industry Outlook

The editors will provide a roundup of important trends influencing pharmaceutical manufacturing, with special coverage on market performance and results from the annual employment survey.

Multimedia: Drug Digest Video Series

The editors will convene with experts over video on the leading trends for 2023 impacting the bio/pharma industry.

FEBRUARY 2023 –

Focus: Vaccine Development and Novel Delivery Methods

The editors will cover mRNA and other innovations in the field of vaccine development, with an emphasis on delivery systems.

Interactive eBook: Bio/Pharma Outsourcing Innovation

Contract research, development, and manufacturing organizations share details on manufacturing advances, innovative processes, and shortcuts, testing innovations and formulations for delivery that optimize and accelerate drug development, manufacturing, packaging, and quality control.

Multimedia: Drug Digest Video Series

This month the editors will evaluate data integrity with KOLs, discussing the accuracy and integrity of data management in development and manufacturing.

MARCH 2023 –

Focus: Pharmacovigilance/Drug Safety

The editors will discuss passive versus active surveillance and how this differs from drug safety, cohort event monitoring, and targeted clinical investigations.

Interactive eBook: Quality and Regulatory Sourcebook

A compilation of resources for businesses on the latest regulations, guidance documents, and compendial publications guiding drug development and manufacturing.

Multimedia: Drug Digest Video Series

The editors will highlight a fundamental constriction point in emerging therapies, high-titre vector-producing cells.

APRIL 2023 –

Focus: Balancing Manufacturing Trends

The editors will evaluate the changing manufacturing requirements from the industry and the approaches being employed to meet demand.

Multimedia: Drug Digest Video Series

The editors will provide a round up on continuous manufacturing advances with industry KOLs.

MAY 2023 –

Focus: Smart Drug Development

The editors will delve into how advanced technologies, such as artificial intelligence, are impacting drug development, including targeted delivery and early development.

Interactive eBook: Trends in Manufacturing

This eBook will cover new strategies from process development through commercial manufacturing for a range of dosage forms.

Multimedia: Drug Digest Video Series

In May's instalment, the editors will present some of the updates in outsourcing, including unique conversations on drivers for strategic partnerships and whether sponsors should outsource or insource.

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JUNE 2023 -

Focus: Strategic Outsourcing Relationships

The editors will highlight the strengthening role of outsourcing partners and how the relationship between sponsor and service provider is adapting.

Multimedia: Drug Digest Video Series

The editors will review analytics and assays this month, talking about the newest techniques and approaches in analytical testing services, bringing traditional and novel products forward.

Special Editorial Issues

Pharmaceutical
Technology

JULY 2023 –

Focus: Understanding Aseptic Needs

The editors will evaluate the depth and breadth of aseptic manufacturing requirements within a modern bio/pharma environment.

Annual Buyers' Guide and Case Studies

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

Multimedia: Drug Digest Video Series

Focusing on biopharmaceutical drug development and manufacturing, the editors will report on novel technologies for the formulation, manufacture, purification, and delivery of biologic-based drugs.

AUGUST 2023 –

Focus: Top Trends in Testing Services

The editors will provide an overview of trends in analytical testing services.

Multimedia: Drug Digest Video Series

Aseptic processing and manufacturing are set to be the topic of conversation in August, with the editors reviewing regulatory requirements, quality challenges, and new processes and technologies to produce sterile drugs safely and economically.

SEPTEMBER 2023 –

Focus: Managing Ingredients Quality

The editors will review regulatory requirements around pharmaceutical ingredients quality and the associated demands on the industry, including generics.

Multimedia: Drug Digest Video Series

This month, the editors will focus on small-molecule APIs, excipients, and formulation advances, analyzing recent trends in API synthesis, formulation strategies, coprocessing, and solubility solutions with KOLs.

OCTOBER 2023 –

Focus: The Future of Dosage Forms

The editors will walk through the emerging trends in drug dosage forms and how technology is having an impact.

Interactive eBook: Trends in Formulation

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

Multimedia: Drug Digest Video Series

The editors will examine challenges associated with development, formulating, and manufacturing new drug modalities and dosage forms with KOLs in this instalment on emerging therapies and targeted delivery.

NOVEMBER 2023 –

Focus: Point-of-Use Manufacturing

The editors will analyze 'wheel and spoke' manufacturing for autologous and allogenic cell therapy, CAR-T, gene editing, and more.

Multimedia: Drug Digest Video Series

Concentrating on automating process development, the editors will review how AI, robotics, virtual reality, remote monitoring, and other automation strategies are impacting bio/pharma process development and manufacturing with KOLs.

DECEMBER 2023 –

Focus: Operational Efficiencies

The editors will offer insights into operating models, capacity issues, and 'talent' in the bio/pharma industry.

Sponsored Content Issue: Corporate Capabilities

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

Multimedia: Drug Digest Video Series

In the last video instalment of the year, the editors will focus on solid dosage drug development and manufacturing, sharing expert insight and reporting on trends in the development of solid-dosage drug forms.

2023 Editorial Coverage

Pharmaceutical
Technology

JANUARY

Ad Close: December 7, 2022

FOCUS

Pharma Industry Outlook
Special Coverage: Annual Employment Survey
Special Coverage: Market Performance Measurements

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Inhalation Drug Formulation
Biologic Drug Delivery

Manufacturing

Solid and Semisolid Drug Manufacturing
Drug Packaging Trends

Quality/Regulations

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

Analytics

Cleaning Validation

Outsourcing

State of Outsourcing Industry

SHOWS

J.P. Morgan 41st Annual Healthcare Conference, January 9-12, 2023, San Francisco
Pharmapack, February 1-2, Paris

VALUE-ADDED

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

EDITORS' DRUG DIGEST VIDEO SERIES:

Pivotal Industry Trends

The editors speak with several key opinion leaders about the upcoming leading trends for 2023 that will impact the bio/pharma industry.

FEBRUARY

Ad Close: January 13

FOCUS

Vaccine Development and Novel Delivery Methods

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Topical Drug Development
Patient-Centricity/Patient-Compliance

Manufacturing

Compounding Drug Manufacturing
Cold Chain

FDA Voices

Quality/Regulations

Computer Validation
US Regulatory Watch
Ask the Compliance Expert

Analytics

Automated Analytical Workflows
Statistical Solutions

Outsourcing

Method Development

SHOWS

BioProcess International West, February 27-March 3
Pittcon, March 18-22, Philadelphia

VALUE-ADDED

FREE Whitepaper Pharma Knowledge Resources eNewsletter

INTERACTIVE EBOOK:

Bio/Pharma Outsourcing Innovation

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

DRUG DIGEST VIDEO SERIES:

Data Integrity

The editors assess the accuracy and integrity of the management of data in development and manufacturing.

MARCH

Ad Close: February 16

FOCUS

Pharmacovigilance/Drug Safety
Introduction to ICH Q9 Revision Insider Commentary

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Excipients in Biologics Formulation
Alternative Drug Delivery Formulation

Manufacturing

Fill/Finish
Process Analytical Technology
Supply Chain Continuity

Quality/Regulations

Good Distribution Practices
US Regulatory Watch
Ask the Compliance Expert

Analytics

Protein Characterization

Outsourcing

Clinical Trial Materials

SHOWS

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

VALUE-ADDED

Ad Retargeting: 25,000 Impressions

INTERACTIVE EBOOK:

Quality and Regulatory Sourcebook

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

EDITORS' DRUG DIGEST VIDEO SERIES:

High-Titre Vector Producing Cells

The editors highlight a fundamental constriction point in emerging therapies.

Trade show dates listed are as of Aug. 2022. Trade show dates and topics are subject to change.

2023 Editorial Coverage

Pharmaceutical
Technology

APRIL

Ad Close: March 16

FOCUS

Balancing Manufacturing Trends
ICH Q9 Revision Insider Commentary

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Excipient Quality
Formulation Consideration for Intensified Processes

Manufacturing

Biologics Drug Continuous Manufacturing
Lyophilization
Packaging and Drug Delivery Advances

FDA Voices

Quality/Regulations

Corrective and Preventive Actions
US Regulatory Watch
Ask the Compliance Expert

Analytics

Extractables and Leachables: Raw Materials

Outsourcing

Contract Testing Services

SHOWS

CPHI North America, April 25-27, Philadelphia
INTERPHEX, April 25-27, New York
Excipient World, May 2-3, National Harbor Maryland

VALUE-ADDED

Product Service Profile in eNewsletter

EDITORS' DRUG DIGEST VIDEO SERIES:

Continuous Manufacturing

The editors provide a round up on continuous manufacturing advances.

MAY

Ad Close: April 14

FOCUS

Smart Drug Development
ICH Q9 Revision Insider Commentary

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Cell Therapy Development
Solubility/Bioavailability

Manufacturing

Digitalization in Manufacturing
Facility Design and Engineering
Serialization/Track and Trace

Quality/Regulations

Quality Culture
US Regulatory Watch
Ask the Compliance Expert

Analytics

Dissolution Testing

Outsourcing

Formulation

SHOWS

BIO International convention, June 5-8, Boston

INTERACTIVE EBOOK:

Trends in Manufacturing

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

EDITOR'S DRUG DIGEST VIDEO SERIES:

Updates in Outsourcing

The editors present some of the drivers for strategic partnerships and whether sponsors should outsource or insource services.

JUNE

Ad Close: May 16

FOCUS

Strategic Outsourcing Relationships
ICH Q9 Revision Insider Commentary

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Cannabinoid-based Drugs
Particle Engineering and Materials Science

Manufacturing

Aseptic/Sterile Drug Manufacturing
Raw Materials Supply Chain
Logistics/Shipping

FDA Voices

Quality/Regulations

IND/NDA Filings
US Regulatory Watch
Ask the Compliance Expert

Analytics

Elemental Impurities

Outsourcing

Contract Packaging

VALUE-ADDED

One-Page Case Study on an Industry Topic of Choice (for Full-Page Advertisers)

EDITORS' DRUG DIGEST VIDEO SERIES:

Analytics and Assays

The editors review the newest techniques and approaches in analytical testing services, bringing traditional and novel products forward.

Trade show dates listed are as of Aug. 2022. Trade show dates and topics are subject to change.

2023 Editorial Coverage

Pharmaceutical
Technology

JULY

Ad Close: May 16

FOCUS

Understanding Aseptic Needs
ICH Q9 Revision Insider Commentary

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

High-Potency Drug Formulation
OSD Formulation Advances

Manufacturing

Point-of-Use Drug Manufacturing
Automation

Quality/Regulations

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

Analytics

Environmental Monitoring
Lab Data Integrity

Outsourcing

Impurity Testing

SHOWS

Controlled Release Society
Annual Meeting, July 24-28, Las Vegas

VALUE-ADDED

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

ANNUAL BUYERS' GUIDE AND CASE STUDIES

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

EDITORS' DRUG DIGEST VIDEO SERIES:

Biopharmaceutical Drug Development Manufacturing

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

AUGUST

Ad Close: July 18

FOCUS

Top Trends in Testing Services
ICH Q9 Revision Insider Commentary

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Drug Appearance and Taste
Early Drug Development/Discovery

Manufacturing

Vaccine Manufacturing
Facility Design and Engineering

Quality/Regulations

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

Analytics

Automated Finished Product Inspection

Outsourcing

Bioprocessing Contract Services

SHOWS

Pack Expo Annual Meeting, Sept. 11-13, Las Vegas

VALUE-ADDED

Ad Retargeting: 25,000 Impressions

EDITORS' DRUG DIGEST VIDEO SERIES:

Aseptic Processing and Manufacturing

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

SEPTEMBER

Ad Close: August 16

FOCUS

Managing Ingredients Quality

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Coprocessed Excipients
Organoids in Drug Development

Manufacturing

Modular Manufacturing Biologics
Isolators and RABs
Equipment Cleaning

Quality/Regulations

Audits and Inspections
US Regulatory Watch
Ask the Compliance Expert

Analytics

Drug Substance Testing

Outsourcing

Qualifying Materials Suppliers

SHOWS

CPHI Worldwide, October 24-26, Barcelona

VALUE-ADDED

FREE Whitepaper Pharma Knowledge Resources eNewsletter

EDITORS' DRUG DIGEST VIDEO SERIES:

Small-Molecule APIs, Excipients, and Formulation Advances

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

Trade show dates listed are as of Aug. 2022. Trade show dates and topics are subject to change.

2023 Editorial Coverage

Pharmaceutical
Technology

OCTOBER

Ad Close: September 13

FOCUS

The Future of Dosage Forms

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Advances in Small-Molecule API Synthesis

Taste-Masking Approaches

Manufacturing

Oral Solid Dose Drug Manufacturing

Contamination Control

FDA Voices

Quality/Regulations

Compendial Compliance Update

US Regulatory Watch

Ask the Compliance Expert

Analytics

Extractables and Leachables (processing and packaging)

Statistical Solutions

Outsourcing

State of Outsourcing Industry

SHOWS

AAPS PharmSci 360 Annual Meeting, Oct. 22-26, Orlando

CPHI Worldwide, Oct. 24-26, Barcelona

Meeting on the Mesa, TBD, California

VALUE-ADDED

Half-Page Profile in eBook (for Full-Page Advertisers)

INTERACTIVE EBOOK

Trends in Formulation

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

EDITORS' DRUG DIGEST VIDEO SERIES

Emerging Therapies and Targeted Delivery

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

NOVEMBER

Ad Close: October 17

FOCUS

Point-of-Use Manufacturing

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Molecular Modeling in Drug Formulation

Solubility/Bioavailability

Manufacturing

Gene Therapy Manufacturing

Scale Up

Packaging Trends

Quality/Regulations

Supplier Oversight

US Regulatory Watch

Ask the Compliance Expert

Analytics

Particle Analysis

Outsourcing

Tech Transfer and Training

SHOWS

ISPE Annual Meeting and Expo, TBD

VALUE-ADDED

Ad Retargeting: 25,000 Impressions

EDITORS' DRUG DIGEST VIDEO SERIES

Automating Process Development

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

DECEMBER

Ad Close: November 14

FOCUS

Operational Efficiencies and Training

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS

Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Excipients for Solubility

Reformulation Strategies and Biosimilars

Manufacturing

mRNA and Lipid Nanoparticle Manufacturing

Process Optimization

FDA Voices

Quality/Regulations

GMPs for Sterile/Aseptic Manufacturing

US Regulatory Watch

Ask the Compliance Expert

Analytics

Stability Testing

Outsourcing

Bioanalytical Studies

VALUE-ADDED

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

SPONSORED-CONTENT ISSUE

Corporate Capabilities

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

EDITORS' DRUG DIGEST VIDEO SERIES

Solid Dosage Drug Development and Manufacturing

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

Trade show dates listed are as of Aug. 2022. Trade show dates and topics are subject to change.

DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Sub load	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728x90	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	320x50 or 300x50	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	300x250	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	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.)	
Half Page	300x600 (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	640x480 or 300x250 (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	970x90	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	1025x100, 970x90 or 728x90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user- initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

DIGITAL SPECIFICATIONS

ePT							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Button	220x75	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted
Product Profile	200 words, 1 x image, 1 x logo, contact details including email and web address. 30-word summary of product profile						
In the Lab							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Button	220x75	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted

DIGITAL SPECIFICATIONS

ePR							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Button	220x75	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted
Equipment Showcase	<ul style="list-style-type: none"> 3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL 						3rd party 1x1 impression tracking pixel and click URL accepted
Pharmaceutical Technology North America First Look							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted

DIGITAL SPECIFICATIONS

Preroll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6 - 15 seconds for non-skippable 15 - 30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) Must allow embedding » Must be public or unlisted » True streaming in not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0 or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored E-blast Guidelines			
Requirements	» HTML creative from client » Text back up from client » (optional) Subject line and preheader » Test and final seed list"		
Additional Needs for UNBRANDED e-blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review » Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month		

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 spec's 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 sub load: 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 sub load also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

VIDEO REQUIREMENTS:

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

HTML5 NOTES:

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

HTML5 DESIGN INDUSTRY STANDARDS INFO:

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

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

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

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

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

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

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

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

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

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

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

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

PRINT SPECIFICATIONS

Print Ad Specifications

Ad Size	Bleed Ad						Non-Bleed Ad	
	Bleed Ad		Trim Size		Live Area			
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2-Page Spread	15.75"	10.75"	15.5"	10.5"	15"	10"		
Full page	8.00"	10.75"	7.75"	10.5"	7.25"	10"		
2/3 page vertical	5.25"	10.75"	5.125"	10.50"	4.625"	10"	4.5"	9.50"
1/2 page Horizontal	8.00"	5.375"	7.75"	5.25"	7.25"	4.75"	6.75"	4.625"
1/2 page Vertical	4.125"	10.75"	4.00"	10.5"	3.5"	10"	3.375"	9.50"
1/2 page Island	5.25"	7.75"	5.125"	7.625"	4.625"	7.125"	4.5"	7.00"
1/3 page Horizontal	8.00"	3.875"	7.75"	3.75"	7.25"	3.25"	6.75"	3.00"
1/3 page Vertical	2.875"	10.75"	2.75"	10.5"	2.25"	10"	2.125"	9.5"
1/3 page Square							4.5"	4.625"
1/4 page Square							3.375"	4.625"

MAGAZINE SIZE

Bleed : 8" x 10.75"	Bleed (-) Trim = 0.125" each side
Trim : 7.75" x 10.5"	Trim (-) Live = 0.25" each side
Live Area : 7.25" x 10"	*All measurements in inches.

DIGITAL AD REQUIREMENTS

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



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