Advancing Development & Manufacturing

Pharmaceutical Technology® EUROPE

2023 MEDIA PLANNER

YOUR SOURCE FOR PRINT, DIGITAL, AND CONTENT MARKETING SOLUTIONS

AN MJH life sciences™ BRAND

pharmtech.com

Pharmaceutical Technology EUROPE

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

OUR BRAND

Pharmaceutical Technology EUROPE

KEEPING PACE WITH PHARMA INNOVATION

Pharmaceutical Technology Europe™ provides objective and reliable editorial coverage of bio/pharmaceutical manufacturing, process development, regulations, quality assurance (QA) and quality control (QC), formulation, drug delivery, API synthesis, analytical technology and testing, packaging, and outsourcing. Our mission is to report on current trends and key developments in the bio/pharmaceutical industry and publish high quality content, including peer-reviewed articles, case studies, roundtable discussions, and special features that will help our readers in their daily decision-making and in implementing best practices.

Audience: Circulation and Reach

***Pharmaceutical Technology Europe*™ has a qualified audience in Europe of 19,778* monthly subscribers.**

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

OUR BRAND

Pharmaceutical Technology EUROPE

PHARMACEUTICAL TECHNOLOGY EUROPE™

Pharmaceutical Technology Europe™ reports on key developments in bio/pharmaceutical formulation, process development, manufacturing, quality assurance (QA) and control, compliance, drug delivery, APIs, finished drugs, analytical technologies, packaging, and outsourcing.

The magazine addresses all dosage forms, including solid-dosage tablets, capsules, and softgels; semi-solid topical formulations, sterile and aseptic drug products, biologic-based drugs, combination drugs, inhalation drugs, transdermals, injectables, and all emerging drug forms.

By providing technically focused, peer-reviewed editorial, opinion, analysis, and news the *Pharmaceutical Technology Europe*™ portfolio of products helps readers in their daily decision making and in implementing best practices.

Top 10 Issues Reported by *Pharmaceutical Technology Europe*™ Readers

- Analytical methods development and testing
- Data integrity
- Drug delivery
- Formulation development
- Good manufacturing practice
- Manufacturing
- Packaging
- Process controls/automation
- QA/QC/validation
- Quality-by-design implementation

OUR DATABASE

Pharmaceutical Technology EUROPE

CUSTOM AUDIENCE SEGMENTATION TOOL

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

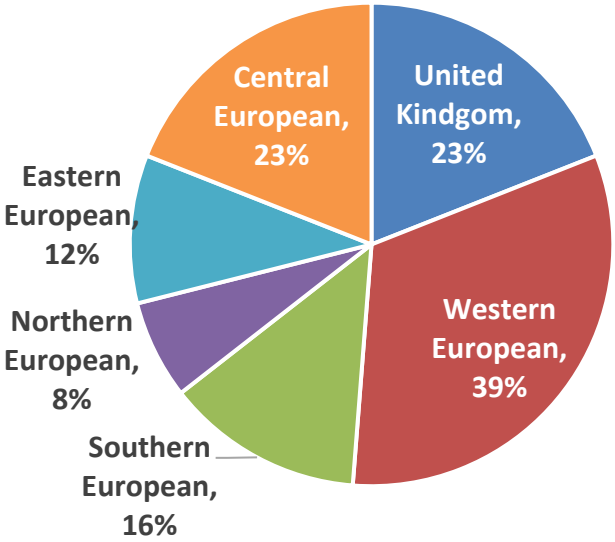
CAST™ Flexibility

- 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
- Flexible enough to reach the most niche audience, based on your business needs

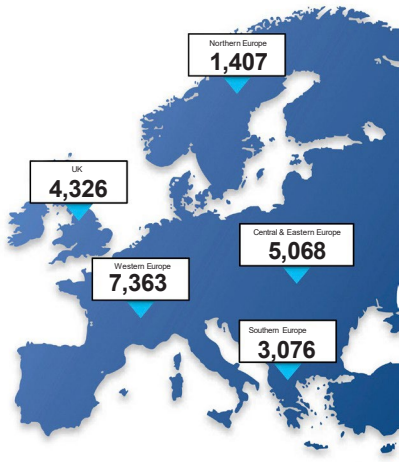
Publisher's own data, July 2020

AUDIENCE | PUBLICATION

Pharmaceutical Technology EUROPE



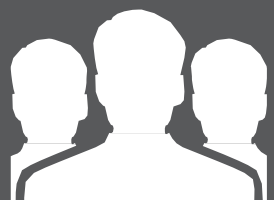
The largest independent circulation in Europe: 19,778* qualified subscribers receive PTE magazine every month.



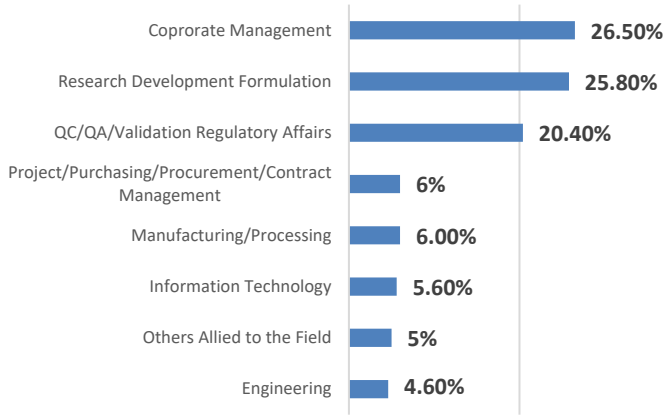
DECISION-MAKING

Decision-makers or influencers in the purchasing of products/services on behalf of their organisation comprise 82.48% of our audience.

Source: August 2018 Readership Study

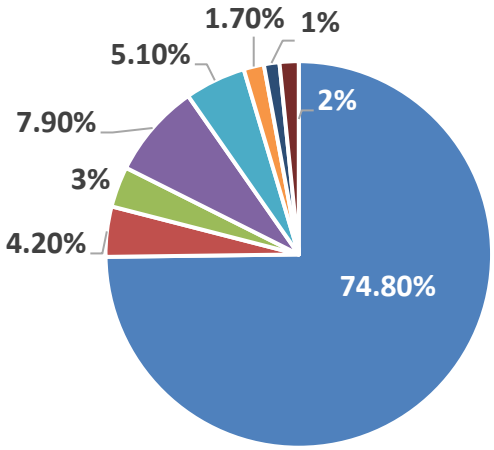


DISTRIBUTION BY JOB TITLE



BUSINESS AND INDUSTRY DISTRIBUTION

Which of the following best describes your company?



- Pharmaceutical/Biopharmaceutical, Including Manufacturing
- Drug delivery/Medical Products and Device Manufacturing
- Contract Services
- Ingredients
- University/Academia/Education
- Government
- Engineering/Facilities/Construction
- Others Allied to the Field

Unless otherwise noted, data presented on this page is based on Pharmaceutical Technology Europe™.
**December 2021 AAM Audit Report*
As filed with Alliance for Audited Media, subject to audit

AUDIENCE | DIGITAL

Pharmaceutical Technology EUROPE

Website*

PharmTech.com

Average Monthly Unique Browsers

93,654

Average Monthly Page Impressions

280,769

E-newsletters*

Pharmaceutical Technology Europe eAlert

Average Audited Distribution

7,981

Pharmaceutical Technology North America 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
- Pre-roll videos
- Page Push
- 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

***Publisher's own data*

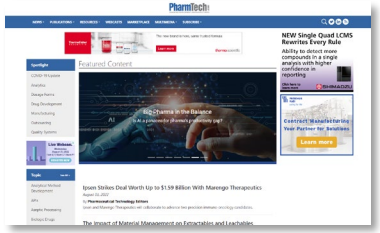
DIGITAL OFFERINGS

Pharmaceutical Technology EUROPE

PharmTech.com

PharmTech.com is the online guide to the drug development and manufacturing market with content available by targeted category, keyword search or issue. The site features easy access to features such as Regulatory Watch, 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

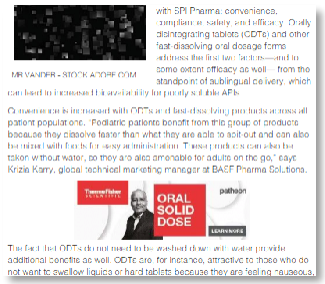


Sponsored Content Block

The Sponsored Content Block is an exclusive, sole-sponsored resource section on *PharmTech.com* where your company can disseminate collateral, videos, white papers, and research and drive website traffic, generate leads and more. Link up to four assets plus your company's logo and website link, which will be 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.

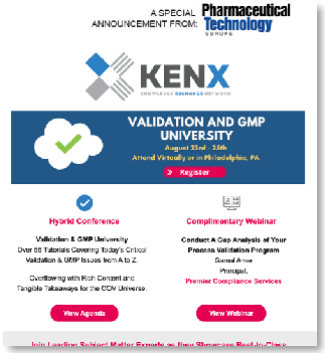
Native Advertising

This programme gives you the opportunity to inject thought leadership, insight and brand awareness within the context of *Pharmaceutical Technology Europe'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.



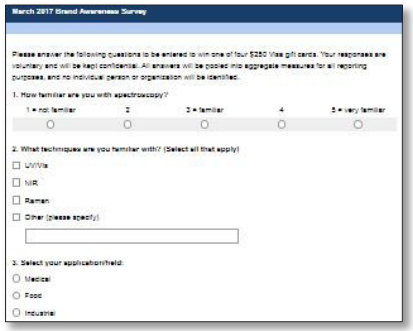
CAST (Custom Audience Segmentation Tool)

CAST™ is the highly targeted, data-driven, tool the MJH Life Sciences™ 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.



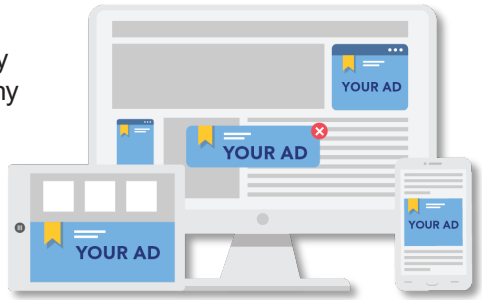
Sponsored Survey Package

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



Ad Retargeting

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



E-NEWSLETTERS

Pharmaceutical Technology EUROPE

Pharmaceutical Technology Europe™ E-Alert

Pharmaceutical Technology Europe's™ weekly electronic newsletter, *PTE e-Alert*, is delivered to the inboxes of industry professionals each week. It provides news, market developments, industry surveys, and information on industry activities. *Pharmaceutical Technology Europe*'s™ e-Alerts present 51 opportunities a year to market your business to industry professionals and also provide a timely platform for exposure before and after trade shows and key industry events.

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.

Equipment & Processing Report

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

Pharma Knowledge Resources

PharmTech.com invites subscribers to use the Knowledge Resources E-library at no charge each month. 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 the leads generated via a password-protected website.

First Look

Pharmaceutical Technology Europe™ First Look is a monthly electronic newsletter that is sent to subscribers in Europe. It previews the latest issue of *Pharmaceutical Technology Europe*™ with links to online content and the digital edition of the magazine.

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 on-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 PROGRAMMES AND EVENTS

Pharmaceutical Technology EUROPE

VIDEO PROGRAMMES

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

Presentation Showcase

Our Presentation Showcase programme 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 Europe*™ 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 centre.

LIVE EVENTS

Content Development:

The *Pharmaceutical Technology Europe*™ team works with your team to produce a programme 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 Europe™ will find and attract the people you want to attend your live event.

Post-Event Content:

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

Turnkey Logistics:

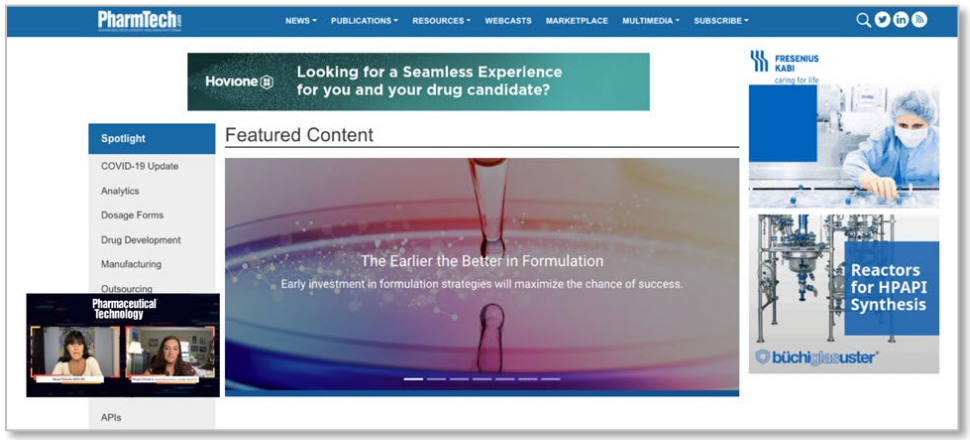
Besides the expertise of *Pharmaceutical Technology Europe*™, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.

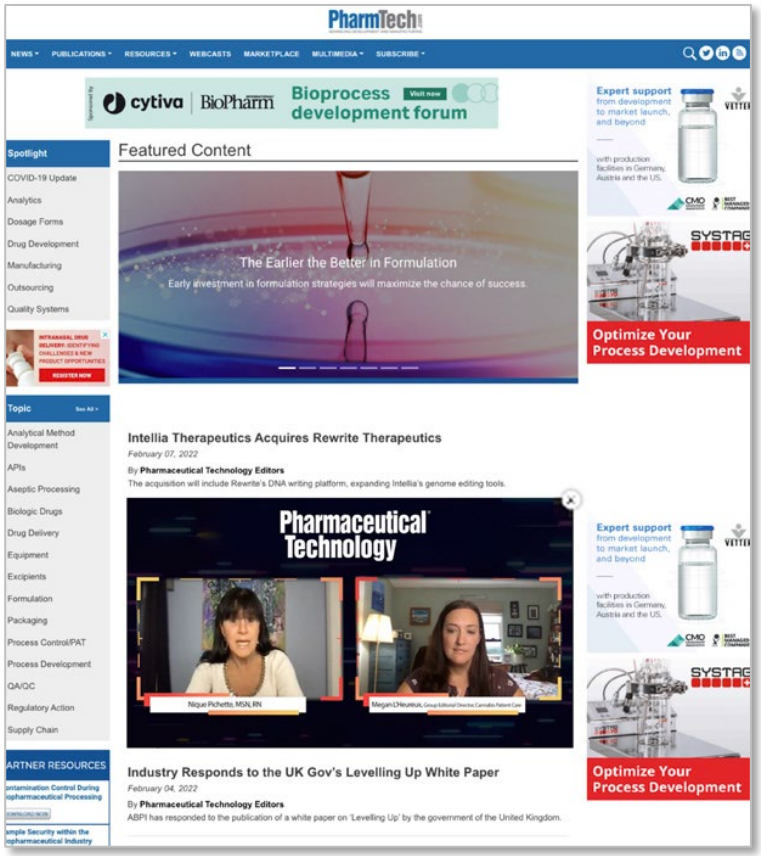
Dedicated Video Placement

Pharmaceutical Technology EUROPE

Our **Dedicated Video Placement** promotional programme 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.





PROGRAMME FEATURES

- Your video featured on our website's homepage
- 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

Pharmaceutical Technology EUROPE

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:

- White papers
- 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
- Dedicated Dialogue
- Sponsored E-books

Sponsored E-books

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

Lead Nurturing

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

Dedicated Dialogue

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

WEBCASTS

Pharmaceutical Technology EUROPE

Pharmaceutical Technology Europe™ 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 — Over 40 years of industry experience

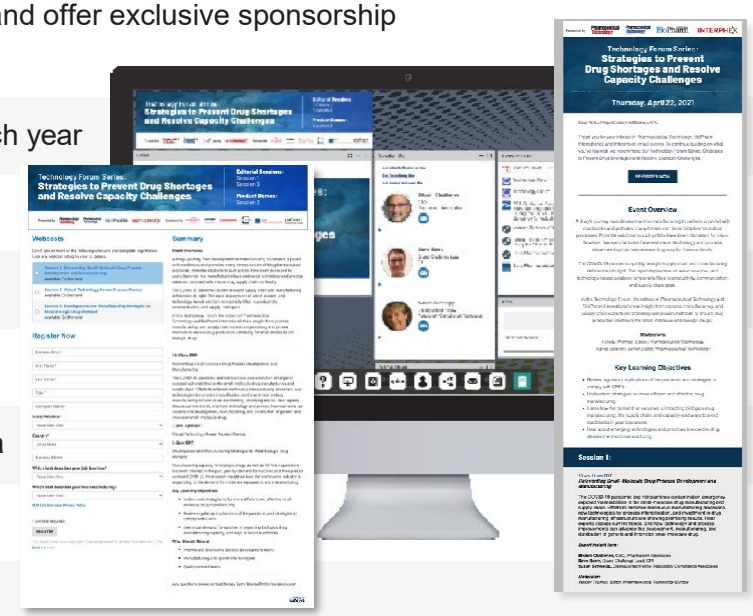
Talent — Respected speakers, producers, and moderators from our editorial team

Audience/Reach — 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

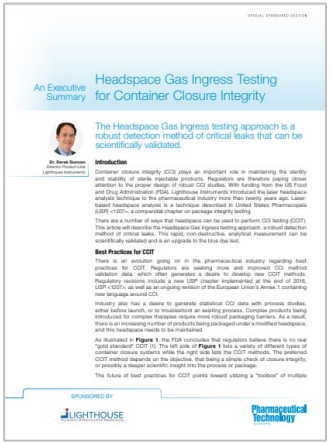


Enhanced Webcasts

Cross-platform solutions that can convert a standalone educational webcast into an integrated content programme

Utilizes social media, print, and online marketing to amplify the content across Pharmaceutical *Technology Europe*™ 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
- Embed 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

DRUG Solutions PODCAST

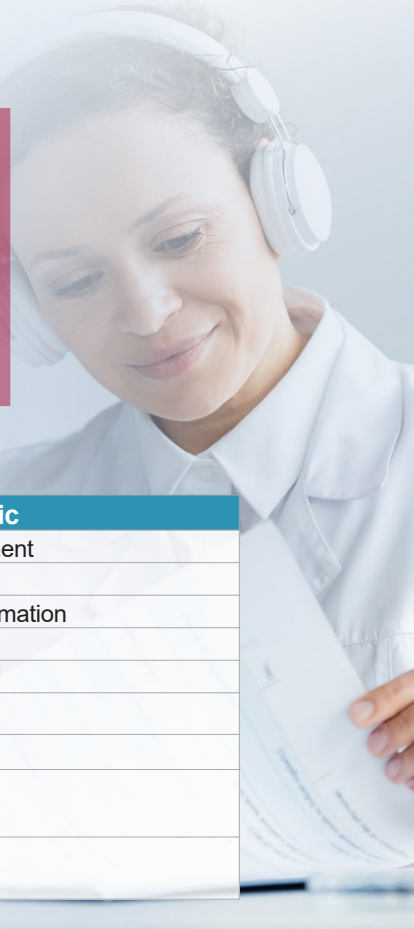
PharmTech

Pharmaceutical Technology EUROPE

Drug Solutions is *Pharmaceutical Technology®'s* 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 episodes. 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 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

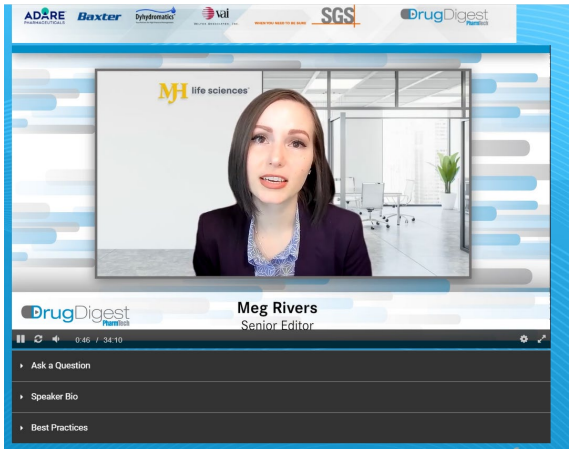
Month	Podcast Topic
Jan. - Ep.1	2023 Trends
Jan. - Ep. 2	*Flex* Episode
Feb. - Ep. 1	Drug Delivery
Feb. - Ep. 2	*Flex* Episode
March - Ep. 1	Outsourcing
March - Ep. 2	Point of Care
April - Ep. 1	Drug Packaging
April - Ep. 2	*Flex* Episode
May - Ep. 1	Biologic Drug Development and Manufacturing

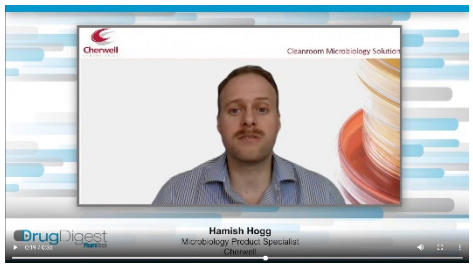
Month	Podcast Topic
May - Ep. 1	Quality and Inspections
May - Ep. 2	*Flex* Episode
June – Ep. 1	Investments & Partnerships
June - Ep. 2	*Flex* Episode
July - Ep. 1	Manufacturing Trends
July - Ep. 2	*Flex* Episode
Aug. - Ep. 1	Drug Dosage Form
Aug. - Ep. 2	*Flex* Episode

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

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 - T**he 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

PHARMA INSIGHTS

Pharmaceutical Technology EUROPE

Your opportunity to share a point of view

Pharma Insights is a native marketing programme 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 Europe™*.

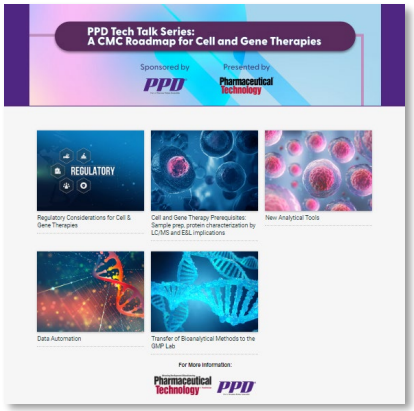
A native, branded content opportunity:

- Articles, press releases, videos and more included within the digital content feed and/or the print edition of *Pharmaceutical Technology Europe™*
- An expandable offering from one article to a complete content centre with your branding
- An integrated promotional programme providing significant exposure to our audience

CONTENT ENGAGEMENT HUB

Showcase a key topic and promote your brand.

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



A turnkey, content hub opportunity:

- 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 promoted for three months
- Promotion of your assets to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Need help developing content?

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

PharmTech BUYERS' RESOURCE

Your Connection to Global Pharmaceutical Suppliers

Pharmaceutical Technology EUROPE

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
- Cleaning, Sterilization, and Radiation treatments
- Cleanroom Facilities
- Protective Equipment and Clothing, Including Supplies
- Legal, Intellectual Property, and Business Services
- Consulting and Scale Up Advice

Advancing Development & Manufacturing

Pharmaceutical Technology® EUROPE

2023 EDITORIAL CALENDAR

AN MJH life sciences™ BRAND

pharmtech.com

EDITORIAL COVERAGE

Pharmaceutical Technology EUROPE

EXPERT INSIGHT AND ANALYSIS

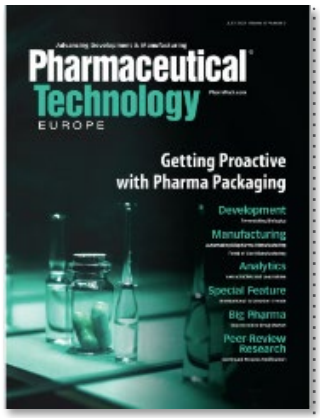
Pharmaceutical Technology Europe™ sets the standard for publishing independent, industry-leading information on the technologies, strategies, and regulations crucial to professionals developing and manufacturing pharmaceuticals and biopharmaceuticals. The editorial mix of peer-reviewed papers, technical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

Expert contributors from bio/pharmaceutical companies and industry supplier companies, as well as regular columnists and editorial staff, provide specialized knowledge and a wealth of experience to the publication's content coverage.

EDITORIAL FOCUS

Each issue of *Pharmaceutical Technology Europe*™ 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; drug ingredient quality; and processing equipment.

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



PEER-REVIEWED RESEARCH

Pharmaceutical Technology Europe™ 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 Europe*™ Editorial Advisory Board, which comprises leading scientists, managers, directors, and consultants.

KEY TOPICS

DRUG DEVELOPMENT

Features address advances in API synthesis of small- and large-molecule drug substances and excipients, as well as formulation and drug delivery challenges. Topics including early development strategies, solubility enhancement, particle characterization, excipients, and stability are covered for traditional and emerging dosage forms.

MANUFACTURING

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

ANALYTICAL TESTING

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

OUTSOURCING

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

QUALITY/REGULATIONS

Experts review current regulatory authority initiatives and offer insight on regulatory authority activities, good manufacturing practices, good laboratory practices, statistical analysis and more.

Ask the Compliance Expert answers reader questions about good manufacturing practices and other regulatory issues.

CONTRIBUTION GUIDELINES

For information about contributing editorial features to *Pharmaceutical Technology Europe*™, visit the Editorial Info link on [www.PharmTech.com.](http://www.PharmTech.com)

SPECIAL EDITORIAL COVERAGE

Pharmaceutical Technology EUROPE

Key Monthly Highlights

January 2023

Focus: European Pharma Industry Outlook
The editors will provide a roundup of important trends influencing European and UK 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: Scaling Up 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.

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 COVERAGE

Pharmaceutical Technology EUROPE

July 2023

Focus: Understanding Aseptic Needs

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

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, analysing 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.

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.

Regular Special Coverage

Bimonthly throughout 2023

Emerging European Frontrunners

This new column will detail exciting new companies working on certain manufacturing advances or bottlenecks in the region.

April–September 2023

ICH Q9 Revision Insider Commentary

Starting in April 2023 for a six-month period, there will be monthly special coverage on the ICH Q9 revision provided by those who helped originate the guidelines. There will also be a companion eBook of all the articles in the series.

Monthly throughout 2023

Drug Solutions Podcast

The editors will host two podcasts each month, interviewing KOLs and scientists in an informal setting on a variety of topics. Please reach out to the editorial and sales teams for further details on these opportunities.

2023 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

JANUARY
Ad Close: 6 January

FOCUS
European Pharma Industry Outlook
Special Coverage: Annual Employment Survey
Special Coverage: Market Performance Measurements
Special Coverage: Emerging European Frontrunners

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Inhalation Drug Formulation
Drug Delivery Trends

Manufacturing
Solid and Semisolid Drug Manufacturing
Drug Packaging Trends

Quality/Regulations
Sustainability Concerns
European Regulatory Watch
Ask the Compliance Expert

Analytics
Cleaning Validation

Outsourcing
State of Outsourcing Industry

SHOWS
Pharmapack, 1-2 February, Paris
The J.P. Morgan 41st Annual Healthcare Conference will take place 9-12 January 2023 in San Francisco

VALUE-ADDED
FREE Whitepaper Pharma Knowledge Resources eNewsletter

EDITORS' DRUG DIGEST VIDEO SERIES
2023 Pivotal Industry Trends

FEBRUARY
Ad Close: 3 February

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
European Compounded Drug Manufacturing
Cold Chain

Quality/Regulations
Computer Validation
European Regulatory Watch
Ask the Compliance Expert

Analytics
Automated Analytical Workflows
Statistical Solutions

Outsourcing
Method Development

SHOWS
33rd Annual European Pharma Congress, 13-14 March, Frankfurt
Pittcon, 18-22 March, Philadelphia

VALUE-ADDED
FREE Direct eResponse Ad Leads

INTERACTIVE EBOOK
Bio/Pharma Outsourcing Innovation

EDITOR'S DRUG DIGEST VIDEO SERIES
Data Integrity

MARCH
Ad Close: 3 March

FOCUS
Scaling Up Pharmacovigilance/Drug Safety
Introduction to ICH Q9 Revision Insider Commentary
Special Coverage: Emerging European Frontrunners

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Excipients in Bioformulation
Alternative Drug Delivery Formulation

Manufacturing
Fill/Finish
Process Analytical Technology
Supply Chain Continuity

Quality/Regulations
Good Distribution Practices

European Regulatory Watch
Ask the Compliance Expert

Analytics
Protein Characterization

Outsourcing
Clinical Trial Materials

SHOWS
DCAT Week, 20-23 March, New York
BIO-Europe Spring, 20-22 March, Basel

VALUE-ADDED
Ad Retargeting: 25,000 Impressions

INTERACTIVE EBOOK
Quality and Regulatory Sourcebook

EDITOR'S DRUG DIGEST VIDEO SERIES
High-Titre Vector Producing Cells

Trade show dates listed are as of 2022 August. Trade show dates and topics are subject to change
For further detail on topics covered in the special sections as well as information on the Drug Solutions Podcast, refer to pages 19–21

2023 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

APRIL
Ad Close: 31 March

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 Considerations for Intensified Processes

Manufacturing

Biologics Drug Continuous Manufacturing
Lyophilization
Packaging and Drug Delivery Advances

Quality/Regulations

GMPs for Sterile/Aseptic Manufacturing

European Regulatory Watch
Ask the Compliance Expert

Analytics

Extractables and Leachables (raw materials)

Outsourcing

Contract Testing Services

SHOWS
Global Pharma & Drug Delivery Summit, 24-26 April, Frankfurt
Making Pharmaceuticals, 25-26 April, Coventry
CPHI North America, 25-27 April, Philadelphia
Interphex, 25-27 April, New York
Interpack, 4-10 May, Dusseldorf

VALUE-ADDED
Product Service Profile in eNewsletter

INTERACTIVE EBOOK
ICH Q9 Revision Insider Commentary and Harmonization regulation overview by expert contributors.

EDITOR'S DRUG DIGEST VIDEO SERIES
Continuous Manufacturing

MAY
Ad Close: 28 April

FOCUS
Smart Drug Development
ICH Q9 Revision Insider Commentary
Special Coverage: Emerging European Frontrunners

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

Quality/Regulations

Quality Culture (QMM)
European Regulatory Watch
Ask the Compliance Expert

Analytics

Dissolution Testing

Outsourcing

Formulation

SHOWS
ChemSpec Europe, 24-25 May, Basel
BIO International Convention, June 5-8 San Diego

VALUE-ADDED
FREE Whitepaper Pharma Knowledge Resources eNewsletter

INTERACTIVE EBOOK
Trends in Manufacturing

EDTIOR'S DRUG DIGEST VIDEO SERIES
Updates in Outsourcing

JUNE
Ad Close: 26 May

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 Traceability
Logistics/Shipping

Quality/Regulations

Role of Real-World Evidence
European Regulatory Watch
Ask the Compliance Expert

Analytics

Elemental Impurities

Outsourcing

Contract Packaging

SHOWS
Connect In Pharma, Dates TBD (likely June), Geneva

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

EDITORS' DRUG DIGEST VIDEO SERIES
Analytics and Assays

Trade show dates listed are as of 2022 August. Trade show dates and topics are subject to change
For further detail on topics covered in the special sections as well as information on the Drug Solutions Podcast, refer to pages 19–21

2023 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

JULY
Ad Close: 23 June

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
Corrective and Preventive Actions
European Regulatory Watch
Ask the Compliance Expert

Analytics
Environmental Monitoring
Lab Data Integrity

Outsourcing
Impurity Testing

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

EDITOR'S DRUG DIGEST VIDEO SERIES
Biopharmaceutical Drug Development and Manufacturing

AUGUST
Ad Close: 21 July

FOCUS
Top Trends in Testing Services
E Book Release and 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
Biopharmaceutical Formulation

Manufacturing
Vaccine Manufacturing
Facility Design and Engineering

Quality/Regulations
Digitalization/AI Considerations
European Regulatory Watch
Ask the Compliance Expert

Analytics
Automated Finished Product Inspection

Outsourcing
Bioprocessing Contract Services

VALUE-ADDED
Discount Ad Programme with *Pharmaceutical Technology*
(Ask your rep for details)

EDITORS' DRUG DIGEST VIDEO SERIES
Aseptic Processing and Manufacturing

SEPTEMBER
Ad Close: 18 August

FOCUS
Managing Ingredients Quality
Special Coverage: Emerging European Frontrunners

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Coprocessed Excipients
Novel Drug Forms

Manufacturing
Modular and Continuous Drug Manufacturing
Isolators and RABs
Equipment Cleaning

Quality/Regulations
GMPs for Solid-Dose Drugs
European Regulatory Watch
Ask the Compliance Expert

Analytics
Drug Substance Testing

Outsourcing
Qualifying Materials Suppliers

SHOWS
CPHI Worldwide, 24-26 October, Barcelona

VALUE-ADDED
FREE Whitepaper Pharma Knowledge Resources eNewsletter

EDITORS' DRUG DIGEST VIDEO SERIES
Small-molecule APIs, Excipients, and Formulation Advances

Trade show dates listed are as of 2022 August. Trade show dates and topics are subject to change
For further detail on topics covered in the special sections as well as information on the Drug Solutions Podcast, refer to pages 19–21

2023 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

OCTOBER
Ad Close: 15 September

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-Making Approaches

Manufacturing

Oral Solid Dose Drug Manufacturing
Contamination Control

Quality/Regulations

Compendial Compliance Update

European Regulatory Watch
Ask the Compliance Expert

Analytics

Extractables and Leachables (processing and packaging)
Statistical Solutions

Outsourcing

State of Outsourcing Industry

SHOWS
CPHI Worldwide, 24-26 October, Barcelona
Meeting on the Mesa, TBD October, California

VALUE-ADDED
Half-Page Exhibitor Profile in eBook (for Full-Page Advertisers)

INTERACTIVE EBOOK
Trends in Formulation

EDITOR'S DRUG DIGEST VIDEO SERIES
Emerging Therapies and Targeted Delivery

NOVEMBER
Ad Close: 13 October

FOCUS
Point-of-Use Manufacturing
Special Coverage: Emerging European Frontrunners

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development

Molecular Modelling in Drug Formulation

Solubility/Bioavailability

Manufacturing

Gene Therapy Manufacturing
Scale Up
Packaging Trends

Quality/Regulations

Supplier Oversight
European Regulatory Watch
Ask the Compliance Expert

Analytics

Particle Analysis

Outsourcing

Tech Transfer and Training

SHOWS
ISPE Annual Meeting and Expo, 30 Oct-2 Nov, Florida

VALUE-ADDED
Ad Retargeting: 25,000 Impressions

EDITORS' DRUG DIGEST VIDEO SERIES
Automating Process Development

DECEMBER
Ad Close: 17 November

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

Quality/Regulations

Audits and Inspections
European Regulatory Watch
Ask the Compliance Expert

Analytics

Stability Testing

Outsourcing

Bioanalytical Studies

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

EDITORS' DRUG DIGEST VIDEO SERIES
Solid Dosage Drug Development and Manufacturing

Trade show dates listed are as of 2022 August. Trade show dates and topics are subject to change
For further detail on topics covered in the special sections as well as information on the Drug Solutions Podcast, refer to pages 19–21

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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: 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

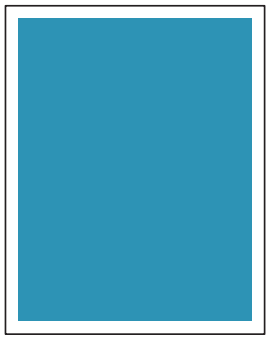
Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

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

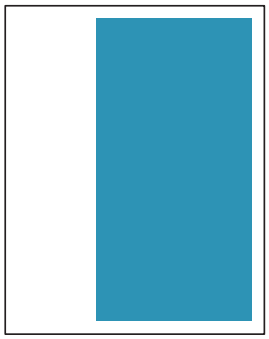
PRINT SPECIFICATIONS

Pharmaceutical Technology EUROPE

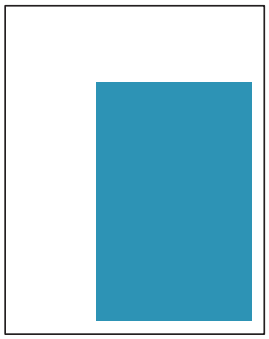
PTE GROUP AD SIZES For all print products. Keep live matter 10 mm from all sides							
	BLEED	TRIM SIZE	NON-BLEED		BLEED	TRIM SIZE	NON-BLEED
Two page spread	400 x 273	394 x 267	368 x 241	1/2 page horizontal	203 x 137	197 x 133	171 x 117
Full page	203 x 273	197 x 267	171 x 241	1/3 page vertical	73 x 273	70 x 267	54 x 241
2/3 page	133 x 273	130 x 267	114 x 241	1/3 square	133 x 137	130 x 133	114 x 117
1/2 island	133 x 197	130 x 194	114 x 178	1/4 page	105 x 137	102 x 133	86 x 117
1/2 page vertical	105 x 273	102 x 267	86 x 241				



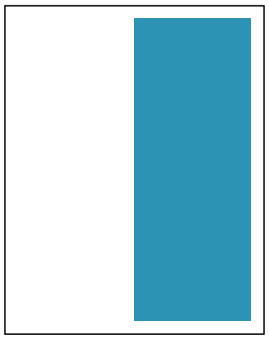
Full page



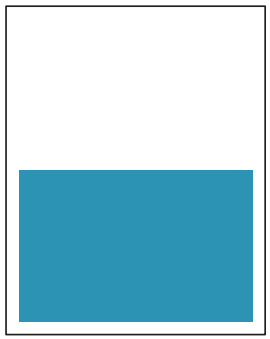
2/3 page



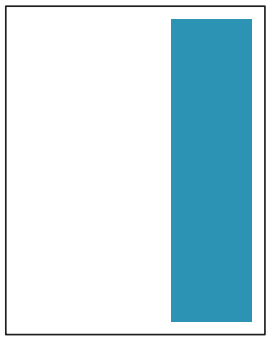
1/2 page island



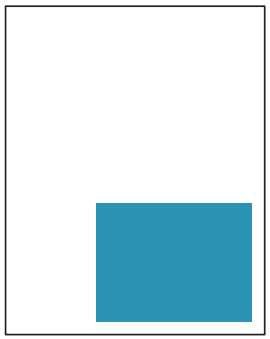
1/2 page vertical



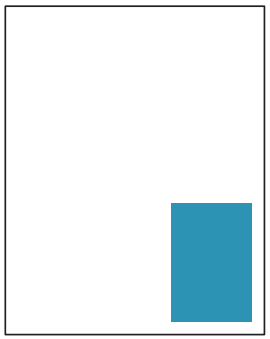
1/2 page horizontal



1/3 page vertical



1/3 square



1/4 page

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 publisher detects an error before going to press, publisher will make a reasonable effort to contact advertiser to give advertiser an opportunity to correct and resubmit advertiser's file before publication.

3. **Ad Proofs:** To insure 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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