Advancing Development & Manufacturing

Pharmaceutical Technology®

2023 MEDIA PLANNER

YOUR SOURCE FOR PRINT, DIGITAL, AND CONTENT MARKETING SOLUTIONS
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.*
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
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, webinar, 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
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
Audience - Publication

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

**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
**Publisher’s 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.

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.

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

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 your 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.
Our **Floating Video Player** 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.

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.

pharmtech.com
Webcasts

*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
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

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<tr>
<th>Month</th>
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<tr>
<td>April - Ep. 2</td>
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<td>Dec. - Ep. 2</td>
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<td>May - Ep. 1</td>
<td>Biologic Drug Development and Manufacturing</td>
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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 episode
Company logo in the website post
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
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

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.

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

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

JANUARY
Ad Close: December 8, 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 10

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 Whitpaper 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.

MARCH
Ad Close: February 10

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

APRIL
Ad Close: March 10

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 10

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

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 10

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
GMPs: Sterile/Aseptic Manufacturing
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

JULY
Ad Close: June 9

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
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 10

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

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 10

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

Manufacturing
Modular Manufacturing Biologics
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 editor’s analysis 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

## OCTOBER
**Ad Close:** September 8

### 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

#### Manufacturing
Oral Solid Dose Drug Manufacturing

#### FDA Voices
Quality/Regulations

#### Analytics
Extractables and Leachables (processing and packaging)

#### Outsourcing
State of Outsourcing Industry

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

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

### INTERACTIVE EBOOK
Trends in Formulation

### EDITORS’ DRUG DIGEST VIDEO SERIES
Emerging Therapies and Targeted Delivery

### TRADE SHOWS
AAPS PharmSci 360 Annual Meeting


## NOVEMBER
**Ad Close:** October 10

### 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

#### Manufacturing
Gene Therapy Manufacturing

#### FDA Voices
Quality/Regulations

#### Analytics
Particle Analysis

#### Outsourcing
Tech Transfer and Training

### SHOWS
ISPE Annual Meeting and Expo, TBD

### VALUE-ADDED
Ad Retargeting: 25,000 Impressions

### INTERACTIVE EBOOK
Analyzing 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
Automating Process Development

### TRADE SHOWS
ISPE Annual Meeting


## DECEMBER
**Ad Close:** November 10

### 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

#### Manufacturing
mRNA and Lipid Nanoparticle Manufacturing

#### FDA Voices
Quality/Regulations

#### Analytics
Stability Testing

#### Outsourcing
Bioanalytical Studies

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

### SPONSORED-CONTENT ISSUE
Corporate Capabilities

### EDITORS’ DRUG DIGEST VIDEO SERIES
Solid Dosage Drug Development and Manufacturing

### TRADE SHOWS
ISPE Annual Meeting

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

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>Max Initial File Load Size</th>
<th>Host-initiated Sub load</th>
<th>Animation/Video Guidelines</th>
<th>Unit-Specific Notes (See General Ad Requirements)</th>
</tr>
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<tbody>
<tr>
<td>Leaderboard - Desktop</td>
<td>728x90</td>
<td>728x270</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.</td>
<td>Expansion must be user-initiated by click</td>
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<tr>
<td>Leaderboard - Mobile</td>
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<td>320x460 (full-screen)</td>
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<td>100 KB</td>
<td>15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.</td>
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<tr>
<td>Medium Banner</td>
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<td>150 KB</td>
<td>300 KB</td>
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<td>Expansion must be user-initiated by tap</td>
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<td>100 KB</td>
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<td>15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)</td>
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</tr>
<tr>
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<td>Expansion must be user-initiated by click</td>
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<tr>
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<td>200 KB</td>
<td>300 KB</td>
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<td>970x300</td>
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<td>300 KB</td>
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<td>Expansion must be user-initiated by click</td>
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<tr>
<td>Wallpaper/Gutter Ads</td>
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<td>300 KB</td>
<td>Animation or video is not allowed for this unit.</td>
<td>Must be built by third party vendor, Spotible at an additional cost</td>
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<td>In-Banner Video</td>
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<td>2.2MB Total load with video</td>
<td>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</td>
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<td>N/A</td>
<td>Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads</td>
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## Digital Specifications

### ePT

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<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
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<th>Host-initiated Subload</th>
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<th>Unit-Specific Notes</th>
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<tr>
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<td>65 Word Max</td>
<td>1 Click Thru URL</td>
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### In the Lab

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### DIGITAL SPECIFICATIONS

**ePR**

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**Equipment Showcase**

- 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

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<th>Creative Unit Name</th>
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# DIGITAL SPECIFICATIONS

## Preroll Ad

<table>
<thead>
<tr>
<th>Video Setting</th>
<th>Specifications</th>
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<td><strong>File Format</strong></td>
<td>H.264 (mp4)</td>
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<td><strong>Audio Format</strong></td>
<td>MP3 or ACC (Preferred)</td>
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<td><strong>Aspect Ratio</strong></td>
<td>H.264</td>
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<tr>
<td><strong>Frame Rate</strong></td>
<td>24 or 30</td>
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<tr>
<td><strong>Length</strong></td>
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<tr>
<td></td>
<td>15 - 30 seconds for skippable</td>
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<tr>
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<td></td>
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<td></td>
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<td>360p or less</td>
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<td></td>
<td>360p - 576p</td>
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<td>576p - 1080p</td>
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<tr>
<td><strong>4:3 Aspect Ratio</strong></td>
<td>480p or less</td>
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<td>700 kbps - 1500 kbps</td>
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<tr>
<td></td>
<td>1500 kbps - 2500 kbps for 720p</td>
</tr>
<tr>
<td></td>
<td>2500 kbps - 3500 kbps for 1080p</td>
</tr>
</tbody>
</table>

### 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

### Please send the following 5 business days prior to the send date
- The HTML (saved as an attachment, with images hosted to your server)
- Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding)
- Your suppression file: in excel (only if sending from your company name)
- Subject line: (limit to under 50 characters/including spacing)
- Test seed list: email address of those to receive the test to review
- Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)

### Timeline
- MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list
- Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date
- By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month
**DIGITAL SPECIFICATIONS**

**GENERAL NOTES**

**File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our spec's guidelines [http://html5.iabtechlab.com/needauth?redir](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](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:**


**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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed Ad Width</th>
<th>Depth</th>
<th>Trim Size Width</th>
<th>Depth</th>
<th>Live Area Width</th>
<th>Depth</th>
<th>Non-Bleed Ad Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>15.75&quot;</td>
<td>10.75&quot;</td>
<td>15.5&quot;</td>
<td>10.5&quot;</td>
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<td>10&quot;</td>
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<td>Full page</td>
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<td>7.25&quot;</td>
<td>10&quot;</td>
<td></td>
<td></td>
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<tr>
<td>2/3 page vertical</td>
<td>5.25&quot;</td>
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<td>5.125&quot;</td>
<td>10.5&quot;</td>
<td>4.625&quot;</td>
<td>10&quot;</td>
<td>4.5&quot;</td>
<td>9.50&quot;</td>
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<tr>
<td>1/2 page Horizontal</td>
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<td>7.5&quot;</td>
<td>5.25&quot;</td>
<td>7.25&quot;</td>
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<td>6.75&quot;</td>
<td>4.625&quot;</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>4.125&quot;</td>
<td>10.75&quot;</td>
<td>4.00&quot;</td>
<td>10.5&quot;</td>
<td>3.5&quot;</td>
<td>10&quot;</td>
<td>3.375&quot;</td>
<td>9.50&quot;</td>
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<tr>
<td>1/3 page Island</td>
<td>5.25&quot;</td>
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<td>5.125&quot;</td>
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<td>3.00&quot;</td>
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**MAGAZINE SIZE**

- **Bleed**: 8" x 10.75"
- **Trim**: 7.75" x 10.5"
- **Live Area**: 7.25" x 10"

*All measurements in inches.

## DIGITAL AD REQUIREMENTS

1. **Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format: files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make goods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a $150 processing fee. All 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 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.

3. **Ad Proofs:** To ensure that Advertiser’s ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make goods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.
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