



ORCHESTRATE

YOUR AUDIENCE

2024 MEDIA PLANNER

PHARMACEUTICAL
COMMERCE®

PHARMACEUTICALCOMMERCE.COM

AN **MH** life sciences® BRAND

Set the Stage

PHARMACEUTICAL
COMMERCE

With **Pharmaceutical Commerce**®, an MJH Life Sciences™ brand, you can get on the fast track with your brand's post-launch plan. We deliver actionable content distilled to what matters most while surfacing new and practical insights on sustaining the flow of products, information, and funds. With this many resources, you'll quickly accelerate toward success.

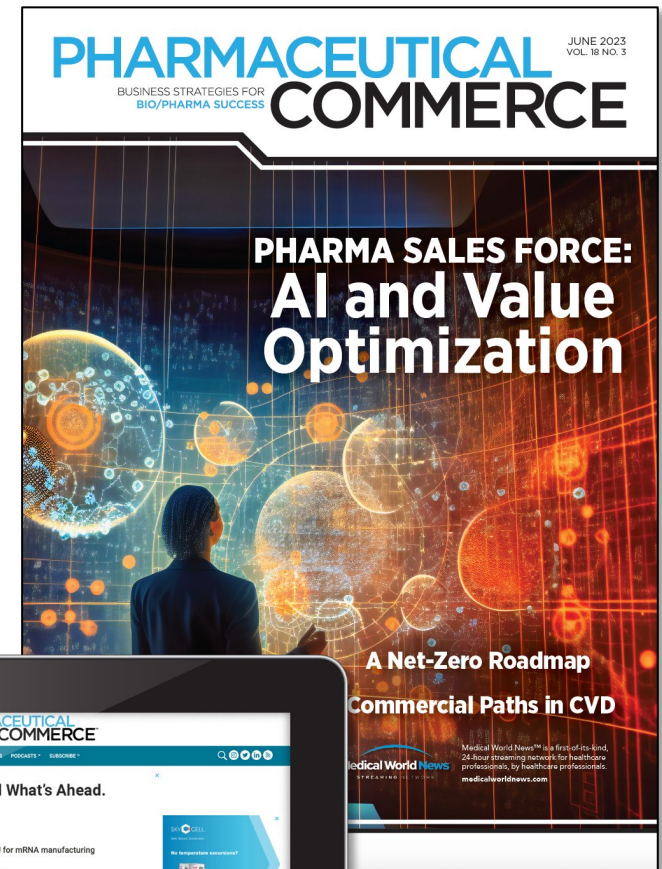
Our Focus

Pharmaceutical Commerce® is focused on filling in the knowledge gaps in process, strategy, and application that exist from the product packaging line, to the pharmacy, and into the patient's hand. Our mission is to surface new and practical insights on sustaining the lifeblood of the industry via three main focal points:

1. Supply Chain & Logistics
2. Patient Services
3. Trade & Channel (the flow of money & key financial relationships)

The subcategories within these topics will feature:

- Business & Finance
- Cold Chain
- Commercial Channels
- Data & Technology
- Legal & Regulatory
- Manufacturing & Packaging
- Market Access & Pricing
- Patient Support
- Brand & Product Security



Industry Contributors

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2024 Columnists



Bill Roth pens *Pharmaceutical Commerce's*® “Commercialization Corner.” He is the SVP of IntegriChain’s consulting business, which includes Blue Fin Group, a strategic consulting company he started in 2001, as well as the existing IntegriChain operational consulting business.



Ed Schoonveld writes our “Value & Access” column and is the author of *The Price of Global Health*, a book that describes the pharmaceutical pricing process. He provides insights surrounding the current drug pricing market, including the impact of the Inflation Reduction Act (IRA).

The logo for the Patient Access Network (PAN) Foundation, featuring the letters "PAN" in a bold, sans-serif font with a colorful swoosh underneath, followed by the word "Foundation" in a smaller, sans-serif font.

The Patient Access Network (PAN) Foundation—a non-profit 501 organization whose goal is to help individuals afford their prescription medications—authors the “Healthcare Reform” column, which focuses on factors that impact patient affordability.

Orchestrate Your Audience

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Our audience is in pharmaceutical, biopharmaceutical, marketing communications and other service/consulting industries. They include executive managers in pharmaceutical manufacturing and contract research, wholesalers and distributors, logistic service providers, patient support organizations, internet technology service providers, advertising agencies and consulting firms.

Business & Industries

Pharma Manufacturer **92.4%**
Other **3.4%**
Consulting Firm **1.1%**
Logistics Services Provider **1.1%**
Wholesaler/Distributor **0.6%**
Business Services Provider **0.5%**
Pharmacy/Hospital **0.4%**
Advertising Agency **0.3%**
Contract Manufacturer (CDMO,CMO) **0.1%**
Contract Research Organization (CRO) **0.1%**

Circulation

Print **12,000** Digital **9,707**

Website

pharmaceuticalcommerce.com

Average monthly total views

32,744

Average monthly total users

11,890

e-Newsletter Subscribers

Pharmaceutical Commerce® Direct

+9,700

Cold Chain

+9,400

Social Media Followers

LinkedIn

+5,700

X (formerly Twitter)

+3,250

Job Titles



Publisher's own data



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Orchestrate Your Marketing Strategy

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

Brand Awareness: Grow your brand or business awareness.

Lead Generation: Generate leads and new business.

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

Content Program	Brand Awareness	Lead Generation	Thought Leadership
Ad Retargeting	✓		
Brand Insights	✓		✓
CAST™ Custom Targeted Email	✓		
Content Engagement Hub		✓	✓
Custom Video	✓		✓
Dedicated Dialogue	✓	✓	✓
E-book	✓	✓	✓
E-newsletter	✓		
Executive Summary		✓	✓
Infographic	✓	✓	✓
Lead Nurturing		✓	
Online Website Advertising	✓		
Podcasts	✓		✓
Pay-Per-Lead	✓	✓	✓
Print Advertising	✓		
Webcast		✓	✓
White Paper		✓	✓



[View website >>](#)

Online Website Advertising

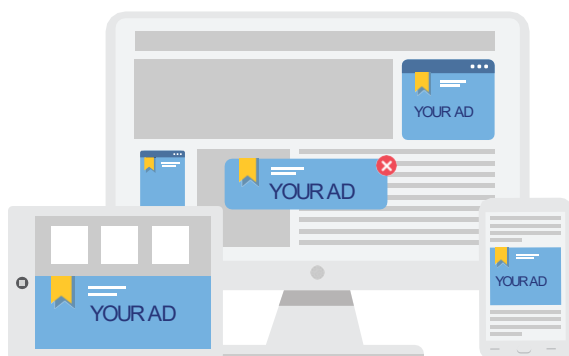
Display your ad in front of decision makers in the field by placing your display ad on pharmaceuticalcommerce.com.

- Leaderboard
- Big Box
- Interstitial
- Floating Footer

✓ Brand Awareness

Ad Retargeting

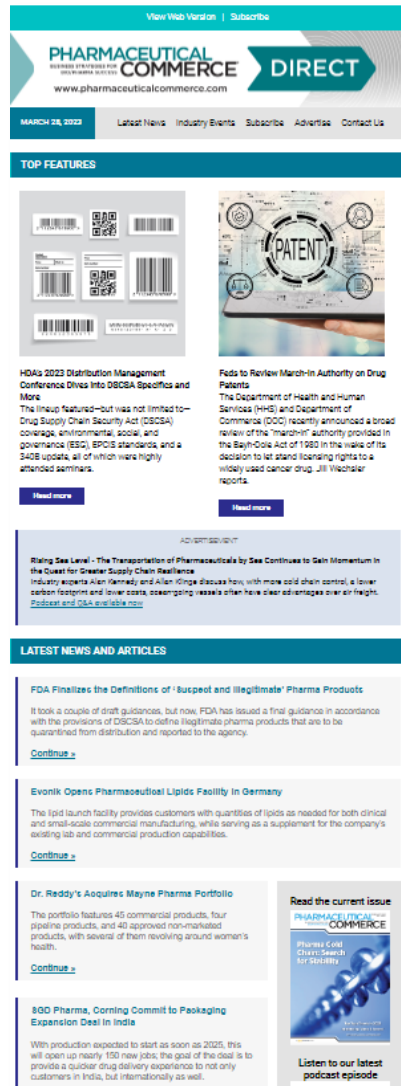
Once a visitor leaves pharmaceuticalcommerce.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.



✓ Brand Awareness

Digital Newsletters

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Pharmaceutical Commerce® Direct

Get your message in front of the decision makers that are subscribed to the *Pharmaceutical Commerce®* e-newsletter. This deploys on the second and fourth Tuesday of every month.

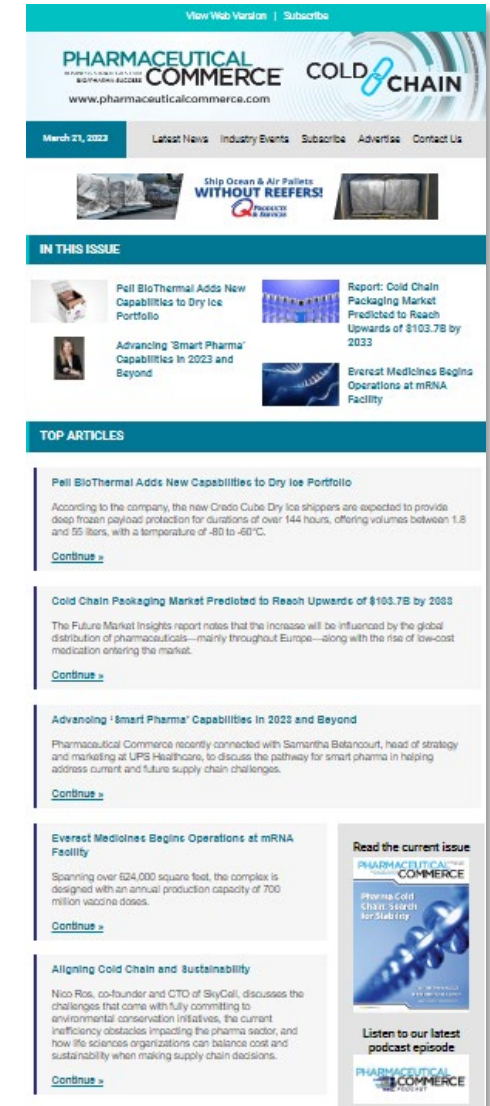
[View Sample >>](#)

Cold Chain

Target decision makers who specify cold chain logistics, storage and distribution services. The Cold Chain e-newsletter deploys on the third Thursday of every month.

[View Sample >>](#)

☒ Brand Awareness



Custom Content Programs

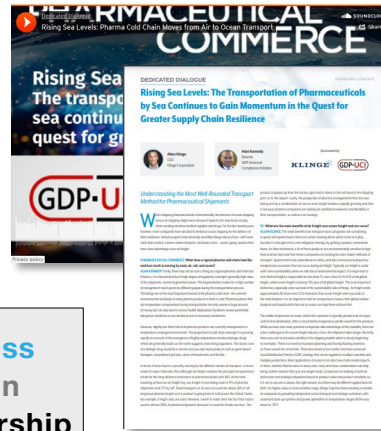
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Dedicated Dialogue

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

[View Sample >>](#)

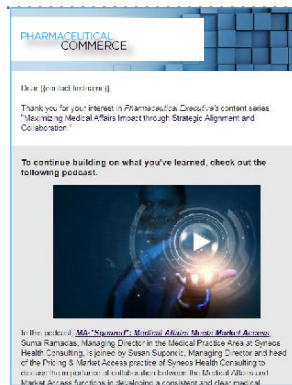
- ✓ Brand Awareness
- ✓ Lead Generation
- ✓ Thought Leadership



Lead Nurturing

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

- ✓ Lead Generation



White Papers

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

All Whitepapers

Contract Commercial Service Redefining How Biotech Bring Products to Market
April 2022
By Hensperg
Increasing clinical phase and biotech organizations are deciding to commercialize on their own just as Contract Research Organizations (CROs) transformed clinical trial operations. Contract Commercial Services are transforming commercial operations. Emerging service models offer new options for clinical organizations. In this product, Brent Hensperg, CEO and Senthil Nall, Partner, Hensperg Consulting, share the considerations for pharma and biotech organizations when deciding on their commercial path and partner. How Contract Commercial Services can mitigate common launch risks, what we can learn from Hensperg Consulting's experience with 100+ pharma product launches.

- ✓ Lead Generation
- ✓ Thought Leadership

Sponsored E-book

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

- ✓ Brand Awareness
- ✓ Lead Generation
- ✓ Thought Leadership



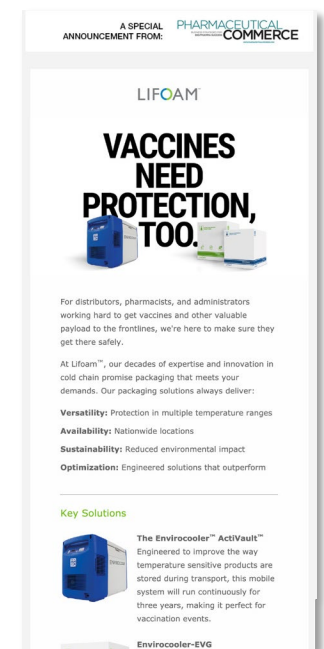
[View Sample >>](#)

CAST custom targeted email

CAST is the highly targeted, data driven, Custom Audience Segmentation Tool from MJH Life Sciences™. CAST contains more than 700,000 unduplicated decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

- ✓ Brand Awareness

[View Sample >>](#)



Brand Insights

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Your opportunity to share a point of view.

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

A Native, Branded Content Opportunity

- Articles, press releases, videos, etc., are included within the digital content feed and/or the print edition of *Pharmaceutical Commerce*®.
- Choose from an expandable offering from one article to a complete content center with your branding.
- It will be featured on the pharmaceuticalcommerce.com homepage as well as in appropriate topic areas.
- An integrated promotional program provides significant exposure to our audience.

Program features

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

Pricing

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

Need help developing content?

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

- ✓ Brand Awareness
- ✓ Thought Leadership



Editorial and Custom Podcasts

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Pharmaceutical Science Forum

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

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



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

Listen now: pharmaceuticalcommerce.com/editorial-podcasts



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

Listen now: pharmexec.com/editorial-podcasts



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

Listen now: appliedclinicaltrialsonline.com/editorial-podcasts

Custom Podcast Series

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

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

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

- ☒ Brand Awareness
- ☒ Thought Leadership

Webcasts

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

Experience/credibility — More than 400 educational webcasts produced by MJH Life Sciences™ each year.

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

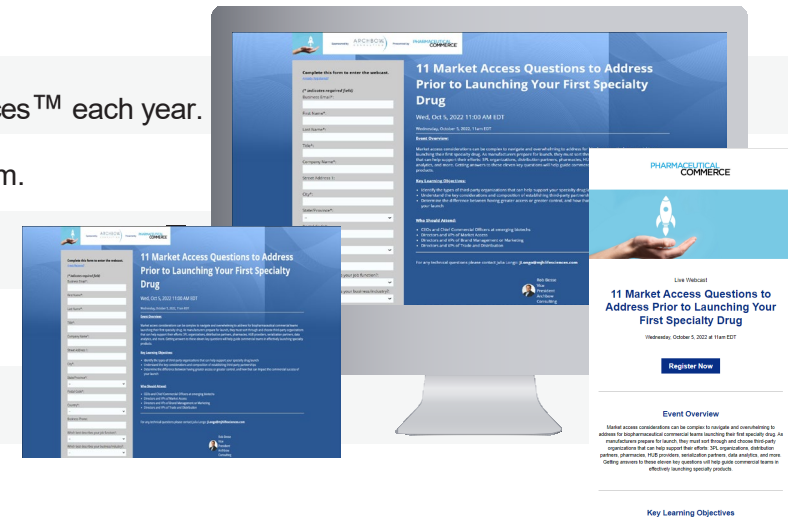
Audience/reach — Select from hundreds of thousands professionals

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.

[View Sample >>](#)



Executive Summaries

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 Commerce*® community

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

[View Sample >>](#)



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

☒ Lead Generation
☒ Thought Leadership

*Data obtained from past MJH Life Sciences webcasts

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Content Engagement Hub

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Showcase a key topic and promote your brand.

Package your valuable content marketing assets into a user-friendly digital hub for self-education. 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.

- 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 whitepapers, app notes, videos, webcasts, research, and web links.
- Hosted and promoted for three months.
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Promotion and lead capture

Multichannel promotional campaign features:

- Dedicated e-blasts: Content Engagement Hub and individual assets (minimum 10,000 emails).
- Promotion in appropriate brand e-newsletters.
- Native ads in relevant articles on brand website.
- Retargeting custom ads.
- Social media promotions — Twitter and LinkedIn brand accounts.

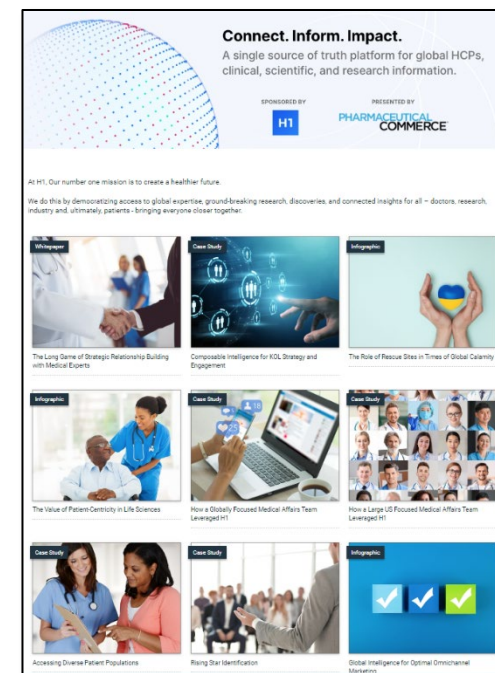
Lead capture and reporting:

- One-time site registration to allow users full access to content.
- Lead report sent two times per month includes registrant contact info and activity.
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

Additional features

Built-in content promoters and sharing tools include:

- “Next” button moves users from asset to asset.
- “Before you go” exit action recommends an asset.
- “More resources” button drives users to the URL of your choice.
- Inactivity notification — user’s browser tab to “blink” and bring them back.
- Social and email sharing.



[View Sample >>](#)

- ✓ Lead Generation
- ✓ Thought Leadership

Pay-Per-Lead

Generate quality leads for your business

Package your valuable content marketing assets into a user-friendly digital hub for self-education. 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.

Pay-per-lead (PPL) programs provide cost-effective, high quality lead generation. These topic-driven programs are designed to capture prospects that are most interested in your business' products or services.

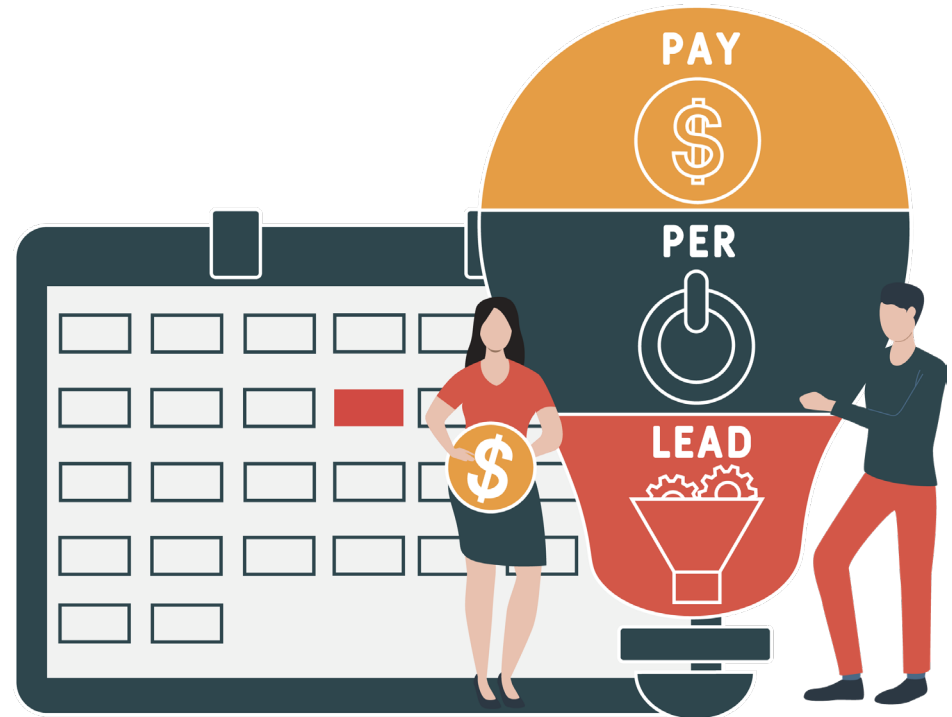
Supply us with your company's high quality content, and we will work to produce valid leads based on your criteria through our marketing channels.

We'll target professional audiences based on:

- Industry
- Title
- Function
- Location
- Etc.

Program Includes:

- Promotion of your company's assets
- Lead reporting on a daily, weekly, or monthly basis
- Full lead contact details
- Custom questions



- ☒ Brand Awareness
- ☒ Lead Generation
- ☒ Thought Leadership

Videos and Events

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Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Pharmaceutical Commerce*® and audience engagement with the *Pharmaceutical Commerce*® community. [View Samples >>](#)

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 Commerce*® community.

Virtual Symposiums

These immersive one to two day educational events combine trusted content and expertise from our editorial team with your messaging and subject matter experts to help you strategically position your company as an industry thought leader to the exact people you need to reach.



Live Events

Partner with *Pharmaceutical Commerce*® 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 Commerce*® your partner of choice?

Content Development:

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



- ☒ Brand Awareness
- ☒ Thought Leadership

Editorial Calendar

PHARMACEUTICAL
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Supply Chain & Logistics • Patient Services • Trade & Channel

February

Ad Close: January 17
Materials Due: January 23

News & Post-Conference Coverage: Trade & Channel Strategies

An Outlook on Prescription Drug Sales

With worldwide revenues estimated to reach \$1.6T by 2028, we will look at factors that have contributed to this success.

Pharma 3PLs

The editors of *Pharmaceutical Commerce*® look at the most relevant trends affecting the pharma industry heading into 2024 and speak with industry experts to explore their impact for the future.

Digital focus featuring 3PLs

340B Update

An update on the 340B Drug Pricing Program, including where manufacturers stand in terms of Medicare/Medicaid coverage, and how it impacts patients.

March 10-14: HDA Distribution Management Conference and Expo

March 18-21: PAP

**Issue circulation at above conferences*

April

Ad Close: March 13
Materials Due: March 19

News & Post-Conference Coverage: HDA Distribution Management Conference and Expo, PAP

Cold Chain Containers

Latest technology surrounding sensitive-temperature transport, including emerging practices.

Patient Adherence

Follow the tools and technology required to ensure that a patient successfully follows his/her medication regimen.

State of Affairs for PBMs

With an increased focus on pharmacy benefit managers (PBMs), *Pharmaceutical Commerce*® takes a deep dive into this member of the supply chain.

Digital focus on PBMs

April 16-18: LogiPharma Europe

**Issue circulation at LogiPharma Europe*

June

Ad Close: May 15
Materials Due: May 21

News & Post-Conference Coverage: LogiPharma Europe

The Influence of AI and RWD on Patient Behavior

Exploring how artificial intelligence (AI) and real-world data (RWD) help predict patient behavior and is improving the patient experience.

Digital focus on AI/RWD

Sustainable Practices (Cross-Brand Issue)

Latest industry efforts to promote and implement sustainable practices: new innovations; optimizing the Internet of Supply Chain (IoSC); and blockchain technology.

Disruptive Pharmacy Models

Examining models that are disrupting the current distribution landscape, including online and digital pharmacies.

June 16-20: DIA

**Issue circulation at DIA*

**All issues include a main feature, alongside two secondary features.
Issues are posted on the Pharmaceutical Commerce homepage with article HTMLs*

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Editorial Calendar

PHARMACEUTICAL
COMMERCE

Supply Chain & Logistics • Patient Services • Trade & Channel

August

Ad Close: July 18
Materials Due: July 24

News & Post-Conference Coverage: DIA

An Annual Look at Big Pharma Inventories

A dive into the inventories held by these manufacturers, how pharma is hitting industry benchmarks, and other trends in inventory.

Compliant Patient Assistance Programs

How manufacturers can begin designing a patient access program (PAP), while ensuring compliance, and what to keep in mind throughout the process.

Digital focus on PAPs

Pharma Wholesalers and Economic Development

New approaches in operations, technology, and service diversification by pharma distribution's Big Three and other market players; biopharma investment trends driving state and regional hub expansion and development.

October

Ad Close: August 28
Materials Due: September 4

News

Temperature-Monitoring Services and Pallets

Pharmaceutical Commerce® explores advances in the space, including data loggers and sensors, along with developments in freight services.

Digital focus on containers

Adjusting to Gross-to-Net Pressures

With omnipresent commercial silos, factors that must contribute to an M&A plan in order for it to be successful.

Specialty Pharmacy Update

Exploring the latest trends and developments in specialty pharmacies and the services that they offer, including patient outreach and assistance programs.

October TBD - LogiPharma USA

**Issue circulation at LogiPharma USA*

December

Ad Close: November 12
Materials Due: November 18

News & Post-Conference Coverage: LogiPharma USA

Challenges in Medication Access

Exploring the healthcare barriers to medication access.

Latest Advances in Drug Traceability

The latest trends/advances in drug serialization and traceability; contract packaging, supply chain, warehouse management, and cargo security.

Digital focus surrounding DSCSA

Best Practices to Comparing Claims Data

The role of different data sets across the medication ecosystem—especially provider data—and the process undergone by insurances to process these claims and how pharma can use this data.

December TBD - Trade & Channel Strategies

**Issue circulation at Trade & Channel Strategies*

**All issues include a main feature, alongside two secondary features.
Issues are posted on the Pharmaceutical Commerce homepage with article HTMLs*

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Digital Specifications

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines		Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728x90	728x270	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
Leaderboard - Mobile	320x50 or 300x50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.		Expansion must be user-initiated by tap
Medium Banner - Desktop	300x250	600x250	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
Medium Banner - Mobile	300x250	Expansion not allowed for these units	150 KB	300 KB	10 sec max animation		
Floating Footer	728x90	728x270	150 KB	300 KB	15 sec max animation length / Video not allowed for this unit.		Expansion must be user-initiated by click
In-Banner Video	300x250	600x250	40 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. Start, Stop, and mute buttons are required.
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 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
Banner	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
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted

Digital Specifications

Pre-roll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	15 - 30 seconds for non-skippable ad		
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 is not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0, VAST 4.0 or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored E-blast Guidelines			
Requirements	» HTML creative from client » Text back up from client (optional) » Subject line and preheader Test and final seed list		
Additional Needs for UNBRANDED e-blasts	» Opt-Out link on clients creative » Suppression file from within the last 10 business days from the client From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) » Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. » If another proof is required, a revised test will be sent MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month		

GENERAL NOTES

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our 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 allow 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 and/or rolling over an ad (or a portion of an ad).

VIDEO REQUIREMENTS:

- File type: .mp4
- Max file size: 20 MB
- Ratio: 16:9
- Dimensions: 1280 x 720 (responsive to the page level)
- Tags accepted: 1x1, VAST, VPAID JS (HTML); all tags must be SSL only
- Video length: 15/30 seconds
- FPS: 24

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>

Print Specifications

PRINT AD SPECIFICATIONS

Ad size	Non-bleed ad		Bleed ad					
			Bleed ad size		Trim size		Live area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	16"	10.875"	16.25"	11.125"	16"	10.875"	15"	9.875"
Full page	8"	10.875"	8.25"	11.125"	8"	10.875"	7"	9.875"
2/3 page vertical	5.3337"	10.875"	5.5837"	11.125"	5.3337"	10.875"	4.3337"	9.875"
1/2 page spread	16"	5.4375"	16.25"	5.6875"	16"	5.4375"	15"	4.4375"
1/2 pg. Horizontal	8"	5.4375"	8.25"	5.6875"	8"	5.4375"	7"	4.4375"
1/2 pg. Vertical	4"	10.875"	4.25"	11.125"	4"	10.875"	3"	9.875"
1/3 pg. Horizontal	10.875"	2.667"	11.125"	3"	10.875"	2.667"	9.875"	1.667"
1/3 pg. Vertical	2.667"	10.875"	3"	11.125"	2.667"	10.875"	1.667"	9.875"
1/4 pg. Square	4"	5.4375"	Magazine size					
			Bleed : 8.25" x 11.125"		Bleed (-) trim = 0.125" each side			
			Trim : 8" x 10.875"		Trim (-) live = 0.5" each side			
			Live Area : 7" x 9.875"		*All measurements in inches			

DIGITAL AD REQUIREMENTS

- Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format. Files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Nonpreferred or nonacceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.
- Publisher will not supply a faxed or soft proof for Advertiser-supplied files.** Advertiser is solely responsible for 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.
- Ad proofs:** To ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

The MJH life sciences[®] Advantage

60+

Brands

15M

Database Contacts*

*Contacts include:

- Health care providers and executives
- Pharmacy and Pharmaceutical
- Science professionals
- Animal Health professionals
- Dental professionals

600+

Strategic Alliance Partners (SAPs)

1000s

KOLs across myriad editorial boards

6.2M+

Average new website users per month

1.9M

Print circulation subscribers

2.7M

Health care provider with verified NPI

Because *Pharmaceutical Commerce*[®] is an MJH Life Sciences[®] brand, you will 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 KOLs and SAP networks

Audience

An unmatched active audience spanning 60+ brands across a spectrum of health care specialty areas.

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



CERTIFICATE OF REGISTRATION

Information Security Management System

ISO/IEC 27001:2013

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

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

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

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

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



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