



news uPDAtE



The PDA Online Buyer's Guide, Online Newsfeed, and weekly e-newsletter, *PDA News uPDAtE*

serve as year round resources for industry professionals who want to stay up to date with the latest stories in biopharmaceutical science, technology, business, and manufacturing.

Our vast news coverage, content richness, and unparalleled ease of use make PDA the prime and trustworthy destination for all industry professionals.

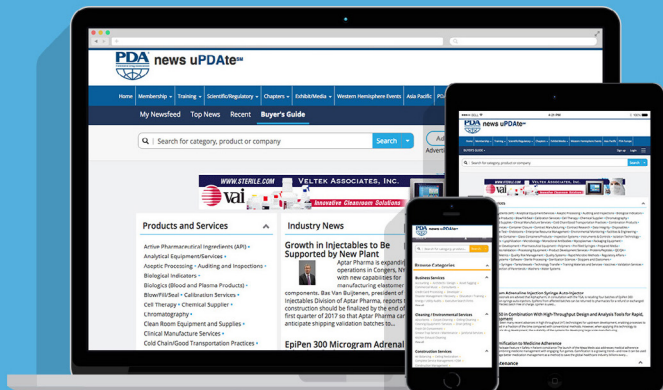
www.pda.myindustrytracker.com

The PDA News uPDate is sent to more than 20,000 industry professionals each week, and our online Buyer's Guide is an industry-specific product guide and vendor directory reaching key decision makers and purchase influencers from around the world. Our online Newsfeed allows readers to customize their news stories to their specific areas of interest, helping to maximize the impact of your advertising by reaching just the right audience.

Most
Comprehensive
Resource

Constant
Audience
Exposure

Multiplatform
Enabled



High Value
Advertising

94%
of B2B buyers
research online
for purchase
decisions

WHY ADVERTISE WITH US

1 The Most Comprehensive Industry Guide

The PDA Buyer's Guide is the most comprehensive resource guide available. In addition to covering thousands of industry-focused companies, this resource guide features news and stories from the top industry vendors, magazines, and professional organizations.

2 Limited Advertising - High Value

We strictly limit the number of ad spots to ensure our advertisers receive maximum exposure. In addition, we've carefully designed and priced a variety of advertising options to ensure maximum ROI.

Chances are we have a solution that best fits your needs!

3 Constant Exposure to Qualified Audience

The PDA Online Buyer's Guide is promoted via a prominent link from the PDA Homepage and other PDA promotions. The PDA News uPDate is sent to more than 23,000 industry professionals, including PDA members, so your message will be seen by a highly engaged audience each week. When it comes to building awareness, nothing beats frequency!

4 Compelling Value

- Industry's premier online resource
- Ultra-relevant search results
- Substantial promotion
- Exclusive sponsorships reserved for current PDA Exhibitors and Advertisers
- Special advertising bundles and incentives

PDA News uPDAtE ADVERTISING

The weekly PDA News uPDAtE offers an unparalleled way to get directly into the inbox of more than 23,000 qualified industry professionals.

A Super Top Banner **\$10,000**
 Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.

Ad. spec: JPEG, GIF, PNG • 468 x 60 px
 • Thirteen (13) consecutive weeks

B Top Banner **\$8,000**
 Premium position guarantees all will see your ad at the top of the eNewsletter when first opened.

Ad. spec: JPEG, GIF, PNG • 468 x 60 px
 • Thirteen (13) consecutive weeks

C Skyscraper Ad **\$10,000**
 Prime position adjacent to editorials guarantees ad visibility even as readers scroll down the newsletter.

Ad. spec: JPEG, GIF, PNG • 120 x 600 px
 • Thirteen (13) consecutive weeks

D Featured Content **\$5,000**
 This rich editorial allows for a product image/ company logo, title and a message that would grab the user's attention as it sits adjacent to the editorial.

Ad. spec: JPEG, GIF, PNG • 144 x 92 px • Max. size: 20K
 • 100 Characters for title plus 250 Characters for message
 • Thirteen (13) consecutive weeks

E Medium Rectangle **\$6,000**
 These versatile squares can be used for things like branding or product promotion.

Ad. spec: JPEG, GIF, PNG • 300 x 250 px
 • Thirteen (13) consecutive weeks

F Full Banner **\$4,000**
 Banner allows companies to combine imagery, color and text in an interesting and compelling manner.

Ad. spec: JPEG, GIF, PNG • 486 x 60 px
 • Thirteen (13) consecutive weeks

SL Subject Line **\$1,000**

Gain prominence in the newsletter by having your article title as the subject line of the newsletter (for one week).



ONLINE NEWSFEED ADVERTISING

A1|2 **Leaderboard**
Header / footer

\$4,000 *
LEADERBOARD PACKAGE

Located strategically under the search box and also at the bottom of the page, this prime advertising position provides the most prominent exposure for your company.

- Ad. spec: JPEG, GIF, PNG • 728 x 90 px
• Thirteen (13) consecutive weeks

B **Medium Rectangle**

\$3,000 *

Located in the upper right-hand column of the home page and on other category results pages, this top location provides your company with a highly visible and noticeable position to promote your brand.

- Ad. spec: JPEG, GIF, PNG • 300 x 250 px
• Thirteen (13) consecutive weeks

C **Featured Story**

\$2,000 *

Allows Companies to combine imagery, color and text in an interesting and compelling manner.

- Ad. spec: JPEG, PNG • 220 x 145 px
• 300 characters for introduction message
• Thirteen (13) consecutive weeks



PDA ONLINE BUYER'S GUIDE PREMIUM LISTING

Grow Your Business and Gain Added Visibility with a Premium Listing **FOR JUST \$499 A YEAR!**

The PDA Online Buyer's Guide is where qualified industry professionals come to find the products and services they use every day. Make sure your company is noticed when buyers are looking for the very products and services your company provides by signing up for a premium listing. **With a premium listing, your company receives the following benefits:**

The screenshot shows the PDA news uPDate™ website interface. The navigation bar includes Home, Membership, Training, Scientific/Regulatory, Chapters, Exhibit/Media, Western Hemisphere Events, Asia Pacific, and PDA Europe. The main content area features a search bar, a 'My Newsfeed' section with 'Top News', 'Recent', and 'Buyer's Guide' tabs, and a 'Sign up' / 'Login' button. A 'Follow' button is highlighted for an 'InLoop' listing. A 'Corporate info' section for 'InLoop' is shown, including address, phone, and email. A 'Related categories' section lists 'Business Services' and 'Telemarketing Services'. A 'SHOW FREIGHT' advertisement is visible. A 'Company Products' section shows an 'IN LOOP' logo and 'B2B Services'.

Acquire followers
Your stories will reach individuals who follow your company or listed categories.

Feature your news automatically
Our news aggregation engine automatically collects news from your site and makes it visible to the community.

Publish your marketing collateral
Easily share your success stories, case studies, and white papers with the community.

Full Company Listing
Includes company logo, company profile, website, points of contact, and social links.

Multiple Category Listings
Gain a higher position in the categories that matter most to your company.

Showcase your products
Upload your products and expose them to buyers who search in your categories.

PDA ONLINE BUYER'S GUIDE ADVERTISING

The Buyer's Guide offers prominent display advertising opportunities and bundles to further enhance and increase your company's exposure. Contact us to learn how we can put together a bundled advertising package to ensure you get the maximum exposure for your budget.

A1|2 **Leaderboard** **\$4,000**
Header / footer
LEADERBOARD PACKAGE

Located strategically under the search box and also at the bottom of the page, this prime advertising position provides the most prominent exposure for your company.

Ad. spec: JPEG, GIF, PNG • 728 x 90 px • Run-of-Site
• Max. size: 40K • Thirteen (13) consecutive weeks

B **Medium Rectangle** **\$3,500**

Located in the upper right-hand column of the home page and on other category results pages, this top location provides your company with a highly visible and noticeable position to promote your brand.

Ad. spec: JPEG, GIF, PNG • 300 x 250 px • Run-of-Site
• Thirteen (13) consecutive weeks

C **Featured Vendor** **\$4,000**

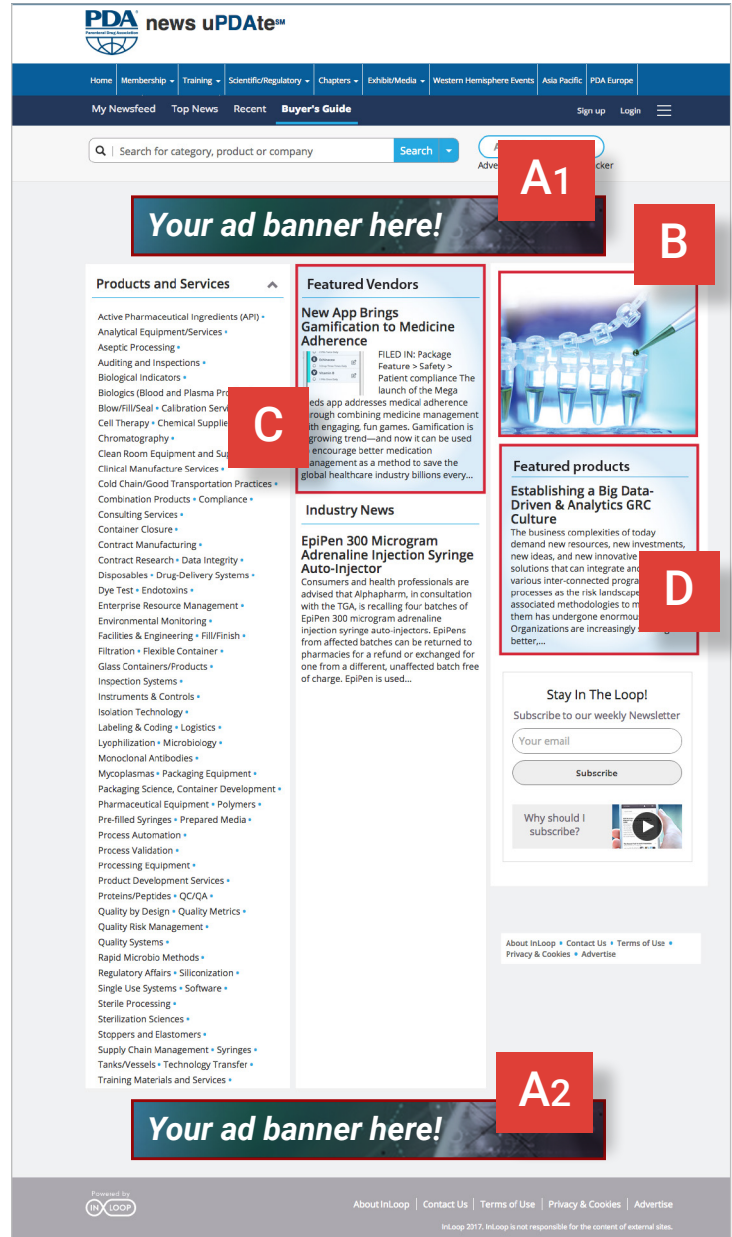
An excellent way to ensure outstanding exposure. Your company receives prominent placement on the homepage and also on category result pages as well.

Ad. spec: JPEG, PNG • 100 x 55 px
• 50 Characters for title plus 200 Characters for message
• Thirteen (13) consecutive weeks

D **Featured Product** **\$2,000**

Designed to be an exclusive and premier position to promote your company's product or service. Only two ad positions available. No rotation.

Ad. spec: JPEG, PNG • 100 x 55 px • Run-of-Site
• 50 Characters for title plus 200 Characters for message
• Thirteen (13) consecutive weeks



PDA ONLINE BUYER'S GUIDE SEARCH PROMOTION

The Buyer's Guide offers a variety of high visibility display advertising opportunities. Get prominent presence in the categories that are most relevant to your company.

E Category Placement

Promote your company in the most relevant category and make it easier for customers to find you. Three prime locations are available and the prices listed below are for a single category.

E1 1st Category Placement \$1,000 *

E2 2nd Category Placement \$750 *

E3 3rd Category Placement \$500 *

E4 Premier Category Placement \$150 *

Guaranteed to be in the top 10 in the category of your choice.

● Per category

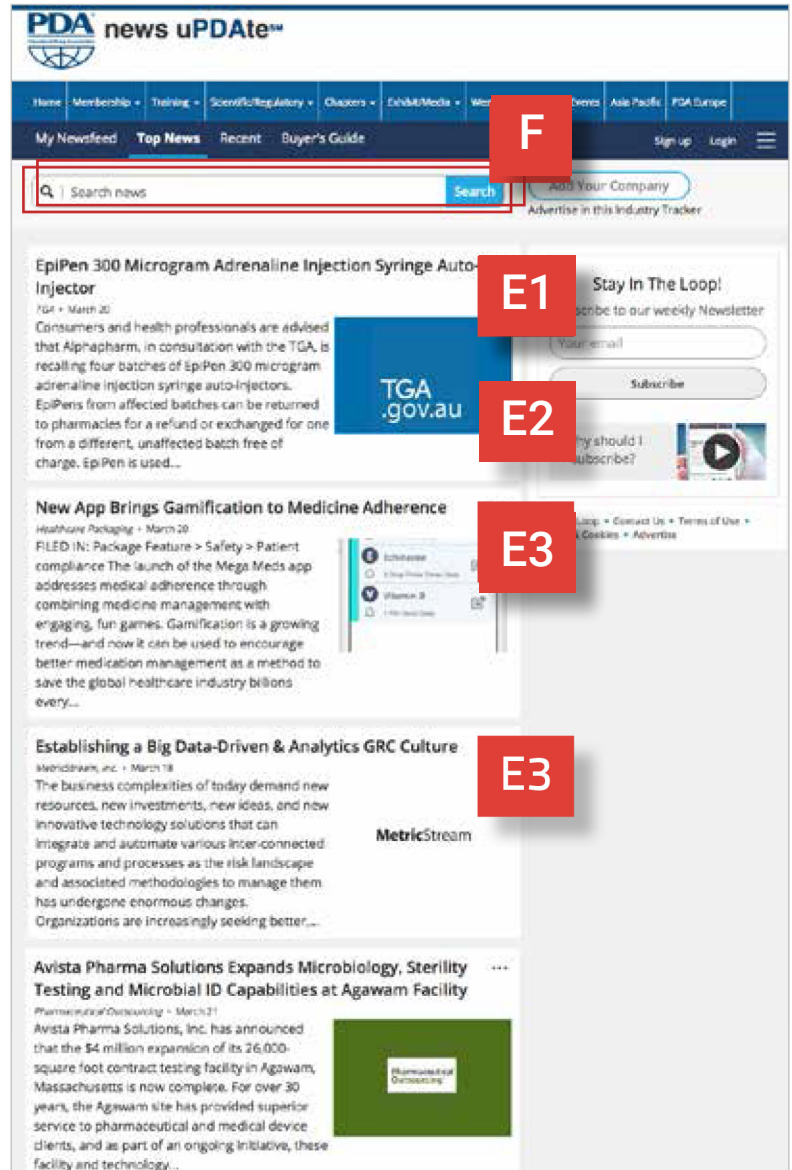
F Keyword Package \$200 *

Promote your company in the keywords that customers are most likely to search.

Select up to five keywords under which your listing will appear.

This promotion is reserved for premium companies.

* All prices are based on fifty-two (52) consecutive weeks.



ADVERTISING POLICY/GUIDELINES FOR ADVERTISING COPY

General Eligibility Requirements for Advertising

1. Products or services eligible for advertising with PDA shall be germane to, effective in, and useful to the science and technology of pharmaceutical manufacturing, and shall be commercially available.
2. Products that are prohibited from being marketed in the United States by the U.S. Food and Drug Administration (FDA) or any other United States government agency are ineligible for advertising with PDA.
3. Pharmaceutical products for which written approval of a New Drug Application by the FDA is a prerequisite for marketing will be eligible for advertising only after such approval has been granted.
4. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required and must be furnished to PDA upon request. PDA reserves the right to decline advertising for any product that is involved in litigation with respect to claims made in the marketing of the product.
5. A book or publication proposed for advertising may be requested for review so that its eligibility may be determined.
6. Miscellaneous products and services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising with PDA.
7. Invoices must be paid within 30 days of receipt or a 2% per month late fee will be assessed to the unpaid balance.
8. Cancellations are not accepted after the issue insertion material due date. Covers and special positions cannot be cancelled.
9. The accepted agency rate is 15%. Commission will be forfeited if advertising invoices are not paid within 30 days.
10. All advertising rates for the *PDA Letter* are gross rates, which are not applicable to event or conference online advertising.
11. PDA does not rent or sell its membership lists to outside organizations.

Guidelines for Advertising Copy

1. The advertisement should clearly identify the advertiser and should not be deceptive or misleading.
2. Layout, artwork, and format should avoid confusion with editorial content claims of the product being advertised. PDA reserves the right to impose the word "advertisement" on ad copy.
3. Unfair comparisons or unwarranted disparagements of a competitor's product or services will not be allowed.
4. Advertising copy and photography or artwork must be of a professional standard.
5. It is the sole responsibility of the advertiser to comply with all laws and regulations applicable to marketing the sales of its products. Acceptance of advertising in PDA publications will not be construed as a guarantee that the manufacturer has complied with such laws and regulations.

In the event that the space is ordered and new materials are not received by the closing date, the publisher reserves the right to run a previous ad of equal size. No cancellations will be accepted after the issue or insertion due date. PDA assumes no responsibility for errors in copy submitted by an advertiser or agency representing an advertiser. Changes will be made at the request of an advertiser and corrections may be subject to additional charges. All advertising is subject to approval by PDA, which reserves the right to refuse any advertising for any reason.

All packages and prices are subject to change.



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