

Parenteral Drug Association

Advertising & Event PLANNING GUIDE 2017



Connecting People, Science and Regulation®

www.pda.org/mediakit

Welcome to the 2017 PDA Advertising & Event Planning Guide.

Use this guide to explore all of our advertising, exhibit and sponsorship opportunities to put your company and your message in front of just the right audience.

Please contact us to make the most of your promotional dollars. We will be happy to work with you to create the perfect package to reach and influence industry professionals, including key decision makers with purchasing power!

I look forward to hearing from you.



David Hall

Vice President, Sales

P: +1 (301) 760-7373

C: +1 (240) 688-4405

E: hall@pda.org

"Exhibiting at PDA Events provides front row access to the most current technology and critical thinking in the industry. The value that it can add to our business is unparalleled in the industry."

Shelley Preslar, General Manager, *Azzur Group*

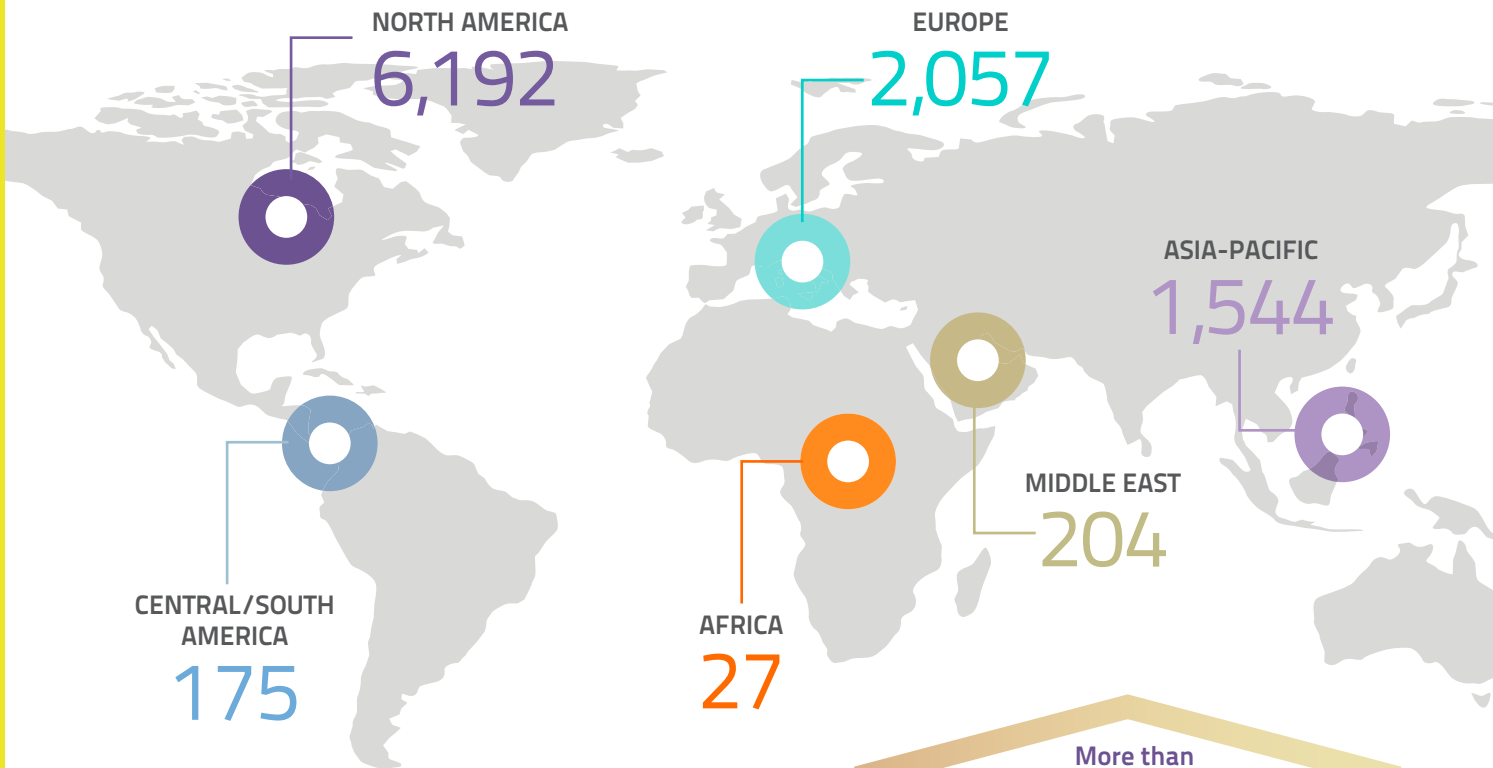


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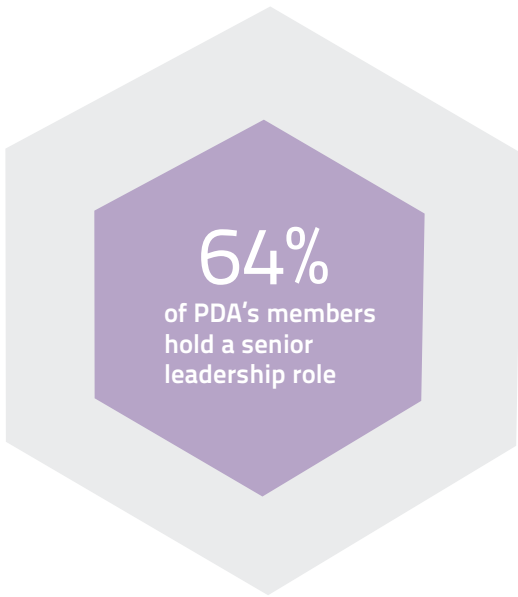
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PDA boasts a 70-year history as a leading global provider of science, regulatory information and education for the pharmaceutical and biopharmaceutical community, supported by its Global Headquarters in Bethesda, Maryland, and European office located in Berlin, Germany. Its more than 10,000 members reside in 79 countries around the world, and more than 2,500 of these global members support PDA's initiatives as active volunteers. PDA currently has 25 chapters and is looking to add new chapters in 2017 and beyond. It is governed by a 17-member volunteer Board of Directors.

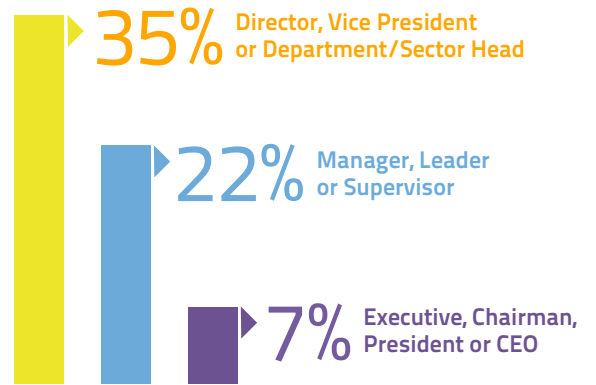
MEMBERS PER REGION



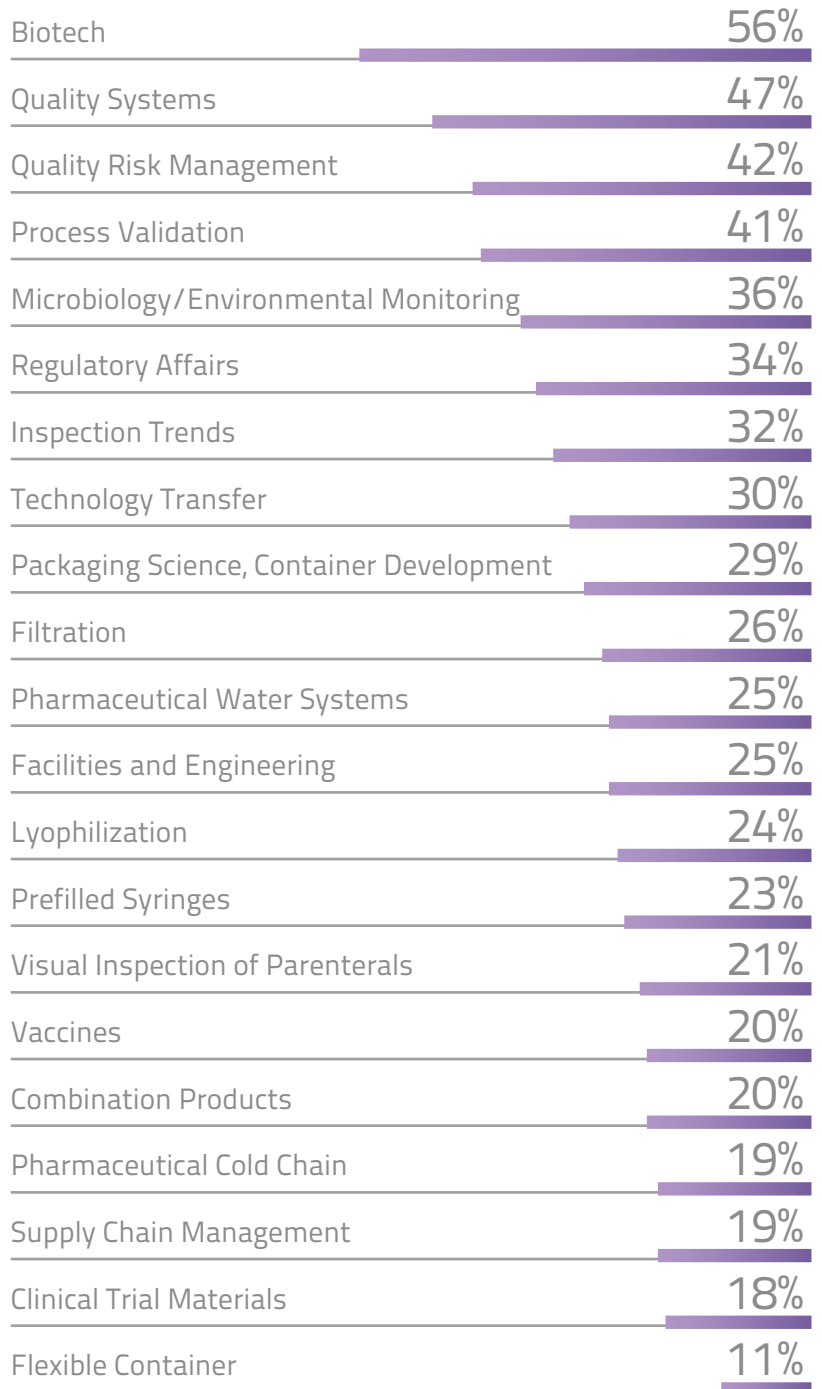
More than
70%
of PDA members recommend, authorize the purchase of or make purchase decisions regarding products and/or services for their companies



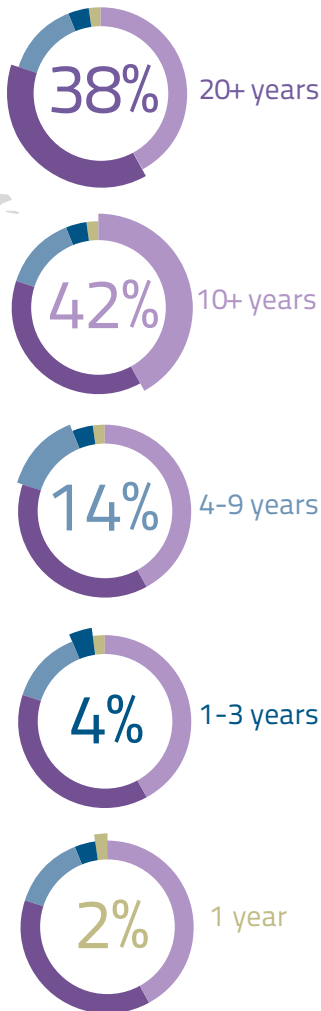
JOB POSITION



AREAS OF WORK



YEARS IN INDUSTRY



Through our integrated advertising options, PDA can connect you with an engaged audience of professionals working in the bio/pharmaceutical manufacturing industry and deliver just the quality leads you need to achieve your business goals!

EXHIBIT AND SPONSOR

Forge relationships with key decision makers and increase brand awareness as an exhibitor and/or sponsor of a PDA event. PDA holds nearly two dozen global conferences and workshops annually, providing unparalleled access to industry leaders and influencers. With multiple refreshment breaks, exhibitor roundtable luncheons, unopposed exhibit hours and highly visible onsite advertising options, exhibiting at and/or sponsoring a PDA event provides an excellent platform to showcase your company's products and services.

PRINT ADS

The *PDA Letter* is PDA's membership magazine covering the science, technology, regulatory and Association news relevant to the PDA community. With interviews, case studies and articles by industry leaders and experts, this popular publication is a primary communication vehicle to keep PDA members up to date on the industry. The *PDA Letter* is published 10 times a year and mailed to more than 10,000 members worldwide. Each issue is also uploaded to the PDA website – so your ad gets twice the visibility. The online *PDA Letter* also offers new advertising options, including the opportunity to post your videos to the site, providing a new way to capture readers' attention and build brand awareness.

ONLINE ADVERTISING

Banner ads are one of the most cost-effective advertising methods as they can increase product awareness and deliver targeted messages to the right audience. Reach PDA's global users on the world's most accessible platform – the web. Get in front of the right audience with high-visibility advertising on some of PDA's most-visited web pages. Choose from a variety of sizes:

Standard Banner (468 x 60 px)

Half Banner (234 x 60 px)

Boombox (125 x 125 px)

Square (250 x 250 px)

Rectangle (180 x 150 px)

Large Leaderboard (800 x 100 px)



E-MAIL ADVERTISING

The *PDA Connector*, PDA's weekly e-Newsletter, is delivered to the inboxes of nearly 28,500 industry professionals and regulators worldwide. Each issue of the *PDA Connector* contains updates on PDA activities and events as well as hot topics in the regulatory arena. All ads are given a prime location on the right rail and do not rotate with other ads, providing maximum visibility and driving traffic to your website.

The *PDA Journal of Pharmaceutical Science and Technology* is a leading resource for applied, peer-reviewed science and technology relevant to the pharmaceutical and biopharmaceutical industry. The *Journal* is published six times a year with a circulation of 10,000. Each issue is distributed electronically and highlights content within the current issue. Ads are given a prime location and do not rotate with other ads.

ONLINE CONSULTING SERVICES AND SUPPLIER DIRECTORY

Competition among businesses and suppliers is more aggressive than ever. Make sure you stand out by listing your company in PDA's *Consulting Services and Supplier Directory*.

PDA ONLINE CAREER CENTER

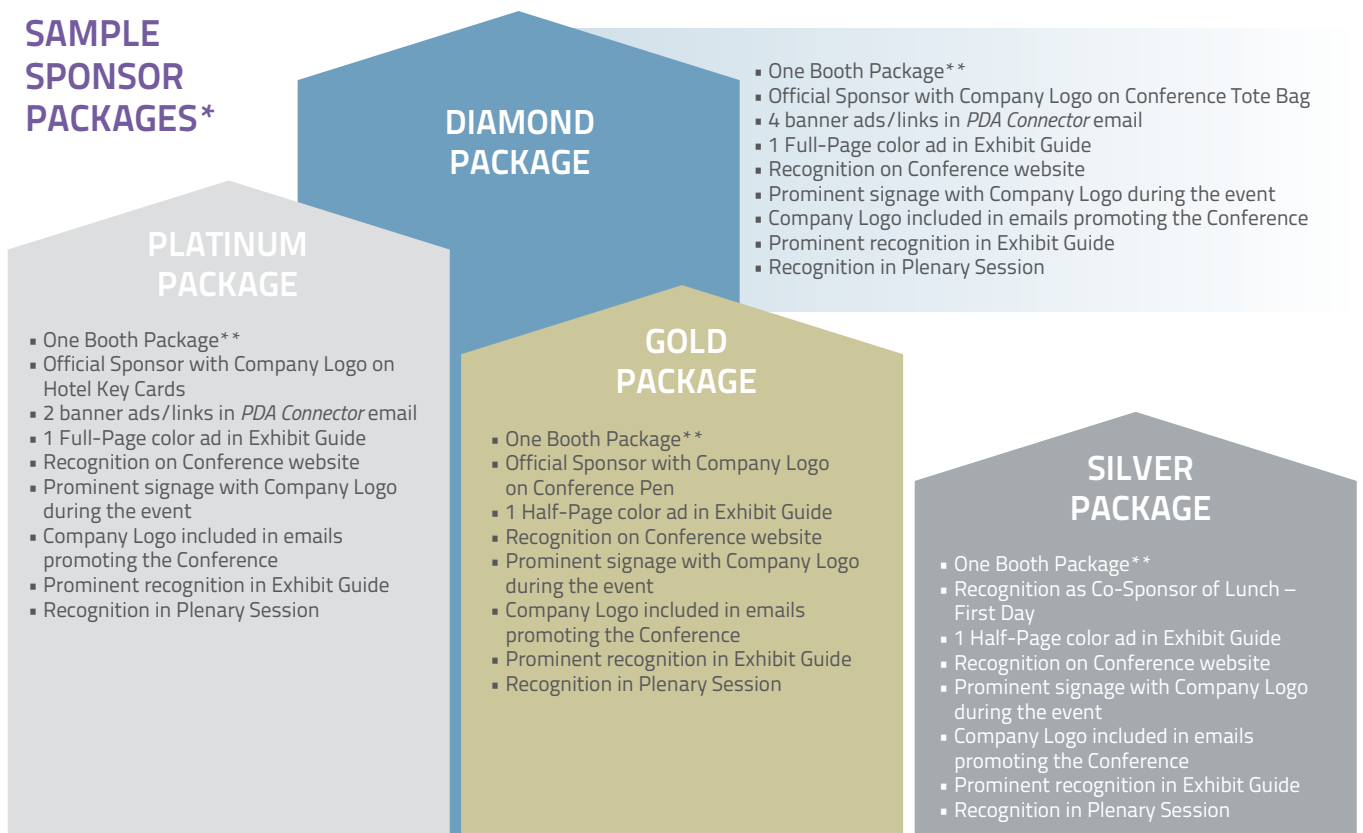
PDA's Online Career Center is an interactive tool connecting potential industry employers and candidates. Recruit the right personnel by posting an available position on PDA's Career Center.

"The PDA Visual Inspection Forum is the only event that is totally focused on inspection and all the challenges surrounding inspection. It is an excellent opportunity to share experiences and learn in an open forum what can be done better and how challenges are met with solutions."

Susan Calabrese, *Brevetti CEA*

PDA's wide variety of exhibit and sponsorship options will give your company unsurpassed access to the industry's "movers and shakers." Our conferences and workshops draw a large global audience from all sectors of the industry – exhibiting at or sponsoring one of our events will open new doors for your business, increase your brand's visibility, allow you to showcase new products and services and engage with highly qualified leads. Find the conference or workshop that's right for you, and then schedule a meeting with a member of our Sales team to create the sponsorship and exhibition package that best suits your business goals.

SAMPLE SPONSOR PACKAGES*



* Packages shown do not represent all available options and are subject to change depending on the meeting. For more details on sponsorship opportunities, contact **David Hall** at +1 (240) 688-4405 or hall@pda.org.

** A typical Booth or Tabletop Package includes a 10'x10' booth or 6'x2' tabletop and one full conference pass, one exhibit-only pass, and a free listing in the Exhibit Guide or Final Program and on the event web page.



2017 PDA EXHIBIT AND SPONSORSHIP CALENDAR

DATES	EVENT	LOCATION
FEBRUARY 14-15	PDA Europe Pharmaceutical Microbiology	Porto, Portugal
FEBRUARY 21-22	PDA Pharmaceutical Quality Metrics and Quality Culture Conference	Bethesda, MD
MARCH 13	PDA Europe Interest Group Meeting Pre-Filled Syringes	Barcelona, Spain
MARCH 14-15	PDA Europe Parenteral Packaging	Barcelona, Spain
MARCH 21-23	INTERPHEX	New York, NY
MARCH 21	PDA Europe IG Mtg Visual Inspect. & Freeze Drying	Berlin, Germany
MARCH 22-23	PDA Europe An Introduction to Visual Inspection	
APRIL 3-5	PDA Annual Meeting	Anaheim, CA
APRIL 5-6	PDA Cell and Gene Therapy Workshop	Anaheim, CA
APRIL 26-27	PDA Europe Fill & Finish for Prefilled Syringes	Lindau, Germany
MAY 8-9	PDA Extractables & Leachables Workshop	Washington, DC
MAY 10-11	PDA Annex 1 Workshop	Washington, DC
MAY 10	PDA Pre-Filled Syringe Interest Group Meeting	Bethesda, MD
MAY 11	PDA Combination Products Interest Group Meeting	Bethesda, MD
MAY 30-JUNE 1	PDA Europe Virus & TSE Safety Forum	Dubrovnik, Croatia
JUNE 13-14	2 nd PDA Europe Annual Meeting	Berlin, Germany
JUNE 19-20	PDA Quality Risk Management for Manufacturing Systems Conference	Chicago, IL
JUNE 26-27	PDA Biosimilars Conference	Bethesda, MD
JUNE 27-28	PDA Europe Advanced Therapy Medicinal Products	Valencia, Spain
SEPTEMBER 11-13	PDA/FDA Joint Regulatory Conference	Washington, DC
SEPTEMBER 13-14	PDA PAC iAM Workshop	Washington, DC
SEPTEMBER 19-20	PDA Europe Pharmaceutical Freeze Drying Technology	Cologne, Germany
SEPTEMBER 26-27	PDA Europe 10 th Workshop Monoclonal Antibodies	Berlin, Germany
SEPTEMBER 27-29	PDA Europe Training Week Visual Inspection	Berlin, Germany
OCTOBER 10-11	PDA Europe Pharmaceutical Cold & Supply Chain Logistics	Rotterdam, Netherlands
OCTOBER 16-18	12th Annual PDA Conference on Pharmaceutical Microbiology	Bethesda, MD
OCTOBER 18-19	PDA Endotoxins Workshop	Bethesda, MD
OCTOBER 23-24	PDA Visual Inspection Forum	Bethesda, MD
NOVEMBER 7-8	PDA Europe The Universe of Pre-filled Syringes & Injection Devices	Vienna, Austria
NOVEMBER 21-22	PDA Europe Outsourcing & Contract Manufacturing	Munich, Germany
DECEMBER 5-6	PDA Cell and Gene Therapy Conference	San Diego, CA



PRINT ADVERTISING

2017 PDA Letter Editorial Calendar

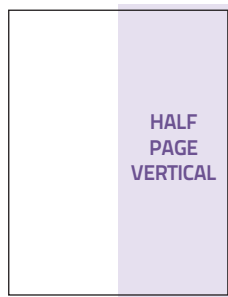
MONTH	ISSUE THEME	AD MATERIAL DUE
January	Biosimilars	December 11, 2016
February	Pharmaceutical Water Systems	January 15, 2017
March	Industry 4.0 and the Manufacturing Plant of the Future U.S. <i>PDA Annual Meeting Show Issue</i>	February 19, 2017
April	ATMPs	March 11, 2017
May	Aseptic Processing Technologies <i>PDA Europe Annual Meeting Show Issue</i>	April 15, 2017
June	Parenteral Packaging Technologies	May 13, 2017
July/August	Quality Metrics <i>2017 PDA/FDA Joint Regulatory Conference Show Issue</i>	June 24, 2017
September	Endotoxin Testing <i>12th Annual PDA Global Conference on Pharmaceutical Microbiology Show Issue</i>	August 15, 2017
October	Combination Products and New Drug Delivery Options <i>2017 PDA Europe Universe of Pre-filled Syringes & Injection Devices Show Issue</i>	September 16, 2017
November/December	The I-Workforce: Developing Millennials for 21st Century Pharma	October 28, 2017

Send ad materials by the due date to **Alison Caballero**, caballero@pda.org.

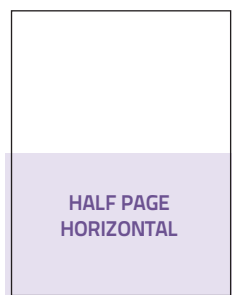
PDA LETTER PRICING AND AD SIZES



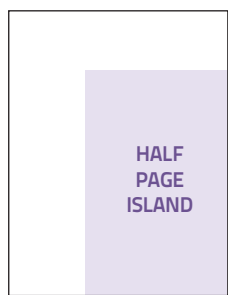
FREQUENCY	RATE
1x	\$4,620
3x	\$4,410
6x	\$4,095
10x	\$3,675
Width 8.5" Height 11"	



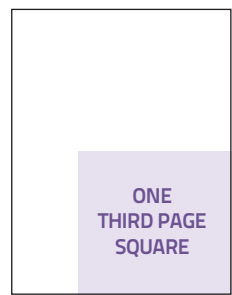
FREQUENCY	RATE
1x	\$4,095
3x	\$3,885
6x	\$3,570
10x	\$3,150
Width 4.25" Height 11"	



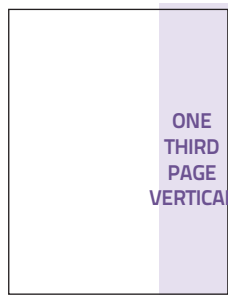
FREQUENCY	RATE
1x	\$4,095
3x	\$3,885
6x	\$3,570
10x	\$3,150
Width 8.5" Height 5.5"	



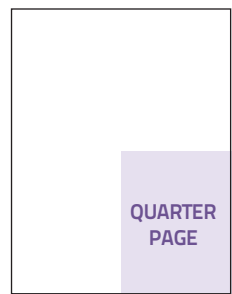
FREQUENCY	RATE
1x	\$4,095
3x	\$3,885
6x	\$3,570
10x	\$3,150
Width 5.5" Height 8.5"	



FREQUENCY	RATE
1x	\$3,360
3x	\$3,150
6x	\$2,835
10x	\$2,415
Width 5.5" Height 5.5"	



FREQUENCY	RATE
1x	\$3,360
3x	\$3,150
6x	\$2,835
10x	\$2,415
Width 2.8" Height 11"	



FREQUENCY	RATE
1x	\$2,730
3x	\$2,520
6x	\$2,205
10x	\$1,785
Width 4.25" Height 5.5"	



FREQUENCY	RATE
1x	\$840
3x	\$790
6x	\$630
10x	\$525
Width 4.25" Height 2.25"	

PREFERRED POSITIONS:

Inside Front Cover +\$300

Facing Table of Contents +\$300

With Cover Story +\$250

Page Three +\$300

Inside Back Cover +\$250

Back Cover +\$800

Insert Your Flyer or Trifold Brochure +\$3,000

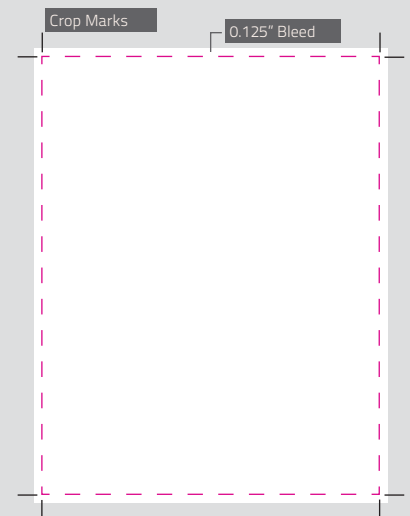
MATERIAL SPECIFICATIONS

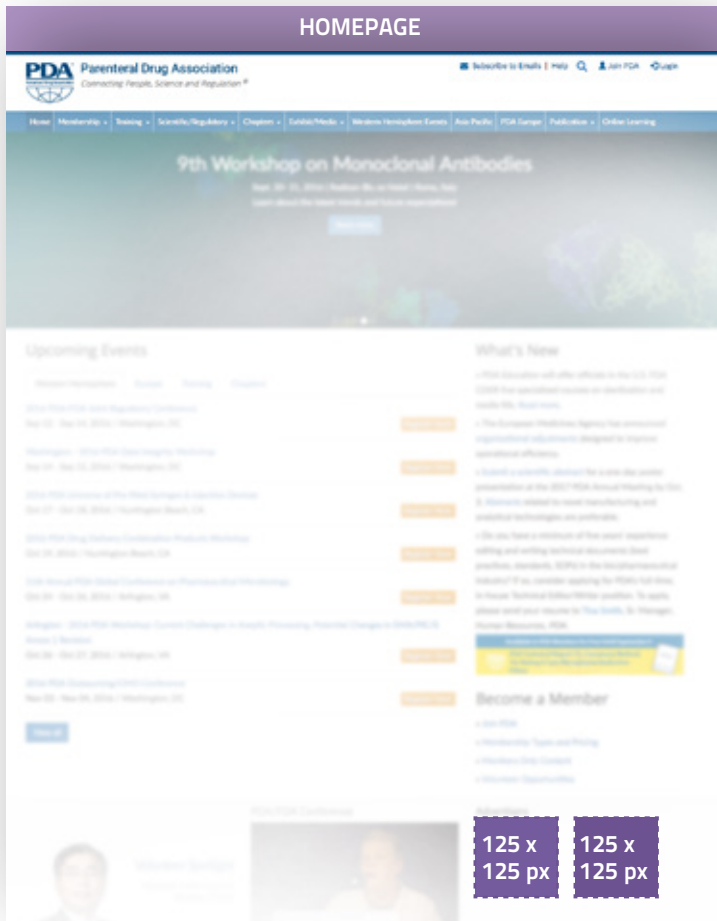
Trim Size

Regardless of ad size the ad must include 0.125" bleed area on all four sides and crop marks.

Electronic Files

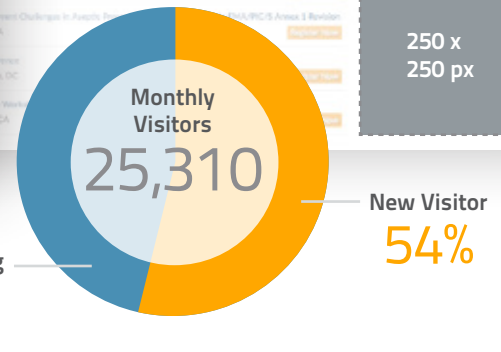
Ads must be submitted electronically in press-ready, high-resolution PDF (Adobe Acrobat) files. They must be at least 300 dpi with all fonts and graphics embedded. If submitting native files, all graphics and fonts are to be collected and packaged with the original InDesign or QuarkXpress file. No other file formats are to be submitted. Inclusion of hard copy color proofs is recommended..





Website Traffic*

Monthly Sessions: **37,917**
 Monthly Page Views: **123,664**
 Monthly Unique Page Views: **79,184**
 Page Sessions per Visitor: **3.08**



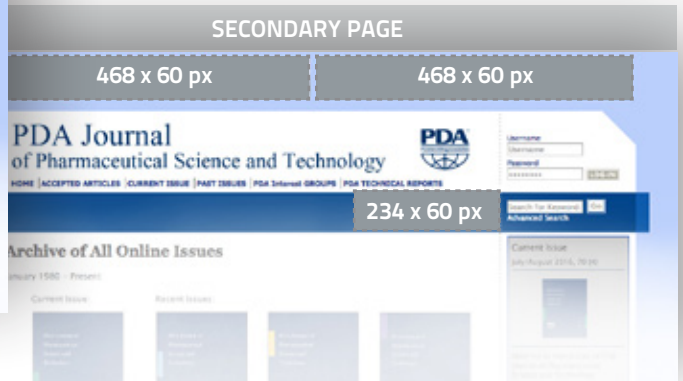
ONLINE ADVERTISING

Web Page-based advertising options

PDA.org and Store.pda.org

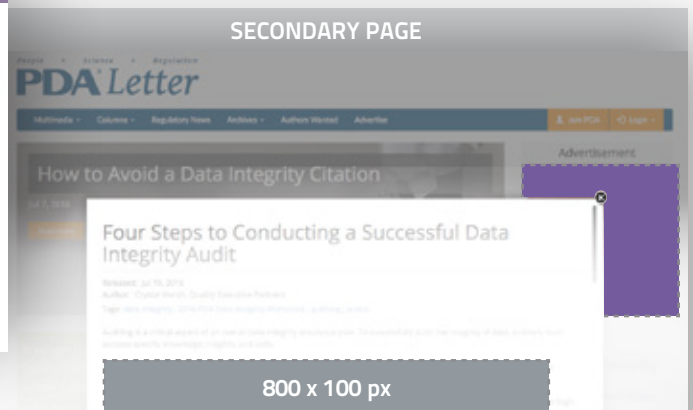
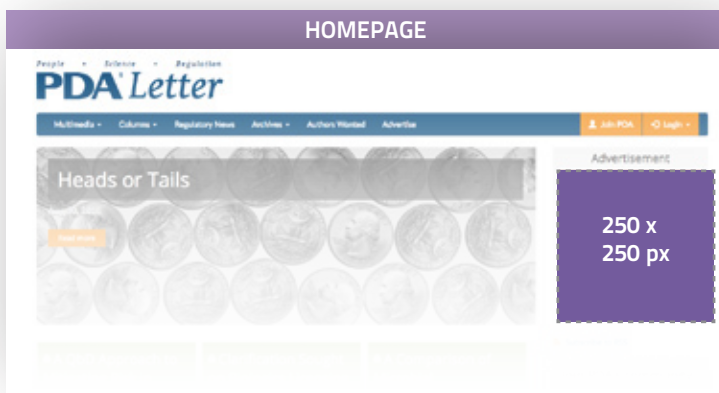
PAGE	AD SPECIFICATIONS	SIZE	AVERAGE PAGE VIEWS PER MONTH	PRICE
Homepage	Boombbox	125 x 125 px	15,136	\$2,500/month
SECONDARY PAGES				
New Technical Report Product Page	Half Banner	468 x 60 px	5,000	\$1,500/month
Global Calendar	Square	250 x 250 px	3,912	\$1,500/month
PDA Technical Report Portal Landing Page	Square	250 x 250 px	2,800	\$1,500/month
Western Hemisphere Events	Square	250 x 250 px	843	\$1,500/month
Member Benefits	Square	250 x 250 px	331	\$1,500/month
Education Courses	Square	250 x 250 px	536	\$1,000/month
Online Directories	Square	250 x 250 px	305	\$1,000/month

*PDA's own data, provided by Google Analytics. Average monthly numbers from September 2015 through September 2016 across all PDA's main websites.



The *PDA Journal of Pharmaceutical Science and Technology*

PAGE	AD SPECIFICATIONS	SIZE	PRICE
Homepage	Standard Banner	468 x 60 px	\$1,500/2 months
SECONDARY PAGES			
eTOC	Standard Banner Half Banner	468 x 60 px 234 x 60 px	\$1,050/2 months \$735/2 months
Archived Issues Page	Standard Banner Half Banner	468 x 60 px 234 x 60 px	\$1,050/2 months \$735/2 months
eCommerce Page	Standard Banner Half Banner	468 x 60 px 234 x 60 px	\$1,050/2 months \$735/2 months
Article Pages	Standard Banner Half Banner	468 x 60 px 234 x 60 px	\$1,050/2 months \$735/2 months



PDA Letter (Online)

PAGE	AD SPECIFICATIONS	SIZE	PRICE
Homepage & Multimedia Page	Square	250 x 250 px	\$2,500/month
SECONDARY PAGES			
Article	Large Leaderboard	800 x 100 px	\$1,500/article
Video	Embed URL	Not applicable	\$2,500/month

Content from each issue is made available online every Tuesday on a newly updated, mobile-friendly website that not only offers enhanced functionality for reading, but also provides advertisers with additional advertising opportunities. New this year, you can post your videos to the *PDA Letter* online, providing a new way to capture readers' attention and create brand awareness.

EMAIL ADVERTISING

The *PDA Connector**

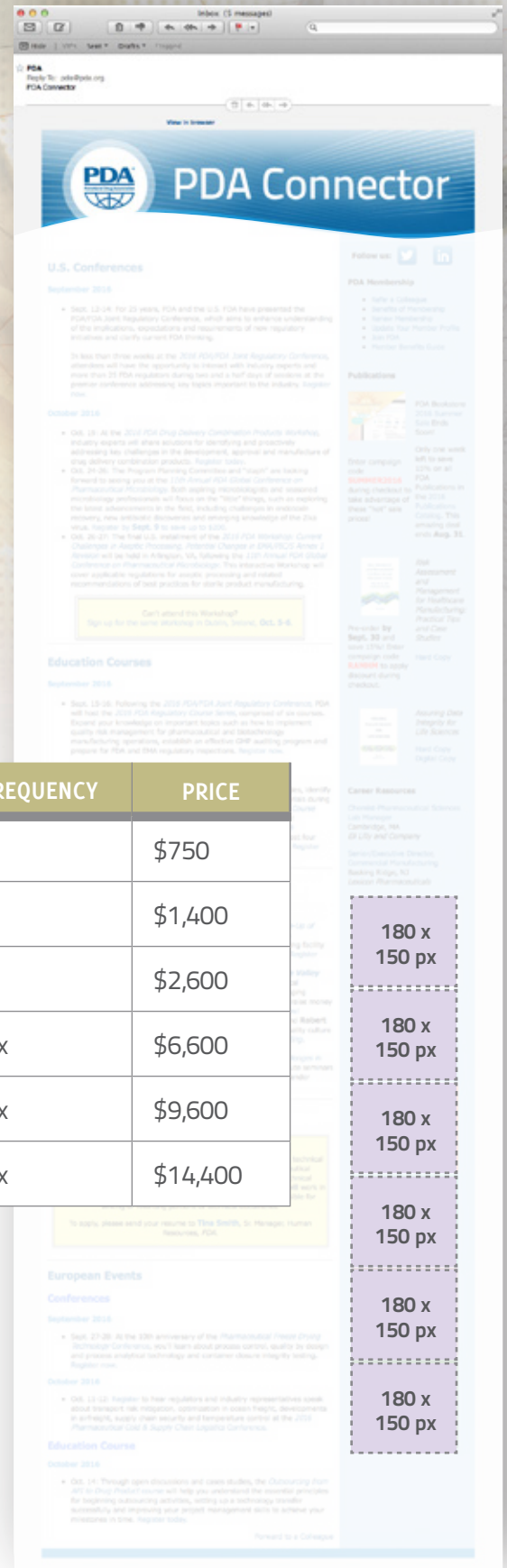
Distribution: 28,058

Open Rate: 17% (3,912)

Click-Through Rate: 7% (267)

AD SPECIFICATIONS	SIZE	FREQUENCY	PRICE
Rectangle	180 x 150 px	1x	\$750
<i>Requirements:</i> Maximum file size is 50 kb (gif or jpeg format); 180 pixels wide x 150 pixels high; no animation; can link to your company website. Advance payment is required prior to release of publication. Insertion form and artwork are due two weeks before the publish date. The <i>Connector</i> is published every Wednesday. Cancellations must be made in writing four weeks prior to the issue date.		2x	\$1,400
		4x	\$2,600
		12x	\$6,600
		24x	\$9,600
		48x	\$14,400

* PDA's own data, provided by HighRoad. Average weekly numbers from September 2015 through September 2016.



"The PDA/FDA conference is invaluable as part of the trade shows that Novatek attends, and PDA does a great job overall in promoting collaboration in the industry."

Ilona Endisch,
Associate Director Product Innovations North America,
Novatek International

The PDA Journal of Pharmaceutical Science and Technology Electronic TOC

Distribution: 10,000

AD SPECIFICATIONS	SIZE	PRICE
Standard Banner	468 x 60 px	\$800/email (6 emails per year)



PDA Journal
of Pharmaceutical Science and Technology

HOME | CURRENT ISSUE | PAST ISSUES | PHARM SCI-TECH DISCUSSION | PDA TECHNICAL REPORTS

468 x 60 px

PDA Journal of Pharmaceutical Science and Technology
September/October 2015, Vol. 55, No. 5

Technology/Application

Creating a Hybrid, Emulsions and Leachables (EAL) Program for Biotechnology Products
[PDA J Pharm Sci Technol 2015, 55\(5\):448-454](#) doi:10.5772/olapad.2015.00448

Manufacturing of Plasma Derived Medicinal Products: Qualification Process of Plasma Systems
[PDA J Pharm Sci Technol 2015, 55\(5\):455-462](#) doi:10.5772/olapad.2015.00455

PDA Paper

Quality Culture Survey Report
[PDA J Pharm Sci Technol 2015, 55\(5\):463-467](#) doi:10.5772/olapad.2015.00463

ISPOG Special Section

Introduction to BioPharm Operations Group (ISPOG) Special Section: Colonias
[PDA J Pharm Sci Technol 2015, 55\(5\):468-471](#) doi:10.5772/olapad.2015.00468

Overview of Best Practices for Biopharmaceutical Technology Transfers
[PDA J Pharm Sci Technol 2015, 55\(5\):472-478](#) doi:10.5772/olapad.2015.00472

Strategies for Maximizing Successful Drug Substance Technology Transfer Using Engineering, Shake Down, and Wet Tech Run
[PDA J Pharm Sci Technol 2015, 55\(5\):479-485](#) doi:10.5772/olapad.2015.00479

Changing the Performance Paradigm in Pharma/Biotech: Integrating Human Performance in Global Organizations
[PDA J Pharm Sci Technol 2015, 55\(5\):486-491](#) doi:10.5772/olapad.2015.00486

468 x 60 px

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 Terms of Use Print ISSN: 1573-7448
 Online ISSN: 1948-2124



ONLINE CONSULTING SERVICES AND SUPPLIER DIRECTORY

List your company in the PDA Consulting Services and Supplier Directory to gain a competitive advantage and to stay in front of our targeted audience 24/7 and all year long.

Basic Package (up to 150 words)	\$500
Premium Package (up to 250 words)	\$700
Ultimate Package (up to 400 words)	\$850

All packages include your company's abstract and logo online for one year.

PDA ONLINE CAREER CENTER

Search and target the most qualified candidates while saving recruiting time and cost. Our interactive tool allows employers to search a database full of resumes and pull detailed reports on the performance of their job posts. You can also include a highly visible ad with each job posting. PDA's Career Center job posting packages can be found at www.pda.org/careers or contact **David Hall** at hall@pda.org to discuss available packages and/or to customize a package that meets your business objectives.



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 Food and Drug Administration (FDA) or any 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.



VICE PRESIDENT OF SALES

David Hall

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Cell: +1 (240) 688-4405

Email: hall@pda.org



EXHIBITION & SPONSORSHIP MANAGER - PDA EUROPE

Nadjeschda Gomez-Stahl

Tel: +49.30.4365508-23

Email: Gomez@pda.org



SENIOR SALES COORDINATOR

Alison Caballero

Tel: +1 (301) 656-5900 ext. 135

Email: caballero@pda.org

PDA Global Headquarters

4350 East West Highway, Suite 600

Bethesda, MD 20814

Tel: +1 (301) 656-5900

www.pda.org

PDA Europe

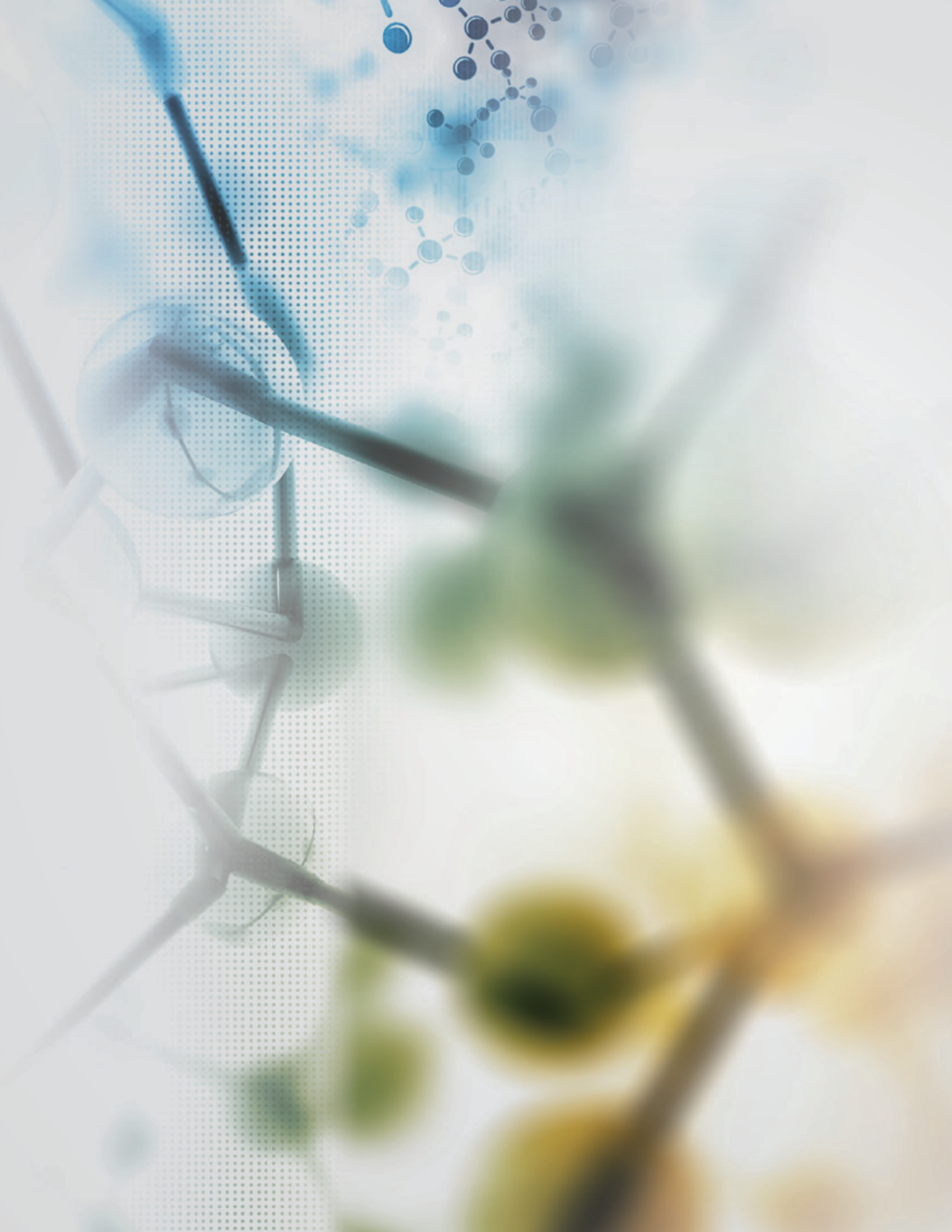
Am Borsigturm 60

13507 Berlin

Germany

Tel: + 49 (0) 30 43 655 08-0

www.pda.org/pda-europe





Connecting People, Science and Regulation®

www.pda.org/mediakit