

2020

Advertising & Event

PLANNING GUIDE

EXHIBITIONS AND
SPONSORSHIPS

DIGITAL, EMAIL &
PRINT ADVERTISING



of PDA Sites - Get Involved - Join / Login on



Parenteral Drug Association
Connecting People, Science and Regulation®

HOME EVENTS & TRAINING TOPIC AREAS PUBLICATIONS GLOBAL COMMUNITY JOIN PDA



CONNECTOR

People • Science • Regulation

PDA Letter

Multimedia - Columns - Regulatory News - Archives - Authors Wanted - Advertise

Join PDA Login



PDA Journal of Pharmaceutical Science and Technology

search Advanced Search



Parenteral Drug Association
Connecting People, Science and Regulation®

My newsfeed Recent Buyer's Guide

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Welcome to the 2020 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

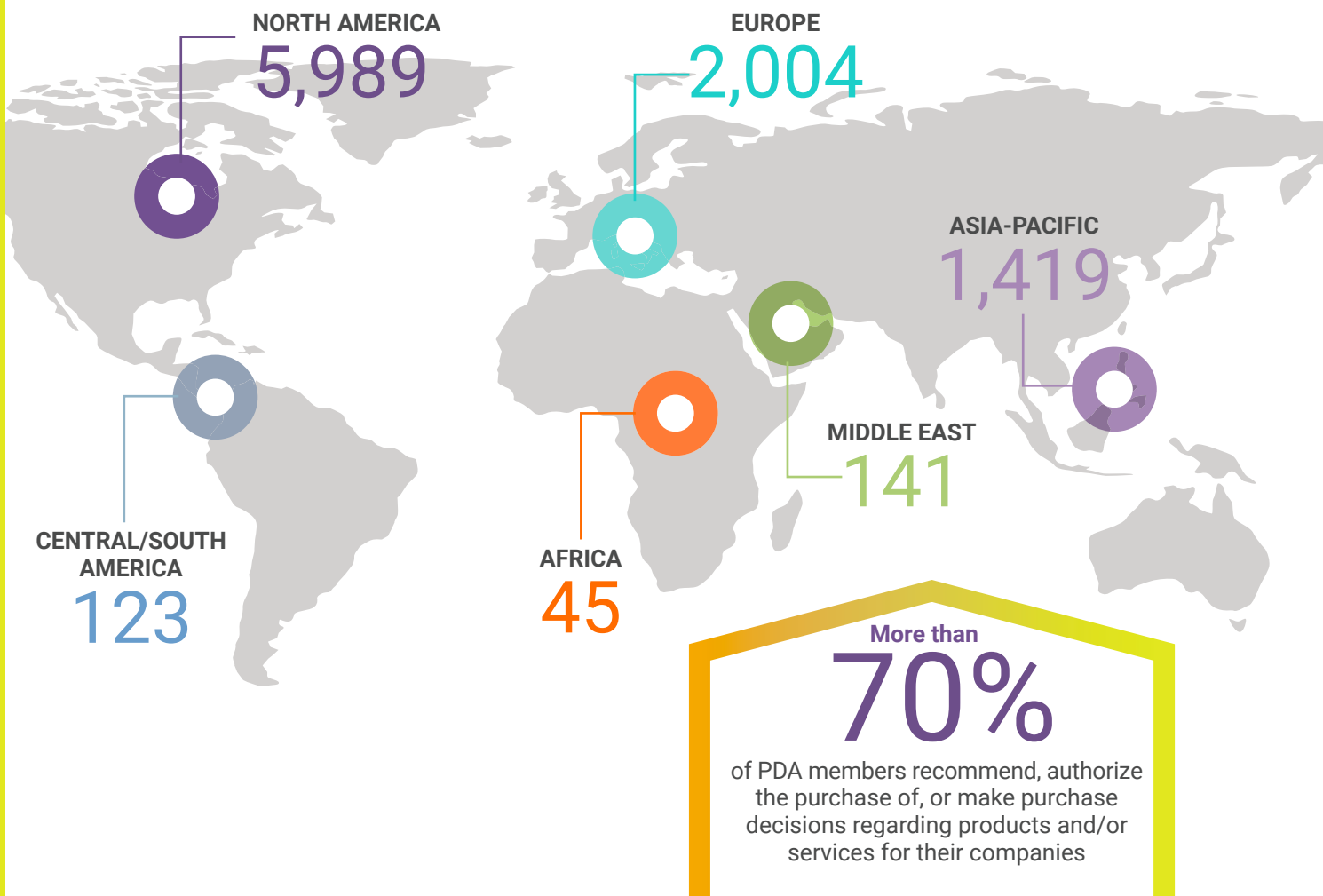
P: +1 (301) 760-7373
C: +1 (240) 688-4405
E: hall@pda.org

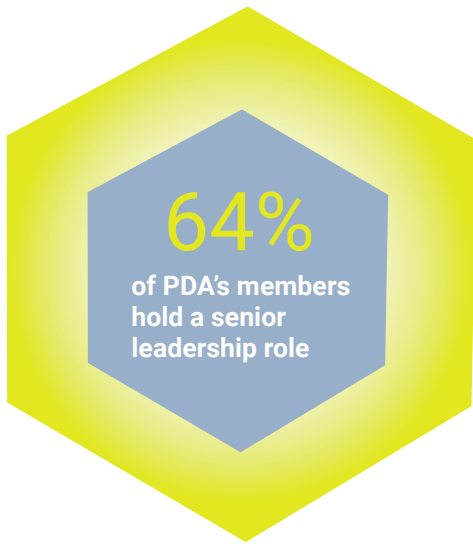
"PDA consistently executes a substantive program which allows us as attendees to stay abreast of the industry's latest trends and best practices, and allows attendees to meet vendors who provide answers to pressing manufacturing challenges."

PDA Annual Meeting Exhibitor

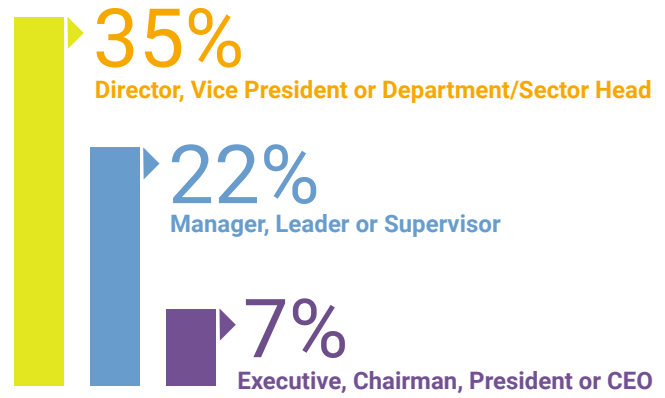
PDA boasts a more than 70-year history as a leading global provider of science, regulatory information, and education for the pharmaceutical and biopharmaceutical community, supported by its Global Headquarters in Bethesda, Maryland, European office located in Berlin, Germany, and Asia-Pacific office located in Singapore. Its more than 10,500 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 is governed by a 17-member volunteer Board of Directors.

MEMBERS PER REGION



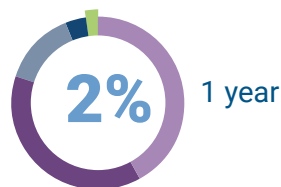
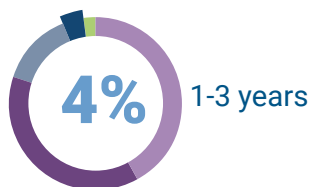
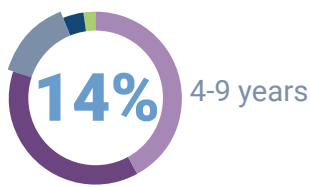
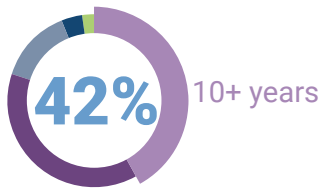
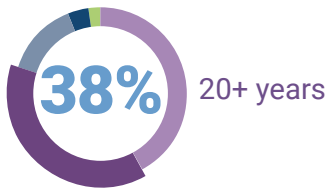


JOB POSITION

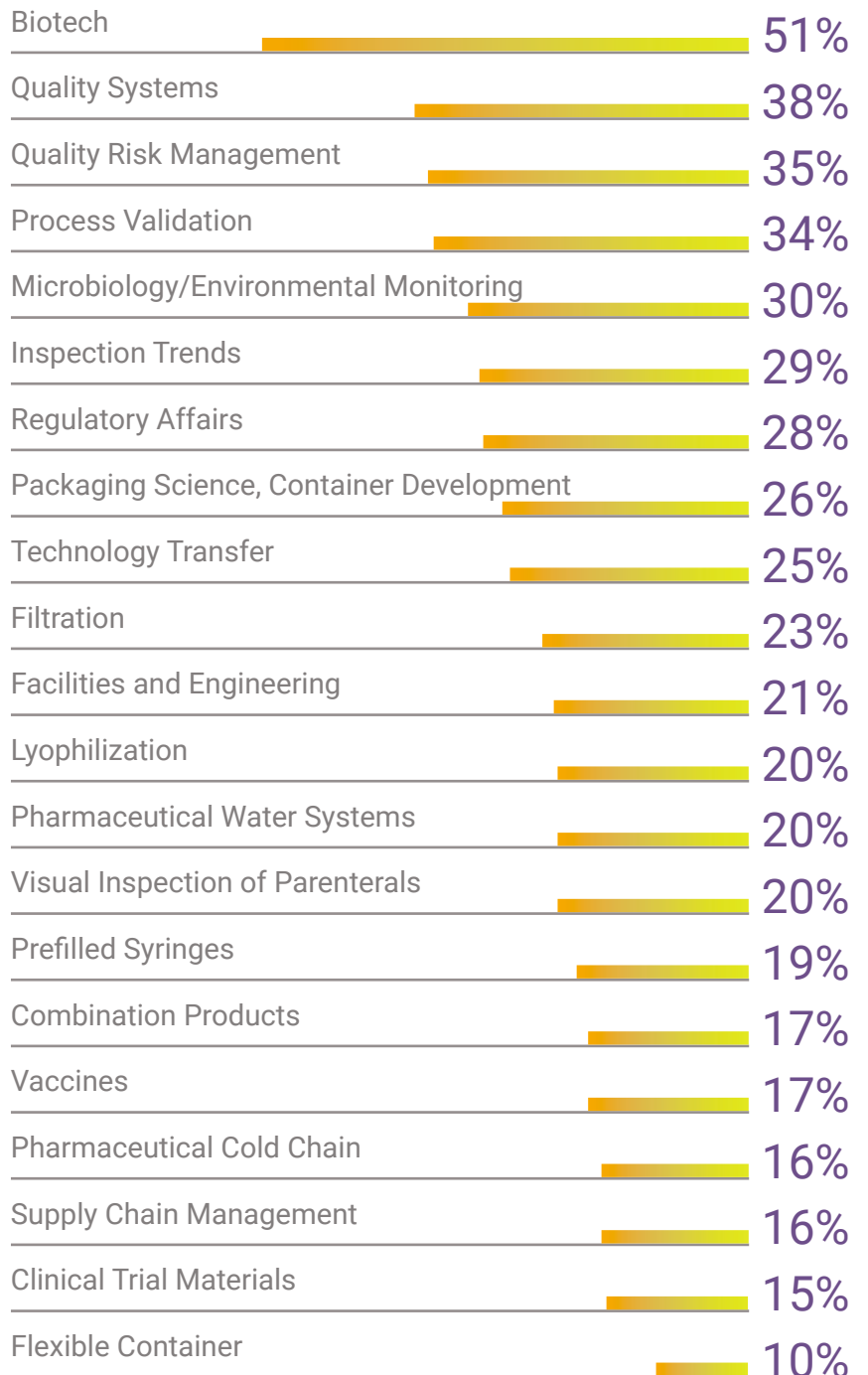


TOP PURCHASING ROLES

- Quality
- Manufacturing
- Microbiology
- Executive Management
- Technical Operations

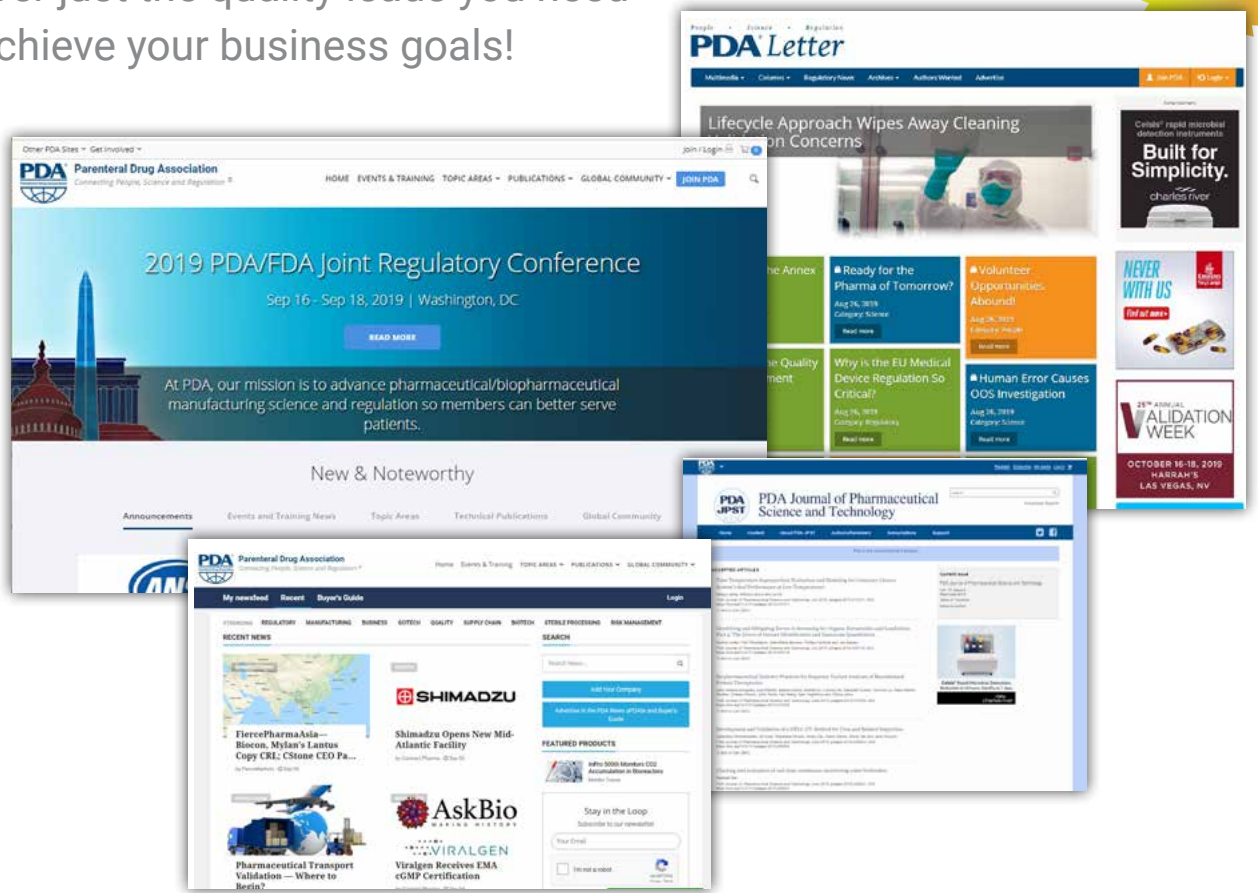


AREAS OF WORK





Through our integrated exhibition, sponsorship, and 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!



EXHIBITIONS AND SPONSORSHIPS

PDA's wide variety of exhibition 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, and allow you to showcase new products and services and engage with highly qualified leads. Find the conference or workshop that's right for you, 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*

PLATINUM PACKAGE

- One Booth Package**
- Official Sponsor with Company Logo on Hotel Key Cards
- Two banner ads/links in *PDA Connector* email
- One Full-Page color ad in Exhibit Guide
- Recognition on Conference website
- Prominent signage with Company Logo during the event
- Company Logo included in emails promoting the Conference
- Prominent recognition in Exhibit Guide
- Recognition in Plenary Session

PREMIER PACKAGE

- One Booth Package**
- Official Sponsor of the Conference App
- Four banner ads/links in *PDA Connector* email
- One Full-Page color ad in Final Program
- Company Logo included in emails promoting the Conference
- Company Logo on prominent event signage
- Recognition on Conference website
- Prominent recognition in Final Program
- Recognition in Opening Plenary Session
- Mention on Social Media as a Conference Sponsor

GOLD PACKAGE

- One Booth Package**
- Official Sponsor with Company Logo on Conference Pen
- One Half-Page color ad in Exhibit Guide
- Recognition on Conference website
- Prominent signage with Company Logo during the event
- Company Logo included in emails promoting the Conference
- Prominent recognition in Exhibit Guide
- Recognition in Plenary Session

DIAMOND PACKAGE

- One Booth Package**
- Official Sponsor with Company Logo on Conference Tote Bag
- Four banner ads/links in *PDA Connector* email
- One Full-Page color ad in Exhibit Guide
- Recognition on Conference website
- Prominent signage with Company Logo during the event
- Company Logo included in emails promoting the Conference
- Prominent recognition in Exhibit Guide
- Recognition in Plenary Session

SILVER PACKAGE

- One Booth Package**
- Recognition as Co-Sponsor of Lunch – First Day
- One Half-Page color ad in Exhibit Guide
- Recognition on Conference website
- Prominent signage with Company Logo during the event
- Company Logo included in emails promoting the Conference
- Prominent recognition in Exhibit Guide
- Recognition in Plenary Session

* 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'x2.5' 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.

2020 PDA EXHIBITION AND SPONSORSHIP CALENDAR

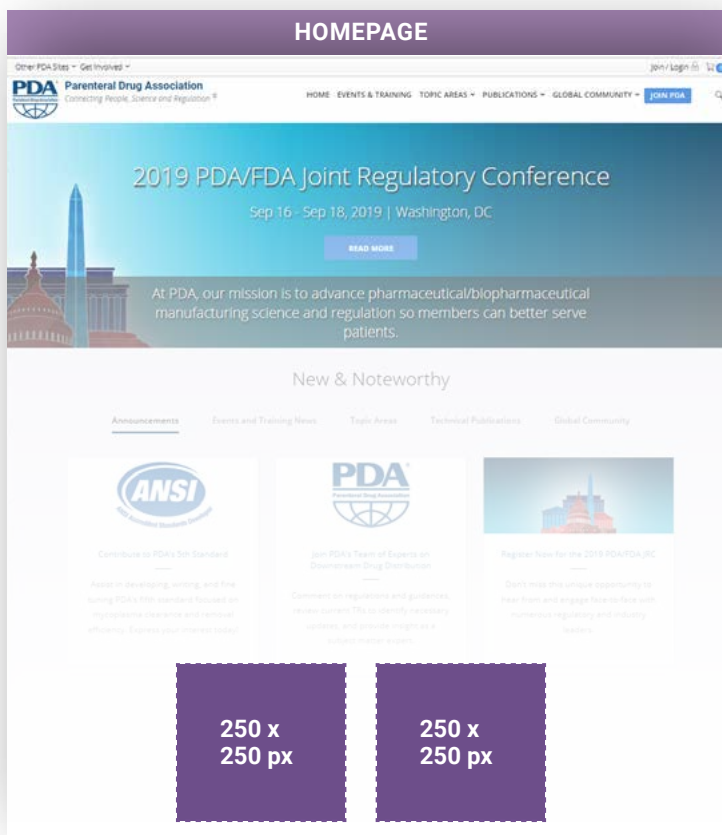
DATES	EVENT	LOCATION
FEBRUARY 25-26	EU PDA Parenteral Packaging Conference	Basel, Switzerland
JUNE 9-10	EU PDA Quality & Regulatory Conference	Virtual Event
JUNE 22-23	EU PDA Virus Forum	Virtual Event
JUNE	Advanced Therapy Medicinal Products (ATMPs/Cell and Gene) Month	Virtual Event
JUNE 24-25	EU PDA Advanced Therapy Medicinal Products	Virtual Event
JULY 20-22	PDA Annual Meeting	Virtual Event
TBD	PDA Pharmaceutical Manufacturing Data Science Workshop	Virtual Event
SEPTEMBER 8-9	EU PDA Medical Devices & Connected Health Conference	Madrid, Spain
SEPTEMBER 14-16	PDA/FDA Joint Regulatory Conference	Washington, DC
SEPTEMBER 16-17	PDA Data Integrity Workshop	Washington, DC
SEPTEMBER 22-23	EU PDA BioManufacturing Conference	Dublin, Ireland
SEPTEMBER 24-25	EU PDA Freeze Drying Technology Conference	Dublin, Ireland
SEPTEMBER 24-25	PDA Pharmacopoeia Conference	Rockville, MD
OCTOBER 5-6	PDA Universe of Pre-Filled Syringes and Injection Devices	Las Vegas, NV
OCTOBER 7	PDA Combination Products Workshop	Las Vegas, NV
OCTOBER 19-20	EU PDA Visual Inspection Forum	Berlin, Germany
OCTOBER 19-21	15th Annual PDA Conference on Pharmaceutical Microbiology	Washington, DC
OCTOBER 20-21	EU PDA Aseptic Animal Health Conference	The Hague, Netherlands
OCTOBER 21-22	PDA Rapid Microbiological Methods Workshop	Washington, DC
OCTOBER 28	PDA Visual Inspection Interest Group Meeting	Bethesda, MD

CURRENT AS OF 4/24/2020.

Subject to change. For the most current calendar, please visit www.pda.org/calendar

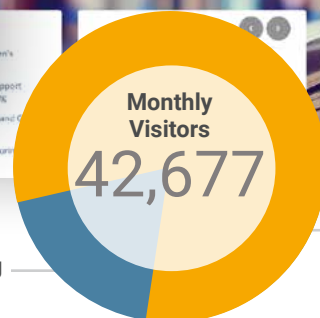
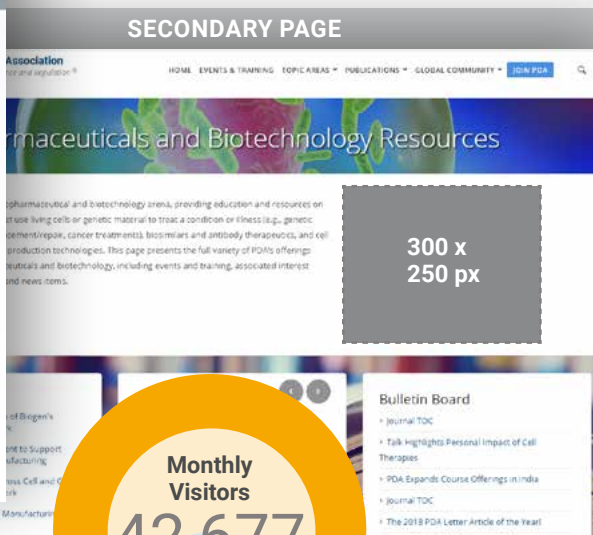
Visit pda.org for details on the Virtual Events.

ONLINE ADVERTISING



Website Traffic*

Monthly Sessions: **62,447**
 Monthly Page Views: **184,131**
 Monthly Unique Page Views: **128,618**
 Pages Viewed per Session: **3**



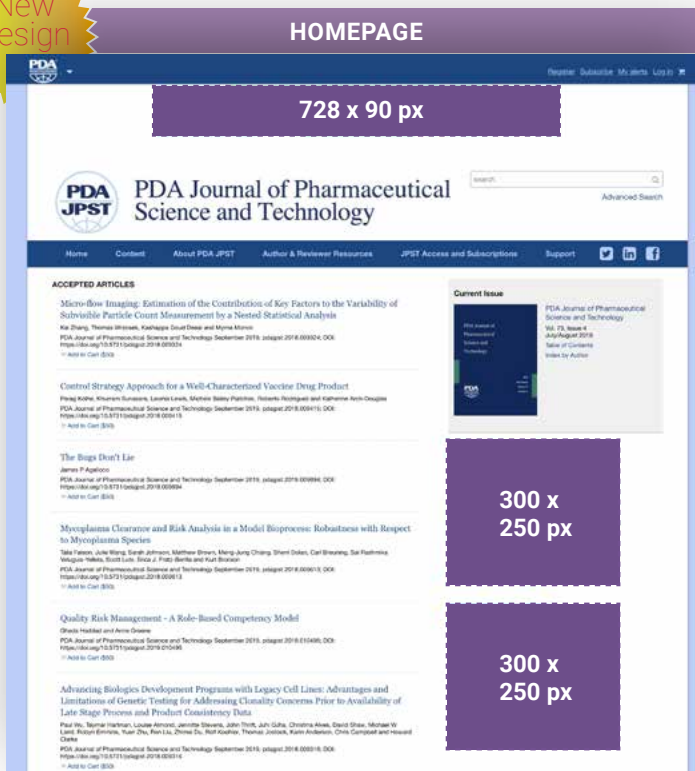
PDA Website advertising options

PDA.org

PAGE	AD SPECIFICATIONS	SIZE	AVERAGE PAGE VIEWS PER MONTH	PRICE
Homepage	Boombbox	250 x 250 px	20,260	\$2,500/month
SECONDARY PAGES				
New Technical Report Product Page	Half Banner	468 x 60 px	4,351	\$2,500/month
Global Calendar	Banner	728 x 90 px	4,363	\$2,000/month
PDA Technical Report Portal Landing Page	Square	250 x 250 px	2,945	\$2,000/month
NEW TOPIC AREA PAGES				
PAGES	AVERAGE PAGE VIEWS PER MONTH		AD SPECIFICATIONS	
Biopharmaceuticals/Biotechnology	274		Rectangle, Banner	
Manufacturing/Science	140		Rectangle, Banner	
Aseptic Processing/Sterilization	591		Rectangle, Banner	
Supply Chain/Outsourcing	61		Rectangle, Banner	
Quality/Regulatory	425		Rectangle, Banner	
AD SIZES AND PRICING:		Rectangle	300 x 250 px	\$1,500/month
		Banner/Footer	728 x 90 px	\$1,000/month

*PDA's own data, provided by Google Analytics. Average monthly numbers from July 2018 through July 2019 across all PDA websites.

The PDA Journal of Pharmaceutical Science and Technology



Website Statistics

Home Page Monthly Views: **20,616**
 Table of Contents Monthly Views: **1,524**



Choose from a **Rectangle (300 x 250 px)** variety of ad sizes: **Leaderboard (728 x 90 px)**

Published six times per year

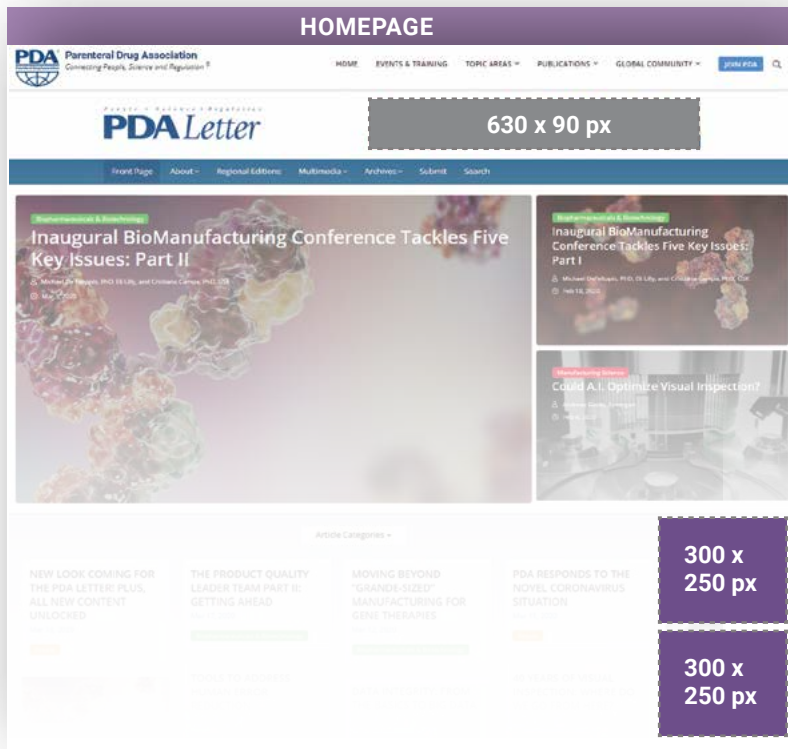
Accessible—available 24/7 to 10,500+ PDA members and 250 individual and institutional subscribers

Global reach—Members and subscribers located in more than 72 countries

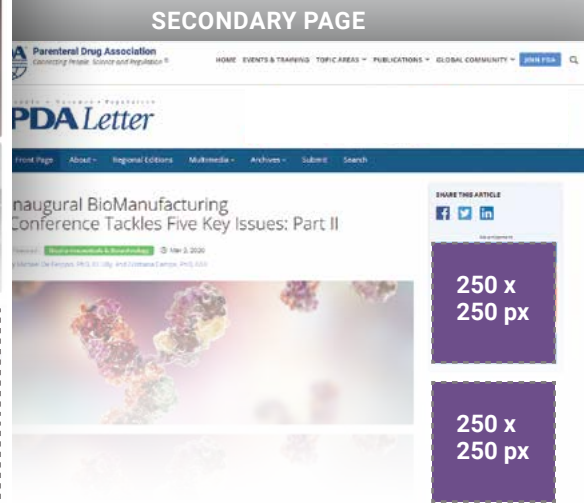
Markets served—Pharmaceutical and biopharmaceutical manufacturers, industry product and service suppliers, government agencies, and academia

PAGE	AD SPECIFICATIONS	SIZE	PRICE
Homepage	Leaderboard - Run of Site	728 x 90 px	\$2,500/month
	Rectangle - Partial Run of Site (Current Issue, Past Issues, Accepted Articles tabs)	300 x 250 px	\$2,000/month
SECONDARY PAGES			
Table of Contents Page (Current Issue)	Rectangle	300 x 250 px	\$500/month
Past Issues Page	Rectangle	300 x 250 px	\$500/month
Accepted Articles Page	Rectangle	300 x 250 px	\$500/month
eTOC Alerts (email sent to approximately 9,000)	Standard Banner	468 x 60 px	\$1,000/per email

PDA LETTER ONLINE AND PRINT ADVERTISING



Monthly Page Views: **9,342**
 Monthly Unique Page Views: **8,021**
 Pages Viewed per Session: **2.08**



PDA Letter (Online)

PAGE	AD SPECIFICATIONS	SIZE	PRICE
Home Page - Run of Site	Leaderboard	630 x 90 px	\$4,000/month
Home Page	Rectangle	300 x 250 px	\$2,500/month
Multimedia Pages - Partial Run of Site	Rectangle	300 x 250 px	\$1,500/month
Sponsored Content - call for details			
SECONDARY PAGES			
Article	Square	250 x 250 px	\$1,500/article
Article	Footer/Banner	800 x 100 px	\$1,000/article
Video	Embed URL	Not applicable	\$2,500/month

Content is made available on a mobile-friendly website that not only offers enhanced functionality for reading, but also provides additional advertising opportunities. Your ads and videos can be posted to the *PDA Letter* online, providing a new way to capture readers' attention and create brand awareness.

PDA LETTER

The *PDA Letter* is PDA's online and print magazine covering the science, technology, regulatory, and association news relevant to the PDA community. With key subject matter expert interviews, case studies, and articles by industry leaders and experts, this popular publication is a primary communication method to keep PDA members up to date on the industry and its best practices. The website has advertising opportunities to expand your brand visibility through ads and videos. The *PDA Letter* website allows for continuous publishing of timely information on Aseptic Processing and Sterilization, Bioprocessing, Data Integrity, Manufacturing Science, Quality and Regulatory, Cell and Gene Therapies, and Supply Chain/Outsourcing.

The *PDA Letter* is also printed and distributed 6 times a year (bi-monthly) to members worldwide.

2020 PDA Letter Print Calendar



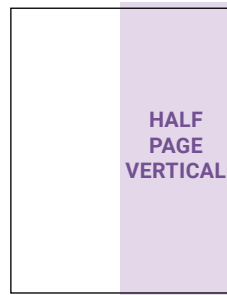
ISSUES	AD MATERIAL DUE	SHOW ISSUE
January/ February	December 16, 2019	PDA Annual Meeting Show Issue; PDA Parenteral Packaging Conference (Europe) Show Issue
March/April	April 3, 2020	PDA Visual Inspection Forum (Europe) Show Issue PDA Advanced Therapy Medicinal Products (Cell and Gene) Conference Show Issue
May/June	June 5, 2020	PDA Europe Quality and Regulatory Annual Meeting Show Issue
July/August	August 3, 2020	PDA/FDA Joint Regulatory Conference Show Issue
September/ October	October 6, 2020	15th Annual PDA Global Conference on Pharmaceutical Microbiology Show Issue
November/ December	November 23, 2020	

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

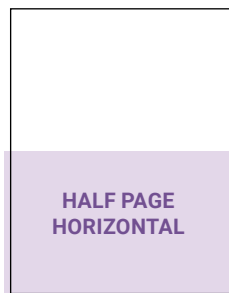
PDA LETTER PRICING AND AD SIZES (PRINT)



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



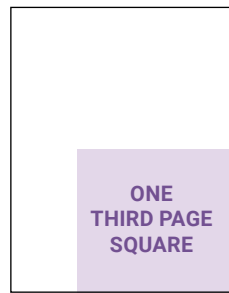
FREQUENCY	RATE
1x	\$4,095
3x	\$3,885
6x	\$3,570
Width 4.25" Height 11"	



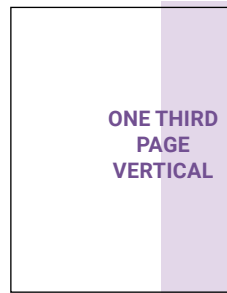
FREQUENCY	RATE
1x	\$4,095
3x	\$3,885
6x	\$3,570
Width 8.5" Height 5.5"	



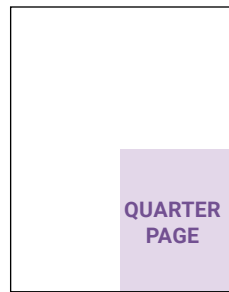
FREQUENCY	RATE
1x	\$4,095
3x	\$3,885
6x	\$3,570
Width 5.5" Height 8.5"	



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



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



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



FREQUENCY	RATE
1x	\$840
3x	\$790
6x	\$630
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

Cover Tip +\$5,000

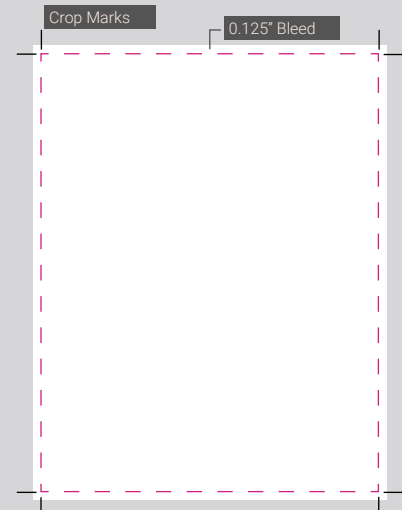
MATERIAL SPECIFICATIONS

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 accepted. Inclusion of hard copy color proofs is recommended.



EMAIL ADVERTISING

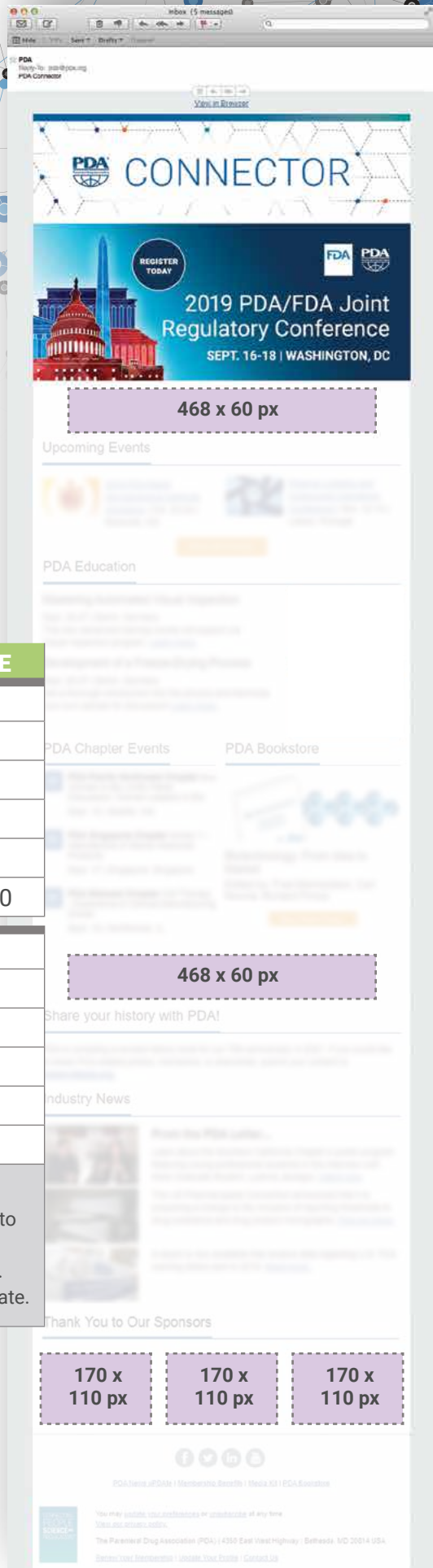
The *PDA Connector*®


Distribution: 31,000

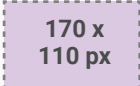
Open Rate: 13%

Click-Through Rate: 6%

The *PDA Connector*, PDA's weekly e-Newsletter, is delivered to the inboxes of more than 31,000 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 throughout the email and do not rotate with other ads, providing maximum visibility and driving traffic to your website.



AD SPECIFICATIONS	FREQUENCY	PRICE
Rectangle (468 x 60 px)	1x	\$750
	2x	\$1,400
	4x	\$2,600
	12x	\$6,600
	24x	\$9,600
	48x	\$14,400

Rectangle (170 x 110 px)	1x	\$375
	2x	\$750
	4x	\$1,300
	12x	\$3,300
	24x	\$4,800
	48x	\$7,200

Requirements: Maximum file size is 50 kb (gif or jpeg format); and 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 Connector* is published every Wednesday. Cancellations must be made in writing four weeks prior to the issue date.

ADDITIONAL DIGITAL ADVERTISING OPTIONS

Connect with your target audience through PDA's newest online advertising solutions – the PDA Buyer's Guide, Newsfeed, and PDA News uPDate weekly e-newsletter.

These digital publications 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 the biopharmaceutical industry.

PDA news uPDate

A1|2 Leaderboard \$4,000
 Header / footer
 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 = 720x50px
 • 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 = 300x250px
 • 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 = 220x145px
 300 characters for introduction message.
 • thirteen (13) consecutive weeks

A Super Top Banner \$10,000
 Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.
 Ad. spec: JPEG, GIF, PNG = 468x60px
 • 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 = 468x60px
 • 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 = 144x432px = Max. size: 20K
 • thirteen (13) consecutive weeks

D Featured Content \$5,000
 Banner allows companies to combine imagery, color and text in an interesting and compelling manner.
 Ad. spec: JPEG, GIF, PNG = 144x432px = Max. size: 20K
 • 100 Characters for title plus 250 Characters for message.
 • thirteen (13) consecutive weeks

E Medium Rectangle \$6,000
 These versatile rectangles can be used for branding or product promotion.
 Ad. spec: JPEG, GIF, PNG = 300 x 250px
 • thirteen (13) consecutive weeks

F Full Banner \$4,000
 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 = 468x60px
 • 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)

A1|2 Leaderboard \$4,000
 Header / footer
 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 = 720x50px = 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 = 300x250px = 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 = 100x50px
 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 = 100x50px = Run-of-Site
 50 Characters for title plus 200 Characters for message.
 • thirteen (13) consecutive weeks

ADDITIONAL DIGITAL ADVERTISING OPTIONS

PDA News uPDAtE Advertising

The weekly PDA News uPDAtE offers an unparalleled way to get directly into the inbox of more than 30,000 qualified industry professionals with an over 15% open rate!

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).



ADDITIONAL DIGITAL ADVERTISING OPTIONS

Online Newsfeed Advertising

The screenshot shows the PDA website's newsfeed layout. At the top, there's a navigation bar with 'Home', 'Events & Training', 'TOPIC AREAS', 'PUBLICATIONS', and 'GLOBAL COMMUNITY'. Below this is a search bar and a 'Login' link. A large banner area at the top of the newsfeed is labeled 'Your ad banner here!' with a red 'A1' callout. The main content area features several article snippets. The first snippet is titled 'Editorial: Formulation Development & Manufacturing — CDMOs Offer Speed, Advanced Technologies, & the Ability to Handle More Potent APIs' and includes a small image of laboratory equipment. The second snippet is 'MasterControl's Santos-Serrao to Speak on What Clinical Can Learn From the Manufacturing GMP Industry About Quality & Compliance' with a red and white checkered graphic. The third snippet is 'Integrating Risk Management in the Quality Management System — a Primer' with a flowchart diagram. The fourth snippet is 'Revealing Advanced Wound Care Market Growth Factors' with a photo of a person in a lab. The fifth snippet is '5 Tips for Improving Enterprise Cloud Success in 2017' with the MetricStream logo. A second banner area at the bottom of the newsfeed is also labeled 'Your ad banner here!' with a red 'A2' callout. On the right side of the newsfeed, there is a 'Stay in the Loop!' newsletter sign-up form and a 'Why should I subscribe?' video thumbnail with a red 'B' callout.

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

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**

ADDITIONAL DIGITAL ADVERTISING OPTIONS

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:**

Acquire followers

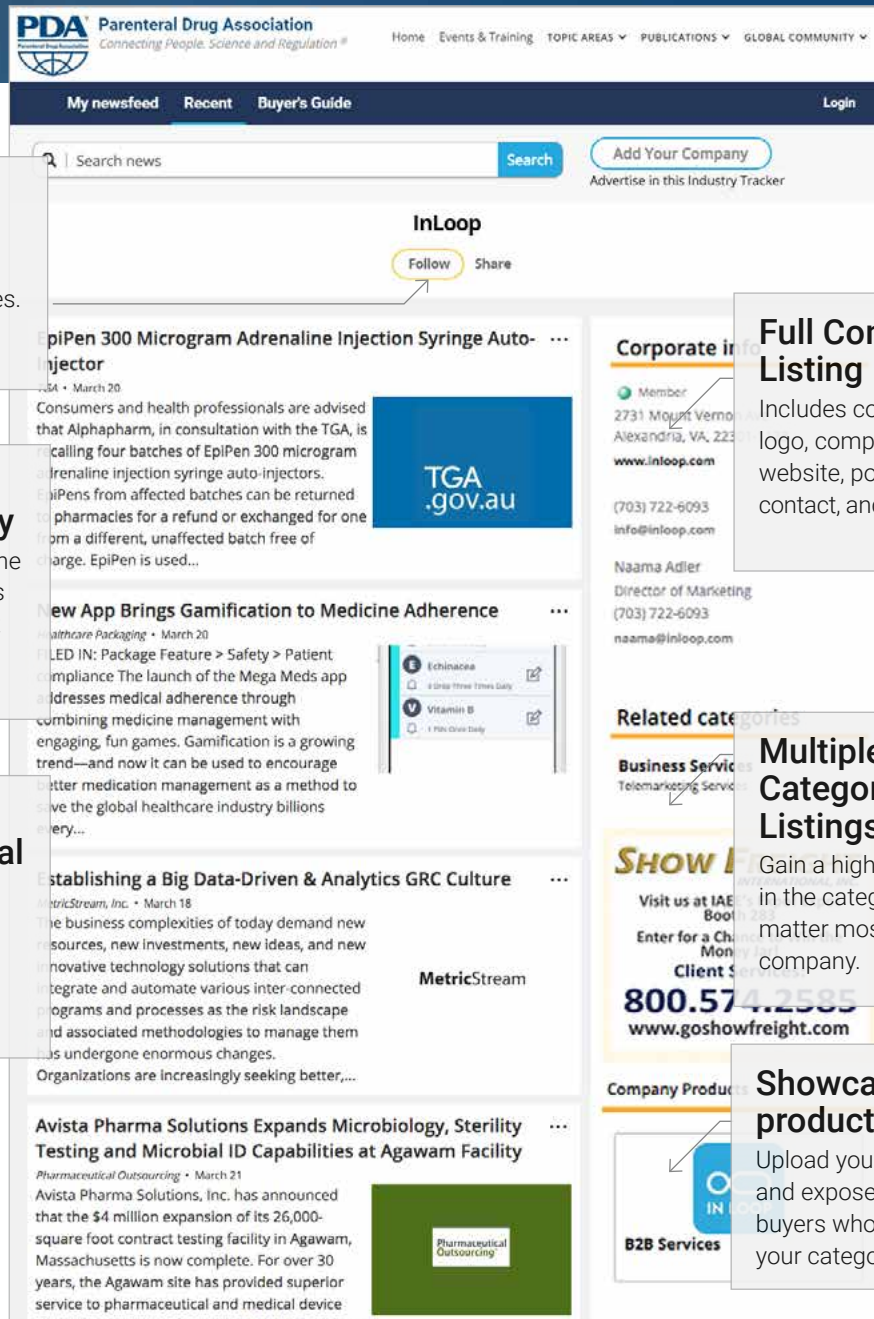
Your stories will reach individuals who follow your company or listed categories.

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.

ADDITIONAL DIGITAL ADVERTISING OPTIONS

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

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 • 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**

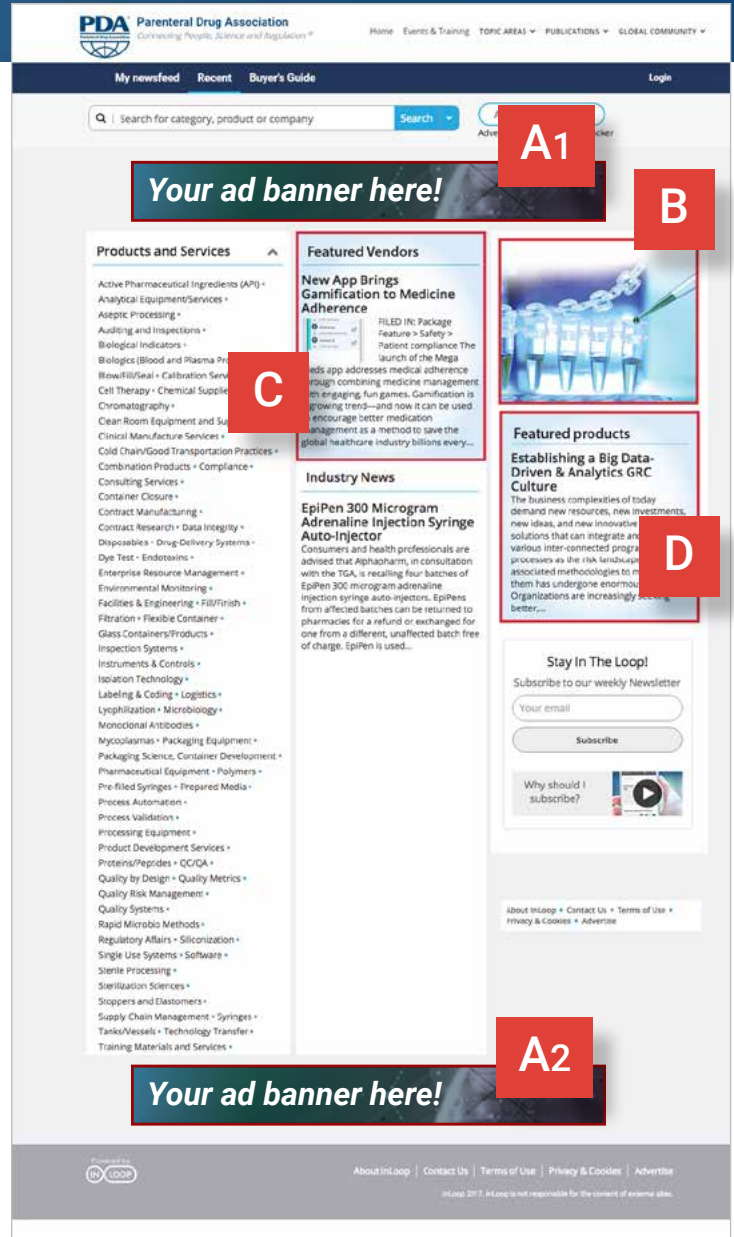
D

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**



ADDITIONAL DIGITAL ADVERTISING OPTIONS

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 *

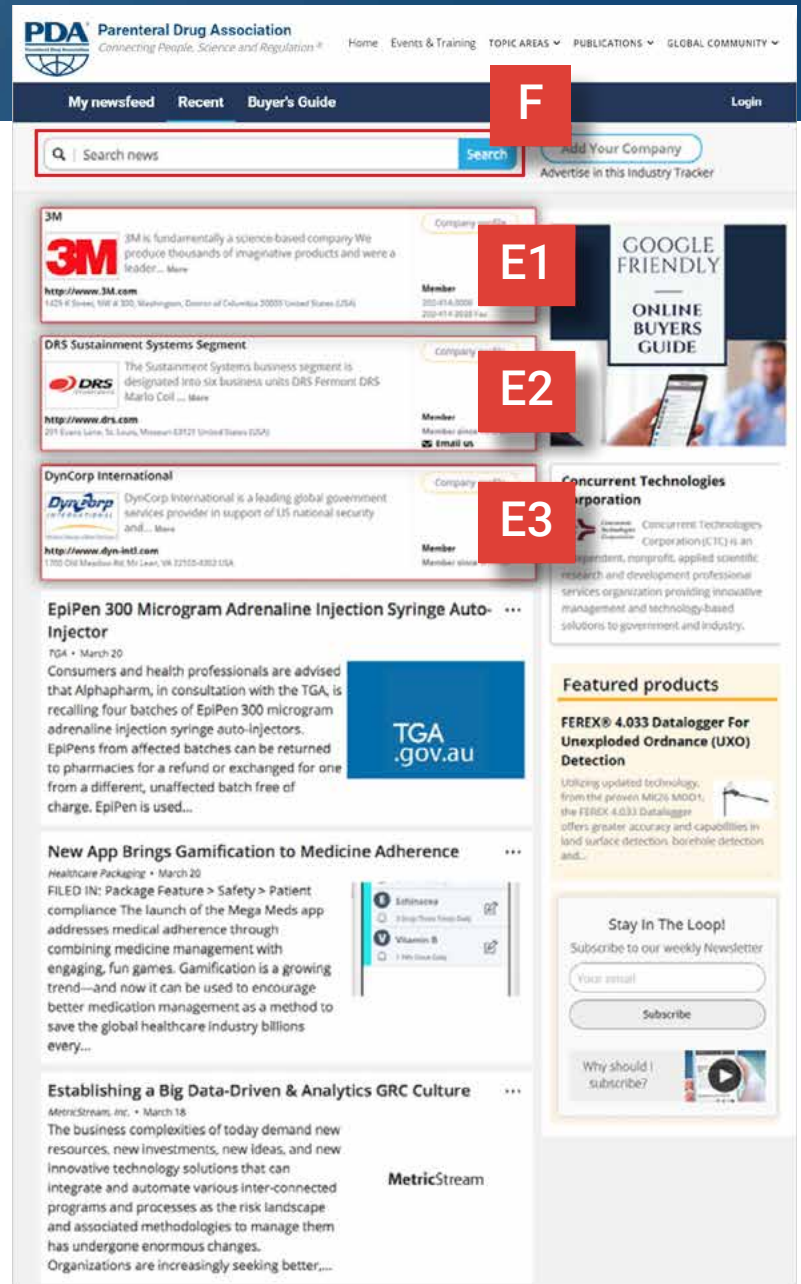
Guaranteed to be in the top 10 in the category of your choice.

● 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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