



2024 PDA Digital Advertising Media Kit

DIGITAL AND EMAIL
ADVERTISING



CONNECTING
PEOPLE
SCIENCE AND
REGULATION®

2024 PDA Digital Advertising Media Kit

Your message matters

Show the world what you have to offer

The Parenteral Drug Association (PDA) is the leading global provider of science, technology, and regulatory information. We create awareness and understanding of important issues facing the bio/pharmaceutical community and deliver high-quality, relevant education to the industry. Through our connections with professionals in industry, regulatory authorities, and academia, PDA advances pharmaceutical manufacturing science and regulation so members can better serve patients.

PDA strives to offer connection with some of your best customers and prospects: a global engaged audience of industry professionals, including key decision makers with purchasing authority across categories and disciplines in the pharma industry in the U.S. and around the world.

We look forward to helping you reach your goals!

PDA Sales Team

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Our Reach

PDA's mission is to advance pharmaceutical/biopharmaceutical manufacturing science and regulations so members can better serve patients. Our areas of industry expertise include:

Core Competencies

- Aseptic Processing & Sterilization
- Biopharmaceuticals & Biotechnology
- Manufacturing Science
- Quality & Regulatory
- Supply Chain & Outsourcing

PDA connects supporters with

- More than 9,500 global PDA members with buying power
- More than 2,500 active volunteer members supporting PDA's initiatives worldwide

Each Year, PDA delivers

- More than 20 Conferences/Workshops in the U.S., Europe, and Asia
- 12+ PDA Letter Feature Articles contributed by active member volunteer subject matter experts
- 10+ technical documents per year, including peer-reviewed Technical Reports and Points to Consider
- 70+ training courses through our onsite Training and Research Institute (TRI) located in Bethesda, MD, external facilities, and online
- 12 podcasts and "On the Issue" video interviews



Audience

PDA Website

- 143,807 Average Unique Page views per month
- 381,973 Average Monthly Page views

PDA Journal

- 1,718 Average Unique Page views per month
- 20,616 Average Monthly Page views

PDA Letter Website

- 11,842 Average Unique Page views per month
- 25,574 Average Monthly Page views

E-Newsletters

Weekly:

- Connector:
 - Distribution: 16,000 weekly
 - Open rate: 22%
 - Click-through rate: 1.33%
- uPDAtE Newsletter:
 - Distribution: 32,300 weekly
 - Open rate: 21.89%
 - Click-through rate: 19.35%

Bi-Monthly:

- Training:
 - Distribution: varies by topic
 - Open rate: 23%
 - Click-through rate: 1.4%

Monthly:

- Bookstore:
 - Distribution: 8,000
 - Open rate: 31%
 - Click-through rate: 4.48%
- PDA Letter Digest:
 - Distribution: 9,000
 - Open rate: 34%
 - Click-through rate: 4.46%

In-house Training Courses

900+ attendees per year complete training courses.

Attendees at PDA Events

On average, there are approximately 500+ attendees at each of our PDA Signature Events.

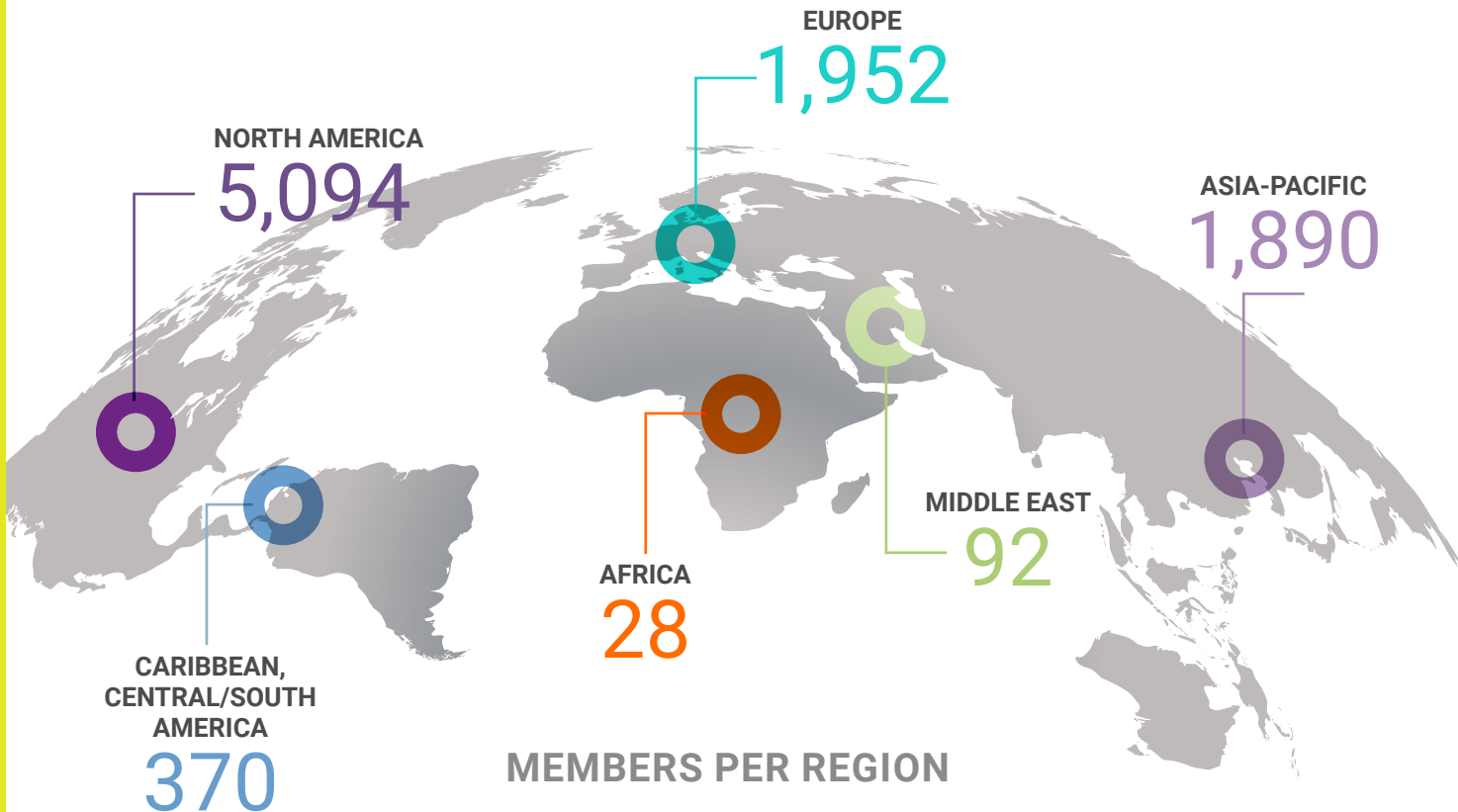


PDA Member Breakdown

PDA boasts a 78-year history as the leading global provider of science, regulatory information, and education for the pharmaceutical and biopharmaceutical community.

Our Global Headquarters is located in Bethesda, Maryland. As an international organization, we also have a European office located in Berlin, Germany, and an Asia-Pacific office located in Singapore.

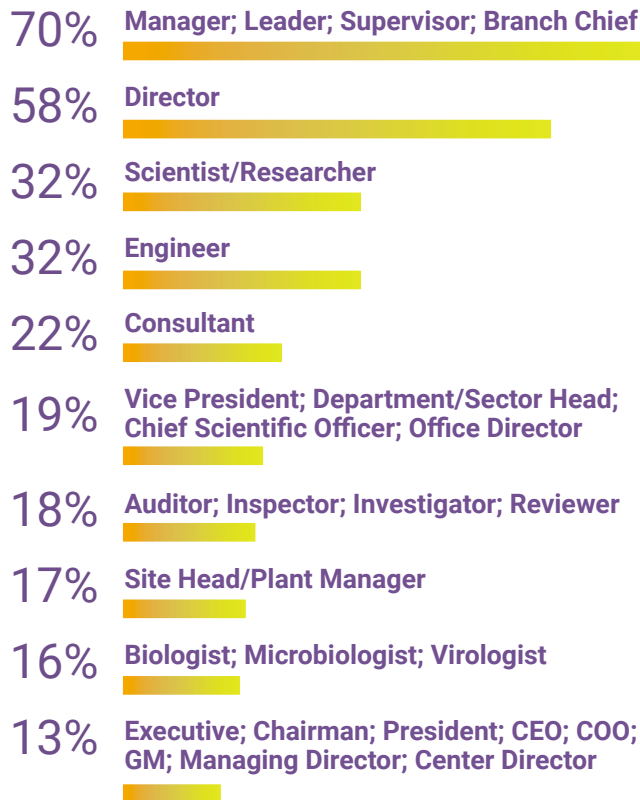
Members reside in 79 countries.



* Source: 2023 September PDA Board of Directors Meeting report.

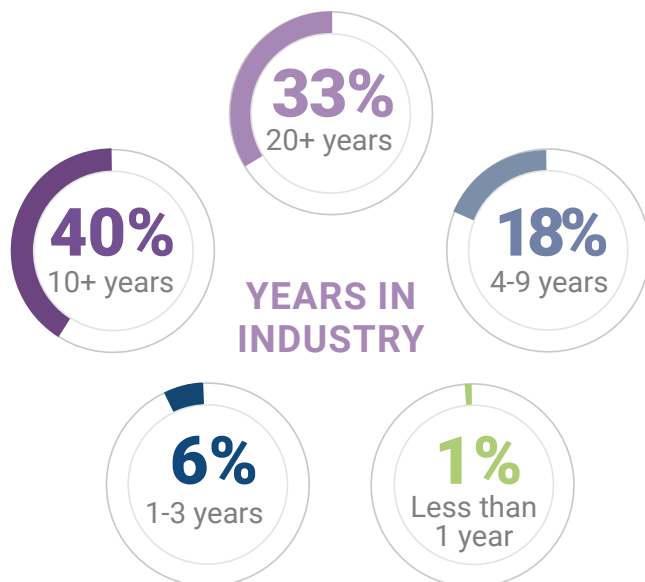
PDA offers integrated web and digital advertising opportunities to help you connect your brand with industry decision-makers and subject matter experts from around the globe. PDA conveys your message professionally and effectively, delivering the results you expect.

TOP PURCHASING ROLES



AREAS OF WORK

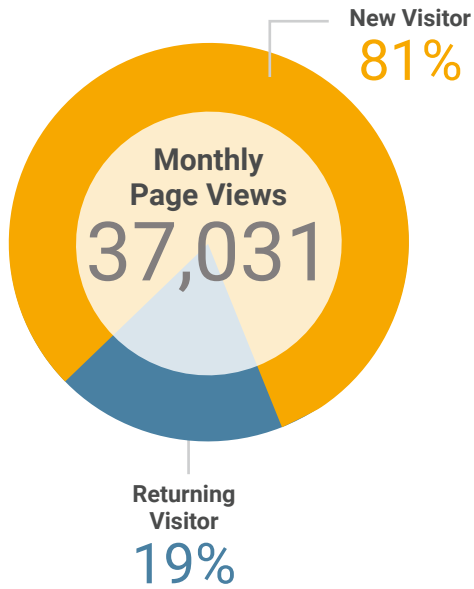
- Active Pharmaceutical Ingredient (API)
- Analytical Labs/Stability
- Aseptic Processing
- Auditing and Inspections
- Biologics (Blood and Plasma Products)
- Biopharmaceuticals
- Biotech
- Blow/Fill/Seal
- Clinical Trials Materials
- Cold Chain/Good Transportation Practices
- Container Closure
- Contract Manufacturing
- Disposables
- Endotoxins
- Environmental Monitoring
- Extractables, Leachables
- Facilities and Engineering
- Flexible Container
- Monoclonal Antibodies
- Microbiology/Environmental Monitoring
- Packaging Science, Container Development
- Parenteral Drug Manufacturing
- Pharmaceutical (Branded)
- Pharmaceutical (Generic)
- Pharmaceutical Cold Chain
- Pharmaceutical Training
- Process Engineering
- Quality and Compliance
- Quality by Design
- Rapid Microbiology Methods
- Regulatory Affairs
- Sterilization Sciences
- Stoppers and Elastomers
- Vaccines



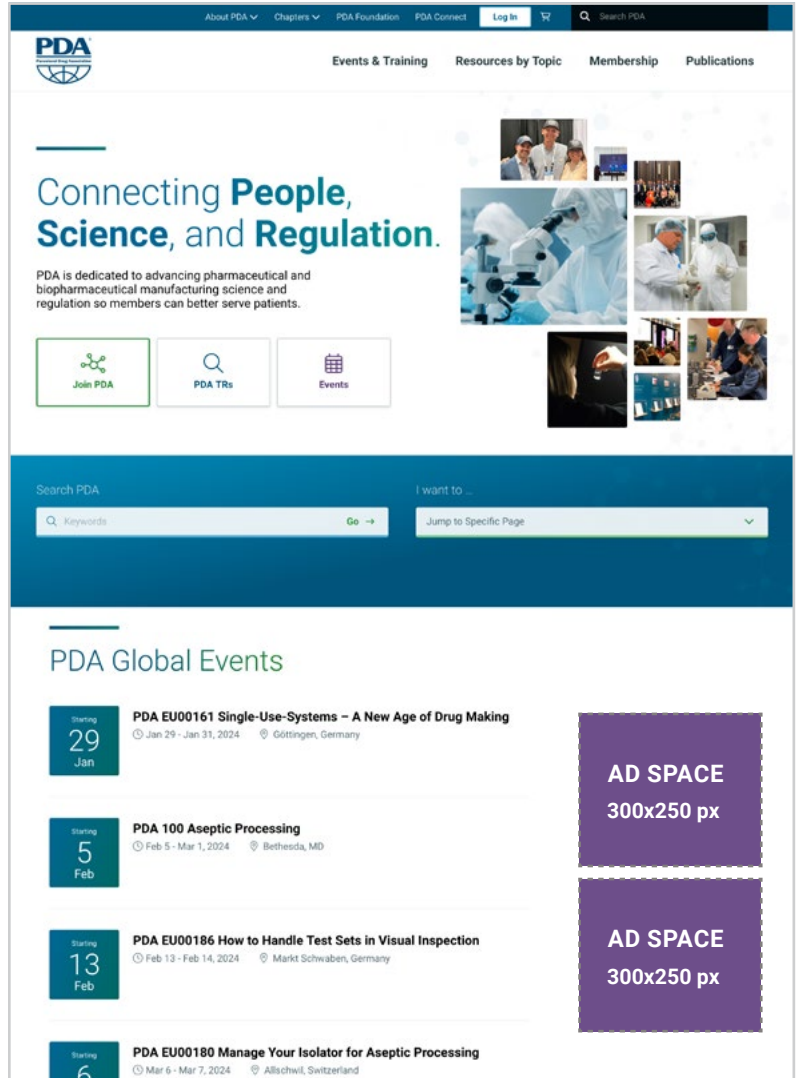
* Source: 2023 September PDA Board of Directors Meeting report.

Digital Advertising | PDA.org

PDA HOME PAGE (www.pda.org)



Monthly Unique Page Views:
13,159



PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Homepage	Medium Rectangle	300 x 250 px	37,031	\$3,100/month

*Source: Google Analytics: September 2022-September 2023

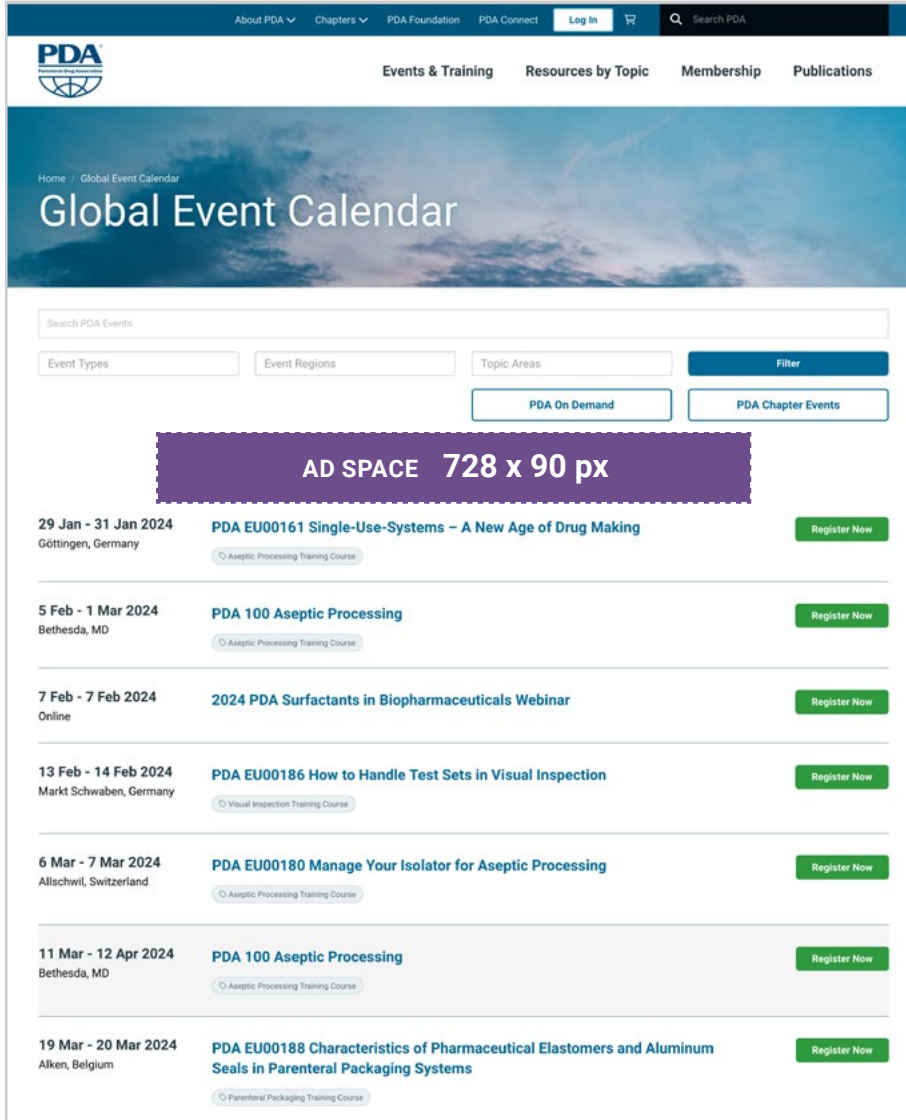
PDA.ORG SECONDARY PAGES

Global Event Calendar Page (www.pda.org/events)

The *PDA Global Event Calendar* page includes all events hosted by PDA and is one of the most popular pages on our site. Visitors to the “Global Event Calendar” are actively seeking information about our conferences, workshops, and training courses. Subpages lead to full details and registration information for each individual event.

Monthly Page Views:
18,035

Monthly Unique Page Views:
6,023



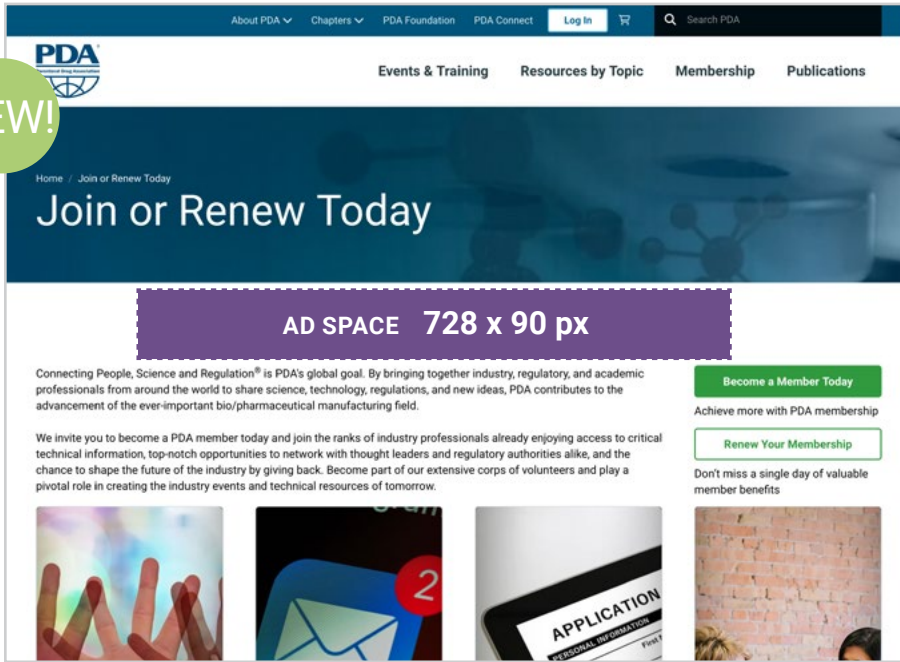
PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Global Calendar	Banner - up to 3 ads in rotation	728 x 90 px	18,035	\$2,600/month

PDA.ORG SECONDARY PAGES

Join or Renew Page (www.pda.org/joinrenew)

The *PDA Join or Renew* page is frequently visited by members and prospects. It provides information on the various types and tiers of membership and the benefits associated with each.

NEW!



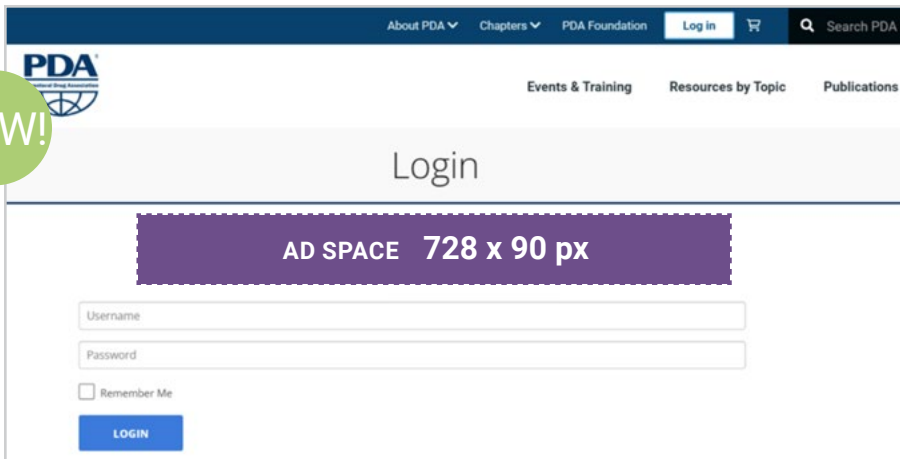
Monthly Page Views:
31,749

Monthly Unique Page Views:
14,328

Login to My Account Page

The *Login to My Account* page gives members access to their membership dashboards. All members must launch through the Login page. Once at their individual dashboards, members can access their benefits, account overview, settings, history, and downloads - a popular page and an essential, regular stop for members.

NEW!



Monthly Page Views:
11,720

Monthly Unique Page Views:
3,283

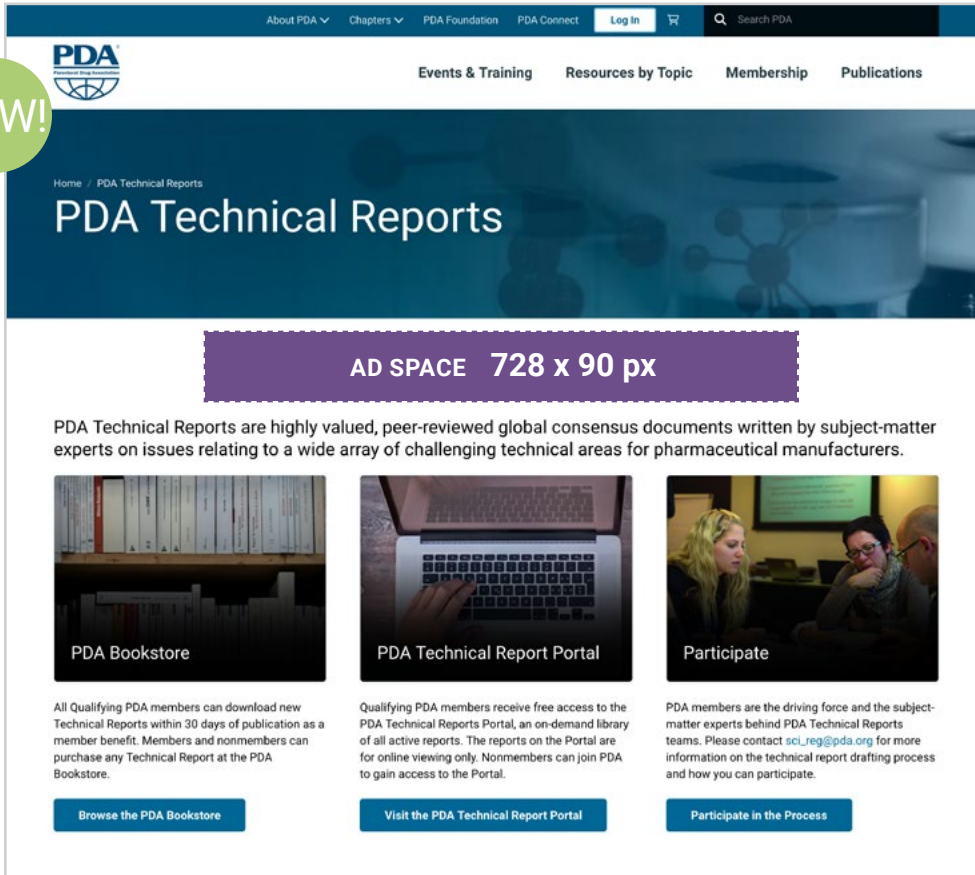
PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Join/Renew Page	Banner - up to 3 ads in rotation	728 x 90 px	31,749	\$3,200/month
Login to My Account Page	Banner	728 x 90 px	11,720	\$2,300/month

PDA.ORG SECONDARY PAGES

PDA Technical Reports Page (www.pda.org/technicalreports)

PDA publishes 10+ technical documents per year. These are highly valued global consensus documents written and peer reviewed by subject matter experts on issues related to challenging technical areas for pharmaceutical manufacturers. At least six Technical Reports and six Points to Consider documents are published each year.

NEW!



Monthly Page Views:
9,964

Monthly Unique Page Views:
3,935

Each new Technical Report and PtC was downloaded an average of **2,720** times in 2023

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
PDA Tech Report Page	Banner	728 x 90 px	9,964	\$2,100/Month

PDA.ORG SECONDARY PAGES

PDA Training Page (www.pda.org/training)

PDA hosts more than 70 training courses a year at our onsite Training and Research Institute (TRI), external facilities, and online. Topics covered include Aseptic Processing, Cleaning, Environmental Monitoring, Filtration, Parenteral Packaging, Quality Risk Management, and more.

Get noticed with your ad in front of the many industry professionals seeking PDA’s expert training.

NEW!



Monthly Page Views:
13,921

Monthly Unique Page Views:
5,735

Check out PDA’s 2024 Training Calendar

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Training Landing Page	Banner	728 x 90 px	13,921	\$2,100/month

PDA LETTER WEBSITE (www.pda.org/pdaletter)



Monthly Page Views:
25,574

Monthly Unique Page Views:
11,842

The *PDA Letter* is PDA’s online 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 tool to keep PDA members up to date on the industry and its best practices. The *PDA Letter* website allows for continuous publishing of timely information on Aseptic Processing and Sterilization, Biopharmaceuticals and Biotechnology, Manufacturing Science, Quality and Regulatory, and Supply Chain/Outsourcing.

PROPOSED 2024 PDA LETTER THEMES (SUBJECT TO CHANGE)

JAN	Regulatory
FEB	Annex 1
MAR	Annual Meeting
APR	CDMO Workshop
MAY	Cell and Gene Therapy
JUN	The Emergence of AI
JUL	Contamination Control
AUG	Drug Shortages
SEP	PDA/FDA Conference
OCT	Visual Inspection
NOV	Pre-filled Syringe
DEC	Quality Management Maturity

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Landing Page	Leaderboard - up to 3 ads rotating	728 x 90 px	2,287	\$4,700/month
Landing Page	Medium Rectangle	300 x 250 px	2,287	\$3,100/month
Sponsored Article - 30 days in first position	Showcase for sponsor-provided article content and images. Contact us for more information. Metrics will be provided after 30 days of run		Metrics will be provided after 30 days of run	\$4,900

Sourced from Google Analytics: September 2022-September 2023

The PDA Journal of Pharmaceutical Science and Technology (www.journal.pda.org)

PDA JPST is the primary source of peer-reviewed scientific and technical papers on topics related to pharmaceutical/biopharmaceutical manufacturing, sterile product production, aseptic processing, pharmaceutical microbiology, quality, packaging science, and other topics relevant to PDA members. PDA JPST is an internationally recognized publication that receives more than 250,000 visitors annually.



Website Statistics

Home Page
Monthly Views:

9,384

Table of Contents
Monthly Views:

465

PAGE	AD SPECIFICATION	SIZE	RATE
Leaderboard - Run of Site	Banner	728 x 90 px	\$3,100/month
Rectangle - Partial Run of Site (Home Page, Current Issue, Past Issues, Accepted Articles tabs)	Medium Rectangle	300 x 250 px	\$2,600/month
Specific Article Page	Medium Rectangle	300 x 250 px	\$1,200/month

PDA BOOKSTORE PAGE (www.pda.org/bookstore)

The PDA Bookstore is the repository for all PDA publications, including new releases and an archive of technical books, Technical Reports, Standards, and Research documents. Both members and non-members visit the PDA Bookstore to learn about and purchase our informative industry resources.



Monthly Page Views:
8,081

Monthly Unique Page Views:
2,182

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Bookstore Landing Page	Banner	728 x 90 px	8,081	\$1,800/month

Sourced from Google Analytics: September 2022-September 2023

EMAIL NEWSLETTER ADVERTISING

WEEKLY

The PDA Connector®

Distribution: 16,000
 Open Rate: 22%
 Click-Through Rate: 1.33%

The *PDA Connector*, PDA’s weekly e-Newsletter, is delivered to the inboxes of more than 16,000 industry professionals and regulators worldwide. Each issue of the *PDA Connector* contains updates on PDA activities and events. All ads are prominently placed within the email and do not rotate with other ads, providing maximum visibility to drive traffic to your website.

This screenshot illustrates an email newsletter layout with several ad placements:

- Top Right:** A purple box labeled "AD SPACE 236 x 157 px" next to a placeholder article with a headline and a "LEARN MORE" link.
- Middle:** A wide purple banner labeled "AD SPACE 650 x 80 px" spanning across the width of the content area.
- Bottom Row:** Three columns of content, each with a placeholder image, headline, and "Read More" button. The middle column is labeled "Sponsored Content" and "AD SPACE 180 x 142".

BI-MONTHLY

PDA Training Newsletter

Distribution: 26,000
 Open Rate: 23%
 Click-Through Rate: 1.4%

The Training Newsletter highlights upcoming in-person and online training courses.

This screenshot shows a training newsletter article with an ad space:

- Article:** "PDA Assists EMA with Survey about Supply Challenges Related to the Availability of Single-Use-System Components". The text discusses the EMA's request for information on aseptic manufacturing challenges and PDA's assistance.
- Image:** A photograph of a syringe and vial.
- Ad Space:** A purple banner at the bottom of the article labeled "AD SPACE 650 x 80 px".
- Link:** A "READ MORE" link is visible below the article text.

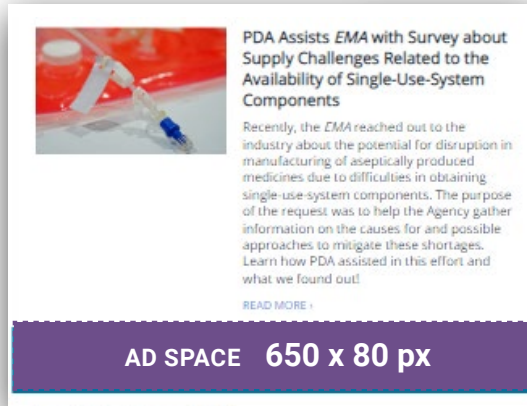
EMAIL NEWSLETTER ADVERTISING

MONTHLY

PDA Bookstore Newsletter

Distribution: 8,000
 Open Rate: 31%
 Click-Through Rate: 4.48%

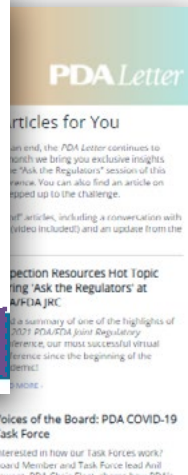
The Bookstore Newsletter highlights new releases and top selling technical publications to help industry professionals stay up to date with the latest advances and improve processes.



MONTHLY

PDA Letter Digest Newsletter

Distribution: 9,000
 Open Rate: 34%
 Click-Through Rate: 4.46%



The PDA Letter Digest Newsletter provides a short summary of new content posted in the PDA Letter. Distributed monthly.

AD SPECIFICATIONS	FREQUENCY	PRICE
Sponsored Content (3 per issue)-PDA Connector Only	1x	\$1,000
Header text – max. 15 characters (with spaces)	2x	\$1,800
Body text – max. 140 characters (with spaces)	4x	\$3,300
Image size – 180 x 142 jpeg or png (no gifs)	12x	\$7,975
Call to action button text - max 15 characters (with spaces)	24x	\$13,800
URL	48x	\$25,100
Sponsored Article (1 per issue)-PDA Connector or PDA Letter Monthly Digest Newsletter	1x	\$1,400
Header text – max. 25 characters (with spaces)	2x	\$2,600
Body text – max. 170 characters (with spaces)	4x	\$4,800
Image size – 236 x 157 jpeg or png (no gifs)	12x	\$10,700
Call to action button text – max 15 characters (with spaces)	24x	\$19,100
URL	48x	\$37,100
Banner Ad (Up to 3 per issue)-Weekly PDA Connector, Monthly PDA Letter Digest Newsletter, Monthly PDA Bookstore Newsletter, Bi-Weekly PDA Training Newsletter	1x	\$800
Image size – 650 x 80 jpeg or png (no gifs)	2x	\$1,400
URL	4x	\$2,500
	12x	\$6,500
	24x	\$10,700
	48x	\$19,100
Banner Ad (1 per issue)-Bi-Weekly PDA Training Newsletter and Monthly PDA Bookstore Newsletter	1x	\$800
Image size – 650 x 80 jpeg or png (no gifs)	2x	\$1,400
URL	12x	\$2,500
	24x	\$6,500
	48x	\$10,700

NEW!

Sourced from Marketo: September 2022-September 2023

uPDAtE Newsletter

The weekly PDA News uPDAtE offers an unparalleled way to get directly into the inbox of more than 28,700 qualified industry professionals with an over 22.28% open rate!

PDA uPDAtE Newsletter

Distribution: 28,700, monthly

Open Rate: 22.28%

Click-Through Rate: 18.37%

LOCATION	DESCRIPTION	AD SPECS/FREQ	MONTHLY RATE
GO Super Top Banner	Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.	JPEG, GIF, PNG 1490 x 180 px 4x	\$3,300
G Top Banner	Premium position guarantees all will see your ad at the top of the eNewsletter when first opened.	JPEG, GIF, PNG 1490 x 180 px 4x	\$3,200
Q Skyscraper Ad	Prime position adjacent to editorials guarantees ad visibility even as readers scroll down the newsletter.	JPEG, GIF, PNG 120 x 600 px 4x	\$2,100
L Featured Content	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. Up to 3 per issue.	JPEG, GIF, PNG 144 x 92 px Max. size: 20K Max. characters: Title: 100 Message: 250	\$2,600
H1 H2 Medium Rectangle	These versatile squares can be used for things like branding or product promotion.	JPEG, GIF, PNG 300 x 250 px 4x	\$2,600
K Full Banner	Banner allows companies to combine imagery, color and text in an interesting and compelling manner.	JPEG, GIF, PNG 1490 x 180 px 4x	\$2,600
SC Sponsored Companies	The logos of the selected companies will be displayed at the bottom of the e-newsletter.	Logo spec: High Resolution EPS logo	\$900
H3 H4 Medium Rectangle	Located on the bottom of e-newsletter above customized newsfeed boxes (left and right).	JPEG, GIF, PNG 300 x 250 px 4x	\$900

Your ad banner here! **GO**

news uPDAtE

EDITORS' PICKS

Your ad banner here! **G**

Guidance Agenda: Guidance Documents CBER is Planning to Publish During Calendar Year 2021
Posted by: FDA.gov
 This is the list of guidance topics CBER is considering for development during Calendar Year 2021. The list includes topics that...

Are Freeze-Dried Vaccines the Future?
Posted by: Healthcare Packaging
 Vaccines save lives, but they're fickle. The requirement of cold chains to maintain the efficacy can add cost and logistical hur...

L **Featured content image here!**

SPONSORED
...s New SMA MicroPortable® ICS Air Sampler
Superior Precision, Superior Control
...s 316L Stainless Steel Construction, the SMA MicroPortable ICS has ... designed for superior precision and control o...

Workforce, tax incentives and US access attract more biotechs to Puerto Rico
Posted by: Bioprocess International
 Cytimmune Therapeutics and Biosimilar Sciences will invest a combined total of \$228 million to set up operations in Puerto Rico...

EMA begins rolling review of Novavax's NVX-CoV2373 COVID-19 vaccine
Posted by: European Pharmaceutical Review
 The review will evaluate data from preclinical and clinical studies of NVX-CoV2373 to expedite the vaccine's marketing authorisa...

H1
Medium Rectangle content here!

H2
Medium Rectangle content here!

Fundamentals of Aseptic Processing is Back for 2021
Join us in Bethesda, MD on 8-11 March for the lab-based Fundamentals of Aseptic Processing training course. It will help you understand the basic principles, processes and systems related to aseptic processing.

Your full ad banner here! **K**

TOP READS FROM THE PAST FEW WEEKS

International Trade Body Warns Over Latest COVID-19 Counterfeiting Scam
Healthcare Packaging

Pandemic Intensifies USP's Focus on Supply Chain Vulnerabilities
IPG

SC **Your logo here!**

Your logo here!

Your logo here!

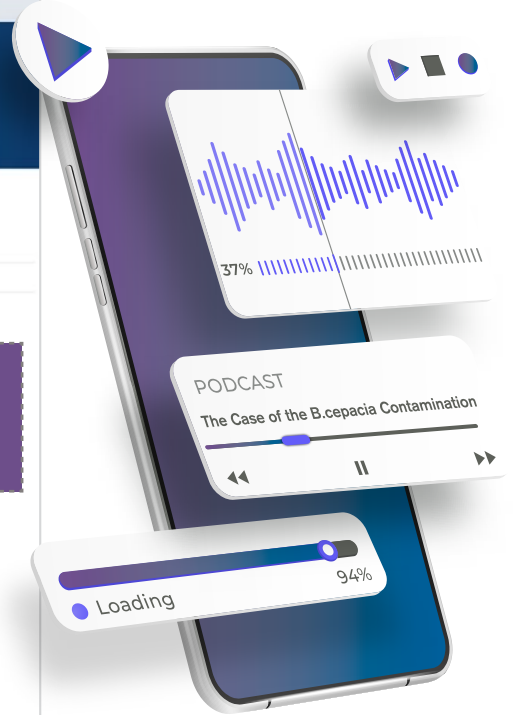
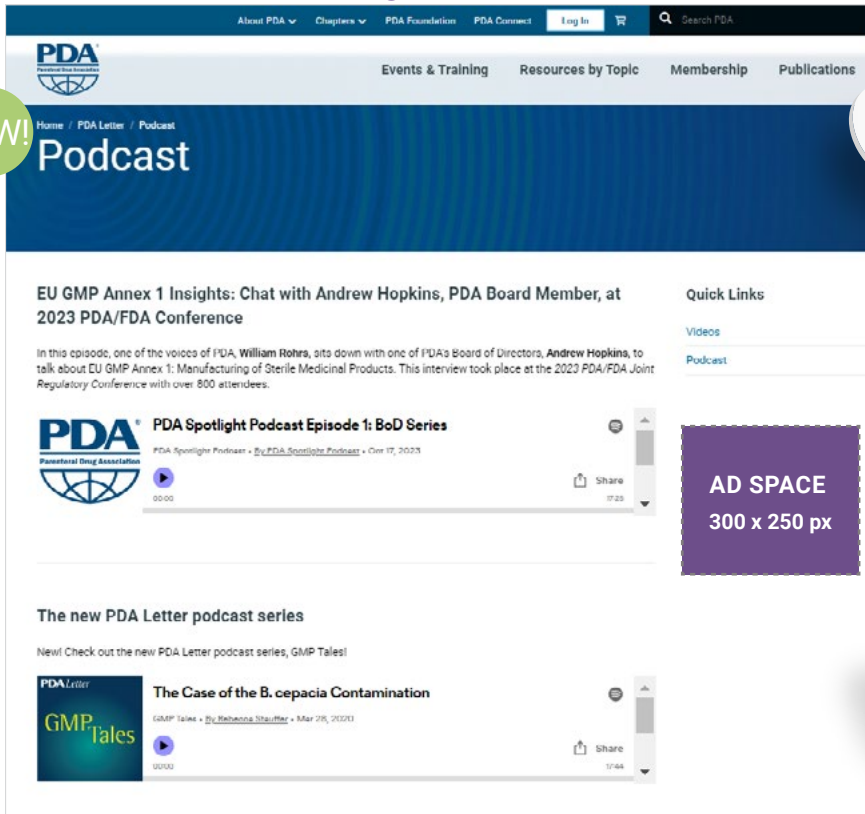
H3
Medium Rectangle content here!

H4
Medium Rectangle content here!

Your ad banner here!

Multimedia Advertising

NEW!



PDA offers several opportunities for multimedia advertising to get your message in front of a broad and engaged audience.

Podcast Studio Sponsor - Annual. Be the founding primary sponsor for the PDA Podcast Studio. Your company name will be mentioned in all podcast recordings and on the PDA Podcast web page. Podcasts and videos will be promoted in various newsletters, including the PDA Connector and the *PDA Letter* Digest Newsletter. Your company logo will appear on the Podcast Webpage as the Podcast Studio Sponsor.

Podcast Sponsor - A reading about your company's sponsorship of the podcast will be showcased at the front end of the monthly podcast. Your company logo will appear on the Podcast webpage.

On the Issue Video - A reading about your company's sponsorship of the video will be showcased at the front end of the monthly video. Your company logo will appear on the On the Issue Video webpage.

LOCATION	AD SPECIFICATION	SIZE	RATE
Podcast Studio Sponsor, Podcast, On the Issue Video			
Podcast Studio Sponsor	Square	300 x 250 px	\$25,000 (1 year)
Podcast Page	Square	300 x 250 px	\$2,100 per month
Video Page	Square	300 x 250 px	\$2,100 per month

TECHNICAL REPORTS AND POINTS TO CONSIDER

2024 PDA Technical Reports and Points to Consider Documents Advertising Opportunities

PDA’s Technical Reports and Points to Consider documents are highly valued, peer-reviewed global consensus documents written by subject matter experts on issues relating to challenging technical areas for pharmaceutical manufacturers.

- Standard PDA members in the Premium Tier (2,300+ members) can download new TRs for free within 30 days of publication date.
- After 30 days, Standard PDA Members in the Premium and Plus Tiers can view and annotate the full collection of Technical Reports in the Technical Documents Portal.
- In some instances, relevant TRs are provided free to registrants of specific workshops or training courses.

Each new Technical Report and Points to Consider was downloaded an average of **2,720 times**

A limited number of ad spots will be available for each TR.

Full page ads only.

- Ads will be placed in a separate “Relevant Resources and Service Providers” section that will appear toward the end of the TR near the References.
- The Relevant Resources and Service Providers section will be listed in the Table of Contents.

Rate: \$4,100 USD, net per page/TR

Frequency discounts are available.

Assets required:

- Full Page 8.25” x 11” (must add .125” on all four sides to bleed)
- High resolution PDF
- Provide URL to direct clicks on advertisement
- Send ads to: Katja Yount: yount@pda.org, Alison Caballero: caballero@pda.org, and Kristene Richardson: adsales@pda.org

FULL LIST OF TOPICS FOR 2024 (* SUBJECT TO CHANGE)
TR 68 (Revised): Prevention and Management of Drug Shortages
TR 89: Vaccine Lifecycle Management Case Studies
TR 22: Aseptic Processing
TR 46: Last Mile: Guidance for Good Distribution Practices for Pharmaceutical Products to the End User
PtC Overcoming the Challenges of Metrics Implementation
PtC ATMP Production and Engineering Control Strategy
TR 56 (Revised): Phase Appropriate GMPs
PtC Sterile Filling Technologies
TR 60: Process Validation
TR 15 (Revised): TFF Validation
TR Data Integrity in Quality Systems
TR 65: Addendum Tech Transfer
PtC RABS
TR 43: NONCONFORMITIES IN GLASS

PDA INSERTION ORDER FORM

Select your products below. This form will serve as your agreement to reserve your advertising placements and selected runs in specific time range.

Artwork is due on the 15th of each month prior to your set run. Please send all materials to Alison Caballero at caballero@pda.org. Your artwork must be a high-resolution file. Please submit only artwork that is properly sized as stated in the spec chart below along with your link. Your link must be fully working by the 29th of the month prior to your ad run. Metrics will be provided by the second week of the month following your ad placement. You will be billed at the end of the month in which your advertisement runs.

PAGE	AD SPECIFICATION	SIZE	RATE
DIGITAL ADVERTISING			
<input type="checkbox"/> Home Page	Square	300 x 250 px (JPEG and PNG)	\$3,100/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/> Global Calendar	Banner	728 x 90 px (JPEG and PNG)	\$2,600/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/> Join/Renew	Banner	728 x 90 px (JPEG and PNG)	\$2,300/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/> Login to My Account	Banner	728 x 90 px (JPEG and PNG)	\$2,300/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/> PDA Tech Report	Banner	728 x 90 px (JPEG and PNG)	\$2,100/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/> Training Landing	Banner	728 x 90 px (JPEG and PNG)	\$2,100/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/> Bookstore Landing	Banner	728 x 90 px (JPEG and PNG)	\$1,800/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
PDA LETTER WEBSITE			
<input type="checkbox"/> PDA Letter Home Page Run of Site	Leaderboard – up to 3 ads rotating	728 x 90 px (JPEG, GIF and PNG)	\$4,700/Month
<input type="checkbox"/> PDA Letter Home Page	Rectangle	300 x 250 px (JPEG and PNG)	\$3,100/Month
<input type="checkbox"/> PDA Letter Sponsored Article - 30 days in first position	Provide article content and images. Contact us for more information		\$4,900/Month
<input type="checkbox"/> PDA Letter Article Page	Square	300 x 250 px (JPEG and PNG)	\$1,000/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			

Sponsored Article Specs/ Requirement:

IMAGE - 1920 x 680 px, 300 dpi min, JPEG file
TEXT - 2500 word article - housed on our site - may include images & links in article to outside site/s and include company links and logos.

See the current sponsored article on the PDA Letter site as an example.

PDA will review article to ensure the content is acceptable.

PDA INSERTION ORDER FORM

PAGE	AD SPECIFICATION	SIZE	RATE
PDA JOURNAL			
<input type="checkbox"/>	Leaderboard - Run of Site - Rotating (Up to 3 ads)	Banner	728 x 90 px (JPEG, GIF, and PNG) \$3,100/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/>	Rectangle - Partial Run of Site - (Home Page, Current Issue, Past Issues, Accepted Articles tabs)	Square	300 x 250 px (JPEG and PNG) \$2,600/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			
<input type="checkbox"/>	Rectangle - Specific Article Page	Square	300 x 250 px (JPEG and PNG) \$1,200/Month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC			

PAGE	AD SPECIFICATION	SIZE	FREQ	RATE	
EMAIL NEWSLETTER ADVERTISING					
<input type="checkbox"/>	Sponsored Content PDA Connector Only (3 per issue)	Header text – max. 15 characters (with spaces) Body text – max. 140 characters (with spaces) Call to action button text – max 15 characters (with spaces) URL	Image 180 x 142 px - JPEG, or PNG (no gifs)	1x	\$1,000
				2x	\$1,800
				4x	\$3,300
				12x	\$7,975
				24x	\$13,800
				48x	\$25,100
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC WEEKS: <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5					
<input type="checkbox"/>	Sponsored Article PDA Connector or PDA Letter Monthly Digest Newsletter (1 per issue)	Header text – max. 25 characters (with spaces) Body text – max. 170 characters (with spaces) Call to action button text – max 15 characters (with spaces) URL	Image 236 x 157 px - JPEG, or PNG (no gifs)	1x	\$1,400
				2x	\$2,600
				4x	\$4,800
				12x	\$10,700
				24x	\$19,100
				48x	\$37,100
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC WEEKS: <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5					
<input type="checkbox"/>	Banner Ad Weekly PDA Connector, Monthly PDA Letter Digest Newsletter, Monthly PDA Bookstore Newsletter, Bi-Weekly PDA Training Newsletter (Up to 3 per issue)	URL	Image 650 x 80 px - JPEG, or PNG (no gifs)	1x	\$800
				2x	\$1,400
				4x	\$2,500
				12x	\$6,500
				24x	\$10,700
				48x	\$19,100
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC WEEKS: <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5					
<input type="checkbox"/>	Banner Ad Bi-Weekly PDA Training Newsletter, Monthly PDA Bookstore Newsletter (1 per issue)	URL	Image 650 x 80 px - JPEG, or PNG (no gifs)	1x	\$800
				2x	\$1,400
				12x	\$2,500
				24x	\$6,500
				48x	\$10,700
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC WEEKS: <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5					

PDA INSERTION ORDER FORM

PAGE	AD SPECIFICATION	SIZE	MONTHLY PAGE VIEWS (AVG)	RATE
NEWS uPDAtE EMAIL * Full description on page 18				
<input type="checkbox"/>	G0 - Super Top Banner	Leaderboard*	1490 x 180 px (JPEG, GIF, PNG)	4x \$3,300
<input type="checkbox"/>	G - Top Banner	Premium position*	1490 x 180 px (JPEG, GIF, PNG)	4x \$3,200
<input type="checkbox"/>	Q - Skyscraper Ad	Prime position*	120 x 600 px (JPEG, GIF, PNG)	4x \$2,100
<input type="checkbox"/>	L - Featured Content	Editorial with image/logo, title and message. (Up to 3 per issue)*	144 x 92 px (JPEG, GIF, PNG) Max. size:20k Max. characters: Title: 100 Message: 250	4x \$2,600
<input type="checkbox"/>	H1 H2 - Medium Rectangle	Squares*	300 x 250 px (JPEG, GIF, PNG)	4x \$2,600
<input type="checkbox"/>	K - Full Banner	Banner*	1490 x 180 px (JPEG, GIF, PNG)	4x \$2,600
<input type="checkbox"/>	SC - Sponsored Companies	Bottom of e-newsletter*	High Resolution EPS logo	4x \$900
<input type="checkbox"/>	H3 H4 - Medium Rectangle	Bottom of e-newsletter*	300 x 250 px (JPEG, GIF, PNG)	4x \$900
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC				
WEEKS: <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5				
MULTIMEDIA				
Podcast Studio Sponsor, Podcast, On the Issue Video				
<input type="checkbox"/>	Podcast Studio Sponsor	Square	300 x 250 px (JPEG, GIF, PNG) along with company logo and URL	\$25,000 (1 year)
<input type="checkbox"/>	Podcast Page	Square	300 x 250 px (JPEG, GIF, PNG)	\$2,100 per month
<input type="checkbox"/>	Video Page	Square	300 x 250 px (JPEG, GIF, PNG)	\$2,100 per month
MONTHS: <input type="checkbox"/> JAN <input type="checkbox"/> FEB <input type="checkbox"/> MAR <input type="checkbox"/> APR <input type="checkbox"/> MAY <input type="checkbox"/> JUN <input type="checkbox"/> JUL <input type="checkbox"/> AUG <input type="checkbox"/> SEP <input type="checkbox"/> OCT <input type="checkbox"/> NOV <input type="checkbox"/> DEC				

All orders are subject to the terms and conditions set forth in the 2024 PDA Media Kit.

Bill to information: The person you indicate below will receive your invoice. Invoices must be paid within 30 days of receipt or a 20% per month late fee will be assessed to the unpaid balance. Purchase Order with payment terms net 30 days is required when submitting insertion order. If a purchase order is not possible, full payment is required in advance. Please contact Roza Nentcheva at nentcheva@pda.org for more information on alternative payment options.

Approved Signature _____

PO NUMBER _____

Print Name _____

NAME (FIRST AND LAST) _____

TITLE _____ EMAIL _____

Date _____

COMPANY ADDRESS _____

Send to Kristene Richardson and Alison Caballero at AdSales@pda.org; k.richardson@jgeco.com; caballero@pda.org.



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Email: hall@pda.org



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Kristene Richardson

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Suite 600

Bethesda, MD 20814

Tel: +1 (301) 656-5900

www.pda.org

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 20% per month late fee will be assessed to the unpaid balance. Purchase Order with payment terms net 30 days is required when submitting insertion order. If a purchase order is not possible, full payment is required in advance.


Please contact nentcheva@pda.org for more information on alternative payment options.
8. Cancellations are not accepted after the issue insertion material due date.
9. The accepted agency rate is 15%. Commission will be forfeited if advertising invoices are not paid within 30 days.
10. 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.
6. Assets are due 15th of the month prior to insertion date.
7. All space subject to prior sale until a signed contract is submitted. 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.

2024 PDA GLOBAL CONFERENCE/EXHIBIT CALENDAR

 Find upcoming events at PDA's 2024 Global Event Calendar



pda.org/mediakit