



# 2025

# PDA Digital

# Advertising

# Media Kit

DIGITAL AND EMAIL  
ADVERTISING



CONNECTING  
PEOPLE  
**SCIENCE AND**  
REGULATION®

# 2025 PDA Digital Advertising Media Kit

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# Your message matters

## Share your impact solutions with the global industry

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 pharma 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 offers meaningful connection with some of your best customers and prospects -- an 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***

# Our Reach

PDA's mission is to advance pharma manufacturing science and regulations so members can better serve patients. Our areas of industry expertise includes these core competencies:

## Core Competencies

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

## PDA connects you with

- More than 10,000 global PDA members with buying power
- More than 2,500 active volunteer members supporting PDA's initiatives worldwide

## Each Year, PDA delivers

- More than 250+ events including conferences, workshops, training courses, Chapter events, and Interest Group meetings 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
- 100+ training courses through our on-site Training and Research Institute (TRI) located in Bethesda, MD, Berlin, Germany and Singapore
- 12 podcasts and "On the Issue" video interviews

# Audience

## PDA Social Media

- PDA's reach includes X, Facebook, Instagram, BlueSky, YouTube, TikTok and Threads
- PDA's most active social channel is LinkedIn with 69,000 followers

## PDA Website

- 314,218 Average Monthly Page views

## PDA Journal

- 150,000 Average Monthly Page views

## PDA Letter Website

- 2,241 Average Monthly Page views

## E-Newsletters

### Bi-Weekly:

- Connector:
  - Distribution: 16,195 bi-weekly
  - Open rate: 23.5%
  - Click-through rate: 6.1%
- uPDAté Newsletter:
  - Distribution: 34,425 weekly
  - Open rate: 35.5%
  - Click-through rate: 4.9%

### Bi-Monthly:

- Training:
  - Distribution: varies by topic
  - Open rate: 26.4%
  - Click-through rate: 9.1%

### Monthly:

- Bookstore:
  - Distribution: 8,123
  - Open rate: 33%
  - Click-through rate: 5.1%
- PDA Letter Digest:
  - Distribution: 10,600
  - Open rate: 34%
  - Click-through rate: 15.5%

## In-house Training Courses

1,100 attendees per year complete training courses.

## Attendees at PDA Events

On average, there are approximately 700+ attendees at each of our PDA Signature Events.



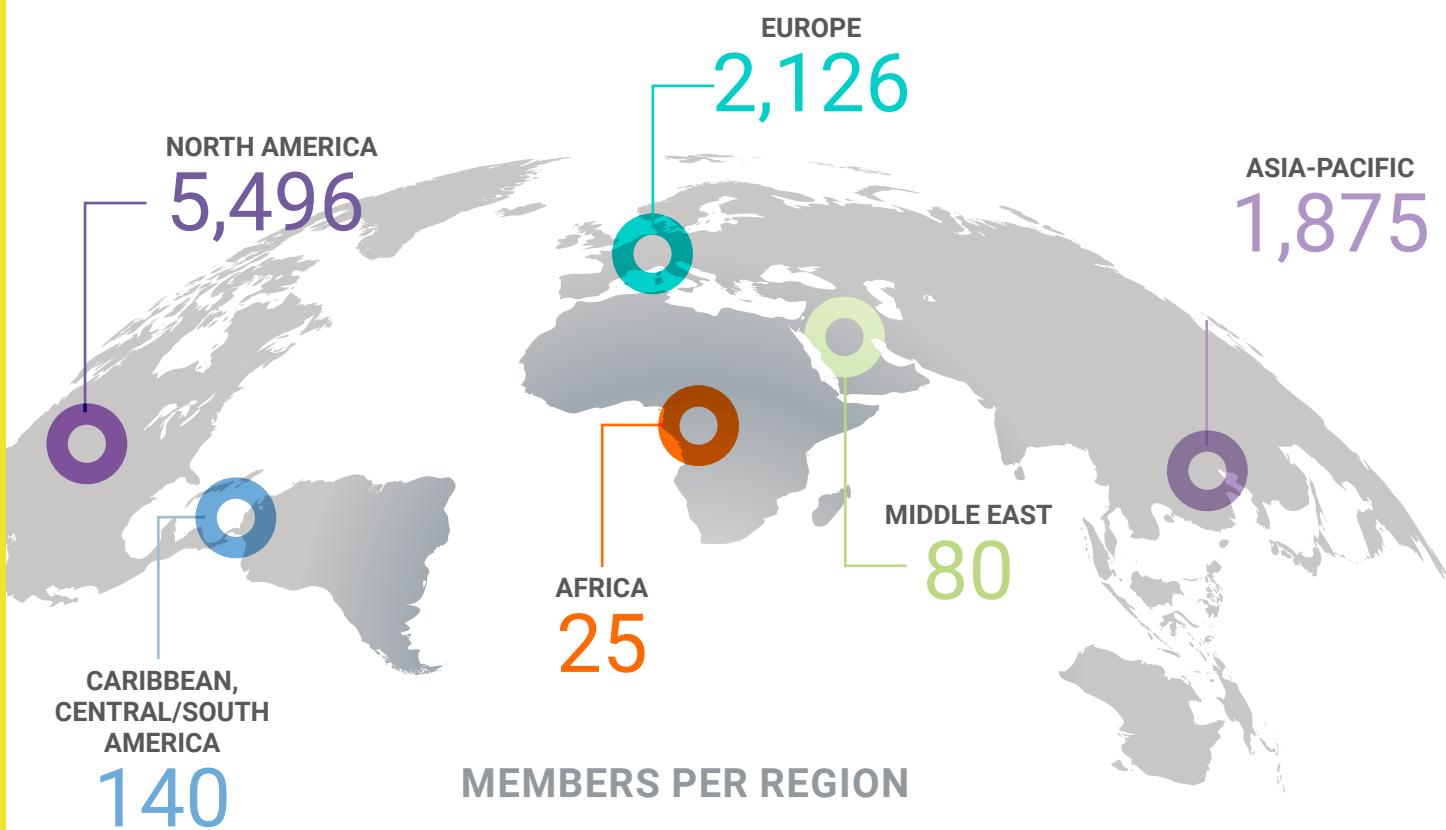
# PDA Member Breakdown

PDA boasts a 79-year history as the leading global provider of science, regulatory information, and education for the pharma community.

PDA offers members dynamic personal involvement in Chapters, Conferences, Task Forces, Steering Committees, Interest Groups, and Advisory Boards. As an advocate for the industry, the voice of PDA is the voice of its members.

Our Global Headquarters are 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.

10,000 members reside in 79 countries.



# Digital Advertising | PDA.org

## PDA HOME PAGE ([www.pda.org](http://www.pda.org))

Monthly  
Page Views  
**14,164**

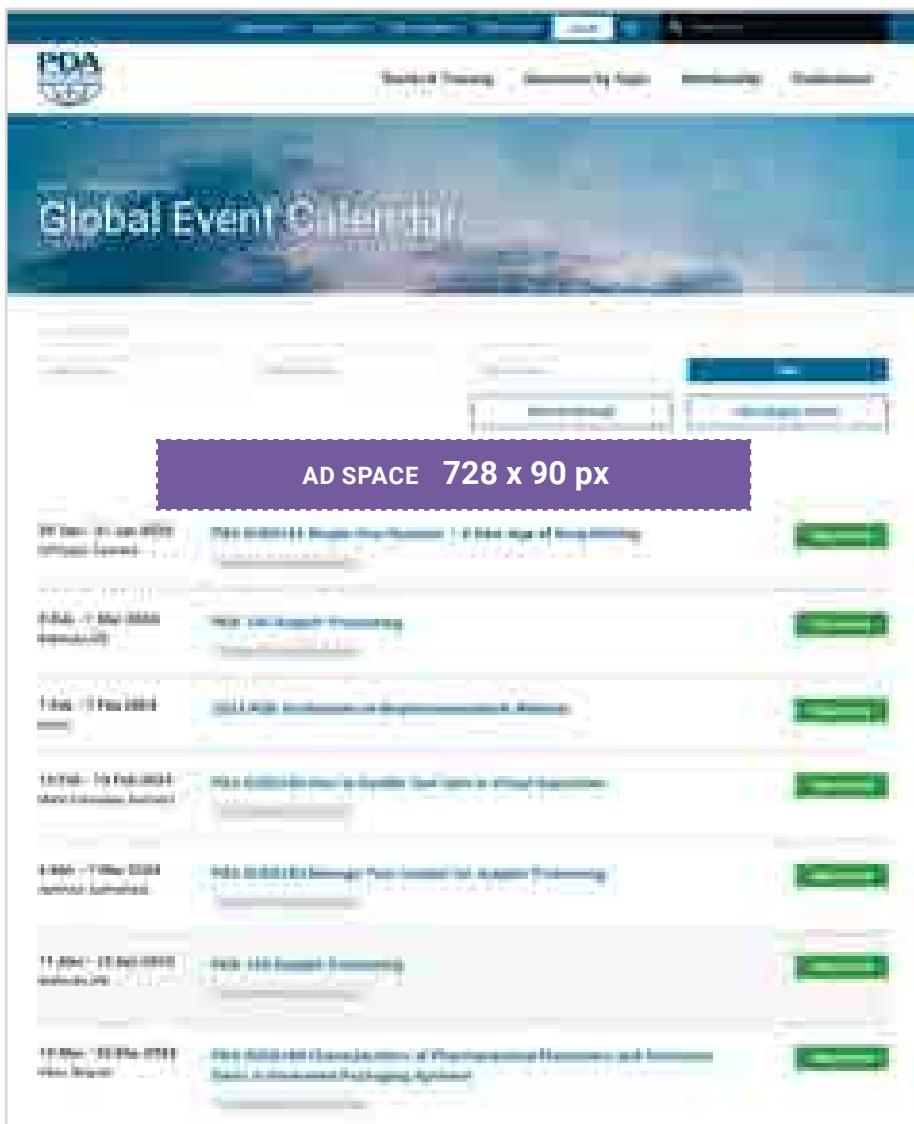


PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Homepage	Medium Rectangle	300 x 250 px	14,164	\$3,200/month

## PDA.ORG SECONDARY PAGES

### Global Event Calendar Page ([www.pda.org/events](http://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:  
**5,162**

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Global Calendar	Banner - up to 3 ads in rotation	728 x 90 px	5,162	\$2,700/month

## PDA.ORG SECONDARY PAGES

### PDA Technical Reports Page ([www.pda.org/technicalreports](http://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:  
**3,317**

Each new Technical Report and PtC was downloaded an average of **2,957** times in 2024

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
PDA Tech Report Page	Banner	728 x 90 px	3,317	\$2,000/Month

## PDA LETTER WEBSITE ([www.pda.org/pdaletter](http://www.pda.org/pdaletter))



Monthly  
Page Views:  
**2,241**

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 is designed for continuous publishing of timely information on Aseptic Processing and Sterilization, Biopharmaceuticals and Biotechnology, Manufacturing Science, Quality and Regulatory, and Supply Chain/Outsourcing.

### PROPOSED 2025 PDA LETTER THEMES (SUBJECT TO CHANGE)

JAN	Challenges and Innovations in Vaccine Development
FEB	PDA Week 2025
MAR	Pharmaceuticals in the Digital Age
APR	Ethical Issues in Pharma Research
MAY	Contamination Control Strategy
JUN	AI and the Regulatory Landscape
JUL	PDA/FDA Conference
AUG	Gene Sequencing
SEP	Sterile Processing
OCT	Visual Inspection
NOV	Clinical Trials and Research
DEC	Future of Pharma

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Landing Page	Leaderboard - up to 3 ads rotating	728 x 90 px	2,241	\$4,800/month
Landing Page	Medium Rectangle	300 x 250 px	2,241	\$3,200/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	\$5,000	

Sourced from Google Analytics: November 2023-November 2024

## The PDA Journal of Pharmaceutical Science and Technology ([www.journal.pda.org](http://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 1.4 million visitors annually.



### Website Statistics

Total JPST Visitors in 2024:  
2024:

**1,400,000**

Home Page  
Monthly Views:

**122,000**

Table of Contents  
Views in 2024:  
2024:

**130,000**

Page	Ad Specification	Size	Rate
Leaderboard - Run of Site	Banner	728 x 90 px	\$3,200/month
Rectangle - Partial Run of Site (Home Page, Current Issue, Past Issues, Accepted Articles tabs)	Medium Rectangle	300 x 250 px	\$2,700/month
Specific Article Page	Medium Rectangle	300 x 250 px	\$1,200/month

## PDA BOOKSTORE PAGE ([www.pda.org/bookstore](http://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 nonmembers visit the PDA Bookstore to learn about and purchase our informative industry resources.



Monthly  
Page Views:  
**2,785**

PAGE	AD SPECIFICATION	SIZE	AVERAGE MONTHLY PAGE VIEWS	RATE
Bookstore Landing Page	Banner	728 x 90 px	2,785	\$1,800/month

Sourced from Google Analytics: November 2023-November 2024

## EMAIL NEWSLETTER ADVERTISING

### BI-WEEKLY

#### The PDA Connector©

Distribution: 16,000

Open Rate: 22%

Click-Through Rate: 1.33%

The *PDA Connector*, PDA's bi-weekly eNewsletter, is delivered to the inboxes of more than 16,000 industry professionals and regulators worldwide. Each issue of the *PDA Connector* features 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.



### BI-MONTHLY

#### PDA Training Newsletter

Distribution (varies by topic):

Open Rate: 26.4%

Click-Through Rate: 9.1%

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



## EMAIL NEWSLETTER ADVERTISING

MONTHLY

### PDA Bookstore Newsletter

Distribution: 8,123

Open Rate: 33%

Click-Through Rate: 5.1%

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: 10,600

Open Rate: 34%

Click-Through Rate: 15.5%



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

#### AD SPECIFICATIONS

##### Sponsored Content (3 per issue)-PDA Connector Only

**Header text** – max. 15 characters (with spaces)  
**Body text** – max. 140 characters (with spaces)  
**Image size** – 180 x 142 jpeg or png (no gifs)  
**Call to action button text** - max 15 characters (with spaces)  
**URL**

#### FREQUENCY

1x	\$1,050
2x	\$1,850
4x	\$3,400
12x	\$8,200
24x	\$14,000
48x	\$25,800

##### Sponsored Article (1 per issue)-PDA Connector or PDA Letter Monthly Digest Newsletter

**Header text** – max. 25 characters (with spaces)  
**Body text** – max. 170 characters (with spaces)  
**Image size** – 236 x 157 jpeg or png (no gifs)  
**Call to action button text** – max 15 characters (with spaces)  
**URL**

1x	\$1,500
2x	\$2,700
4x	\$4,900
12x	\$11,000
24x	\$20,000
48x	\$37,500

##### Banner Ad (Up to 3 per issue)-Weekly PDA Connector, Monthly PDA Letter Digest Newsletter, Monthly PDA Bookstore Newsletter, Bi-Weekly PDA Training Newsletter

**Image size** – 650 x 80 jpeg or png (no gifs)

1x	\$800
2x	\$1,500
4x	\$2,600
12x	\$6,600
24x	\$11,000
48x	\$20,00

##### Banner Ad (1 per issue)-Bi-Weekly PDA Training Newsletter and Monthly PDA Bookstore Newsletter

**Image size** – 650 x 80 jpeg or png (no gifs)

1x	\$800
2x	\$1,500
4x	\$2,600
12x	\$6,600
24x	\$11,000
48x	\$20,000

NEW!

# uPDATE Newsletter

The weekly PDA News uPDATE offers an unparalleled way to get directly into the inbox of more than 34,000 qualified industry professionals with an over 35% open rate!

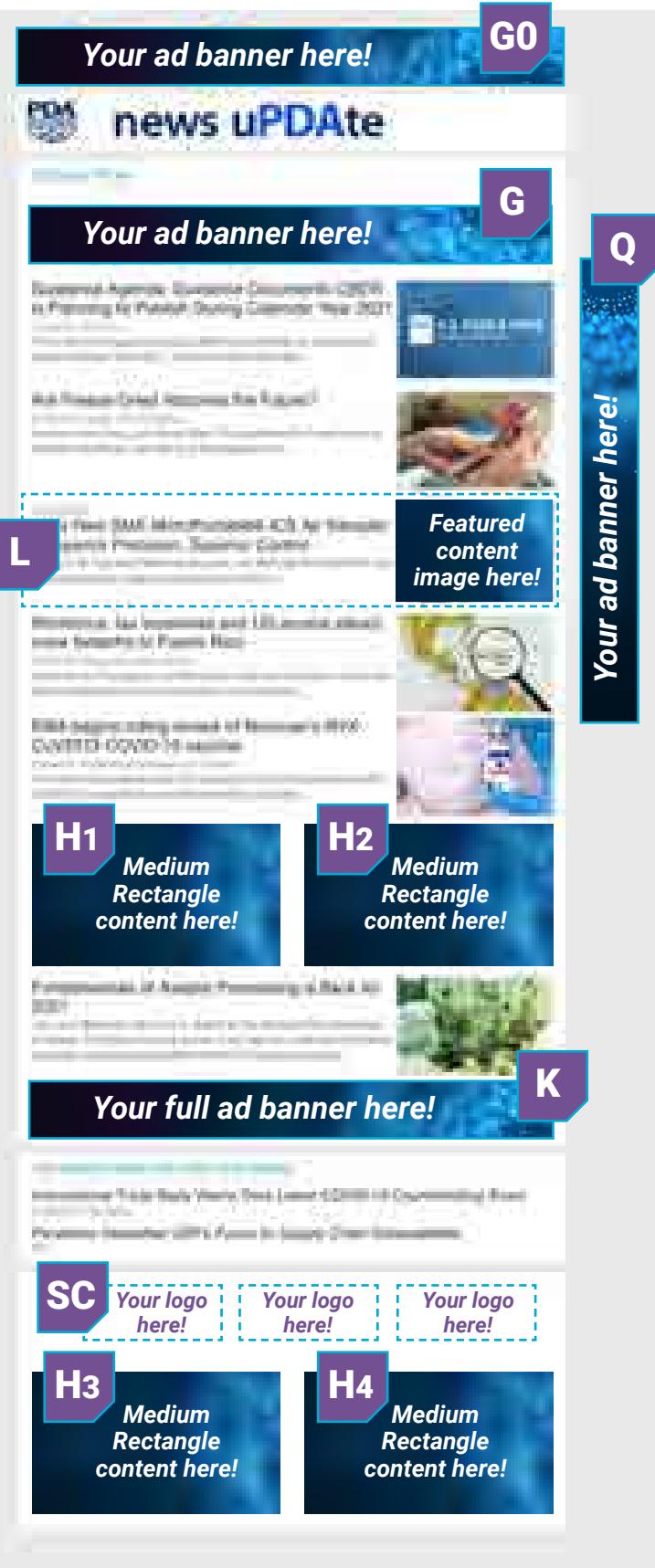
## PDA uPDATE Newsletter

Distribution: 34,000, monthly

Open Rate: 35%

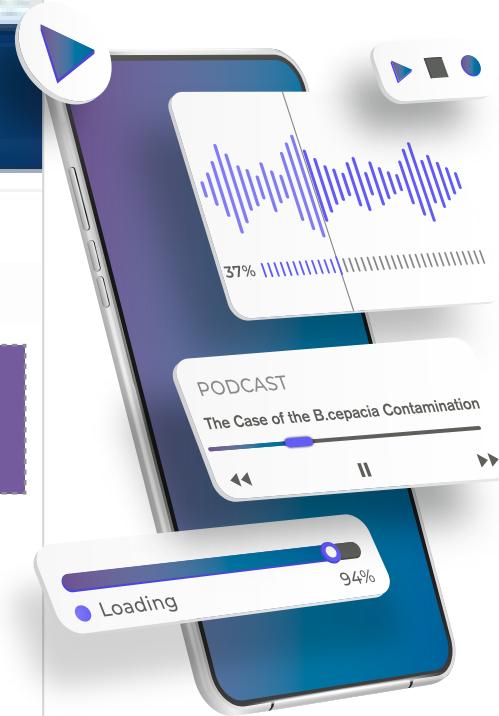
Click-Through Rate: 4.9%

LOCATION	DESCRIPTION	AD SPECS/FREQ	MONTHLY RATE
<b>G0</b> Super Top Banner	Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.	JPEG, GIF, PNG 1490 x 180 px 4x	\$3,400
<b>G</b> 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	\$3,300
<b>Q</b> 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	\$2,200
<b>L</b> 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	\$2,700
<b>H1 H2</b> Medium Rectangle	These versatile squares can be used for things like branding or product promotion.	JPEG, GIF, PNG 300 x 250 px 4x	\$2,700
<b>K</b> 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
<b>SC</b> 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
<b>H3 H4</b> 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



## 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
<b>Podcast Studio Sponsor, Podcast, On the Issue Video</b>			
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

### 2025 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 **2,957 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 8.5" x 11" (must add .125" on all four sides to bleed)
- High resolution PDF
- Provide URL to direct clicks on advertisement
- Send ads to: Josh Eaton: eaton@pda.org, Alison Caballero: caballero@pda.org, and Kristene Richardson: adsales@pda.org

FULL LIST OF TOPICS FOR 2025 (* SUBJECT TO CHANGE)
TR65 (Revised) Technology Transfer
TR26 (Revised) Sterilizing Filtration of Liquids
PtC: Risk Assessments, Supplier Qualification and GMP Application for ATMP Raw Materials
TR33 (Revised) Alternative and Rapid Microbial Methods
PtC 1: Aseptic Processing (Update)



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**Tony Chan**

Tel: +65 64965504  
Email: chan@pda.org

## PDA Global Headquarters

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Tel: +1 (301) 656-5900  
[www.pda.org](http://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](mailto: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 2025 Global Event Calendar



[pda.org/mediakit](http://pda.org/mediakit)