

IN THIS ISSUE:

2 REACHING THE RIGHT DECISION MAKERS



4 EDITORIAL CALENDAR



8 DIGITAL SOLUTIONS



10 RATE CARD/AD SIZES

2013 RATES

Pharma Marketers Unite!

PharmaLive.com has re-imagined the pharmaceutical industry's #1 destination for news and analysis to deliver the most comprehensive and collaborative community for pharmaceutical marketing professionals. Sleek and reliable navigation, robust marketing and contract services directories, an updated Experts Forum and the ability to share, comment and contribute content to an audience of over 80,000 average unique monthly visitors provide the most impactful vehicle to carry your marketing message and lay the foundation for future partnerships.

Continued on page 6

New Pharmaceutical Marketing Directory

The long awaited web-based Pharmaceutical Marketing Directory has arrived and provides users the tools to source and evaluate the capabilities of qualified agency and marketing services organizations.

Via category search and filters, users can narrow the list of prospective partners while reviewing their various assets posted directly to their profile including creative, white papers, video, podcasts and more. This turnkey solution is a must for any pharmaceutical marketing organization.



Continued on page 7



Med Ad News honors the best in pharmaceutical and healthcare advertising at the 24th Annual Manny Awards on Thursday, April 25, 2013. For over twenty years, the Manny Awards have paid tribute to the creative work of agencies serving the healthcare market, their people, and their contributions to the industry. Influence more than six hundred industry peers joining *Med Ad News* on this special evening honoring winners in a range of award categories.

Continued on page 8



This month on *PharmaLive.com*

- Breaking pharma coverage
- 9 new Agency Profiles!
- Pharnalot investigation reveals opportunity

Brands That Deliver High Quality, Respected Content

Med Ad News, launched in September 1982, continues to be the industry's publication of record providing broad coverage and incisive analysis of the issues, events, trends, and strategies shaping pharmaceutical business, marketing, and sales—reaching key players in the evolving pharmaceutical marketplace.

People Dedicated to Your Success



Christiane Truelove
Director of Content



Daniel Becker
Brand Director

82% of all respondents reported
“taken an action” in response to an
ad and/or article in *Med Ad News*²



@MedAdNews
@ChristianeTrue
@Pharmalot
@PharmaLive



/medadnews
/mypharmalot
/pharmalive



MedAdNews
R&D Directions
PharmaLive
Pharmalot



youtube.com/
pharmalive

Our Editorial Advisory Board

ELIZABETH IZARD Apelles CEO,
Greater Than One Inc.

JAY APPEL Marketing Director, Physician
Relationship Management, Amgen Inc.

Cheryl Buxton Global Managing Director
Pharmaceuticals and R&D,
Korn/Ferry International

JAY CARTER Senior VP,
Director of Strategy Services, AbelsonTaylor

DENISE CLEMONS
Director, Cardiovascular Marketing,
Takeda Pharmaceuticals North America

CHRIS ESPOSITO Managing Director,
General Medicines Portfolio, Eastern PA,
Novartis Pharmaceuticals

SANDER A. FLAUM
Principal, Flaum Navigators;
Chairman, Fordham Leadership Forum,
Fordham Graduate School of Business

JOSH FRANKLIN VP, Sales and Marketing,
Cornerstone Therapeutics Inc.

DIANE KRUSKO Former Director, Pfizer Inc.

ANGELA MICCOLI President,
Cegedim Relationship Management

STEVEN MICHAELSON Founder and CEO,
CALCIUM

MANNY MONTALVO VP, Comm Operations,
Shionogi

MIKE MYERS President, Palio

LESLIE C. NORTH VP, Marketing,
Women's Healthcare,
Bayer HealthCare Pharmaceuticals Inc.

LINDA PALCZUK VP, Sales and Marketing,
AstraZeneca Pharmaceuticals

PETER PITTS President, Co-Founder,
Center for Medicine in the Public Interest

MICHAEL E. THYEN Director, Marketing and
Sales Global Procurement, Eli Lilly and Co.

DENNIS URBANIAK VP, U.S. Diabetes,
Sanofi US

“Great publication!
Read it every month.”
—Manager, GlaxoSmithKline

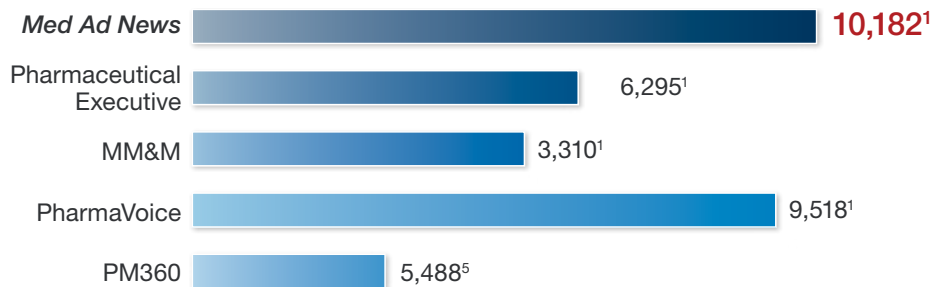


“In one word EXTRAORDINARY.
It has helped me in providing
me new vision, new thoughts &
exclusive ideas.”
—CNS Marketing, Torrent Pharmaceuticals

Enabling You to Sell at the Top of the Healthcare Market

Med Ad News is your source

to reach the most senior level executives in pharma business & marketing



"Med Ad News is very useful, particularly the Top 100 lists. I save those for reference."²

*–Marketing Director,
Sanofi-Aventis, Inc.*

1 out of 2 *Med Ad News* readers are Senior Managers who make buying decisions about sales, advertising, marketing and media products and services⁶.

{ Why Senior Managers? }

- 96% decide upon product/brand/category management activities⁶
- 89% decide upon marketing/advertising/media management activities⁶
- 83% decide upon sales management activities⁶

{ Why Med Ad News? }

- 75% indicated Current Business Intelligence/Data/Strategies as the most meaningful content⁶
- 66% defined *Med Ad News* as superior for "providing business intelligence and data"⁶

Our Audience—**LARGEST REACH** in the industry



Med Ad News: 16,500 BPA-Audited Key Decision Makers

Circulation by Industry¹

Pharmaceutical/Generic Pharmaceutical Manufacturer	6,329
Biotechnology Company	4,266
Healthcare Communications Company	1,459
General Business Services Company	1,272
Medical Equipment Manufacturer	1,006
Marketing Services Company	983
Other Support or Service Company	1,185

Circulation by Job Function¹

Senior Management	10,182
Marketing/Advertising/Promotion Management	1,525
Sales Management	921
R&D Management	704
Business Strategy	675
Product Management	526
Account Management	324
Marketing Services	307
Finance Management	159
Media Directors/Planners	135
Other Function	1,042

{ Through our digital products }

Digital Edition: 22,000+³
 Unique Emails: 120,000+³
 Web Site Page Views Per Month: 338,000+⁴
 Web Site Unique Visitors Per Month: 80,000+⁴

¹BPA Worldwide, June 2012. ²Signet AdImpact, 2012. ³Publisher's Own Data, 2012. ⁴Omniture SiteCatalyst, Jan–Jun 2012. ⁵AMS Group, LLC Data, 2012. ⁶Martin Akel & Associates Research, 2011.

2013 MedAdNews Editorial Calendar*

January



Top 10 Pipelines: Annual report on the industry's most productive R&D programs.

Agenda 2013: Insight into the upcoming year, as well as regulatory and business trends affecting pharmaceutical and healthcare advertising companies.

Patient Recruitment in Clinical Trials: Discusses patient enrollment and successful strategies used to improve recruitment.

Ad Close: 12/10/12

Materials Due: 12/17/12

Bonus Distribution
• MD&M West

February



Sales-Force Effectiveness: Trends in managing and making sales forces more efficient and effective.

10 Women in Advertising Leadership Roundtable: Women in leadership roles at pharmaceutical advertising agencies discuss their careers and the challenges they face.

Women's Health: Overview of breast and ovarian cancer, osteoporosis, hormone therapies, and more.

Ad Close: 1/9/13

Materials Due: 1/16/13

Bonus Distribution
• HBA Women of the Year Luncheon

March



Future Blockbusters: Annual feature on the most promising products slated to come to market in 2013.

New Drug Approvals: 27th Annual report on new medicines approved by FDA in 2012. The **Best New Medicine** is chosen by *Med Ad News* editors.

Emerging Markets: Sales and marketing trends in the new pharmaceutical markets around the world.

Ad Close: 2/8/13

Materials Due: 2/15/13

Bonus Distribution
• SLA Pharma
• Marketing for Medical Devices

July



Top 200 Medicines: Annual report on the sales performance of the top-selling prescription drug brands, plus *Med Ad News* editors announce

Medicine of the Year.

Future of Sampling: Reviews how marketing and sales professionals are coping with the evolving sales environment while continuing to build relationships with physicians through sampling.

Infections & Vaccines: Developing new vaccines for combating the most difficult-to-treat diseases.

Ad Close: 6/10/13

Materials Due: 6/17/13

August



One Year After Launch: Annual report focuses on the current market performance of recently launched prescription medicines.

Ethics in Marketing/Business: How ethical considerations shape sales and marketing strategies.

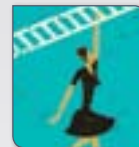
Oncology: Analyzing the industry's largest therapeutic field and its vast drug pipeline.

Ad Close: 7/9/13

Materials Due: 7/16/13

September

THE LEADERSHIP ISSUE



Women in Leadership: Report on the challenges and opportunities women leaders face in today's modern pharmaceutical and healthcare advertising industries.

Most Admired Companies: Annual report profiles companies with the best reputations, as chosen by readers in an online poll sponsored by *Med Ad News*.

Executives on the Rise: Annual report profiles industry executives who are rapidly rising through the ranks.

Salary Survey: *Med Ad News* will publish the results of a survey measuring average annual salary of pharmaceutical business professionals by nature and size of organization, primary job function, years in industry, level of responsibility, and other characteristics.

Ad Close: 8/9/13

Materials Due: 8/19/13

Bonus Distribution
• HBA Leadership Conference
• Digital Pharma East

*Subject to change.

April

THE AGENCY ISSUE



27th annual report provides comprehensive profiles of healthcare advertising agencies, from global agencies to networks to boutique agencies concentrating

on the pharmaceutical industry. Additionally, **Med Ad News** editors pick the Agency of the Year in three categories, with other awards for Most Creative Agency; Best Self-Promotion Campaign; Best Disease-Awareness Campaign; The Heart Award; and Advertising Person of the Year. This issue is first revealed at the annual **Med Ad News Manny Awards**.

Ad Close: 3/8/13

Materials Due: 3/15/13

Bonus Distribution

- Manny Awards
- Thursday, April 25, 2013

October



Top 50 Pharmaceutical Companies:

27th annual report providing a comprehensive view of the companies

that made the news, including performance rankings.

Plus, **Med Ad News** editors announce **Company of the Year**.

Ad Close: 9/12/13

Materials Due: 9/19/13

May



Direct-to-Consumer Advertising: Annual report on direct-to-consumer advertising activity.

Continuing Medical Education: Trends in educating physicians, including legislative and regulatory actions.

Diabetes: Fast-rising segment generating strong annual market growth worldwide.

Ad Close: 4/9/13

Materials Due: 4/16/13

Bonus Distribution

- Pharmapack NA / MD&M East
- SLA Annual Meeting
- Digital Pharma West

November



Innovative New Marketing Ventures: Companies and services that are creating new paths.

Mobile Marketing: How pharma marketers can use mobile tools and platforms to enhance communications with their sales forces, physicians, and patients.

REMS and Marketing Programs: A look at the challenges faced by marketers when launching a drug with a risk evaluation and mitigation strategy and how marketers can meet those challenges to ensure a successful launch.

CNS: Various category product leaders are up against major-market patent expirations.

Ad Close: 10/9/13

Materials Due: 10/16/13

Bonus Distribution

- BIOMEDevice

June



Top 100 Biotechnology Companies: Annual report ranking the financial performance of the top companies.

Social Media: How social media tools can enhance marketing efforts, and how marketers can avoid the pitfalls of social media participation.

Patient Adherence: Trends in educating patients through promotion, including strategies to drive patient compliance.

Manny Awards Recap



Ad Close: 5/9/13

Materials Due: 5/16/13

Bonus Distribution

- Partnerships in Clinical Trials
- DIA Annual Meeting

December



Advertising Agency Roundtable: Annual report features CEOs of the 2013 Manny Award winning and nominated healthcare advertising agencies discussing trends.

Managed Markets: A look at how to successfully navigate the promotion challenges and pricing pressures the pharmaceutical industry faces in the managed care setting.

Direct-to-Consumer Trends and Campaigns: A look at "new" types of DTC programs, including interactive and unbranded promotions.

Diabetes: Pharma, biotech, and medical device companies are tackling this global epidemic.

Ad Close: 11/8/13

Materials Due: 11/15/13

The NEW *PharmaLive.com*

338,000+ Average Page Views Per Month⁴
80,000+ Average Unique Visitors Per Month⁴
2.9 Average Page Views Per Visitor⁴

PharmaLive.com has re-imagined the pharmaceutical industry's #1 destination for news and analysis to deliver the most comprehensive and collaborative community for pharmaceutical marketing professionals. Sleek and reliable navigation, robust marketing and contract services directories, an updated Experts Forum and the ability to share, comment and contribute content to an audience of over 80,000 average unique monthly visitors provide the most impactful vehicle to carry your marketing message and lay the foundation for future partnerships.

- Covering....
- Business
 - Therapeutics
 - Marketing & Advertising
 - Pharamlot
 - R&D
 - Resources

Interstitial



Interstitial

640x480 pixels
 \$3,000 net/week
 300-1,000
 click-thrus/week

Accepted Formats:

GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif, Video.

Rich Media is accepted for an additional \$500.

File Sizes/Looping:

80k max., 4 frames max., 3 loops max.



Run-of-Site Charter Program

Leaderboard:
728x90 pixels

Rectangle:
300x250 pixels

Footer:
728x90 pixels
 \$4,400 net/month
 (3 month minimum)

Run-of-Site Rectangle

300x250 pixels
 \$2,500 net/month

Accepted Formats:

GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif, Video.

Rich Media is accepted for an additional \$500.

File Sizes/Looping:

50k max., 4 frames max., 3 loops max.

Whitepapers

Generate qualified leads delivering your authoritative report and solutions to our decision-making pharma audience. Maximize your exposure by combining your PharmaLive.com hosted downloadable Whitepaper with direct email blasts to our audience of over 120,000.

Rate: \$800/month \$1,500/6 months
 \$1,250/3 months \$2,500/12 month

Integrated Media



Pharmaceutical Marketing Directory



Your Turnkey solution designed to showcase your assets ranging from white papers to video, ad creative to apps. This long awaited online tool for pharma marketers provides instant access to solutions for all their marketing needs.

Rate: \$6,000 annually

- Direct Mail • Email Marketing • Print • Radio • Television
- Video Production • Digital/Interactive • Branding • CLM
- Digital Strategy • Promotional Med Ed • Public Relations
- Sales Force



Ask the Experts



MLR: Friend or "frenemy"?

What's the best apps use?

Are sales forces still needed?

Is there still a use for DTC?

The Pharma Community's destination for collaboration. Serve as an Expert in this Q&A forum – owning your dedicated area of expertise. Great opportunity for your thought leaders to contribute content in response to user questions and via quarterly blog posts in our Experts column!

Rate: \$1,750/month (3 month minimum)

Integrated Media



Virtual Events & Seminars and Webcasts



Med Ad News Virtual Events, Seminars & Webcasts generate actionable leads and establish you as an industry thought leader by partnering with the trusted voice of the pharmaceutical market while leveraging our editorial position, audience database, and marketing capabilities to maximize the success of your live (or pre-recorded) digital event.

Virtual Events and Seminars: Contact your sales rep for more information.

Shared Sponsorship Webcast: \$5,000 net **Sole Sponsored Webcast:** Starting at \$9,000 net



Med Ad News Digital/Mobile Edition

Med Ad News digital edition expands your reach beyond the print edition to an additional **22,000+** digital edition readers and expanded reach to all mobile viewers at no additional cost. Increase your exposure and drive traffic to your Website with our enhancements:

Static/Video/Flash blow-in ads: 400 x 300 pixels

Leaderboard: 728 x 90 pixels

Accepted Formats: 72 dpi as a .gif or .jpg no larger than 5MB



Podcasts



Generate qualified leads by sponsoring one-on-one interviews on topical issues with industry thought leaders. Your audio spot will be aired throughout the recorded Podcast, along with extensive exposure through an online and email promotional campaign. Sponsors will receive contact information for all downloads.



Video



Explore the countless opportunities to promote yourself through video. Opportunities include but are not limited to:
Online • Digital Edition • Webinar • Virtual Environments • Live Events!



Talent

Join **Med Ad News** and more than 600 of your industry peers as we honor the best in pharmaceutical and healthcare advertising at our **Manny Awards** on Thursday, April 25, 2013.



This unique event presents the perfect opportunity to establish a leadership position within the industry. Several sponsorship options exist, including:

- Cocktail Hour Sponsorship
- Table Wine Sponsorship
- Table Flowers Sponsorship
- After Party Sponsorship
- Individual Gift Sponsorship



Integrated Media



Daily Advantage eNewsletter

News Sponsor:
150 x 50 pixels
\$4,650/month

Featured Solutions Provider:
Logo/Text Spot
150 x 50 pixels & 75 words max.
w/ hyperlinks
\$6,700/month

Anchor-Lower:
728 x 90 pixels
\$3,600/month

Leaderboard:
728 x 90 pixels
\$6,950/month

Rectangle-Upper:
250 x 250 pixels
\$4,800/month

Anchor-Upper:
728 x 90 pixels
\$3,950/month

Rectangle-Lower:
250 x 250 pixels
\$4,500/month

18,000+ opt-in subscribers
28.4% open rate

The **Daily Advantage eNewsletter** is the most relied upon daily news source in the pharmaceutical industry, providing over **18,000+** readers with the day's most important news.

Accepted Formats: GIF and JPEG files only. Rich Media is not accepted.

File Sizes/Looping: 50k max.



Pharmalot Daily eNewsletter

News Sponsor:
125 x 125 pixels & 75 words max.
w/ hyperlinks
\$2,500/month

Leaderboard:
728 x 90 pixels
\$4,950/month

9,700+ opt-in subscribers
34.4% open rate

Pharmalot Daily eNewsletter reaches a highly engaged group of professionals looking for daily exclusive industry insights from Ed Silverman on the latest developments and issues confronting the pharmaceutical industry.

Accepted Formats: GIF and JPEG files only. Rich Media is not accepted.

File Sizes/Looping: 50k max.

NEW In 2013



Med Ad News Daily eNewsletter

Leaderboard:
728 x 90 pixels
\$6,950/month

Rectangle:
300 x 250 pixels
\$4,800/month

40,000+ readers

Med Ad News Daily eNewsletter will keep marketing & advertising professionals on top of the market with need to know top headline news, key marketing strategies, and healthcare twitter feeds to bring you a concise summary of trends, events, and issues that have everyone talking.

Accepted Formats: GIF and JPEG files only. Rich Media is not accepted.

File Sizes/Looping: 50k max.



Custom eMail Campaign



PharmaLive.com eBlast Marketing program delivers your product/service offer or branding message to your ideal demographic. Target by business type, job function, geographic location, and more. **GENERATE HIGHLY QUALIFIED LEADS!**

- Pharma Master audience comprised of **120,000+** email records.
- UBM Canon Master audience comprised of **800,000+** email records.

Price: Approximately \$450 CPM

Contact your sales rep for more information.

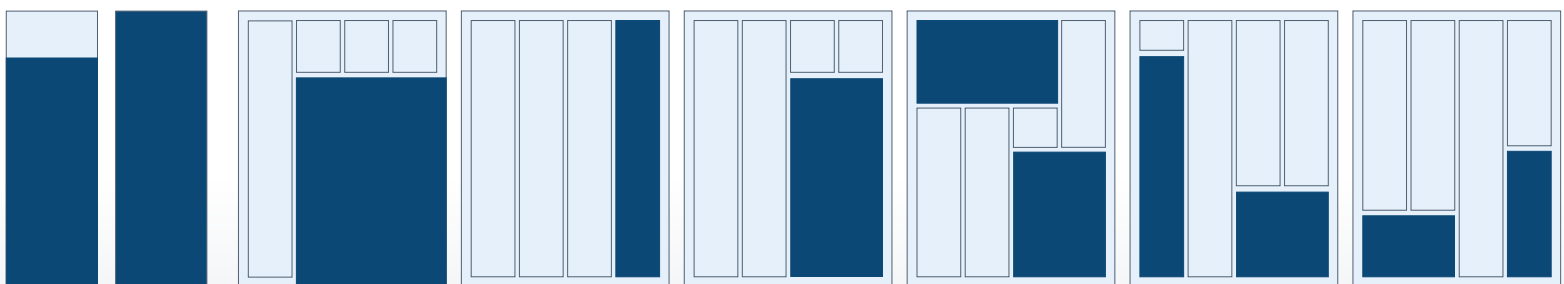
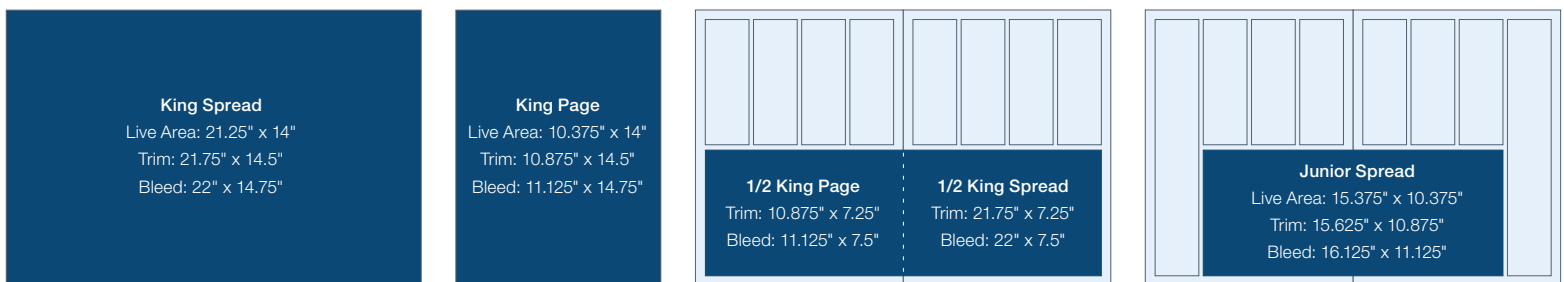
2013 Rate Card

Four-Color Rates	1x	3x	6x	10x	12x	24x	36x
King Page	\$8,600	\$8,555	\$8,185	\$7,845	\$7,395	\$7,150	\$6,910
Junior Page "A" Standard	\$7,015	\$6,985	\$6,710	\$6,450	\$6,105	\$5,925	\$5,730
1/2 King Page	\$7,015	\$6,985	\$6,710	\$6,450	\$6,105	\$5,925	\$5,730
Junior 2/3 Page	\$6,140	\$6,135	\$5,900	\$5,680	\$5,435	\$5,245	\$5,080
1/4 King Vertical	\$5,015	\$5,035	\$4,850	\$4,670	\$4,510	\$4,355	\$4,240
Junior 1/2 Page	\$4,970	\$4,985	\$4,805	\$4,630	\$4,470	\$4,320	\$4,190
Junior 1/3 Page	\$3,875	\$3,790	\$3,790	\$3,685	\$3,570	\$3,475	\$3,400
Junior 1/6 Page	\$3,055	\$3,910	\$3,020	\$2,955	\$2,895	\$2,825	\$2,775
King Spread	\$16,680	\$16,575	\$15,880	\$15,190	\$14,445	\$13,865	\$13,400
1/2 King Spread	\$13,595	\$13,535	\$13,015	\$12,475	\$11,905	\$11,460	\$11,100
Junior Spread	\$13,595	\$13,535	\$13,015	\$12,475	\$11,905	\$11,460	\$11,100

Special Positions	
Cover 4	\$1,760
Cover 2	\$1,170
Cover 3	\$1,170
BRC	\$1,350
Metallic	\$1,090
Binding	\$780
1 Standard Color	\$980
Inserts/Other	Contact Publisher
Combination Rates	Contact Publisher

Classified Rates	3x	6x	10x
1 col x 3" (2.375" x 3")	\$400	\$375	\$350
1 col x 5" (2.375" x 5")	\$500	\$475	\$450
1 col x 10" (2.375" x 10")	\$900	\$850	\$800
2 col x 3" (4.875" x 3")	\$600	\$575	\$550
2 col x 5" (4.875" x 5")	\$900	\$850	\$800
2 col x 10" (4.875" x 10")	\$1,700	\$1,600	\$1,500

AD SIZES



Half Cover
Outside Flap Live Area: 5" x 11.5"
Inside Flap Live Area: 5" x 14"
Trim: 5.5" x 12"
Bleed: 5.75" x 12.25"

Junior Page
Live Area: 7.375" x 10.375"
Trim: 7.875" x 10.875"
Bleed: 8.25" x 11.125"

Junior 1/3 Square
4.875" x 5"

Junior 1/3 Vertical
2.375" x 10"

Junior 1/6 Horizontal
4.875" x 2.5"

Junior 1/6 Vertical
2.375" x 5"

Keep live matter 1/4" away from the trim and gutter.

Advertising Material

To UPLOAD advertisements:

1. Connect to the Website through the following link: ads.cancomnet.com
2. Select "Advertisement Submission" (You will be connected to UBM Canon's submission policies. A color proof will be required for all ads, regardless if they are submitted electronically. If no color proof is provided, UBM Canon cannot be responsible for any "color complaints" that may arise after publication.)
3. Click the link: ads.cancomnet.com
4. Enter password: `adtraffic` (one word, all lowercase)
5. You will then be taken directly to the UBM Canon Uploading Form.
6. Enter your information: contact name, contact phone number, contact email. Enter the issue date and make sure that the correct magazine folder is selected from the drop-down menu at the bottom of the page.

Terms & Conditions

- A. All orders placed by the advertiser and received by UBM Canon ("Publisher") shall be governed by the provisions of the current media kit, including the general terms and conditions stated below.
- B. Agency and advertiser expressly warrant that they have the right to publish the advertising. Agency and advertiser shall indemnify Publisher against any damages and related expenses (including legal fees) arising from the publication of the advertising.
- C. All contents of advertisement are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- D. The positioning of advertisements is at the discretion of the Publisher except when an advertiser has paid the preferred position charge and the availability of this position has been confirmed by the Publisher (see item G. below).
- E. Publisher is not liable for any costs or damages if for any reason it fails to publish the advertisement. Publisher's sole liability as to any failure, fault, error or omission on its part shall be limited to offering a refund of advertising space charges or to publish the tendered advertising in the next available issue. The Publisher has no liability for any errors or omissions in key numbers or advertisers index listings. Publisher is not responsible for original materials. Publisher is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes—whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of Publisher affecting production or delivery in any manner.

Changes and Cancellations

Neither advertiser nor its agency may cancel after published space closing date. Cancellations, as well as changes in insertion orders, will not be accepted by the Publisher after the closing date. Cancellations must be in writing and none is considered accepted until confirmed in writing by the Publisher. Covers and special positions are contracted on a non-cancellable basis. Digital advertising is contracted on a non-cancellable basis.

7. Select "Choose File"—The screen will change and allow you to find and select the ad, click on CHOOSE at the bottom right-hand corner. File formats: PDF (preferred), EPS, TIF or Postscript. Native application files not accepted.
8. Click UPLOAD FILES at the bottom of the page. A screen will appear informing you that the upload process is taking place.
9. A confirmation email will be sent to the email address entered in the uploading form. This will be the record that a new file was sent. Please provide color guidance in the form of a matchprint. Materials should be submitted to:

ubmcanonads@mpe.hcl.com
<http://ads.cancomnet.com>
<http://canonespecs.com>
Phone: 714/845-0257 x27182

Inserts

Contact publisher for advertising insert rates and specifications. Consult publisher for due dates and quantity required. Inserts may be stitched in, tipped in or require a lip for binding.

- F. Advertising rates are subject to change upon notice from the Publisher. Space reserved prior to any rate change may be cancelled by the Advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellations of space reservation for any other reason, in whole or part by advertiser, will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- G. PAYMENT TERMS: All invoices are due and payable upon receipt. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for all such monies as are due. All unpaid balances 30 days past invoice date will be assessed a monthly service charge of 1½% of the unpaid balance. Advertisers agree to pay all costs of collection, including responsible attorney fees, in the event of default of payment. This agreement shall be interpreted according to the laws of the State of California. Any dispute arising hereunder shall be subject to arbitration in Los Angeles, California, in accordance with the rules of the American Arbitration Association.
- H. The Publisher will not be bound by any terms or conditions, other than those set forth in this media kit, unless specifically agreed to in writing by Publisher. Publisher is not bound by conditions printed or appearing on insertion orders or copy instructions that conflict with provisions of this media kit. Terms and conditions, other than advertising rates, are subject to change by Publisher without notice.

Advertisers will be short-rated if, within the calendar year 2013, they do not advertise at the frequency on which their billings have been based. Advertisers will be rebated if, within the calendar year 2013, they use sufficient additional space to warrant a lower rate than that at which they were originally billed.

Top Subscribing
Companies · PFIZER
· MERCK & CO ·

ABBOTT LABS · ASTRA
ZENECA · BRISTOL

MYERS SQUIBB · SANOFI
AVENTIS · GLAXO SMITH

KLINE · AMGEN · NOVARTIS
PHARMACEUTICALS ·

NOVARTIS CONSUMER
HEALTH · ABELSON TAYLOR

INC · JOHNSON & JOHNSON ·

BAYER CORPORATION · DRAFT FCB
HEALTHCARE · GENENTECH INC · BAXTER

HEALTHCARE · BOEHRINGER INGELHEIM ·

ELI LILLY & CO · TEVA
PHARMACEUTICAL · ALLERGAN · ASTELLAS

PHARMA INC · ALCON LABORATORIES · DAIICHI
SANKYO INC · ASTRAZENECA INTERNATIONAL ·

MEDTRONIC · PACIFIC COMMUNICATIONS · ROCHE
NOVO NORDISK AS · SCHERING

PLOUGH CORP · WYETH AYERST LABS · CLINE DAVIS & MANN
INC · GSW WORLDWIDE · PURDUE PHARMA · BIOGEN INC ·

CEPHALON INC · EISAI INC · PALIO COMMUNICATIONS · TAKEDA
PHARMACEUTICAL CO · SUDLER & HENNESSEY · BAUSCH & LOMB

CELGENE · FOREST LABORATORIES INC · GENZYME BIOSURGERY ·
HOSPIRA INC · GILEAD SCIENCES · GSK · JUICE PHARMA WORLDWIDE

IMS HEALTH INC · TORRE LAZUR MC CANN · PFIZER · MERCK & CO
· ABBOTT LABS · ASTRA ZENECA · BRISTOL MYERS SQUIBB · SANOFI

AVENTIS · GLAXO SMITH KLINE · AMGEN · NOVARTIS PHARMACEUTICALS
· NOVARTIS CONSUMER HEALTH · ABELSON TAYLOR INC · JOHNSON &

BAYER CORPORATION · DRAFT FCB HEALTHCARE · GENENTECH
INC · BAXTER HEALTHCARE · BOEHRINGER INGELHEIM · SANOFI AVENTIS INC ·

ELI LILLY & CO · TEVA PHARMACEUTICAL · ALLERGAN · ASTELLAS PHARMA INC
· ALCON LABORATORIES · DAIICHI SANKYO INC · ASTRAZENECA INTERNATIONAL

· MEDTRONIC · PACIFIC COMMUNICATIONS · ROCHE DIAGNOSTIC CORP · NOVO
NORDISK AS · SCHERING PLOUGH CORP · WYETH AYERST LABS · CLINE DAVIS &

GSW WORLDWIDE · PURDUE PHARMA · BIOGEN INC · CEPHALON INC
· EISAI INC · PALIO COMMUNICATIONS · TAKEDA PHARMACEUTICAL CO · SUDLER &

HENNESSEY · BAUSCH & LOMB · CELGENE · FOREST LABORATORIES INC · GENZYME
BIOSURGERY · HOSPIRA INC · GILEAD SCIENCES · GSK · JUICE PHARMA WORLDWIDE

· IMS HEALTH INC · TORRE LAZUR MC CANN · PFIZER · MERCK & CO · ABBOTT LABS
· ASTRA ZENECA · BRISTOL MYERS SQUIBB · SANOFI AVENTIS · GLAXO SMITH KLINE

· AMGEN · NOVARTIS PHARMACEUTICALS · NOVARTIS CONSUMER HEALTH · ABELSON
TAYLOR INC · JOHNSON & JOHNSON · BAYER CORPORATION · DRAFT FCB HEALTHCARE

· GENENTECH INC · BAXTER HEALTHCARE · BOEHRINGER INGELHEIM · SANOFI AVENTIS
INC · ELI LILLY & CO · TEVA PHARMACEUTICAL · ALLERGAN · ASTELLAS PHARMA INC

· ALCON LABORATORIES · DAIICHI SANKYO INC · ASTRAZENECA INTERNATIONAL
· MEDTRONIC · PACIFIC COMMUNICATIONS · ROCHE DIAGNOSTIC CORP · NOVO

NORDISK AS · SCHERING PLOUGH CORP · WYETH AYERST LABS · CLINE DAVIS &
MANN INC · GSW WORLDWIDE · PURDUE PHARMA · BIOGEN INC · CEPHALON INC

· EISAI INC · PALIO COMMUNICATIONS · TAKEDA PHARMACEUTICAL CO · SUDLER &
HENNESSEY · BAUSCH & LOMB · CELGENE · FOREST LABORATORIES INC · GENZYME

BIOSURGERY · HOSPIRA INC · GILEAD SCIENCES · GSK · JUICE PHARMA WORLDWIDE
· IMS HEALTH INC · TORRE LAZUR MC CANN · PFIZER · MERCK & CO · ABBOTT LABS

· ASTRA ZENECA · BRISTOL MYERS SQUIBB · SANOFI AVENTIS · GLAXO SMITH KLINE
· AMGEN · NOVARTIS PHARMACEUTICALS · NOVARTIS CONSUMER HEALTH · ABELSON

TAYLOR INC · JOHNSON & JOHNSON · BAYER CORPORATION · DRAFT FCB HEALTHCARE
· GENENTECH INC · BAXTER HEALTHCARE · BOEHRINGER INGELHEIM · SANOFI

AVENTIS INC · ELI LILLY & CO · TEVA
PHARMACEUTICAL · ALLERGAN ·

ASTELLAS PHARMA INC
· ALCON LABORATORIES

· DAIICHI SANKYO
INC · ASTRAZENECA

INTERNATIONAL ·
MEDTRONIC · PACIFIC

COMMUNICATIONS ·
ROCHE DIAGNOSTIC CORP

· NOVO NORDISK AS · SCHERING
PLOUGH CORP · WYETH AYERST LABS · CLINE DAVIS & MANN INC · GSW

WORLDWIDE · PURDUE PHARMA · BIOGEN INC · CEPHALON INC · EISAI
INC · PALIO COMMUNICATIONS · TAKEDA PHARMACEUTICAL CO · SUDLER

& HENNESSEY · BAUSCH & LOMB · CELGENE · FOREST LABORATORIES
INC · GENZYME BIOSURGERY · HOSPIRA INC · GILEAD SCIENCES · GSK ·

JUICE PHARMA WORLDWIDE · IMS HEALTH INC · TORRE LAZUR MC CANN
· PFIZER · MERCK & CO · ABBOTT LABS · ASTRA ZENECA · BRISTOL

MYERS SQUIBB · SANOFI AVENTIS · GLAXO SMITH KLINE · AMGEN ·
NOVARTIS PHARMACEUTICALS · NOVARTIS CONSUMER HEALTH · ABELSON

TAYLOR INC · JOHNSON & JOHNSON · BAYER CORPORATION · DRAFT FCB
HEALTHCARE · GENENTECH INC · BAXTER HEALTHCARE · BOEHRINGER

INGELHEIM · SANOFI AVENTIS INC · ELI LILLY & CO · TEVA PHARMACEUTICAL
· ALLERGAN · ASTELLAS PHARMA INC · ALCON LABORATORIES · DAIICHI

SANKYO INC · ASTRAZENECA INTERNATIONAL · MEDTRONIC · PACIFIC
COMMUNICATIONS · ROCHE DIAGNOSTIC CORP · NOVO NORDISK AS ·

SCHERING PLOUGH CORP · WYETH AYERST LABS · CLINE DAVIS & MANN INC
· GSW WORLDWIDE · PURDUE PHARMA · BIOGEN INC

Why Choose MedAdNews?

- Reach more senior level pharmaceutical and biotech professionals than with any other magazine
- Extended reach in print, online, and through our suite of integrated media
- Loyal readership and expanded exposure for your brand message
- Unsurpassed integrated media capabilities to extend your reach

PharmaLive.com

MedAdNews

Sales Office

30 Two Bridges Rd., Ste 227
Fairfield, NJ 07004
Tel: 973/808-1191
Fax: 973/808-6557



UBM Canon, the leading B-to-B media company dedicated exclusively to the global \$3.0 trillion advanced manufacturing sector, helps support the flow of information, commerce and innovation in such sophisticated segments as medical devices and pharmaceutical development. UBM Canon also addresses cutting-edge developments in broader areas of advanced engineering design and manufacturing, and manufacturing processes and packaging.

MedAdNews
MedAdNews.com

PharmaLive.com
PharmaLive.com

Pharmalot
Pharmalot.com

R&D DIRECTIONS
RDDirections.com

23184_MAI13