Producing and delivering critical content and incisive analysis of the issues, events, trends and strategies shaping pharmaceutical business, marketing and sales.
Prior to 2020, few marketing executives considered the impact of a worldwide pandemic as part of their planning process. The continuing challenges being posed by Covid-19 have altered the landscape of effective marketing for pharmaceutical manufacturers and agencies/marketing services organizations charged with reaching pharma clients and their customers. While we all look forward to ramping up person-to-person contact when appropriate, non-personal promotion and digital access to marketing strategies has effectively filled the void left behind and marketing budgets have followed.

Sites such as PharmaLive.com featuring original MedAdNews content and breaking news items have doubled in traffic during the past year, and pharma's appetite for strategic content focused on navigating the current climate has never been stronger.
### FEBRUARY – ONCOLOGY
- COVID-19 LANDSCAPE
- AGENDA 2021 (INCLUDING PREDICTIONS & ANALYSIS FROM INDUSTRY EXPERTS)
- TOP 10 PIPELINES (LEADING R&D COMPANIES, POTENTIAL BLOCKBUSTERS)
- DRUG PRICING
- MEDICAL ADVERTISING HALL OF FAME

<table>
<thead>
<tr>
<th>AD CLOSE</th>
<th>FILES DUE</th>
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<tbody>
<tr>
<td>1/17/21</td>
<td>1/24/21</td>
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</table>

### APRIL – HEALTHCARE ADVERTISING ANNUAL REVIEW
- STATE OF THE INDUSTRY
- HEALTHCARE COMMUNICATIONS AGENCIES (INCLUDING PROFILES & STATS)
- 32nd ANNUAL MANNY AWARDS

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### JUNE – RARE DISEASES
- BIOPHARMA/BIOTECH ANNUAL REPORT
- PAYER ACCESS
- CUSTOMER/PATIENT EXPERIENCE
- DTC
- HBA WOMAN OF THE YEAR
- A LOOK BACK: 32nd MANNY AWARDS

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<thead>
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<tr>
<td>5/08/21</td>
<td>5/15/21</td>
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### AUGUST – ANTIRHEUMATICS & HEALTH TECHNOLOGY
- TOP 200 MEDICINES
- MEDICAL CANNABIS
- AR/VR, AI, MACHINE LEARNING & BLOCKCHAIN
- FIRST YEAR AFTER LAUNCH (NEW DRUGS ON THE MARKET OVERVIEW)
- TELEHEALTH

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### OCTOBER – PHARMA/BIOTECH/Generic ANNUAL REVIEW
- TOP 50 PHARMACEUTICAL COMPANIES (INCLUDING PROFILES & STATS)
- COMPANY OF THE YEAR
- OUTCOMES CREATIVITY INDEX
- HBA ANNUAL CONFERENCE PREVIEW

<table>
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<td>9/09/21</td>
<td>9/16/21</td>
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</table>

### DECEMBER – CARDIOVASCULAR
- AD AGENCY ROUNDTABLE (INCLUDING HEALTHCARE TRENDS & FORECASTS)
- RACIAL & GENDER EQUALITY/DIVERSITY
- NEW PHARMACEUTICAL MARKETING VENTURES
- PHARMA PHILANTHROPY

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### Rates and Sizes 2021

PDFX/1-A 2001 files are our preferred file format. Please use a 0.125” offset on crop marks.

#### 1/2 Cover
- **Outside Flap**
  - Live Area: 5” x 11.5”
  - Trim: 5.5” x 12”
  - Bleed: 5.75” x 12.25”
  - Rates:
    - 1X: $19,500
    - 2X: $18,300
    - 4X: $17,600
    - 6X: $16,475

- **Inside Flap**
  - Live Area: 5” x 14”
  - Trim: 5.5” x 14.5”
  - Bleed: 5.75” x 14.75”
  - Rates:
    - 1X: $12,820
    - 2X: $11,810
    - 4X: $10,400
    - 6X: $10,085

#### Junior Page
- Live Area: 7.375” x 10.375”
- Trim: 7.875” x 10.875”
- Bleed: 8.25” x 11.125”
- Rates:
  - 1X: $7130
  - 2X: $6995
  - 4X: $6685
  - 6X: $6375

#### Junior Spread
- Live Area: 15.735” x 10.375”
- Trim: 15.735” x 10.875”
- Bleed: 16.078” x 11.125”
- Rates:
  - 1X: $12,820
  - 2X: $11,810
  - 4X: $10,400
  - 6X: $10,085

#### King Page
- Live Area: 10.375” x 14”
- Trim: 10.875” x 14.5”
- Bleed: 11.125” x 14.75”
- Rates:
  - 1X: $8745
  - 2X: $8335
  - 4X: $8025
  - 6X: $7710

#### King Spread
- Live Area: 21.25” x 14”
- Trim: 21.75” x 14.5”
- Bleed: 22” x 14.75”
- Rates:
  - 1X: $16,450
  - 2X: $15,450
  - 4X: $14,205
  - 6X: $13,700

#### 1/2 King Page
- Trim: 10.875” x 7.25”
- Bleed: 11.125” x 7.5”
- Rates:
  - 1X: $7130
  - 2X: $6995
  - 4X: $6685
  - 6X: $6375

#### 1/2 King Spread
- Trim: 21.75” x 7.25”
- Bleed: 22” x 7.5”
- Rates:
  - 1X: $12,820
  - 2X: $11,810
  - 4X: $10,400
  - 6X: $10,085

#### 1-Side Tab Divider (April)
- Rates:
  - 1X: $10,600
  - 2X: $10,300
  - 3X: $10,065
  - 4X: $9710
PharmaLive.com is the pharmaceutical industry’s #1 destination for news and analysis and delivers the most comprehensive and collaborative community for pharmaceutical marketing professionals. PharmaLive.com offers sleek and reliable navigation and boasts a 100% increase in traffic since our January 2020 redesign launch!

**2020 Average Pageviews**

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<th>Month</th>
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<tr>
<td>February</td>
<td>96,009</td>
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<td>March</td>
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<td>April</td>
<td>148,489</td>
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<td>May</td>
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<td>July</td>
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<td>188,320</td>
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<tr>
<td>September</td>
<td>188,311</td>
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<tr>
<td>October</td>
<td>198,714</td>
</tr>
</tbody>
</table>

**AD UNITS:**

- **Interstitial** (Desktop 640x480/Mobile 320x480) – $2,900/wk.
- **Charter Package Leader/Footer/Rectangle** (Dimensions: 728x90 & 300x250) – $4,800/mo.
- **Rectangle only** (Dimensions: 300x250) – $2,950/mo.
- **Wallpaper** (Dimensions: 1920×1050) – $7,300/mo.
- **Parallax ad** (Desktop: 600x350/Mobile 400x350) – $7,300/mo.

**ACCEPTED FORMATS:**

- GIF, JPG, PNG, HTML, HTML Code, Third Party Ad Tags with 1 live click URL

**FILE SIZES:**

300K max; 15 seconds animation; no looping beyond 15 seconds
Daily Advantage – 15K Distribution
The PharmaLive Daily Advantage eNewsletter is the most relied on daily news source in the pharmaceutical industry, providing 15,000 readers with the day’s most important news and information.

Medicine Ave News (Weekly)
Covering all the latest happenings within the healthcare communications world, including agency perspectives, upcoming events and game-changing developments impacting healthcare marketing. 10,000 weekly

Leaderboard - $6,700/month
Rectangle - $4,700/month
Featured Company - $2,700/month

Leaderboard - $3,300/month
Rectangle - $2,600/month
Featured Company - $2,600/month

Custom Email Campaign
PharmaLive.com eBlast Marketing program delivers your branded message to your ideal demographic. Target by business type, job function, geography and more. - $650 CPM

Outcomes
16 Prospect Road, Livingston, NJ 07039
973-507-6701
Great work deserves recognition. Each year, agency and industry professionals come together for an evening dedicated to greatness, recognizing significant contributions to, and creative excellence in healthcare communications. Join friends and family as MedAdNews honors “the best of the best” jury-elected nominees across carefully selected award categories.

**APRIL 2021**

**This unique event is one you cannot miss.** Include your branding alongside this prestigious event and reach an audience of engaged advertising professionals.

Contact your account manager today!

mannyawards.com