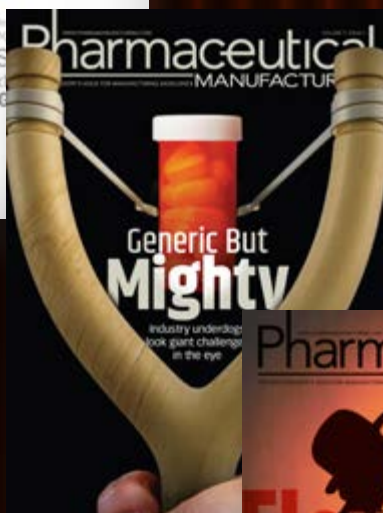


Pharmaceutical

MANUFACTURING



2019 MARKETING GUIDE

Exclusively dedicated to helping the pharmaceutical and biopharmaceutical industries to reduce risks, improve product quality and increase efficiencies within the process development through commercial manufacturing phases.

From the Publisher.....	2
Mission Opportunity	3
Pharmaceutical Manufacturing Platform & Audience Overview	5
Magazine Subscribers	
Website Audience	
Pharmaceutical Manufacturing Value Proposition for Marketers.....	6
Print Advertising	7
Print Options & Rates	
A Note About Our Editorial Coverage	
2019 Editorial Calendar & Closing Dates	
Ad Readership Study	
Website Advertising.....	14
Units, Rates and Specifications	
Welcome Ads	
Contextual Ad Programs	
Email Advertising/Marketing	18
Daily Dose E-Newsletter	
Custom, Single Sponsor, E-Newsletters	
Inbound Marketing/Content Distribution	19
Overview of Tactics	
Premium Content Alerts	
eBooks	
Custom Webcasts	
Market Insight Research Program	
Content Marketing Services	
Contact Information.....	24

FROM THE PUBLISHER

THE DRUG INDUSTRY'S VOICE FOR MANUFACTURING AND OPERATIONAL EXCELLENCE

Thank you for taking the time to review the 2019 *Pharmaceutical Manufacturing* marketing guide. This guide is designed to help you better understand our audience and the ways in which you can interact with them. We work hard to ensure we are engaging our audience and we are continuously looking for ways to improve. While it is impossible to put everything into the media kit we hope it will help you see that working with us will help you meet your sales and marketing objectives.

Pharmaceutical Manufacturing invests heavily in our content creation while working to understanding readers' needs and pain points. Our editorial staff has decades of experience in covering the pharmaceutical industry. Regular surveys are done to assess how we are doing in meeting readers' expectations. We stay connected to our readers to ensure we can deliver results for you.

Pharmaceutical Manufacturing believes the key to your success is that we work harder for you and the reader. We deliver content in multiple formats to meet the specific information needs of pharmaceutical industry professionals. The result is a robust array of ways to help you connect with our readers. We can help you with a range of marketing challenges—from creating brand awareness to generating leads to arranging one-on-one strategic sales discussions with key prospects.

On behalf of the entire *Pharmaceutical Manufacturing* team, we look forward to working with you.

Sincerely,



Jim Baker

Publisher

Pharmaceutical Manufacturing



MISSION OPPORTUNITY

THE DRUG INDUSTRY'S VOICE FOR MANUFACTURING AND OPERATIONAL EXCELLENCE

Pharmaceutical Manufacturing provides actionable examples of how pharma and bio-pharma industry thought leaders are tackling the most pressing challenges facing the industry. Critical decision makers trust *Pharmaceutical Manufacturing* to deliver in-depth coverage of the evolving pharma landscape to help the industry ultimately increase efficiency and profitability.



Pharmaceutical Manufacturing magazine and *PharmaManufacturing.com* are dedicated to being key catalysts for improving the pharmaceutical industry's:

- Manufacturing risk scenarios
- Manufacturing and operational efficiencies
- Quality control/quality assurance programs
- Drug development
- Speed to market initiatives
- Process development
- Compliance/validation programs

The Market Opportunity

Pharmaceutical manufacturers are investing in their plants. They are looking for ways to increase efficiency, safety and contain costs. There has never been a better time to reach out to our audience.

Pharmaceutical manufacturing, research and development is approximately a \$330 billion opportunity. America's biopharmaceutical companies invest about \$75 billion annually in research and development in the U.S. and have increased spending on equipment and technology because of pressures to lower costs and increase productivity and pipelines.

The Numbers

- 93%** of manufactures plan to increase spending on processing equipment
- \$8.24 Billion** - Global pharmaceutical packaging equipment market by 2022
- \$396.4 Million** - Global inspection machines market by 2021
- 245,577** - US Pharmaceutical & medical manufacturing jobs

AUDIENCE

Industry Segments Served

- Small molecule manufacturers (big, mid-market and small pharma)
- Biopharmaceutical manufacturers
- Contract manufacturers and contract service providers
- Generic drug manufacturers
- Virtual manufacturers
- Vaccine manufacturers

Titles/Functions Served

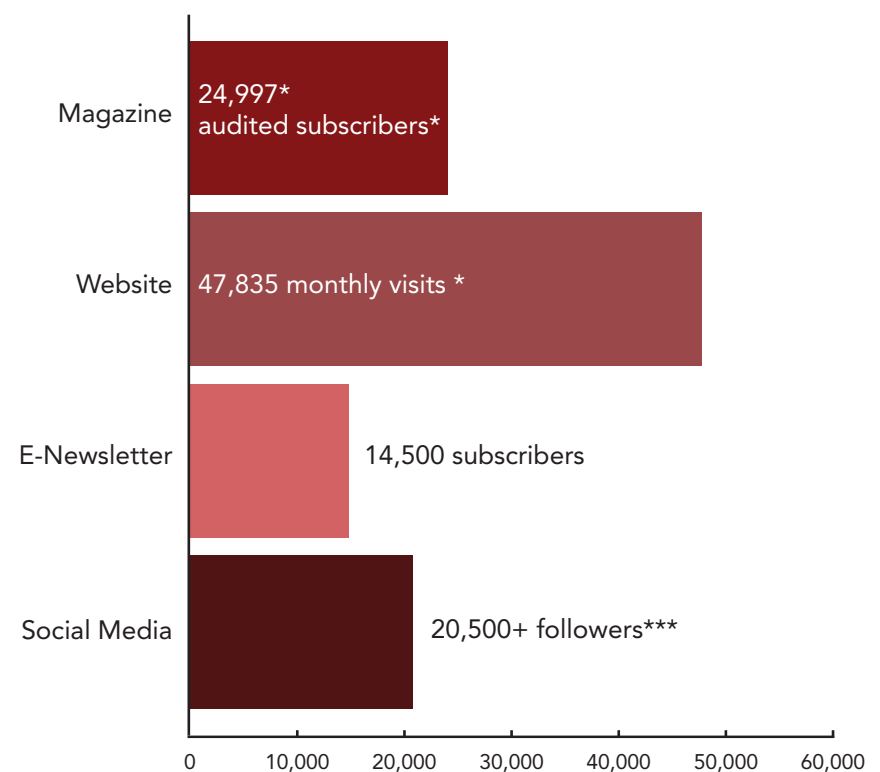
- Production and manufacturing
- Packaging
- Facility management
- Engineering and project management
- Quality control and quality assurance
- Research and development
- Regulatory affairs and validation management
- Corporate management
- Purchasing and procurement
- IT

Pharmaceutical Manufacturing Audience Key Facts

- **88%** of our audience makes final supplier decisions or plays a key role in making recommendations to buying team
- **66%** of Pharmaceutical Manufacturing magazine subscribers spend over an hour per week reading Pharmaceutical Manufacturing trade publications (15% spend over 4 hours per week)
- **81%** of Pharmaceutical Manufacturing magazine subscribers have subscribed for 3+ years
- **51.8%** prefer to primarily receive/acquire industry information in print formats
- **52%** prefer to receive/acquire industry information in digital formats
- **8.3 years** – average number of years an audience member has been working within the pharmaceutical industry
- **6.8** – average number of years an audience member has been in their current position

*Sources – Audience Profile, July 2017 and Pharmaceutical Manufacturing Media Consumption Study

Reach by Platform



Source: VAC Audit, March 2018

**Source: Google Analytics

***Sum of LinkedIn group members, Twitter followers, Facebook "Reach" metric, YouTube monthly channel views

[Click here for VAC statement](#)

PHARMAMANUFACTURING.COM

PharmaManufacturing.com is the digital hub for the Pharmaceutical Manufacturing brand. Each day hundreds of pharmaceutical industry professionals turn to us to read feature articles, news stories and commentary; watch and listen to tutorial videos; find information on thousands of products; and access our comprehensive library of hundreds of white papers.

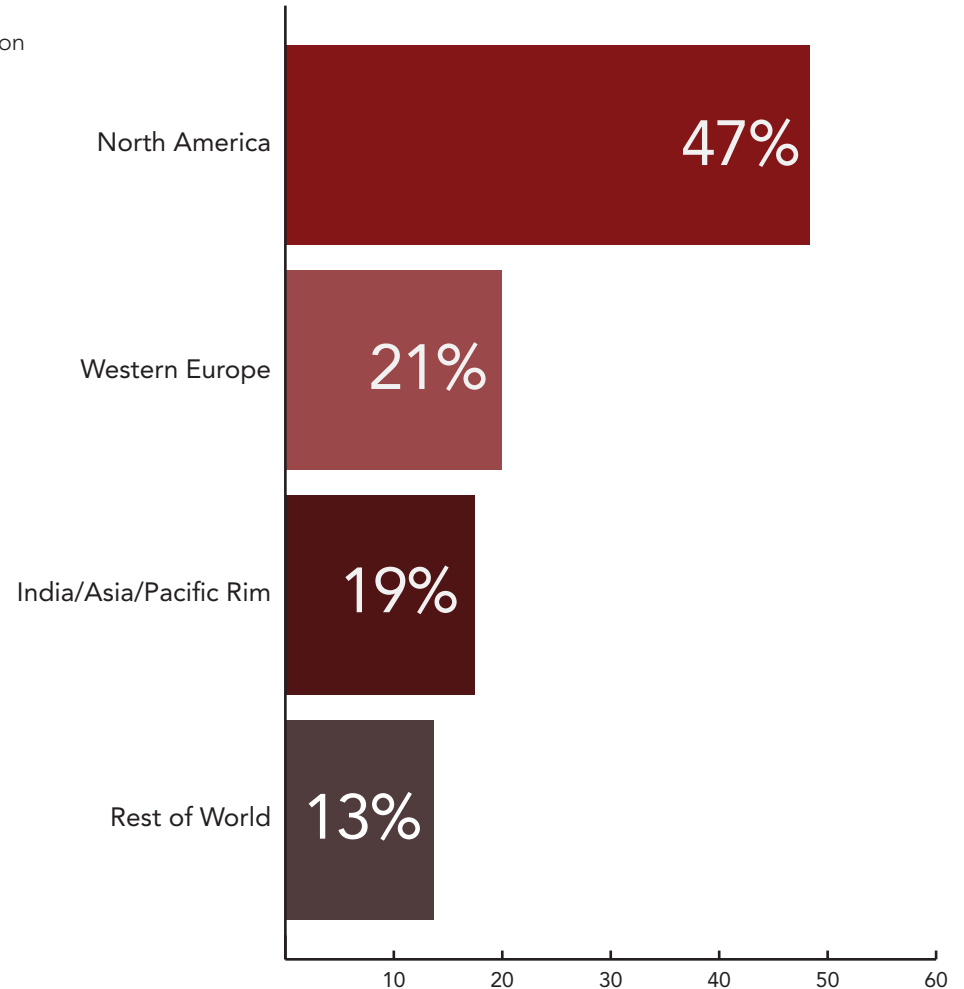
PharmaManufacturing.com is designed to accommodate a range of advertising formats, from buttons to expandable towers.

Key Stats*



* Source: Google Analytics and VAC Audit

Visitor % by World Region



MARKETING COMMUNICATIONS – A STRATEGIC COMPONENT OF YOUR COMPANY'S BUSINESS DEVELOPMENT INITIATIVES

ROI-BASED MARKETING COMMUNICATIONS

Like most marketers today, you are likely challenged with clearly rationalizing your marketing communications spending and demonstrating a return on that investment. Maybe your marketing communications budget has been drastically cut over the last few years because it has been difficult to align marketing communications spending with measurable, business-based results.

Successful sales and marketing require creating changes in human perception and behavior. Although human attitude and behavior often are not extremely simple to measure, modern marketing communications programs created thoughtfully allow you to specifically align campaign strategies and tactics with your goals, establish measurements of success and assess campaign performance.

Pharmaceutical Manufacturing offers a wide variety of programs and services to meet a great many of your marketing communications needs – branding and awareness, thought-leadership, lead generation and more.

Our team is dedicated to working with you to create, execute and, most importantly, measure your programs.

YOUR NEEDS. OUR CAPABILITIES.

Branding and Awareness

- Print advertising
- Print Measurement Program
- Website advertising
- eNewsletter advertising

Traffic Driving to Your Website

- eNewsletter advertising
- Website advertising

Lead Generation

- White Paper Program
- eBooks
- Webcasts
- Custom events
- Special Reports

Customer Research

- Company/brand awareness surveys
- Market assessment surveys
- Market Insight Research Program

Thought-Leadership & Industry Education

- White Paper Program
- eBooks
- Webcasts

Content Creation

- Special Reports
- Webcasts
- Custom content creation services



PRINT ADVERTISING OPTIONS

FOUR-COLOR PRINT ADVERTISING RATES *			
	Open	6x	12x
Spread	\$10,300	\$9,400	\$8,500
Full Page	\$5,900	\$5,050	\$4,500
2/3 Page	\$5,400	\$4,500	\$4,000
1/2 Page	\$3,940	\$3,050	\$2,500
1/3 Page	\$2,500	\$2,230	\$1,800
1/4 Page	\$1,875	\$1,672	\$1,400
Market Place 1/8 Page (40-50 words of text and a product photo)	\$700	\$600	\$500
* 5% premium for fifth color or PMS. All rates gross.			

Special Positions

- 15% premium for back cover
- 10% premium for inside front cover
- 5% premium for inside back cover

Classified Advertising Rates

Per column inch/per insertion:

1X \$125
3X \$115
5X \$100
10X \$95

Column Width:

1 column 2-3/16"
2 columns 4-7/16"
3 columns 6-7/8"

Insert Rates

Contact publisher for information regarding Inserts, Belly Bands and Custom Content.

Ad Format Guidelines

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, CMYK color mode: pdf with flattened layers (prinerger specs or print optimized), tif or eps. Digital files should be sent via email to Rita Fitzgerald at rfitzgerald@putman.net. We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

Printing Specifications

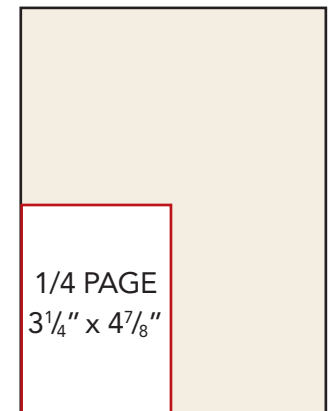
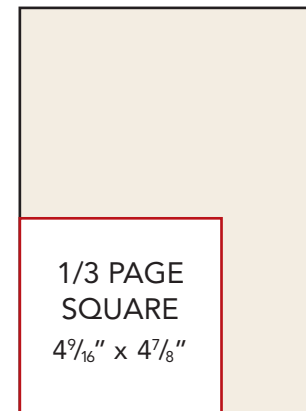
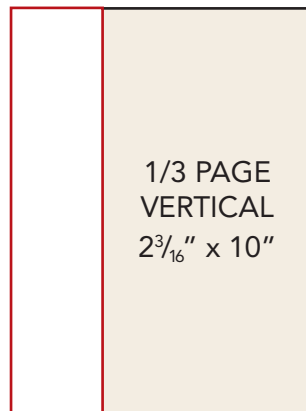
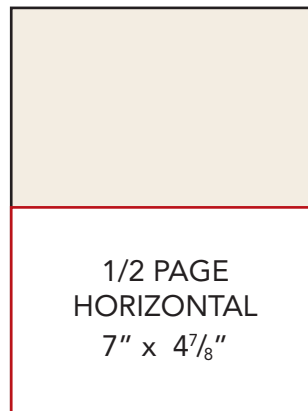
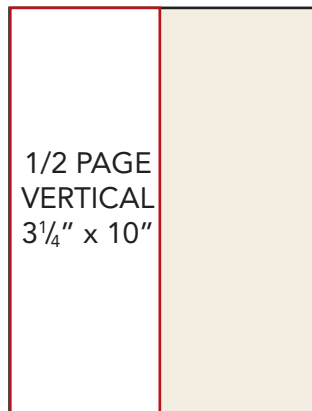
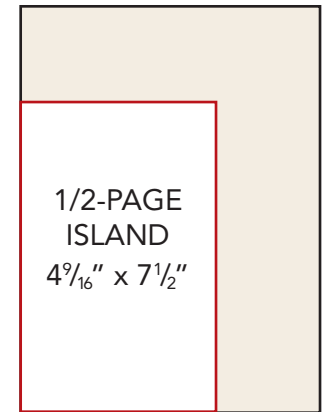
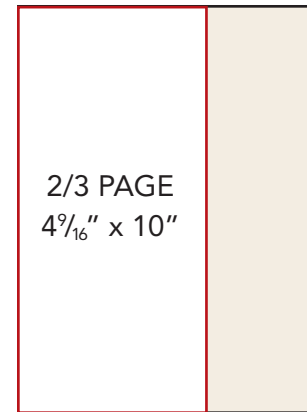
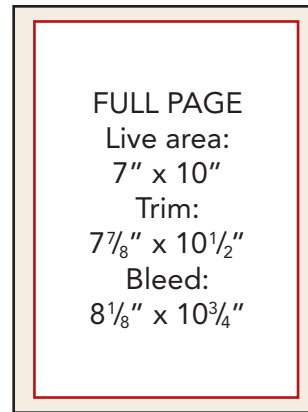
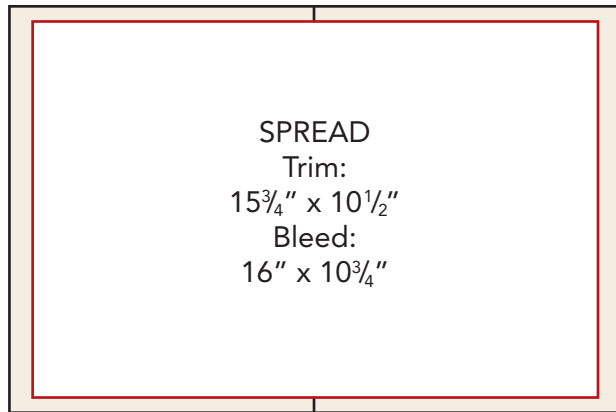
Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

Shipping Instructions

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Production Manager
Pharmaceutical Manufacturing
Putman Media, Inc.
1501 E. Woodfield Rd.
Suite 400N
Schaumburg, IL 60173

PRINT ADVERTISING SIZES



A NOTE ABOUT OUR EDITORIAL COVERAGE

Pharmaceutical Manufacturing provides thought-leadership pieces as well as actionable, inspiring examples of how industry leaders are tackling the most pressing process development, manufacturing, packaging and supply chain challenges.

The editorial content is designed to provide professionals the tools they need to deliver authentic innovation in today's pharma environment — presented in a way that is straightforward and unpretentious, in a style that is refreshing and unique to our editorial brand. Our editors firmly believe that B2B does not have to be jargon-filled and boring.

Pharmaceutical Manufacturing presents an editorial mix of feature stories, news analysis, regular columns and opinion pieces about issues at the forefront of drug manufacturing. Content is provided by members of the editorial staff, contributing editors, freelance writers and experienced professionals within the pharmaceutical industry, including members of the manufacturing, regulatory, academic and consulting communities.

COVER STORIES

Each *Pharmaceutical Manufacturing* cover story takes a timely, specific angle within a more general subset of the industry. For example, the "state of the industry" cover story might address the opioid crisis or drug pricing. The "generics" cover story might address current efforts to speed generic drugs onto the market post-approval. Drawing from insight gained from expert interviews, conferences and events, and industry training courses, the editors report on emerging trends, strategies, challenges and any overall cool ideas they come across in their travels.

KEY TOPICS

Plant Operations

e.g.: sustainable operations, OpEx, flexibility, predictive maintenance, water treatment, continuous manufacturing

Product Focus

A discussion from the perspective of prominent equipment vendors about specific challenges they are helping solve with their products

Quality & Compliance

e.g.: inspection and audit readiness, recall management, data integrity, CAPA, cGMPs, risk management, validation

Automation & Control

e.g.: machine vision, emerging technologies, lab automation, wireless instrumentation, retrofitting

Informatics & Data Management

e.g.: big data, analytics, cloud technology, ERP, LIMS, MES, data security

Supply Chain

e.g.: cold chain logistics, RFPs, tech transfer, digitization, visibility, traceability

Drug Development

e.g.: bioavailability, scale up, QbD, CRO management, APIs, excipients, drug stability testing

Business & Culture

e.g.: recruitment and training, M&As, public image, risk, insurance, lifecycle management

ADDITIONAL ED CAL FEATURES

The Pharmaceutical Manufacturing Innovation Awards are an annual celebration of new, unique technologies contributing to advancements in risk reduction, product quality improvement and manufacturing efficiency. The awards, covered in our July/August edition, cover technical innovation in the categories such as: analytical and monitoring devices, bioprocessing, smart pharma/IIoT, plant floor operations and packaging.

2019 EDITORIAL SCHEDULE

	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
Edit Deadlines	12/18	1/15	2/12	3/19	4/16
Ad Close, Materials Due	1/10, 1/17	2/7, 2/14	3/7, 3/14	4/11, 4/18	5/9, 5/16
Cover Story	Contract Manufacturing	State of Pharmaceutical Manufacturing/15th Annual Career & Salary Survey	Solid Dose Manufacturing	Generic Pharmaceuticals	Contamination Control Strategies
Operations	Single-Use Equipment Benefits	Water Treatment	Tableting Operations	Predictive Maintenance/OEE	Flexible Manufacturing
Innovators/Product Focus	Single-Use Technology	Business Management Software	Mixing & Granulating	Drug Delivery	Aseptic Processing
Proactive Quality & Compliance	Monitoring Supplier Quality	Risk-Based Manufacturing	Data Integrity	cGMP Compliance	CAPA
Automation & Control	Laboratory Automation	Artificial Intelligence	ROI on Automation	Monitoring Instrumentation	Retrofitting
Informatics & Data Management	Laboratory Information Management Systems (LIMS)	Enterprise Resource Planning (ERP)	Serialization	Quality Management Software	Manufacturing Execution Systems (MES)
Supply Chain	Better RFPs	Managing Tech Transfer	Preventing Product Diversion	Supply Chain Visibility	Supply Chain Digitization
Drug Development	CRO Management	Accelerating the Drug Development Process	APIs/Excipients	Drug Stability Testing	Drug Delivery Innovation
Business & Culture	Outsourcing: Weighing the Risks	Drug Pricing & Public Image	Lean Management and Process Improvement	Lifecycle Management Strategies	Risk & Insurance
Bonus Distribution	<ul style="list-style-type: none"> • ARC ADVISORY GROUP'S 21st Annual Forum 2019, Feb. 4-7, 2019, Orlando, FL • GPhA Annual Meeting, Feb 4 - 6, 2019 New Orleans, LA • IFPAC 2019, March 3-6, 2019, North Bethesda, MD • PITTCO 2019, March 17 - 21, 2019 Philadelphia, PA • PDA Annual Meeting 2019, Mar 11-13, 2019, San Diego, CA 	<ul style="list-style-type: none"> • DCAT Week 2019, March 18-21, 2019, New York, NY • INTERPHEX NY 2019, April 2-4, 2019, New York, NY 	<ul style="list-style-type: none"> • CPhI North America, April 30-May 2, 2019, Chicago, IL • INFORMEX 2019, April 30-May 2, 2019 Chicago, IL 	<ul style="list-style-type: none"> • 2019 BIO INTERNATIONAL CONVENTION, Jun 3-6, 2019, Philadelphia, PA 	<ul style="list-style-type: none"> • SENSORS EXPO 2019, June 25-27, 2019, San Jose, CA • DCAT SHARP SOURCING 2019,

2019 EDITORIAL SCHEDULE

	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Edit Deadlines	5/21	7/23	8/20	9/17	10/22
Ad Close, Materials Due	7/11, 7/18	8/8, 8/15	9/12, 9/19	10/10, 10/17	11/7, 11/14
Cover Story	Pharma Innovation Awards 2019	Primary Packaging Trends	Smart Pharma/Smart Pharma Survey Results	Biopharma Manufacturing	Regulatory Update
Operations	Sustainable Operations	Building Management Systems, Environmental Controls, HVAC	Personalized Medicine	Biopharma Operational Excellence	Continuous Processing
Innovators/Product Focus	Fluid Control	Packaging Systems & Inspection	IIoT/Digitization	Clean Room/Controlled Environment Equipment	Process Analytical Technology
Proactive Quality & Compliance	Compliance-Enabling Tools	Inspection Readiness	Recall Management	Compliant Record Keeping	Working with Regulatory Agencies
Automation & Control	Emerging Technologies	Machine Vision/Sensors	Wireless Instrumentation	Optimizing Legacy Systems	Manufacturing Equipment Performance
Informatics & Data Management	Big Data & Analytics	Leveraging Modern Cloud Technology	Document Control	Data Security	Electronic Batch Records
Supply Chain	IT Integration & Data Exchange	Logistics Support	Preventing Drug Shortages	Cold Chain Logistics	Implementing Traceability
Drug Development	Bioavailability	Scale Up	Pharmacovigilance	Target Identification & Validation	QbD
Business & Culture	Workforce Recruitment & Training	Intellectual Property Protection	Cybersecurity	M&A: Trends, Drivers & Consequences	Emerging Markets
Bonus Distribution	<ul style="list-style-type: none"> • PDA/FDA Regulatory Compliance Conference, Sept 2019. 	<ul style="list-style-type: none"> • PACK EXPO/Healthcare Packaging EXPO 2019, Sept 23–25, 2019 Las Vegas, NV • Smart Industry • Sensors Expo Midwest, Oct 2019 	<ul style="list-style-type: none"> • ISPE Annual Meeting 2019, November 2019 • CPhI Worldwide, Nov 5-7, 2019 Frankfurt Germany 		

ASSESS THE EFFECTIVENESS OF YOUR ADVERTISING

JANUARY/FEBRUARY 2019 AND JULY/AUGUST 2019 – AD READERSHIP STUDIES

In addition to all of the every-issue benefits of advertising in *Pharmaceutical Manufacturing* magazine, January/February and July/August issue advertisers will gain important insights on your customers' and prospects' perception of your company and brand.

Benefits to You

Immediate

You will learn if our readers recalled seeing your ad, if they read it, the extent of your ad's exposure and our readers' impression of your ad.

Short range

You can make comparisons with other ads in the same study, draw certain conclusions and act accordingly.

Long range

If this study is of benefit to you and to other Pharmaceutical Manufacturing clients, a series of studies will enable you to monitor the success of your cross-channel marketing programs over time.

What will this study measure?

- Attention-grabbing ability of ad
- Believability of ad
- How informative ad is
- How much the ad resonated with audience

You will receive a comprehensive report with both quantitative and, via verbatim comments, qualitative results.

To Learn More Contact:

Jim Baker
Publisher
630-467-1300, x414
jbaker@putman.net

DIGITAL MARKETING

The explosion of digital media has created new opportunities, and new challenges, for marketers. The wealth of information available online means more opportunities for purchasers to learn about and research products and solutions. But it also means prospective customers simply don't have to talk to you until they decide to do so. For better or worse, the power in the sales conversation has shifted to the consumer. The price of failing to adapt to this paradigm is lost opportunity.

How much opportunity? According to Forrester Research, the average B-to-B purchaser has completed 60% of his or her purchase research before engaging with a supplier. If you're waiting to engage at this point, then you have surrendered the opportunity to influence the crucial stages of awareness, learning and defining needs. By missing these stages, you have no idea where the prospect got his or her information: social media, colleagues, industry events... even your competitors. At this late point, you may be stuck battling against a decision that's already been made.

With a large and diverse digital audience, including purchasers, decision makers, influencers and top executives, *Pharmaceutical Manufacturing* reaches out to every level and every niche of the pharmaceutical industry.

That is where *Pharmaceutical Manufacturing* comes in.



	Branding/ Awareness	Lead Generation	Engagement	Thought Leadership	Content Customization
E-Newsletters	X		X	X	
Market Insight Research Program	X		X	X	X
eHandbooks	X	X	X	X	X
Special Reports	X	X	X	X	X
White Paper Program	X	X	X	X	X
Advanced Lead Services Programs	X	X	X	X	X
Webinars	X	X	X	X	X
Website Advertising	X		X		
Website Advertising Welcome Ad	X		X		

WEBSITE ADVERTISING

DIVERSE AD UNITS, FLEXIBLE COSTS, SUPERIOR PERFORMANCE

Website advertising is an effective way to accomplish two distinct missions with your target audience: creating brand awareness and developing measurable engagement. *Pharmaceutical Manufacturing* offers a wide range of online advertising units to meet your goals, including leaderboards, boomboxes, buttons and other high-impact options. You choose which unit works best for you, where you'd like it to appear and for how long.

- Branding and awareness
- Flexibility
- Engagement with *Pharmaceutical Manufacturing* audience of nearly 54,000 unique visitors per month

Pharmaceutical Manufacturing prides itself on its extensive self-service reporting and analysis tools, which give you all the key data you need on impressions served over what period and click-through rates on your ad.

For materials and specs, contact:

Rita Fitzgerald,
Production Manager
Phone: 630-467-1300 ext. 468
rfitzgerald@putman.net



Click here for ad spec chart and rich media specs

Super Leaderboard

Medium Rectangle

Half Page

WELCOME ADS

The Welcome Ad, sometimes called a Splash Ad, is the most prominent ad position we've ever offered on our site. This exclusive position appears upon entry to the site, before the actual destination page is served (whether the visitor first arrives via a bookmark, eNewsletter link, Google referral or any other method). The Welcome Ad is a 640 x 480 pixel unit that sits in the middle of screen, covering the entire page for up to 8 seconds, with your branding and message the only thing visible (users can close the ad at any time and proceed to their destination).

A Distinct Advantage

Because it's the only thing visible on the screen for up to eight seconds, the Welcome Ad offers an unrivaled blend of benefits. It's the most exclusive branding and awareness opportunity of any ad position on our site. Because the ad doesn't compete for any share of voice on the page, when our clients focus on using the ad to feature a simple and compelling message, it's our strongest performing ad unit, as well. Because Welcome Ads occupy a privileged position on the PharmaManufacturing.com, this position is reserved for particularly time-sensitive or important announcements, such as an upcoming event or new product launch. As such, all Welcome Ad placements are subject to publisher's review and approval.

Placement Details

- Welcome Ads are served the same as any other ad unit on our site, except the Welcome Ad is served exclusively before any page is loaded for a visitor. While the Welcome Ad appears, no other items on the page are visible.
- The browsers of site visitors are 'cookied' when they view a Welcome Ad, so we know they've seen it. Because of that, we can limit how often they view it in a subsequent period, making sure they won't find your message too intrusive.
- The ad appears for eight seconds, then fades to a visitor's requested page. There are buttons on the ad, however, that allow the visitors to continue on to their destination page at any time.



Cost:

Two-week ROS package with

\$3,530 gross,
\$3,000 net

One-month ROS package

\$5,882 gross,
\$5,000 net

**Click here for guidelines on
HTML5 ad development**

WEBSITE DISPLAY ADVERTISING

	Standard Ad Units (gross rates per thousand impressions)			
	Medium Rectangle: \$95	Super Leaderboard: \$95	Half Page: \$110	Welcome Ad: \$3,530/two weeks \$5,882/one month
Dimensions (WxH in pixels)	300x250	970x90	300x600	640x480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Max File Load Size	40 KB	40 KB	40 KB	80 KB
Max Polite File Load Size	Not allowed for these units			
Max User Initiated File Load Size	Not allowed for these units			
Max User Initiated Additional Streaming File Size	Not allowed for these units			
Max Animation Frame Rate	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length	15 fps	15 fps	15 fps	15 fps
Maximum Video Length	Video not allowed for these units			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Hot Spot	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range	0-4,999	0-4,999	0-4,999	0-4,999
Formats	JPG, GIF, PNG, HTML 5	JPG, GIF, PNG, HTML 5	JPG, GIF, PNG, HTML 5	JPG, GIF, PNG
Third Party Tags Accepted	Yes	Yes	Yes	Yes

CONTEXTUAL AD PROGRAMS

PharmaManufacturing.com debuts for 2019 a new website ad unit designed for maximum reader relevance and response. The new Contextual Ad unit is a native text and image ad that appears in line with the flow of relevant editorial content (see image), and is ideal for promoting content of high information value, such as white papers.

Because the content archives of PharmaManufacturing.com have been painstakingly categorized by technology keyword, advertisers can for the first time have their content marketing messages appear exclusively in the context of relevant articles in seven major technology categories as shown in the accompanying table.

Material Requirements

To ensure that your contextual ad is at home in the flow of editorial content, the PharmaManufacturing.com production team will create your ad on your behalf. Requirements include an image of the content being promoted, primary headline of up to 35 characters, optional secondary headline of up to 65 characters, and destination URL. Each contextual ad will also include the phrase "Partner with (Your Company Here)" to clearly identify the source/ sponsor of the promoted content.



Content Topic	Expected Monthly Impressions	Monthly Cost Gross (net)
Production	8,000-10,000	\$2,000 (\$1,700)
Compliance	7,000-9,000	\$1,500 (\$1,275)
Quality & Risk	6,000-8,000	\$1,500 (\$1,275)
Facilities	3,000-5,000	\$1,000 (\$850)
Information Technology	2,000-4,000	\$1,000 (\$850)
Development	2,000-4,000	\$1,000 (\$850)

PHARMACEUTICAL MANUFACTURING eNEWSLETTERS

FOCUSED TOPICS = FOCUSED AUDIENCES FOR YOUR MESSAGE

Daily Dose reaches over 14,500 opt-in subscribers every morning. It is designed to be reader friendly with a platform agnostic design. It looks great even on mobile devices! The one column format ensures your ad will be seen along with the stories.

PHARMACEUTICAL MANUFACTURING DAILY DOSE RATES AND SPECIFICATIONS *				
Position	Creative	4X	10X	20X
Sponsor	60 words of text which includes a headline, body, and call to action. URL to link to headline and CTA.	\$550	\$475	\$375
Sponsored Content	50 words of text which includes a headline, body, and call to action. URL to link to headline and CTA.	\$475	\$395	\$275
* All character counts include spaces.				

DAILY DOSE
INSIGHTS DISPENSED FOR PHARMA PROFESSIONALS
presented by Pharmaceutical Manufacturing

April 20, 2017

Sponsored by: **Mokon**

Push the Industry Standard
Pharmaceutical and medical manufacturing requires precise process fluid temperature control that can stand up to wear and tear. Mokon's Hydrotherm circulating water temperature control system offers just that -- incorporating the highest-quality components and construction materials in the industry. Unlike other manufacturers who supply carbon steel and cast iron systems, the company uses only stainless-steel components that don't rust or contaminate water. [REQUEST A QUOTE](#)

FEATURE STORY

Long Live OSD
With more than a century of safe, effective usage, oral solid dose products are a proven pharmaceutical market mainstay. Despite the increasing number of biologics and even parenteral small molecule drugs, OSD remains dominant in the market. [READ MORE](#)

NEWS

FDA Slaps Aurobindo Pharma with Form 483
India's Aurobindo Pharma stocks drop after the company announced six FDA "procedural observations" on its formulation manufacturing facility in Hyderabad. [READ MORE](#)

Allergan, Novartis Partner on NASH Program
The collaboration is focused on Phase 2b clinical trial to evaluate use of Allergan's Cenicriviroc and Novartis lead FXR agonist to treat non-alcoholic steatohepatitis. [READ MORE](#)

eBook: Contract Pharma Trends 2017
Drug manufacturers and contract organizations have shared a mutually beneficial relationship for decades in the pharmaceutical industry and will continue to do so. In this ebook, you will learn:

- How to master the art of lasting outsourcing relationships
- How to produce a well-written RFP
- When to seek CMO capacity in biopharma manufacturing
- CDMO market trends...

[DOWNLOAD NOW](#)

WHITE PAPER PROGRAM

BUILD THOUGHT LEADERSHIP AND GENERATE LEADS

Our White Paper Program consists of a mix of email, website and/or social media promotions of a supplied content asset. This popular leadgen program provides the reward for all the hard work you've done to create great content. Premium content can take many forms – white papers, e-books, decision guides, infographics, research summaries, etc.

Because we've spent decades building a database of the industry's most influential and important decision-makers, our white paper programs offer:

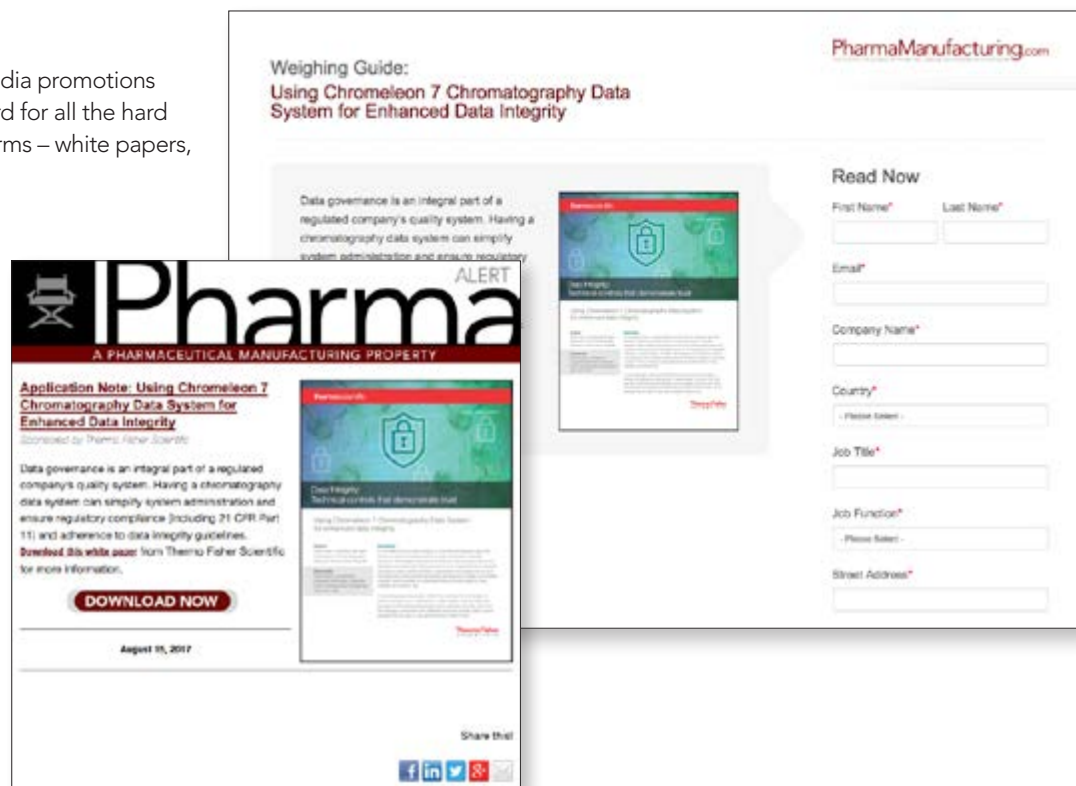
- Targeted lead generation
- Thought-leadership via your association with the Pharma Manufacturing
- Detailed reporting

Program Details

Once you've written your content there's little else you need to do. We'll have it evaluated by our editorial and audience development teams to ensure it meets our standards for topic relevance and non-commerciality. Then we'll identify the right market segment to which we'll promote it. We'll make sure it gets in the right inboxes and we'll send you regular reports with all key demographic info you need on who downloaded it.

Registration fields collected include name, title, company, email address, company, country and postal code.

Program pricing is \$4,705 gross (\$4,000 net); additional fields or demographic filters will increase pricing or reduce lead volume commitment from an expectation on the order of 100 completed registrations.



Cost: \$4,765 gross, \$4,050 net

To Learn More Contact:

Jim Baker, Publisher
630-467-1300, x414, jlbaker@putman.net

eBOOKS

MULTI-SPONSOR REPORTS TO BUILD THOUGHT-LEADERSHIP AND LEADS

Pharmaceutical Manufacturing's eBooks are information-rich special reports that aggregate our award-winning content on critical industry topics to provide readers with detailed thought-leadership pieces on the topics most important to them. These electronic editions are promoted directly to our targeted readership via email.

eBooks are a complete lead-generation package, providing a number of the key features and benefits sponsors look for, including:

- Readers register to download the eBook, providing strong lead-generation opportunities. eBooks are excellent at identifying purchasers early in the buying process, as they evaluate vendors and options
- These information-rich digital editions also feature strong branding/awareness via full-page advertising for sponsors
- Sponsors gain tremendous thought-leadership from their connection with our editorial content
- Because they're multi-sponsored, eBooks are one of our most affordable lead-generation options
- And it's all offered in a product that requires little effort on the part of sponsors to execute

Topic Schedule for 2019

Produced nearly monthly, *Pharmaceutical Manufacturing's* 2019 eBook schedule is:

- February 2019 - Biopharmaceutical Manufacturing Trends eBook
- March 2019 - Contract Pharma Trends eBook
- April 2019 - State of Pharmaceutical Manufacturing eBook
- May 2019 - Solid Dose eBook
- June 2019 - Generic Pharma Trends eBook
- July 2019 - Aseptic Processing Trends eBook
- September 2019 - Pharma Innovations eBook
- October 2019 - Packaging Trends eBook
- November 2019 - Smart Pharma
- December 2019 - Best of Pharmaceutical Manufacturing 2019 eBook

As a co-sponsor (all sponsors share leads), you just need to select your topic. Readers register to download the eBook, and we provide you with lead data, including name, title company and email address.



Cost: \$3,200 net per eBook

[Click to view sample](#)

To Learn More Contact:

Jim Baker, Publisher
630-467-1300, x414, jbaker@putman.net

SPECIAL REPORTS

EXCLUSIVE SPONSORSHIP OF LEAD-GENERATING DIGITAL REPORTS

Special Reports are sole-sponsored digital resources that combine our best content in key topical areas, if available, along with your best content related to the topic, and packages it into an information-rich, in-depth resource for our readers, who register to download them.

Because our Special Reports are based on *Pharmaceutical Manufacturing's* award-winning editorial content, sponsors receive tremendous benefits, including:

- Exclusive branding and awareness for your company and marketing message
- Superior thought-leadership
- Excellent lead generation and depth of lead data
- Special Reports are excellent at identifying purchasers early in the buying cycle, during problem identification and solution exploration

A Special Report sponsor receives:

- Collaboration and consultation to determine the direction of the Special Report
- If you choose, you can provide your articles, white papers or applications pieces (content to be vetted for noncommerciality and relevance by our editorial team)
- Turnkey promotional program to generate registration leads
- The rights to distribute the Special Report to your audience
- Lead data for all registrants



Cost: Custom (Typically between \$6,900 - \$8,500) net per Special Report

[Click to view sample](#)

To Learn More Contact:

Jim Baker, Publisher
630-467-1300, x414, jlbaker@putman.net

WEBINARS

THE COMPLETE PACKAGE: DETAILED LEADS, BRANDING, THOUGHT- LEADERSHIP

Webinars are streaming media presentations that feature synchronized audio and PowerPoint slides in an interactive format where the audience can ask questions of the presenters. Most often done live, attendees register beforehand to attend these free, roughly one-hour online discussions via their devices. The discussions are recorded and are then available on-demand for a year following the event.

Webinars are our most complete lead-generation product, with exceptional performance in the following areas:

- Lead volumes in excess of 200
- Detailed lead data on each registrant, including their interactions with the presentation
- An opportunity to present alongside our editorial team, offering superior thought-leadership positioning
- Branding on all pre-event marketing and during the event
- Webinars are excellent at identifying purchasers late in their buying process, as they're nearing a buying decision
- White-glove customer service that handles all the details

Pharmaceutical Manufacturing webcasts are an exclusive sponsorship opportunity. Start by selecting a topic you'd like to cover. Again, we'll handle every single detail of making the event happen and getting an audience to attend. You just need to focus on finding your speakers and developing great content.

Please Note: Sponsors/Speakers cannot use VOIP (Voice Over Internet Protocol) phone service to deliver their live day presentations. Landlines and/or Cellphones are required for the quality of band-width connection.



Cost: \$10,500 net

To Learn More Contact:

Jim Baker, Publisher
630-467-1300, x414, jbaker@putman.net

MARKET INSIGHT RESEARCH PROGRAM

Direct feedback from industry managers together with executive insights into market views, trends, and practices can influence business plans and jump-start the purchase decision journey.

This program deploys custom research surveys across the *Pharmaceutical Manufacturing* readership to create new knowledge and insight around high-interest subject areas. Examples include the current state of technology adoption or readiness to deploy key initiatives.

Base Program Outputs

1. Market Insight Report

PDF format featuring key findings along with an in-depth analysis article based on the results. Includes "Other Resources" section offering your relevant content such as white papers and/or your own website landing pages.

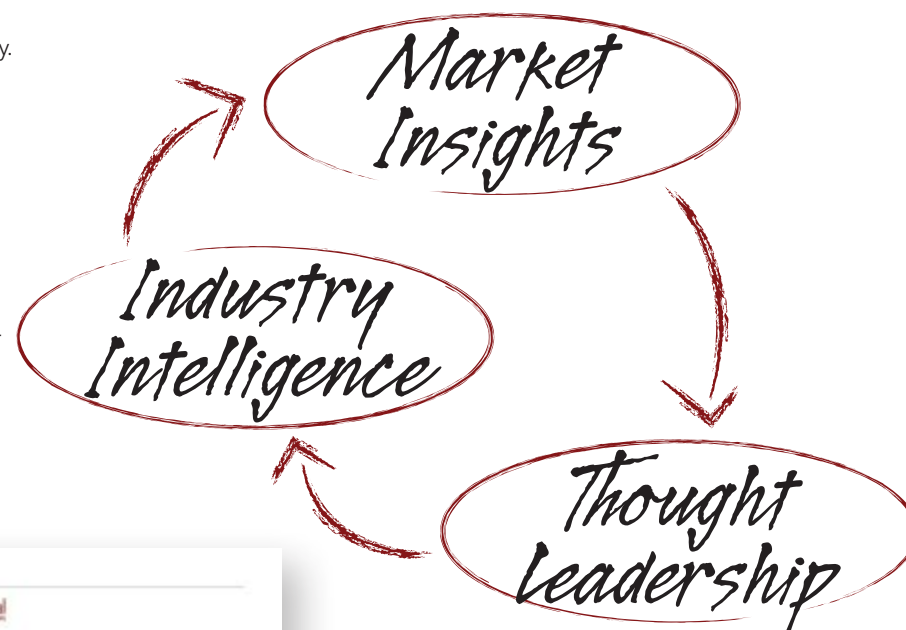
2. Feature article

Authored by a *Pharmaceutical Manufacturing* editor and hosted on PharmaManufacturing.com, the article will summarize your research results, be featured on the homepage and will include a link for registration and download of the full Market Insight Report.

3. Summary infographic

Highlighting key research data points and tied to your company's expertise and solutions. Infographic will be featured in a selected issue of *Pharmaceutical Manufacturing*.

Contact your *Pharmaceutical Manufacturing* sales representative for further information on our Market Insight Research Program.



Pharmaceutical

MANUFACTURING

www.pharmamanufacturing.com

Sales

Jim Baker, Publisher
630-467-1300, ext. 414
jbaker@putman.net

Jim Richardson, Sales Director
630-467-1300, ext. 117
jrichardson@putman.net

Faith Zucker, Regional Sales Manager
216-299-1358
fzucker@putman.net

Greg Zamin, Regional Manager
Phone: 704-256-5433
gzamin@putman.net

David Fisher, Regional Manager
508.543.5172
dfisher@putman.net

Polly Dickson, Account Manager
Phone: 630-467-1300 ext. 396
pdickson@putman.net

Editorial

**Karen Langhauser,
Chief Content Director**
Phone: 630-467-1300 ext. 463
klanghauser@putman.net

**Christopher Palafox,
Digital Managing Editor**
Phone: 630-467-1300 ext. 394
cpalafox@putman.net

**Meagan Parrish,
Senior Editor**
Phone: 630-467-1300 ext. 415
mparrish@putman.net

Material & Logistics

**Rita Fitzgerald,
Production Manager**
Phone: 630-467-1300 ext. 468
rfitzgerald@putman.net

**Carmela Kappel,
Publishing Services Coordinator**
Phone: 630-467-1300 ext. 314
ckappel@putman.net