

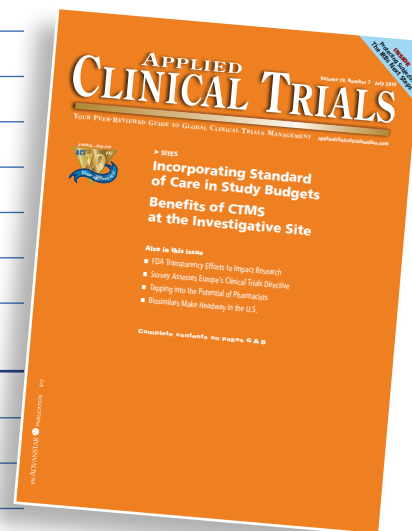


2013 Advertising Rates US DOLLARS

Color		1x	3x	6x	12x	18x	24x	36x
Full Page	1.00	7,115	7,010	6,885	6,700	6,550	6,390	6,295
2/3 Page	0.66	6,510	6,425	6,305	6,180	6,015	5,885	5,785
1/2 Page	0.50	5,625	5,515	5,460	5,300	5,215	5,115	5,035
1/3 Page	0.33	4,705	4,630	4,585	4,480	4,415	4,340	4,280
1/4 Page	0.25	4,185	4,115	4,080	3,995	3,945	3,905	3,840

Dimensions	W	H		W	H
Full Page	6 3/4"	9 1/2"	Trim Size	7 3/4"	10 1/2"
2/3 Page	4 1/2"	9 1/2"	Bleed	8"	10 3/4"
1/2 Page Island	4 1/2"	7"	Live Matter	7"	9 3/4"
1/2 Page Horz	6 3/4"	4 5/8"	Spread Size	14 1/2"	9 1/2"
1/2 Page Vert	3 3/8"	9 1/2"	Bleed (Spread)	15 3/4"	10 3/4"
1/3 Page Sq	4 1/2"	4 5/8"			
1/3 Page Vert	2 1/8"	9 1/2"			
1/4 Page	3 3/8"	4 5/8"			

Color Charges		Special Positions	
Metallic	1,205	Cover 2	745
		Cover 3	745
		Cover 4	1,245
		Preferred Pos	620



Digital Ad Requirements

- Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.AdsAtAdvanstar.com or contact the production manager.
- Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. **Files can also be submitted on CD-R or DVD-R disc format.**
- Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

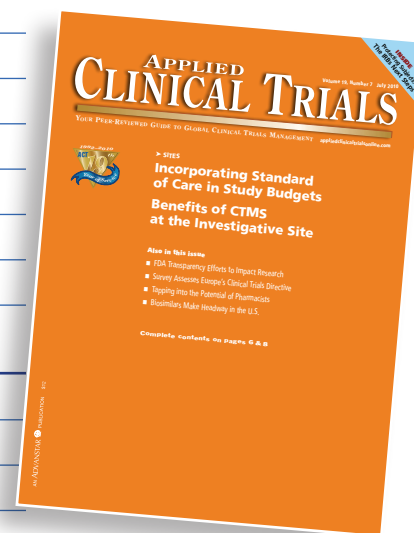


2013 Advertising Rates EURO

Colour		1x	3x	6x	12x	18x	24x	36x
Full Page	1.00	5,516	5,434	5,337	5,194	5,078	4,953	4,880
2/3 Page	0.66	5,047	4,981	4,888	4,791	4,663	4,562	4,484
1/2 Page	0.50	4,360	4,275	4,233	4,109	4,043	3,965	3,903
1/3 Page	0.33	3,647	3,589	3,554	3,473	3,422	3,364	3,318
1/4 Page	0.25	3,244	3,190	3,163	3,097	3,058	3,027	2,977

Dimensions	W	H		W	H
Full Page	171 mm	241 mm	Trim Size	197mm	267 mm
2/3 Page	114 mm	241 mm	Bleed	203mm	273 mm
1/2 Page Island	114 mm	178 mm	Live Matter	178 mm	248 mm
1/2 Page Horz	171 mm	117 mm	Spread Size	368 mm	241 mm
1/2 Page Vert	85 mm	241 mm	Bleed (Spread)	400 mm	273 mm
1/3 Page Sq	114 mm	117 mm			
1/3 Page Vert	54 mm	241 mm			
1/4 Page	85 mm	117 mm			

Colour Charges		Special Positions	
Metallic	934	Cover 2	578
		Cover 3	578
		Cover 4	965
		Preferred Pos	481



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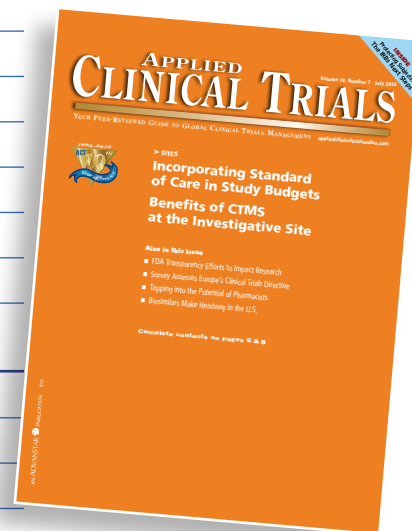


2013 Advertising Rates **POUND STERLING**

Colour		1x	3x	6x	12x	18x	24x	36x
Full Page	1.00	4,590	4,523	4,442	4,323	4,226	4,123	4,061
2/3 Page	0.66	4,200	4,145	4,068	3,987	3,881	3,797	3,732
1/2 Page	0.50	3,629	3,558	3,523	3,419	3,365	3,300	3,248
1/3 Page	0.33	3,035	2,987	2,958	2,890	2,848	2,800	2,761
1/4 Page	0.25	2,700	2,655	2,632	2,577	2,545	2,519	2,477

Dimensions	W	H		W	H
Full Page	171 mm	241 mm	Trim Size	197mm	267 mm
2/3 Page	114 mm	241 mm	Bleed	203mm	273 mm
1/2 Page Island	114 mm	178 mm	Live Matter	178 mm	248 mm
1/2 Page Horz	171 mm	117 mm	Spread Size	368 mm	241 mm
1/2 Page Vert	85 mm	241 mm	Bleed (Spread)	400 mm	273 mm
1/3 Page Sq	114 mm	117 mm			
1/3 Page Vert	54 mm	241 mm			
1/4 Page	85 mm	117 mm			

Colour Charges		Special Positions	
Metallic	777	Cover 2	481
		Cover 3	481
		Cover 4	803
		Preferred Pos	400



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2013 Electronic Rates

WEBSITE			
Home Page/Other Site Pages		(Monthly Rate)	
	Leader Board 728x90	\$ 2,180	Up to 5 rotations
	Banner 468x60	\$ 1,640	Up to 5 rotations
	Skyscraper 160x600	\$ 2,730	Up to 3 rotations
	Sponsored Links-ROS	\$ 1,040	
	Interstitial/Pop Up 640x480	\$ 5,460	
	Page Peel	\$ 5,000	
	Page Push	\$ 5,000	
	Video Ad	Custom quote available	
Section or Column Sponsorships			
	Logo and 728x90 or 300x250 or 468x60 or 160x600	\$ 1,640	
	ACT Blog		
	Leader Board 728x90	\$ 1,100	
	Box Ad 300x250	\$ 1,100	
	Sponsor Posts (Must be part of ACT Blog ad buy)	\$ 550 per post	
ELECTRONIC NEWSLETTER			
Applied Clinical Trials Direct is published three times a month to 34,800 professionals			
	Banner 468x60	\$ 1,495 each	4 Positions available
	Skyscraper 160x600	\$ 2,085 each	1 Position available
	Small Box 160x160	\$ 995 each	1 Position available
	Marketplace	\$ 1,195	8 Positions available 100x100 Company logo or image, up to 25 words of text, click url
	Custom eNewsletter	Quote upon request	



2013 Electronic Rates

eSOLUTION BROADCAST		
eSolution Broadcast	\$ 4,230 each	For 5,000 Selects
WHITE PAPER - LEAD GENERATION		
White Paper Library	\$ 1,320 each/ per 6 months \$ 2,220 each/ per 12 months	
DIGITAL EDITION		
Micro Bar Ad	\$ 550/each	ROS, 2 available
Key Sponsor Ad	\$ 2,750/each	ROS, 2 available
Cover Tip	\$ 1,650	
Ad-Jolt	\$ 1,100	
Ad Gen	\$ 1,100	
Audio	\$ 1,100	
Tabs	\$ 1,650	
Flash Animation	\$ 1,100	
Pulsing Links	\$ 1,100	
Video	\$ 1,950	
Sound Bed	\$ 1,100	
Custom Survey	\$ 1,650	
WEBCAST - LEAD GENERATION		
Live audio w/slides	Contact your sales representative for more information	
Custom Survey	Contact your sales representative for more information	
PODCASTS ALA CARTE		
Minimum 3	\$ 6,600	
4 to 7	\$ 10,350	
8 to 11	\$ 13,650	
12 to 15	\$ 18,050	
16+	custom	
CUSTOM DIGITAL PRODUCTS		
Microsite	Custom quotes available	
Newsletter	Custom quotes available	
Digital Magazine	Custom quotes available	