

# APPLIED CLINICAL TRIALS

Dear Sir or Madam:

It is time to submit your FREE LISTING information for the FIRST EDITION of **Applied Clinical Trials Directory & Buyers Guide** to be published in May, 2005. Placing your listing in this issue will keep your company or organization and product information in front of over 16,000 clinical trials professionals, more than 59.2% in the classical pharmaceutical industry that represents substantial industry buying power. The Directory and Buyers Guide provides detailed information on companies and organizations providing services, expertise, education, training and products needed to successfully run clinical trials.

Submitting or updating your FREE LISTING is easy.

1. Complete listing questionnaire
2. Identify key selling and marketing opportunities on enclosed order form
3. Return completed forms by April 6th.

**Applied Clinical Trials** is the only publication of its kind serving the global clinical trials community, serving professionals who design, initiate, conduct and monitor clinical trials. The **Directory & Buyers Guide** is one of the industry's most valuable and eagerly anticipated tools for locating training tools worldwide.

In addition to its distribution to the BPA-qualified audience of **Applied Clinical Trials**, the **Directory & Buyers Guide** is also distributed to major industry events.

Make sure clinical trial industry professionals can find your organization when they are ready to run a trial, begin a degree or professional training program, purchase a product. Stand out from your competitors and ask for their business by placing ads near your listing.

**To request rates and information on display advertising and inserts, contact:**

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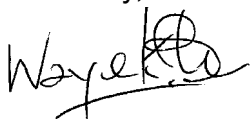
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Thank you for your help in making this the most complete and accurate source of information in the clinical trial professional marketplace.

Sincerely,



Wayne Blow  
Publisher

Applied Clinical Trials magazine  
[wblow@advanstar.com](mailto:wblow@advanstar.com)

# APPLIED CLINICAL TRIALS

## 2005 Directory and Buyers Guide Questionnaire

FAX COMPLETED FORM TO:  
Peg Podemski  
*Applied Clinical Trials*  
PO Box 6295, Duluth MN 55806-9752  
218-723-9421 or FAX to 218-723-9142

Please supply the following information for a FREE LISTING in the FIRST EDITION of ***Applied Clinical Trials Directory & Buyers Guide*** to be published in May of 2005. To ensure that your free listing is included, please complete the information requested on the form below and return it by **April 6, 2005**. NOTE: No proof of this listing will be provided prior to publication.

**Company Code:** *(For Internal Use Only)*

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**Name of Company:**

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**Address:**

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**PO Box:**

**PO Box Zip Code:**

---

**City:**

**State:**

**Zip Code:**

---

**Country:**

**Province:**

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**Phone:**

**Fax:**

---

**E-Mail Address:**

**Web Site (URL):**

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**Contact Person:**

**Title:**

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*(continue to next page)*

- Check here if you are interested in advertising in the May 2005 Buyers Guide  
We will have a sales representative contact you.

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**\*IMPORTANT NOTICE:**

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Yes, I agree to receive facsimile advertisements sent by or on behalf of Advanstar Communications Inc. to the facsimile number(s) indicated above.

**Signature:**

**Date:**

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**Print Name:**

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**Category List:**

Please review the following service categories and check those that apply to you.

**Clinical Packaging**

- Clinical Packaging (7005)
- Safety (7010)

**CROs**

Areas Serviced:

- CRF Design (7110)
- CROs (7105)
- CT Monitoring (7120)
- CT Protocol Design (7130)
- Data Collection (7140)
- Data Monitoring (7150)
- Medical Writing (7160)
- Metrics (7170)
- Negotiating Budgets/Contract (7180)
- Patient Recruitment (7190)
- Pharmacovigilance (7200)
- Phase I-IV (7210)
- Site Selection (7220)

Type of Provider:

- General (7230)
- Medical Device (7240)
- Niche (7250)
- Phase I-IV (7260)

**IRB (7310)**

**Laboratories (7405)**

Type:

- Bioanalytical (7410)
- Cardiovascular-ECG (7420)
- Central (7430)
- Core (7440)
- Imaging (7450)

**Information Technology (7505)**

Type:

- EDC (pdas, ediaries) (7510)
- IVRS (7520)
- Software Program Development (7530)

**Subject Recruitment (7605)**

**Training and Education (7660)**

**Other (7710)** \_\_\_\_\_

This form has been completed by:

**Name (print):** \_\_\_\_\_ **Title:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date Completed:** \_\_\_\_\_

**Fax your form back TODAY to 218-723-9142**

**FINAL DEADLINE**  
**FOR A FREE LISTING in the FIRST EDITION**  
**of Applied Clinical Trials Directory & Buyers Guide**  
**April 6, 2005**