

e-Media Kit

GET CONNECTED TO THE INDUSTRY'S MOST HIGHLY-DESIRED AUDIENCE

Pharmaceutical
Technology®

**Pharmaceutical
Technology®**

www.PharmTech.com



Contents

Electronic Suite of Opportunities

- Usage Profile
- Website Advertising
- Pharm Tech TV: Web Video Ads
- Whitepaper Lead Generation
- e-Newsletters
- e-Solution Broadcast
- Podcasts
- Webcasts
- Online Rate Card
- Contact Information



Usage Profile

Pharmaceutical Technology's e-Audience

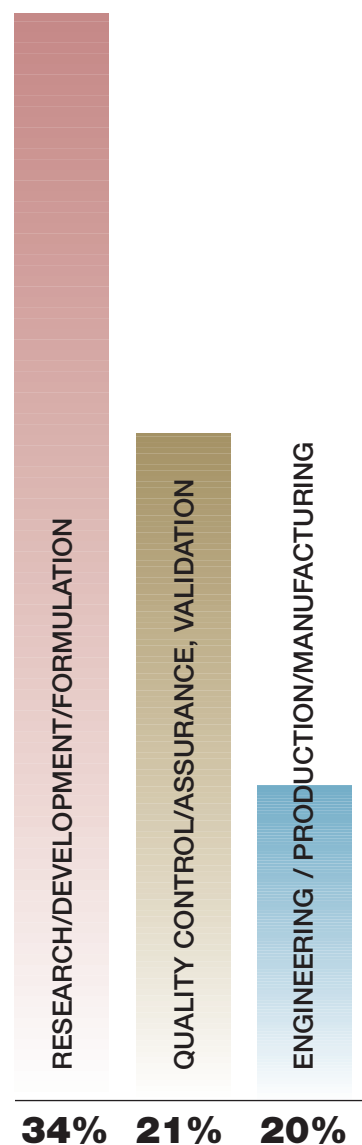
As the industry's most authoritative source for more than 30 years, *Pharmaceutical Technology's* online audience is comprised of a cross matrix of professionals including next generation as well as seasoned leaders, senior to executive professionals in R&D, engineering, manufacturing, and operations of pharmaceutical and life science organizations. *Pharmaceutical Technology's* e-audience is comprised of magazine readers and global professionals who have requested to receive information and its e-newsletters.

Demographic Profile Representation

BUSINESS AND INDUSTRY

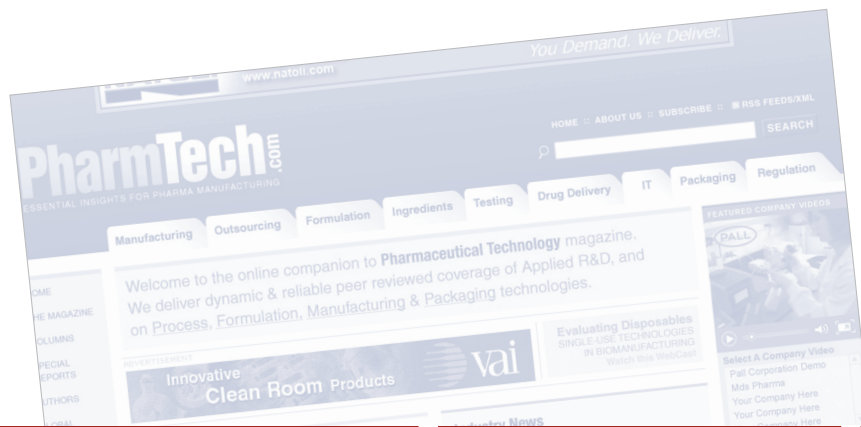
Pharmaceutical Manufacturing50%
 Biopharmaceutical Manufacturing15%
 Pharmaceutical Development9%

JOB FUNCTIONS



Usage Profile

PHARMTECH.COM WEBSITE	
Unique Visitors	20,800
Total Page Views	97,900
Average Time Spent on Site	7.4 min.
e-NEWSLETTERS	
ePT	
Number of Subscribers	33,000
Sourcing & Management	
Number of Subscribers	17,500
Equipment & Processing Report	
Number of Subscribers	25,000



www.pharmtech.com

ESSENTIAL INSIGHTS FOR PHARMA MANUFACTURING

The New pharmtech.com...Log On!

The redesign of **PharmTech.com**, launched on July 1, 2007, features an easy-to-use navigation with content available by targeted category, keyword search, or by issue. In addition, easy access to columnist features such as *Jim Miller's Outsourcing Outlook*, the new *White Paper e-Library*, online buyers guide, and other site features efficiently provides our viewers with the tools they need. Fresh content supplied by external sources and *Pharmaceutical Technology's* original content, make **PharmTech.com** the most comprehensive and essential insight for R&D, engineering, manufacturing, scientific and a host of other professionals in the pharmaceutical manufacturing industry. It's not an online buyer's guide; it's the online guide to the industry.

Web Ads in Target Category/Home Page/ Other Site Pages

- Leaderboard 728 x 90
- Banner 468 x 60
- Skyscraper 160 x 600
- Button 120 x 60
- Box 300 x 250

Categories Available:

- manufacturing • outsourcing • formulation • ingredients • testing • drug delivery • IT • packaging • regulation

Website Advertising Design Services

If you don't have the artwork ready but want immediate placement in our e-Newsletter and website, our creative services team is ready to assist you in creating a dynamic online ad that will communicate your message in a convincing and professional manner. Contact your sales representative for full details.



Pharm Tech TV

Up Trend in Web Videos

Plug into a powerful, cost effective platform to engage prospective buyers and create deeper brand experiences. Use our unique web video program to show and tell how your products and services solve problems for pharmaceutical development and manufacturing applications.

Viewers who find your web videos useful can forward it to a friend - enabling your message to be easily passed to other prospective buyers and influencers.

It's more than a trendy new medium. Internet users are embracing web videos that entertain or educate them.

According to media industry research, web videos are more than doubling the clickthroughs of static banner ads and significantly increase brand awareness.

Recommended Programming Style for Pharm Tech TV:

- Short, informative videos of two to three minutes total run time
- A video for each featured product, service and/or category
- Case studies of successful use
- Demonstration of an application
- Unique features & benefits

*Television-like commercials will probably be less favorably received by the audience.

Two ways to go:

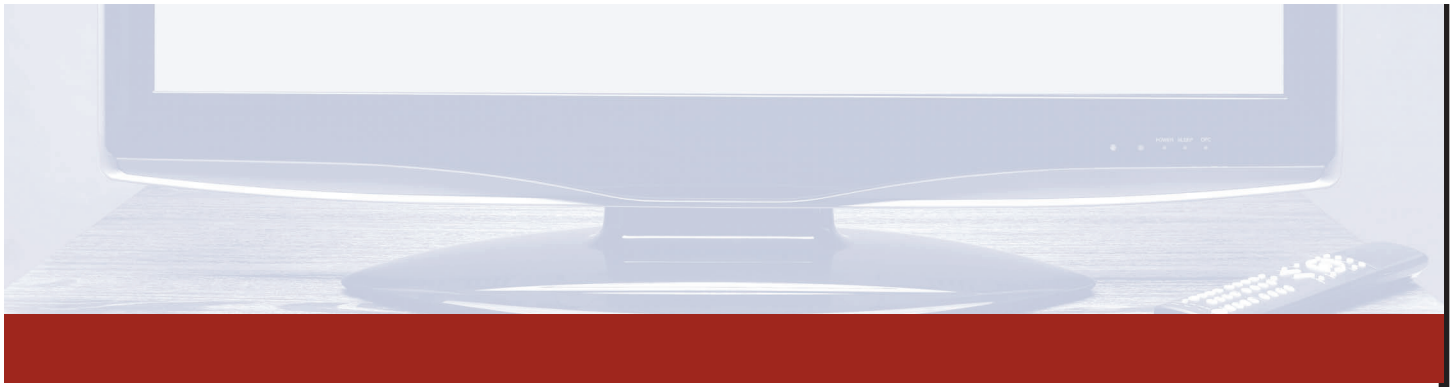
1. PHARM TECH MAKES YOUR WEB VIDEO

- We provide a script template for you to complete
- You record the voice of your topic expert or sales/marketing executive or we can record an "interview" with your speaker with our publisher or our voice talent
- You provide us with your logo, product/service photos and/or video footage
- You provide text and links for the Message Box next to our video player
- We create the video and add intro and closing music
- You choose up to 3 categories where the video will run
- We post and host the web video on Pharm Tech TV

*You have an option to purchase the video for your marketing efforts

2. YOU SUPPLY US WITH YOUR FINISHED READY-FOR-WEB VIDEO

- DVD, MiniDV or BetacamSP format
- You provide text and links for the Message Box next to our video player
- We post and host the web video on Pharm Tech TV



Pharm Tech TV Video Page

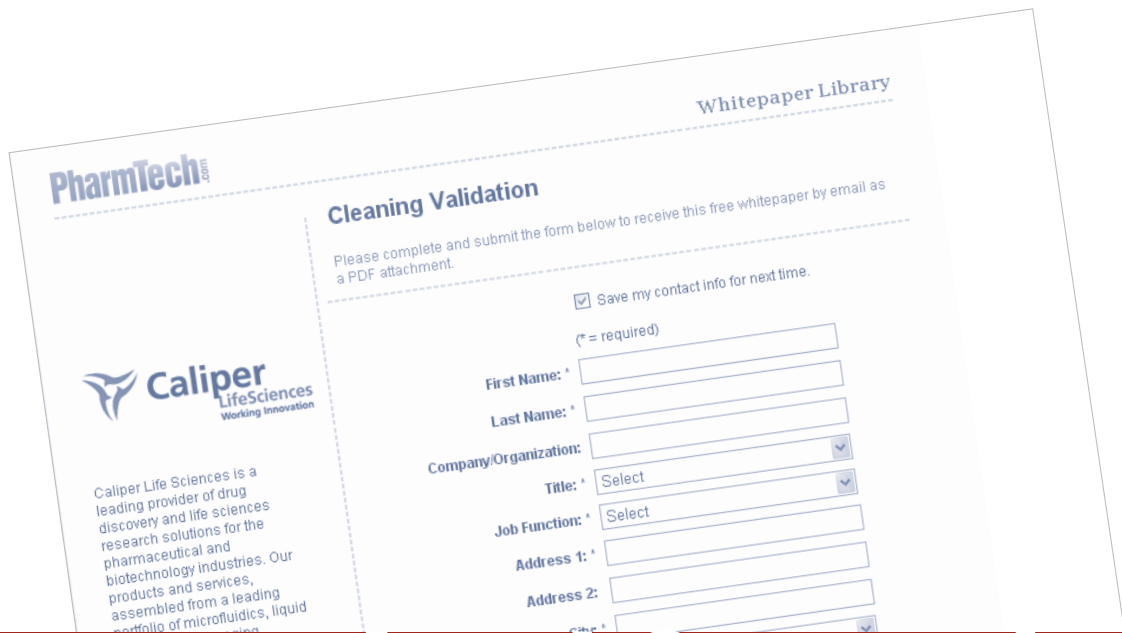
- Your web video will be accessible via our search box and in thumbnails organized by category
- When selected, your video can be enlarged to view full screen
- Features forward to a friend
- Code can be cut and paste for use in an industry blog or website

We drive traffic to your video:

- When the video is launched we will display a thumbnail of your video on high traffic pages of our website which, when clicked, will play your video automatically on the Pharm Tech TV video page
- During your campaign, your video will included in our Feature Video Alert emailed to Pharm Tech electronic subscribers
- We will also be promoting Pharm Tech TV in Pharmaceutical Technology magazine and our electronic newsletters

Reporting Package:

- Number of downloads
- Length of average view
- Clickthroughs of text links
- Pageviews Pharm Tech video page
- Benchmarks vs. other web videos



Whitepaper Lead Generation

Drive Qualified Leads from **PharmTech's** Whitepaper e-Library

PharmTech's whitepaper e-Library is a new feature of **PharmTech's** newly redesigned website, **PharmTech.com**, hosting white papers and technical application notes submitted by the industry's leading solution providers. Our audience is always looking for technical information about new and existing products, applications and techniques. This is the ideal place to find them.

It's All About Lead Generation

PharmTech.com will invite its audience of readers and site visitors to use the whitepaper e-Library at no charge. In order to download your whitepaper or application note, the viewer must complete a short response form including contact information and demographics. After the whitepaper is sent, you will receive an immediate e-mail notification with the respondent's information. In addition, you will have access to real-time data containing all of leads, via a password-protected website.

Benefits of **PharmTech's** Whitepaper e-Library

- Hosting of technical whitepapers on **PharmTech's** whitepaper e-Library linked from the site's main navigation
- Newly submitted whitepapers appear on the featured whitepaper section of matching category pages
- Lead generation of prospect contact information and demographics e-mailed in real-time
- Real-time reporting access via a password-protected website

Whitepaper Submission Guidelines

To submit your whitepaper or technical application note, please send an e-mail to your sales representative.

Please note all submissions must be technical in nature. Posting will be subject to the approval of **PharmTech's** editorial team. Technical paper must be submitted in PDF format with embedded fonts and images. File size may not exceed 1.5MB. Companies are invited to submit up to 5 (max) whitepapers. For more than 5 submissions, please consult with your sales representative.



e-News letters

Pharmaceutical Technology's weekly electronic newsletter, ePT

Make an impression on more than 33,000 pharmaceutical manufacturing professionals weekly. The **ePT** newsletter delivers critical information on recent contract awards, company mergers acquisitions, and general news of interest to a highly desired community of pharmaceutical manufacturing professionals. In the "People" section, readers can keep abreast of the movements of colleagues. "New Products" provides a quick reference resource for reviewing items and interact and directly click on to the company's Website. The e-newsletter also includes information on upcoming industry events as well as career opportunities both in the US and abroad.

PT Sourcing & Management e-Newsletter

PT Sourcing and Management Monthly, *Pharmaceutical Technology's* e-newsletter is the authoritative source on the sourcing and management issues within the pharmaceutical's global supply chain. Deployed to more than 17,500 subscribers each month, **PT Sourcing and Management Monthly** delivers three feature columns and timely insight on: mergers and acquisitions, agreements and contracts, expansions and people notes.

Equipment & Processing Report

PT Sourcing and Management Monthly, focuses on pharmaceutical manufacturing processes and technology, providing analysis of manufacturing news, related regulatory issues, and current trends. Deployed to more than 25,000 subscribers each month, **PT Sourcing and Management Monthly** delivers a showcase of processing equipment and reviews, as well as upcoming events.

E-Newsletter Advertising Opportunities

Banner Positions:468 x 60 (primary, secondary, anchor)

Skyscraper:160 x 600

Skyscraper:120 x 60

Text Ad Positions:Up to 65 words of content including live URL
(primary, secondary or anchor)



e-Solution Broadcast

DESKTOP DELIVERY: YOUR MESSAGE TO OUR AUDIENCE

You provide the message; we deliver it to the right audience.

Your customized HTML and text formatted message including live hyperlinks, company logo, designated image, description and contact information delivered to the industry's most highly desired audience under the brand name of **Pharmaceutical Technology**. Your message will be embedded into **Pharmaceutical Technology's** e-solution template and will deploy to selects you have chosen from our subscriber base.

The **e-Solution Broadcast** is a focused medium that drives our audience to your Website and provides the visibility necessary to turn interest to your company's capabilities.

The e-solution broadcast is ideal for communicating:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online Product Catalog
- Launch of new website
- Any marketing initiative that requires immediate attention from the right audience

Offering

- Includes design and execution of e-Solution Broadcast
- One round of edits from sponsor
- Minimum demographic selection of 3,500 subscribers

*Note: Advertisers opt out link is required to be included in an email.



Podcasts

The most highly-trusted information provider introduces a new way to keep clinical trial professionals in “the know”.

Pharmaceutical Technology proudly presents an editorially-driven podcast series designed to keep clinical trial professionals connected to the industry. Via a series of audio pod-casts, we will bring the issues and experts to the forefront in a quick and concise for-mat ensuring that professionals involved with R&D, project management, clinical trial & project management, regulatory affairs, data management and others managing clinical trials spend their time in the most effective manner. Our podcasts can be played on our website or downloaded to any MP3 player or other audio device ensuring our listeners don't miss a beat.

Two Sponsorship Options:

Select from our Suggested Topics and Sponsor

Choose a topic from our podcast topic list that is most relevant to your business solution. It's completely turnkey.

Customize Your Sponsorship

You have the topic; we have the audience! You can invite an editor or a third party to moderate the podcast while your team collaborates to secure the speakers.

Benefits and Features of Sponsorship for either Opportunity

- Recording, production and editing of podcasts and 15-30 second commercial messages
- Print ad promotion
- Podcast e-mail alerts with sponsor logo and company description
- Banner ads on podcast player page
- Links to Podcast page from **PharmTech** homepage, main navigation and e-Newsletters
- Archived on **PharmTech.com** for up to 12 months
- Report of downloads, subscriptions, impressions and clickthroughs

Editorial-driven podcasts are sure to generate interest and downloads from our viewers and listeners.

Suggested Podcast Topics

- Quality by Design: Defining Design Space
- Harmonizing Microbial Limits Tests
- Critical Process Parameters in API Synthesis
- Manufacturing and Formulation Development: Strategic Tools for Reducing Time to Market
- Process Considerations for Cell-Based Vaccines
- Identifying Out-of-Trend Results
- PAT Methods for Mixing, Blending, and Drying
- Leading Causes of Form 483 Observations
- Nanoparticle Technologies for Drug Delivery
- Key Issues in Cleaning Validation
- Risk Assessment for Aseptic Processing
- Uncertainty over e-Pedigree: What Should Pharma Companies Do?

This is a suggested list of topics and are subject to change. You may submit your own topic for sponsorship, but it will be subject to the approval of the Editor-in-chief of **Pharmaceutical Technology**.

Suggested podcast length is 5-10 minutes maximum.



Webcasts

TARGET AND ENGAGE AN ACTIVE AND QUALIFIED AUDIENCE

Marketing

We provide an aggressive, targeted, and integrated marketing campaign leveraging the extensive reach of Advanstar's Pharmaceutical & Science Group. This campaign has proven to be successfully formulated to drive your brand's visibility and deliver a qualified audience for your Webcast program. Our Webcast marketing program has been developed through years of trial and error to arrive at a formula that can generate the leads you desire. Two pre-determined marketing platforms are available with diverse Webcast packages. Custom marketing campaigns are available upon request.

➤ Standard Webcast Marketing Platform includes:

One full page print ad, four custom HTML/text formatted e-mails, and two months of banners (or other available position) on the website and e-Newsletters.

➤ Premier Webcast Marketing Platform includes:

Three full page print ads, six custom HTML/text formatted e-mails, and three months of banners (or other available position) on the website and e-Newsletters.

Registration Management

A flexible registration process enables the profiling and qualification of your leads at the point of entry on a custom registration site. The sponsor will be invited to supply custom demographic questions to supplement the request for the registrant's contact information. Registration reports feature a full audit of each attendee's activity, both live and on-demand, real-time polling, and post-event survey responses all designed to help further lead qualification. As a sponsor, you will have unlimited use of the leads database which may also be downloaded into Excel format. This database is conveniently accessible 24/7, beginning when your registration site is posted through close of on-demand viewing.

Investment

Two pre-determined packages are currently available.

Audio Webcast

Includes audio-only Webcast with live Q&A, real-time polling, 24/7 registration management, project management, standard marketing campaign, and editorial contribution.

Video Webcast

Includes video Webcast broadcast live from a professional TV studio. Webcast features live Q&A, real-time polling, 24/7 registration management, project management, premium marketing campaign, and editorial contribution.

Additional marketing opportunities that transcend your online event to print are available with custom proposals upon request.



Webcasts

TARGET AND ENGAGE AN ACTIVE AND QUALIFIED AUDIENCE

Marketing

An aggressive, targeted, integrated marketing campaign leveraging the extensive reach of Advanstar's Pharmaceutical & Science Group successfully formulated to drive your brand's visibility and a qualified audience for your Webcast program. Our Webcast marketing program has been developed through years of trial and error to arrive at a formula that can generate the leads you want to have. The integrated marketing campaign leverages all the media channels and resources across a network of seven global magazines, all of which are market leaders. The campaign features exclusive print ads, e-mails, banner ads on websites and e-newsletters, distribution of print materials at related events, and other creative marketing mediums available to the group.

Registration Management

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Webcast Program

Webcast programs are available in video or audio only format. All Webcast programs are tailored to meet the sponsor's objectives and require a custom proposal.

Additional marketing opportunities that transcend your online event to print are also available with custom proposals upon request.

2009 Online Rate Card

PHARMTECH.COM WEBSITE ADVERTISING					
	Banner (468 x 60)	Leaderboard (728 x 90)	Skyscraper (160 x 600)	Box Ad (300 x 250)	Button (120 x 60)
Home Page/Other Site Pages	\$1,600	\$2,500	\$2,200	\$1500 (on article pages only)	\$600 (run of site)
Categories	NA	\$1,200 per Category Manufacturing • Outsourcing • Formulation • Ingredients • Testing • Drug Delivery • IT • Packaging • Regulation Available ad sizes: 728x90, 160x600, 300x250			NA
Column Sponsorship • Jim Miller's Outsourcing Outlook • Ingredients Insider	\$1,000 Button-size ad (120 x 60) button size ad adjacent to column section of home page. All articles within selected column will include a web ad in one of four available standard positions: 468x60, 728x90, 160x600, 300x250				
TERMS: Up to 5 Rotations for Home Page/Other Site Pages; Up to 3 Rotations for Categories					

SEARCH ENGINE ADVERTISING AD TYPE	MONTHLY COST CHARTER OFFER (JAN 1- MAR 30, 2009)	MONTHLY COST (AFTER APRIL 1, 2009)	KEYWORDS
Leaderboard (728x90)	\$1000*	\$3500	15 Included (\$100 per additional word)
Banners (468x60) Text Recommended	\$1000*	\$3000	10 Included (\$100 per additional word)
Big Button (120x90)	\$1000*	\$3000	10 Included (\$100 per additional word)

*Charter Offer: must purchase all 3 positions to participate; max 3 rotations

WEB VIDEOS	3 MONTHS	6 MONTHS	12 MONTHS
ONE (1) WEB VIDEO Created by PharmTech (Each additional video at \$3,000)	\$3,500	\$5,500	\$6,500
ONE (1) WEB VIDEO Provided Web-Ready by You	\$3,000	\$5,000	\$6,000

*Up to 4 minutes; each additional minute at \$500 ** The cost to purchase the rights to video(s) made by PharmTech is \$1,000.

E-NEWSLETTERS: e-PharmTech (weekly) e-Sourcing & Management (monthly) Equipment & Processing Report (monthly)			
	Size	1 x Month	Terms
Banner	468x60	\$1,600	<ul style="list-style-type: none"> EPT monthly rates include the 4 weekly issues Sourcing & Management monthly rate includes one issue deployed per month Equipment & Processing monthly rate includes one issue deployed per month Custom packages are available for multiple months' purchase
Skyscraper	160x600	\$2,000	
Text	65 Words	\$1,600	
Half Skyscraper*	120 x 240	\$2,000	
Button	120x60	\$1,200	

* Half Skyscraper offered in the Equipment & Processing Report e-newsletter only

E-SOLUTION BROADCAST	RATE
E-mail to Digital Audience	\$3,500 for a targeted audience of 5,000 selects (\$500/per additional 1,000)

PODCAST SERIES SPONSORSHIP	
Customized Business Topics Turnkey Program	Recorded audio played via website or media player \$8,500 for 4 episode minimum; additional episodes available by custom quote

WEBCAST SPONSORSHIP	RATE
On Demand Recording	\$15,000
Live Audio with Slides	\$25,000
Live Video from Studio	\$45,000

WHITEPAPER LEAD GENERATION		
Whitepaper PDF	RATE	DURATION
	\$2,500 (maximum of 5 submissions)	6 months
	\$4,000	12 months

All rates are quoted in net terms



Contact Information

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