



NIR^{LC} MS^{R man}
FT-IR^{GC} LIMS^{HDMAS}
MALDITOF^{TOF} HPLC

Pharmaceutical PAT and Quality by Design

Clarity and Vision in Analytics and Instrumentation Marketing

Pharmaceutical MANUFACTURING

Is most of your marketing targeting the lab experts who use your products every day? Is your message reaching the managers and executives who will approve spending and budgets for this equipment? Does it communicate clearly to the process engineers and drug development professionals who need to understand how your products can improve product quality, manufacturing efficiency and the bottom line?

Go beyond the lab professional and reach today's decision-makers and a whole new market via PharmaManufacturing's integrated print and digital programs focused on Pharmaceutical Process Analytical Technologies (PAT) and Quality By Design.

Offerings include:

- PITTCON post-show coverage, in print and online sponsorship
- White Paper lead generation programs on PharmaManufacturing.com and KnowPharma.com
- Thought leadership via sponsorship of new online course and audio broadcasts focused on PAT and QbD

PITTCON 2008

Discuss your new technologies and product offerings in our April print issue, in a post-show review of Pittcon, and on a digital landing page summarizing highlights of the show. Traditional digital and multimedia formats are available for your product information. You will receive a free Marketplace ad in the print issue, and a banner, site link, and product summary online.

Sponsorship: \$1,000 per product link, \$1,500 per product link and banner

PAT and Custom e-Newsletters

Reach decisionmakers who are championing, supporting and funding corporate pharma Quality by Design programs and Process Analytical Technologies. Sponsor a vendor-neutral communication medium that promotes the sharing of best practices and discussion of industry issues. The PAT Insider e-newsletter brings readers the latest research and news, including interviews with thought leaders from the industry and regulatory authorities, each month.

Custom E-Newsletters

Custom e-newsletters tailor a mix of neutral, best practices articles with your specific corporate message, and information on your core technology or market. Your company will have exclusive rights to all banner, skyscraper and button positions. Pricing starts at \$6000 gross per issue, depending on content requirements and distribution. Contact Polly Dickson, digital sales specialist, at pdickson@putman.net (telephone: 630-467-1300 ext. 396) or your appropriate regional sales manager for complete details.

ProcessAnalyticalTechnology Insider Advertising Rates		
Position	Creative	Gross Rates
Top Sponsor	468x60 pixel non-animated image; 40k file size limit; or 120x60 pixel non-animated image plus 400 characters additional text	\$1,560
Skyscraper	160x600 pixel non-animated image; 40k file size limit	\$1,270
Featured Product	120x60 pixel non-animated image plus 300 characters additional text	\$1,000
Sponsored Link	Up to 40-character headline, plus 80 characters additional text	\$350

Course on QbD and Instrumentation

Integrating Instrumentation and Sensors for Pharmaceutical Quality by Design

Do you really understand what Quality by Design means, and how process analytics fits into your operations? This modular, online course will cover conceptual issues, but focus on implementation and integration, discussing specific technologies and how they can be applied. Each 40-minute module will discuss specific issues and provide detailed examples and illustrations.

Module 1 QbD - Analyzing in the GMP Sense vs. Predicting in the PAT Sense

Module 2 What's Critical to Quality: Determining What to Monitor, Survey or Predict

Module 3 Understanding the Design Space, Design of Experiments and What They Mean: Three Pharma Examples

Module 4 Overview of NIR, IR and MS

Module 5 Other Imaging and Sensing Techniques

Module 6 Modeling and Data Manipulation

Sponsorship: \$2,500

Where possible and relevant, instructors will include illustrations and discussion of generic technology aligned with sponsors' technology.



Audio Program

PAT Talk - QbD, Analytics and Where the Rubber Meets the Road

Maybe pharma companies can develop process knowledge without "technology," but sensors and analytics are critical to defining the Design Space in any pharma Quality by Design program. This course is designed for industry professionals who may be confused about where QbD and analytics connect, where they fit in and what they can do for their drug development and manufacturing operations.

They can tune in and ask the serious questions they need to have answered, in real or close to real time, by experts in spectroscopy and analytics, in an entertaining "Car Talk" format.

In this monthly, 35-minute audio program, hosts Jack Carroll and Emil Ciurczak will entertain live questions, interview thought leaders within the pharmaceutical industry, and solve a different "puzzler" every time.

Sponsorships are available: \$1,000 per audio commercial spot.

Knowledge Center

Have information on all your company's diverse product lines in one place, readily accessible to the 40,000 industry professionals who visit PharmaManufacturing.com and KnowPharma.com regularly. Receive detailed analytical data and metrics regularly via our state-of-the-industry reporting tools (HBX, Accela, and Omeda) and consultations with our digital marketing specialists.

knowpharma.com



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