

2012 Print & Digital Rates & Specs

PRINT ADVERTISING RATES & SPECS

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

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 (prinerger specs or print optimized), tif or eps. Digital files should be sent on CDs (ISO 9660 or Mac files and folders format preferred) or posted to our ftp site: www.putmanftp.com. 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

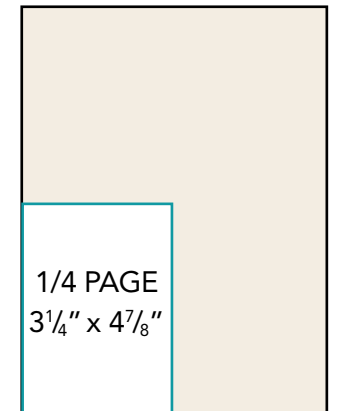
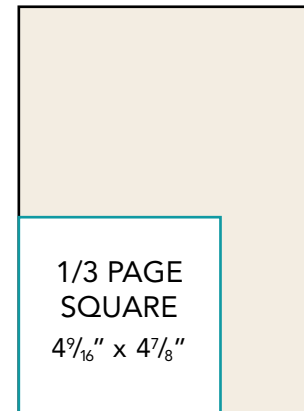
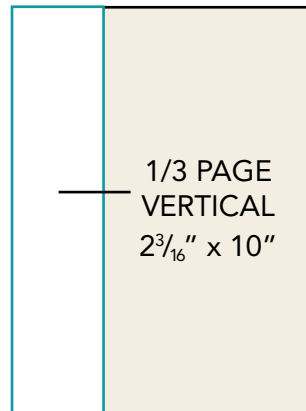
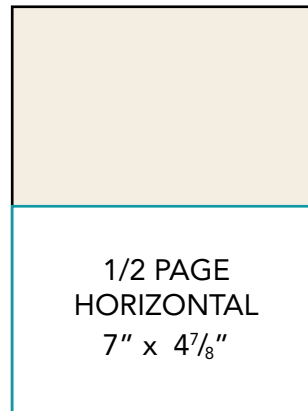
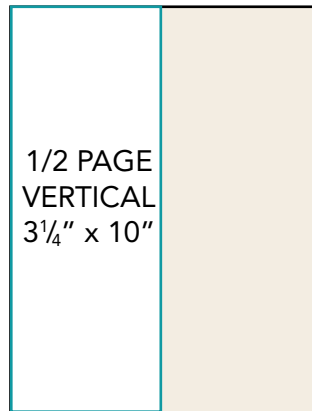
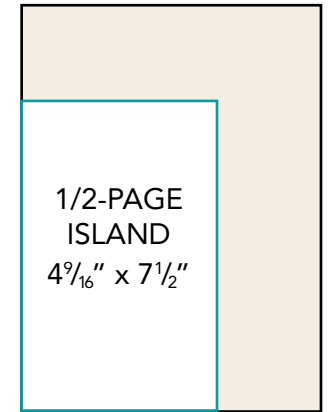
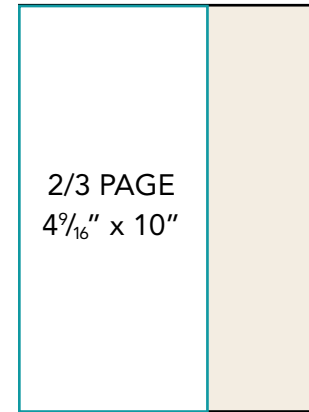
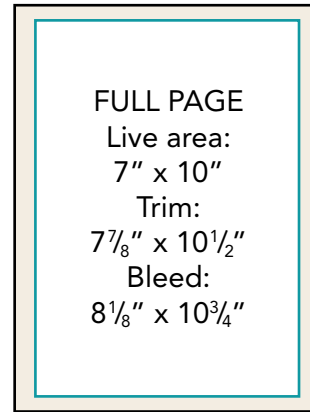
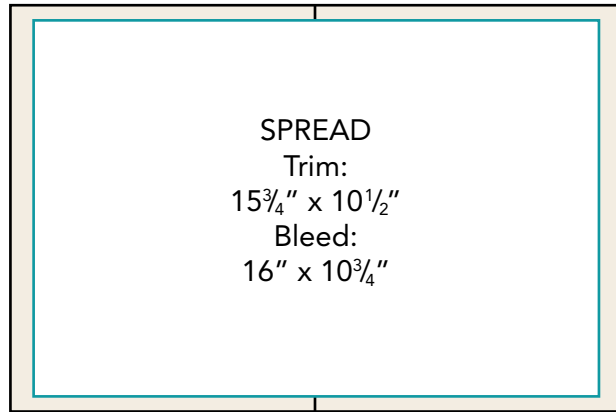
- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Production Manager
Pharmaceutical Manufacturing
Putman Media, Inc.
555 W. Pierce Road, Suite 301
Itasca, IL 60143
Phone: 630/467-1300

FOUR-COLOR RATES

	1X	5X	10X
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

PRINT ADVERTISING SIZES



DIGITAL ADVERTISING SPECS

CREATIVE DEADLINES

- GIF, JPEG, HTML, & text only – Five business days prior to start date
- Flash – Ten business days prior to start date
- Third Party and Rich Media – Ten business days prior to start date

SUBMISSION GUIDELINES

- Send all creative to: digitalads@putman.net
- Click-thru URL must be submitted with creative
- Include a text version – 50 words max – of all e-newsletter ads. (Some e-newsletters are sent out in text-only formats due to browser restrictions.)

DISPLAY AD SPECIFICATIONS

HTML:

- HTML code cannot exceed 20K

FLASH:

- Macromedia Flash up to version 8
- Creative must be delivered as a .SWF file
- Must submit an image (JPEG or GIF) to be served in case the user does not have flash installed
- Do not embed the click-thru URL in the Flash creative. Create a button that covers the entire creative at the root level or level 0. Enter the following in the "Action" tag:

```
on (release) {
  get URL (clickTAG, "_blank");
}
```
- The frame rate for flash files may not exceed 18 frames per second. 12 frames per second is preferred.

ROADBLOCKS

Roadblocks are a unique opportunity for you to own all key positions on a home page for selected time periods. They are well-suited for product announcements, marketing "splash" campaigns, major initiative launches, and other types of marketing campaigns. Contact your local sales representative for more information.

THIRD PARTY SERVING

Putman Media Web sites allow third party rich media tags (IFRAME/JavaScript) for the rotation of rotating, rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPEG.

Third party ads must be coded in a manner that allows Putman Media to capture click thru data via our ad serving system in addition to allowing third party server to capture click thru and other data.

RICH MEDIA GUIDELINES:

- All rich media must be approved by the Putman Media editor
- Supported Vendors: Eyeblander, PointRoll, EyeWonder
- Load Time: Creative must load within 5 seconds or less with 56k modem and must not interrupt page loading
- All rich media must be hosted by a 3rd party vendor
- All creative must be submitted 10 days prior to start date for testing purposes
- For all types of creative, sound is allowed based on prior Putman Media approval
- Sound must be user initiated and have a visible on/off switch

EXPANDABLE AD GUIDELINES

- All expandable ads must be approved by the Putman Media editor
- Definition: Allows ad to expand on a mouse-over or click interaction.
- Uses Java, JavaScript, Flash and/or DHTML.
- Supported Vendors: PointRoll, Eyeblander
- Positions: Can be used in the top leaderboard or Large Rectangle page positions

WEB SITE ADVERTISING RATES

(COST PER THOUSAND IMPRESSIONS)	
Top Leaderboard	\$95 CPM
Boombox (Large Rectangle)	\$95 CPM
Half Page	\$130 CPM
Page Roll	\$125 CPM
Top Right	\$60 CPM
Bottom Leaderboard	\$75 CPM
Short Rectangle	\$65 CPM
Square Button	\$35 CPM
Article-embedded Text Box	\$65 CPM
Sponsored Link	\$20 CPM
Contextual Keyword Program	\$214 CPM

All rates are gross

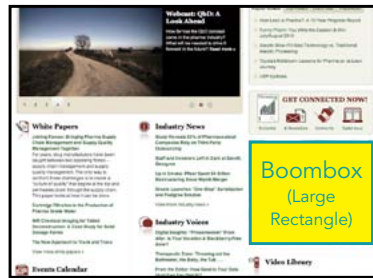
WEB SITE ADVERTISING

WEB SITE ADVERTISING SPECS & SIZES



TOP LEADERBOARD

Dimensions: 728 x 90 px
 File Size: 30K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash
 Alt Text: Cannot exceed 70 characters



BOOMBOX (LARGE RECTANGLE)

Dimensions: 336 x 280 px
 File Size: 40K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash
 Alt Text: Cannot exceed 70 characters



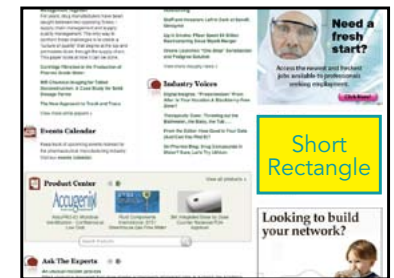
SQUARE BUTTON

Dimensions: 125 x 125 px
 File Size: 20K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash
 Alt Text: Cannot exceed 70 characters



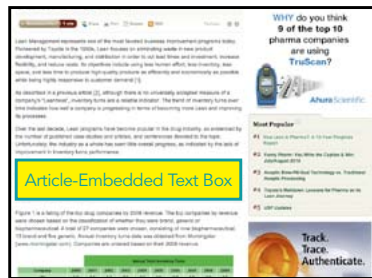
BOTTOM LEADERBOARD

Dimensions: 728 x 90 px
 File Size: 30K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash
 Alt Text: Cannot exceed 70 characters



SHORT RECTANGLE (BREADBOX)

Dimensions: 336 x 175 px
 File Size: 40K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash
 Alt Text: Cannot exceed 70 characters



ARTICLE-EMBEDDED TEXT BOX

Size: Up to 40-character headline, plus 300 characters additional text
 Format: Text only



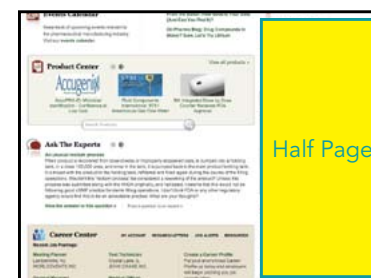
SPONSORED LINK

Size: Up to 40-character headline, plus 80 characters additional text
 Format: Text only



TOP RIGHT

Dimensions: 200 x 90 Pixels
 Format: animation accepted (Flash or .gif files needed), 20k max file size



HALF PAGE

Dimensions: 300 x 600 px
 File Size: 40K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash



PAGE ROLL

Dimensions: 960 x 30 px collapsed; 960 x 400 px expanded
 File Size: 40K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML, Flash

E-NEWSLETTER ADVERTISING

E-NEWSLETTER ADVERTISING RATES

All rates are gross

PharmaManufacturing.com E-News			
	1X	6X	12X
Top Sponsor	\$1,854	\$1,442	\$1,200
Skyscraper	\$1,450	\$1,233	\$1,087
Sponsored Product	\$1,100	\$807	\$760
Sponsored Link	\$500	\$450	\$370

PAT/QbD Insider, QbD E-News & BioPharm E-News

	1X	6X	12X
Top Sponsor	\$1,854	\$1,442	\$1,200
Skyscraper	\$1,015	\$860	\$760
Sponsored Product	\$1,100	\$807	\$760
Sponsored Link	\$500	\$450	\$370

Pharma Web Watcher & Pharma Replay

	1X	6X	12X
Top Sponsor	\$1,854	\$1,442	\$1,200
Sponsored Product	\$1,100	\$1,000	\$900

NOTE: Some e-newsletters are sent out in text-only formats because certain browsers do not support images. Please submit a text version of your ad – up to 50 words – along with your image file.

E-NEWSLETTER AD SIZES AND SPECS



TOP SPONSOR:

Dimensions: 468 x 60 pixels, File Size: 40K or less
 Formats: Non-animated GIF or JPEG
 Text Alt: 120 x 60 pixel image with 5 lines at 80 characters each



SPONSORED PRODUCT:

Dimensions: 120 x 60 pixel image with 200 characters of text.
 File Size: 5K
 Formats: Non-animated GIF or JPEG



SKYSCRAPER:

Dimensions: 160 x 600 pixels
 File Size: 40K
 Formats: Non-animated GIF or JPEG



SPONSORED LINK:

Up to 144 characters of text

CONTACT INFORMATION % POLICIES

CONTACT US

Tonia Becker, Publisher
International Sales
tbecker@putman.net
(630) 467-1300 x455

Matt O'Shea, Associate Publisher
moshea@putman.net
(630) 467-1300 x373

**Polly Dickson, Account Manager/
Classified Advertising**
pdickson@putman.net
(630) 467-1300 x396

Greg Zamin, Account Manager
gzamin@putman.net
(630) 467-1300 x439

**Jeanne Freedland,
Digital Sales Strategist**
jfreedland@putman.net
(630) 467-1300 x325

**Carmela Kappel,
Advertising Coordinator**
ckappel@putman.net
(630) 467-1300 x314

**Rita Fitzgerald,
Production Manager**
rfitzgerald@putman.net
(630) 467-1300 x468

Putman Media, Inc.
555 W. Pierce Rd., Suite 301
Itasca, IL 60143

RATE CARD PROVISIONS

1. All orders are subject to acceptance by Putman Media, Inc. (PMI) at its headquarters in Itasca, Illinois.
2. No conditions other than those set forth in this rate card shall be binding upon PMI unless specifically agreed to by PMI in writing.
3. Positioning of advertisements is at the sole discretion of PMI except where a specific position has been agreed to by PMI in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. PMI is under no obligation to revise advertising materials not received by the PMI production department by the closing date and such advertisements may not be subject to

PUBLISHER POLICIES

Rates subject to change upon notice. At the time a rate change is announced, a contract may be cancelled without incurring a short rate provided the contract rate has been earned up to the date of cancellation. No rate holders accepted. Putman Media, Inc. reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies

- approval by the advertiser or its agency.
5. PMI assumes no liability for any errors or omissions in key numbers appearing in advertisements.
 6. PMI is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond PMI's control.
 7. In consideration of PMI's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend PMI against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of PMI's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.

as are due and payable to the publisher.

Putman Media, Inc. reserves the right to refuse advertising that is, in our estimation, in bad taste, or not in keeping with the nature of *Pharmaceutical Manufacturing's* editorial policy and circulation standards. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harm-

8. In no event shall PMI be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to PMI for the publication or distribution of such materials.
9. PMI reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to PMI.
10. Advertising in PMI's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission.

less from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.