Advancing Development & Manufacturing
Pharmaceutical Technology PharmTech.com

advertising options

PharmTech.com

PharmTech.com 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.

Page Peel

Leaderboard
728x90
up to 5 rotations

Page Push

Interstitial Ad
640x480

Box
300x250
up to 5 rotations

Rectangle
300x100
up to 5 rotations

Sponsored Link
10 words + URL

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PharmTech TV

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.

additional advertising options

- PharmTech Produces Video
- Advertiser Supplies Video

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advertising options

Targeted Newsletters

Pharmaceutical Technology offers four targeted newsletters with editorial and sponsor content providing targeted opportunities for advertisers looking to reach segments with highly relevant and impactful messages. Subscribers choose to receive these e-Newsletters that are delivered directly to their inbox and marketed across our online Pharmaceutical & Science network.

- **Weekly Electronic Newsletter, ePT**
- **PT Sourcing and Management e-Newsletter**
- **Equipment & Processing Report**
- **Pharmaceutical Technology Europe's weekly electronic newsletter, PTE e-Alert**

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Targeted Newsletters

Pharmaceutical Technology's weekly electronic newsletter, *ePT*

Make an impression on more than 35,000 pharmaceutical manufacturing professionals weekly. The *ePT* newsletter delivers critical information on recent contract awards, company mergers & acquisitions, and fresh news of interest to a highly desired community of pharmaceutical manufacturing professionals. In the "People Notes" section, readers can keep abreast of the movements of colleagues. "New Products" provides a quick reference resource for reviewing new products and interacting by directly clicking 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.

Banner
(468x60)

Skyscraper
(160x600)

Text
(65 words + URL)

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Targeted Newsletters

PT Sourcing and Management e-Newsletter

PT Sourcing and Management Monthly, *Pharmaceutical Technology's* e-Newsletter is the authoritative source on sourcing and management 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 insights on mergers and acquisitions, agreements and contracts, expansions, and people notes.

Banner (650x90)

Banner (468x60)

Text (65 words + URL)

Button (220x75)

Skyscraper (160x600)

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advertising options
Targeted Newsletters

Equipment & Processing Report

Equipment & Processing Report focuses on pharmaceutical manufacturing process and technology, providing manufacturing news, related regulatory issues, and current trends. Deployed to a list of more than 25,000 subscribers, developed in collaboration with Interphex, each month, *Equipment & Processing Report*, showcase of processing equipment and reviews, as well as upcoming events.

Banner
(468x60)

½ Skyscraper
(120x240)

Skyscraper
(160x600)

Showcase
(40-60 words of text, product image, and URL

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Targeted Newsletters

Pharmaceutical Technology Europe's weekly electronic newsletter, *PTE e-Alert*

Delivered to the inboxes of more than 24,000 industry professionals each week, the *PTE e-Alert* provides news, market developments, industry surveys and information on up and coming trade events. *PTE e-Alerts* present 51 opportunities a year to market your business to industry professionals and also provides a timely platform for exposure pre and post trade shows and key industry events.

Leaderboard
(728x90)

Skyscraper
(160x600)

Featured
Products/Profile

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advertising options

Whitepaper Lead Generation

Pharmaceutical Technology's Whitepaper Alert is a monthly e-mail containing whitepapers categorized by category (Analytics, Manufacturing, Outsourcing, etc.) and a brief description of your whitepaper. In order to download your whitepaper, the reader will click on the description, bringing them to a lead generation form which they must fill out to receive the entire whitepaper. All whitepapers appearing in the *Whitepaper Alert* will also be featured in the *Whitepaper e-Library* on *PharmTech.com*

The *Whitepaper e-Library* hosts whitepapers 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.

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 password-protected website.

Featured whitepaper
(includes website archiving)

Leaderboard
(728x90)

468x60

Whitepaper
(includes website archiving)

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e-Solution Broadcast

Your customized HTML and text formatted e-mail blast includes live hyperlinks, your company logo, image, description, and contact information. Your message will be embedded into *PharmTech's e-Solution Broadcast* e-mail template and will deploy to selects you have chosen from our subscriber base under the brand name of *Pharmaceutical Technology* magazine.

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.

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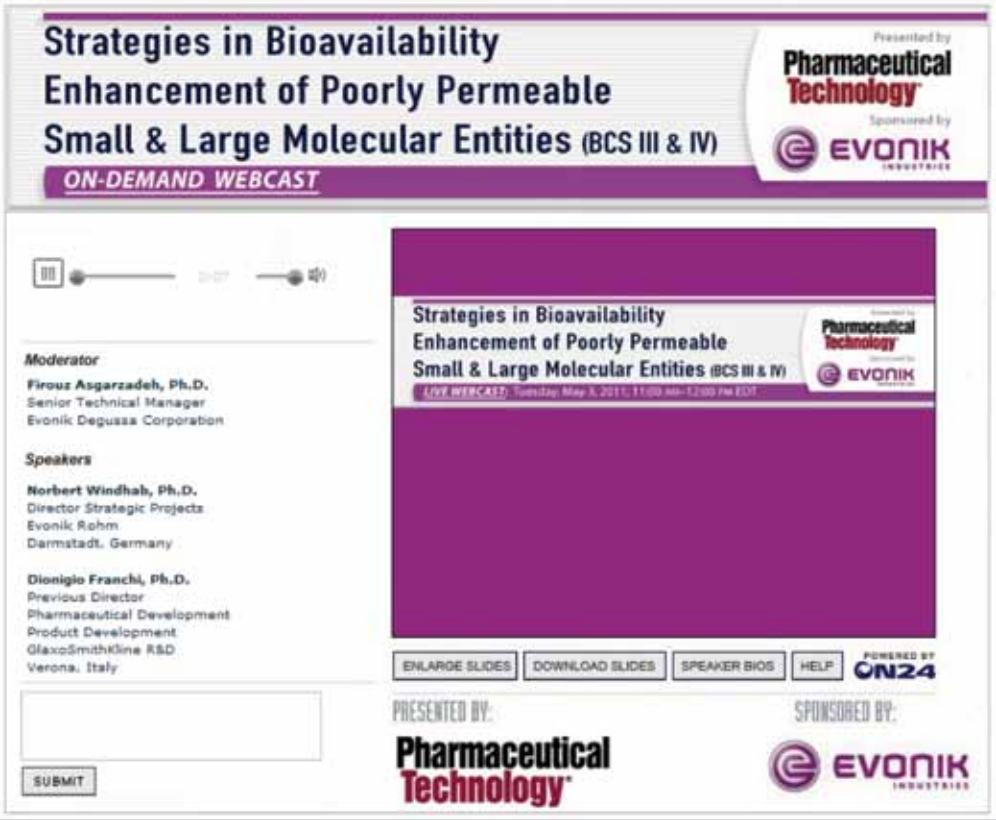
Exclusively Sponsored Webcasts

Pharmaceutical Technology's webcast program is a moderated online "panel" discussion conducted as a live event or pre-recorded for on-demand playback (or both) through an interface that can display slides and audio; streaming video, and an array of interactive features like polling, chat and much more. Our webcast platform does not require any software downloads that frequently block access to these popular broadcasts.

We offer you the opportunity to participate in our webcasts as an *exclusive sponsor*. *Pharmaceutical Technology* offers a variety of webcast formats and suggested topics to provide our audiences with insights on current news, new products and applications, and important trends. Our editorial staff works with you to customize the panel discussion/presentation to attract the most relevant listener base and to demonstrate your connection and/or expertise on the topic(s).

Beyond the benefits of associating yourself with thought leadership and high quality content, our webcasts feature a powerful **lead generation** tool allowing you to retrieve qualified leads from a real time reporting platform that includes contact info, demographics and other qualifying questions from your Webcast attendees and all registrants. An aggressive, targeted and integrated marketing campaign is used to leverage the extensive reach of our brands to enhance your brand equity and generate a qualified audience for your sales and marketing efforts.



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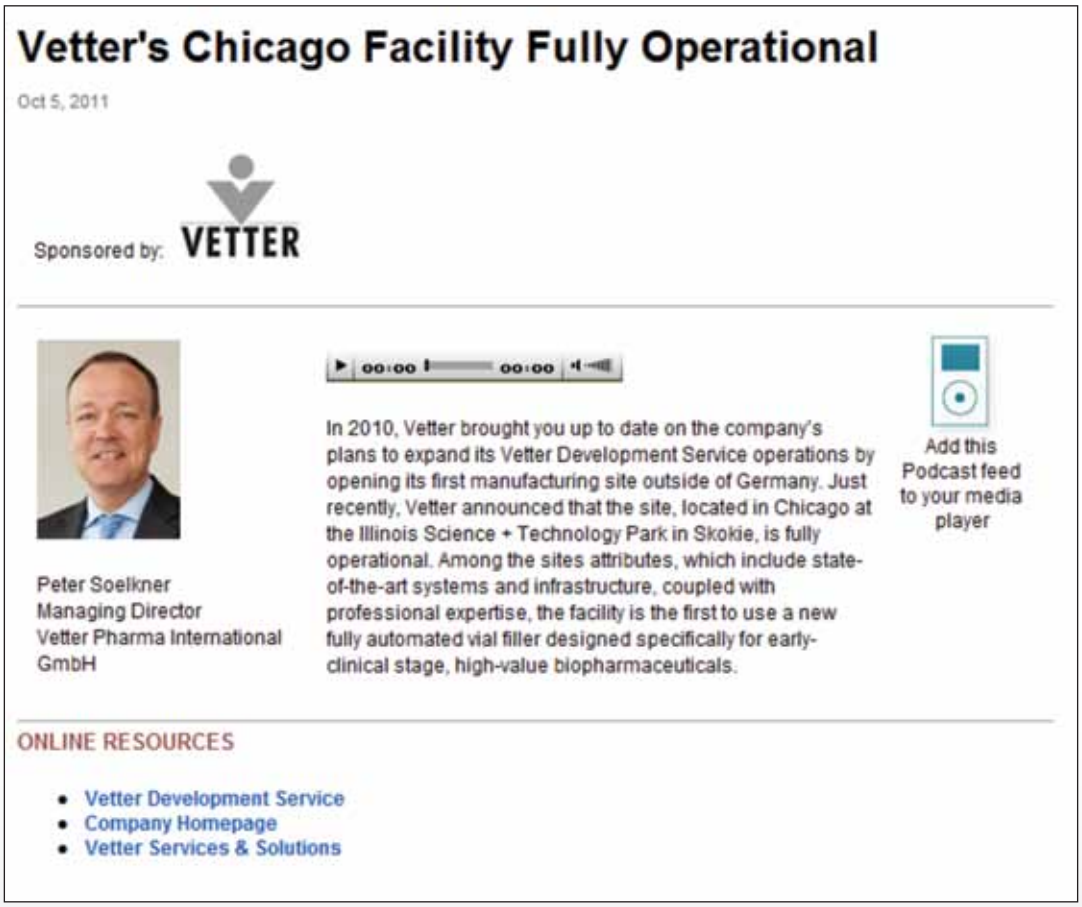
Exclusively Sponsored Podcasts

Pharmaceutical Technology's audio podcast is a digital recording formatted like a radio call-in show which can be listened to through a "media player" on our website without any special software, or by adding the "feed" to be automatically delivered to your online "news aggregator service" such as iTunes, MyYahoo and Newsgator for on-demand playback on laptops, PCs and a host of mobile devices.

We offer you the opportunity to participate in our podcasts as an *exclusive sponsor*. *Pharmaceutical Technology* offers a variety of podcasts to provide our audiences with keen insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s). Our sponsored podcast program delivers a unique combination of an easily used media format in high demand, flexible lead generation and multiple points of access from our electronic products to your digital assets.



additional advertising options

- Minimum 3
- 4 to 7
- 8 to 11

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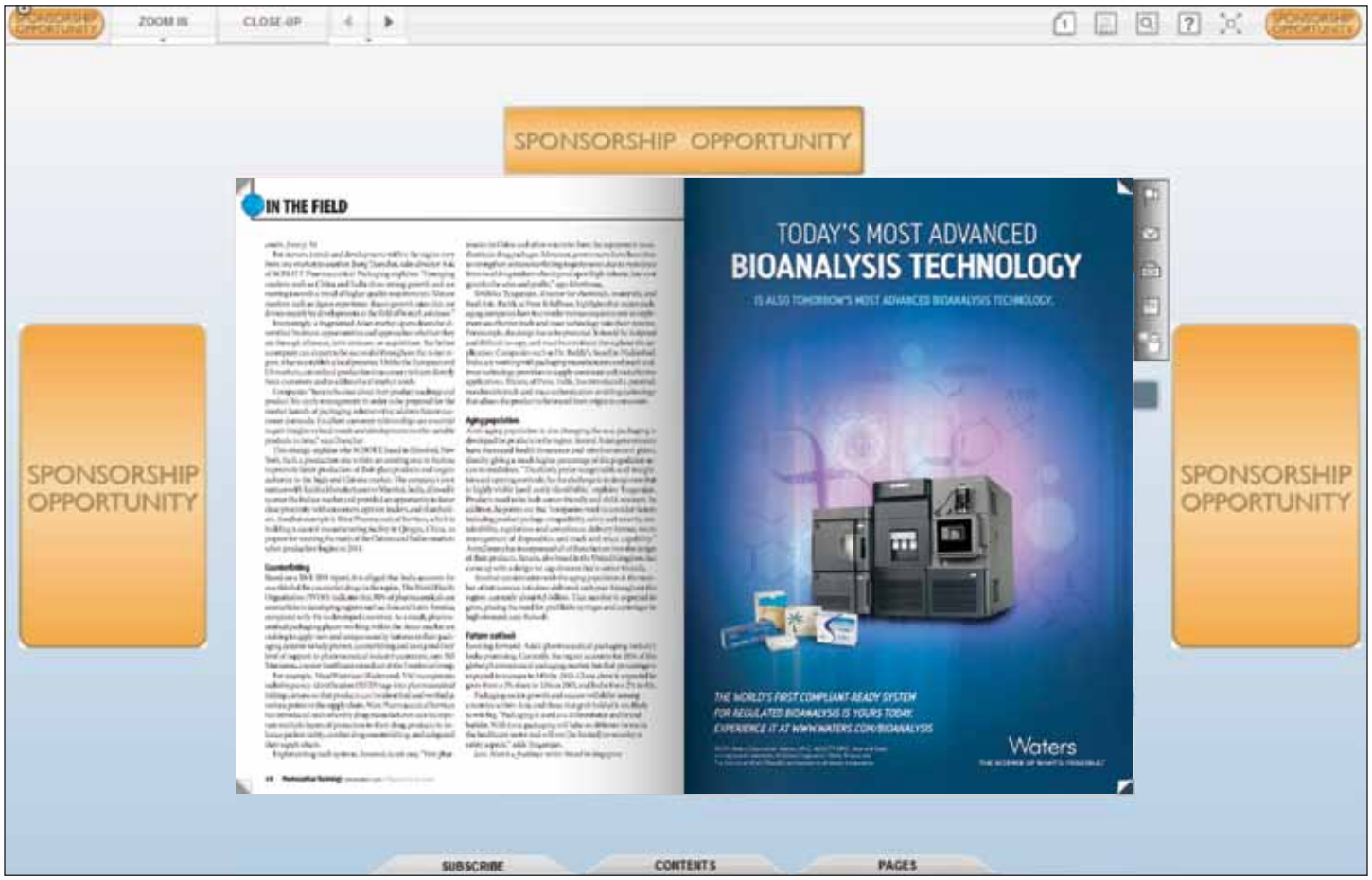
Digital Magazine

Launched in 2009, *PharmTech's* digital edition provides readers around the world with authoritative peer-reviewed research and expert analyses in the areas of process development, manufacturing, formulation and drug delivery, API synthesis, analytical technology, packaging, IT, outsourcing, and regulatory compliance. Issued in conjunction with the print edition, *PharmTech Digital* reaches 65,000 individuals involved in these specific areas, allowing them to access the latest reports and analyses from any location, at any time. The digital edition is free for subscribers.



additional advertising options

- Button/Banner Sponsorship (ROS)
- Ad-Jolt
- Ad Gen
- Gatefold
- (bullet point) Bellyband
- Insert Cards
- Tabs
- Video

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Online Marketplace Community

The new Pharmaceutical Technology and BioPharm International Marketplace is a comprehensive online directory and community platform that brings together buyers and sellers across both the Pharma and BioPharm industries and provides the insights and information you need to make critical business decisions.

storefronts

Create your personalized storefront on Marketplace depicting your business profile and critical information a buyer with procurement, sourcing and purchasing power needs to know before making decisions.

accreditations

Upload your industry awards, accreditations and certifications reflecting your credentials and differentiating your business from your competitors.

keywords

The Marketplace enables you to take advantage of every opportunity to showcase your corporation, products and/or services. Add the appropriate keywords for free with your paid package to boost your search results.

promotions

There are several channels in which you can promote your business: new Marketplace eNewsletter, advertising through paid packages and sponsored surveys and webcasts.

profiles

No matter which Marketplace program package you select, this cross-platform portfolio is unique in the industry. Engaged professionals constantly return for further information. Integrating your profile with social media updates through Twitter, LinkedIn and other outlets. Keep customers and prospects up-to-date with your latest news or important message.

rich content

The Marketplace offers the opportunity to connect with professionals who gravitate toward researching products/services and discussing with peers/colleagues in a community setting. Upload as much content as you want and link as many videos/podcasts/webcasts to keep the buyers engaged with your business offering.

THE NEW MARKETPLACE

Trusted Brands for Over 50 Years Coupled with a Partnership with the Leading Business Data Provider for Over 175 years—Dun & Bradstreet Credibility Corp.

THE CATEGORIES

Easy to Search Categories Integrating Pharma and BioPharma

THE DIGITAL CONTENT

Educational & Topical Webinars, Podcasts and Videos

THE PACKAGES

Premium Packages Including Banners & Listings; Key Words and Social Media Integration

THE COMMUNITIES

Buyer & Seller Communities with Tailored News & Information & NEW Marketplace e-Newsletter