Pharmaceutical Executive 2012 RATES

Product	Type	2012 Monthly Rate *All Rates in NET terms	Details
WEBSITE			
Home Page/Other Site Pages			Up to 5 rotations
	728x90 (Leaderboard)	$2,750	
	300x250 (Box)	$2,950	
	300x100 (Rectangle)	$1,600	
	Sponsored Link	$860	
	Interstitial	$5,500	Exclusive
	Page Peel	$5,000	Exclusive
	Page Push	$5,000	Exclusive
	Video Ad	Custom Quotes Available	
NEWSLETTER			
	Pharm Exec Direct (4x monthly)	Monthly Rate	Ad will appear in all 4 mailings
	468x60	$6,500	
	160x600	$7,500	
	Text - 65 words	$6,500	
	Button 120x60	$4,000	
	PE Europe Newsletter (4x a month)	Monthly Rate	Ad will appear in all 4 mailings
	Leaderboard	$2,680	
	468x60	$2,358	
	160x600	$2,358	
	Text Ads (Product Profile)	$1,327	
	Featured Products/Marketplace	$1,327	
	eSolution Broadcast	$1000 base + $750 per 1000 selects	
CUSTOM DIGITAL PRODUCTS		**Custom Quotes Available**	
	Microsite, Newsletter, Digital Magazine		
GLOBAL DIGEST	**Pharmaceutical Executive Global Digest (1x monthly)**		
	DPS	$7,608.00	
	Full Page	$4,001.00	
	Half Page	$2,607.00	
	1/3 page	$2,198.00	
	1/4 page	$1,803.00	
DIGITAL EDITION			
	Skyscraper (2 available)	$1,600	
	Top Banner	$1,100	
	Wallpaper	$2,250	
	Rectangle Sponsorship (opposite cover)	$1,600	
	Bellyband	$1,650	
	Flash Bellyband	$1,750	
	Video Advertising	$1,950	
	Audio	$1,650	
	Survey	$1,950	
	Gatefold	$1,650	
	Tabs	$1,650	
	Ad Gen	$1,100	
	Ad-Jolt	$1,100	
WHITE PAPER LEAD GEN		**Custom Quotes Available**	
WEBCAST		**Custom Quotes Available**	
	Live audio w/slides, Live video from studio		
PODCASTS			
	Minimum 3	$6,600	
	4	$8,600	
	5	$10,500	
	6	$12,000	
SPONSORED CONTENT PROGRAMS			
	Emerging Pharma Leaders program	Custom Quotes Available	
	Industry Audit: Company of the Year	$15,000	
	HBA Woman of the Year	$15,000	
	Pharm Exec 50	Custom Quotes Available	
EVENT SPONSORSHIP	**Prix Galien USA**		
	Gold	$80,000	
	Silver	$45,000	
	Bronze	$25,000	