

Pharmaceutical Executive

advertising options

www.PharmExec.com

PharmExec.com features easy-to-use navigation with content available by targeted category, keyword search, or by issue. Fresh content supplied by *Pharmaceutical Executive's* expert staff as well as external sources make *PharmExec.com* the source for comprehensive information and essential insight.

728x90 (Leaderboard)
up to 5 rotations

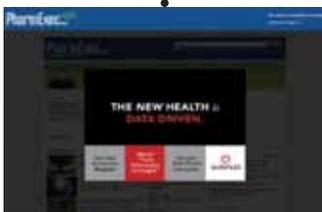
Page Peel

Page Push

300x250 (Box)
up to 5 rotations

Interstitial Ad
640x480

300x100 (Rectangle)
up to 5 rotations



Sponsored Link
(10 words + URL)

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PharmExec Direct e-Newsletter

For over 30 years, readers have come to expect industry savvy, original reporting, and in-depth analysis from *Pharmaceutical Executive*, the pharmaceutical industry's leading, multiple-award winning, enterprise-industry magazine for senior executives and operating directors. *PharmExec Direct* is deployed every week to over 50,000 opt-in subscribers.



Banner
468x60

Text
(65 words + URL)

Skyscraper
160x600

Desktop Delivery: Your Message To Our 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 Executive*. Your message will be embedded into *Pharmaceutical Executive'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 catalogs
- Launch of a new website
- Any marketing initiative that requires immediate attention

What's Included:

- Design and execution of eSolution Broadcast
- Reporting



**Executive Summit: Emerging Strategic and Financial Issues
in the Pharmaceutical Industry**

December 6, 2011
Yale Club, New York City
12:00 PM – 5:00 PM

Luncheon and Summit Co-Sponsored By:

YOUNG & PARTNERS
INVESTMENT BANKING FOR LIFE SCIENCES AND CHEMICALS

**Pharmaceutical
Executive**

Selected Topics and Speakers

The Impact of the Global Fiscal Crisis on Pharma
William Looney, Editor-in-Chief, *Pharmaceutical Executive*

The Current and Future State of the Pharmaceutical Industry
Peter Young, President, Young & Partners

The Pharmaceutical Market: Trends and Forecasts
Doug Long, Vice President, IMS Health Inc.

Achieving Success in the China Market
Hean Chen, Partner, Head of China Life Sciences, L.E.K. Consulting Limited (Shanghai)

Pharma M&A: Driving Factors in the Market
Douglas Giordano, Sr VP Worldwide Business Development, Pfizer, Inc.
Peter Young, President, Young & Partners

European Research: The Synphogen Case Study
Kirsten Drejer Ph.D., CEO, Synphogen

Streamline Deal Making – M&A, Licensing and Partnering Trends
Randolph Guggenheimer II, Managing Director, Young & Partners

New Developments in Drug Patent Laws
David Barr, Partner, Kaye Scholer LLP

By invitation only. This event is only for pharma and biotech company senior executives. To apply for an invitation, please email your name, title, company affiliation and contact information to april.laughton@yandp.com or call him at 212-682-5555. If you qualify, you will be invited to attend as guests of the co-sponsors. There will be no charge for the lunch or the summit.

[Apply for an invitation](#)

Young & Partners is an international investment banking firm focused on providing M&A and financing services to the pharmaceutical, biotech, medical device and diagnostic and chemical industries.

Pharmaceutical Executive is the leading magazine serving the needs of pharmaceutical executives.

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Exclusively Sponsored Podcasts

Pharmaceutical Executive'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 Executive* 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.

Pharmaceutical Executive Podcasts
A SERVICE OF PharmExec.com

Driving Product Success through Patient Adherence and Compliance
Pharmaceutical manufacturers face unrelenting pressure to grow and protect market share for their products. At the same time, a host of obstacles stands in their way. Competing products vie for physician and patient attention. Economic woes make all healthcare-related costs more challenging for patients. Standard side effects can cause patients to doubt the effectiveness of their treatment.

 Patient adherence and compliance programs can help manufacturers address these challenges, but even then, many manufacturers question how to launch the programs and manage them effectively. Join us as we explore these crucial issues with Jan Nielsen, Vice President of Clinical Services for ICS, and Pat Clinton, Editor-in-Chief for *Pharmaceutical Executive* magazine.

Jan Nielsen, RN, MPA
Vice President, Clinical Services
ICS
Interviewer: Pat Clinton




Add this Podcast feed to your media player

[Click Here To Listen to More of the ABSG Podcast Series](#)

Sponsored By

AmerisourceBergen
Specialty Group

additional advertising options

- Minimum 3
- 4 to 6

Pharmaceutical Executive'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 Executive* 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.

The screenshot displays a webcast interface for the event "Analyze This: Viewing Pharma Markets from Wall Street's Perspective". The interface includes a video player showing a slide with the event title and date (Thursday, October 6, 2011 - 11:00 am EDT). To the left of the video player, there is a list of participants: Moderator Reid Paul (Editor in Chief, Pharmaceutical Representative) and Speakers Dr. Andrew Berens (Bloomberg Intelligence) and Dr. Ben Weintraub (inThought, Wolters Kluwer). Below the video player, there are buttons for "ENLARGE SLIDES", "DOWNLOAD SLIDES", "SPEAKER BIOS", and "HELP". At the bottom of the interface, it is noted as "PRESENTED BY: Pharmaceutical Executive" and "SPONSORED BY: Wolters Kluwer Pharma Solutions". A "SUBMIT" button is visible at the bottom left.

additional advertising options

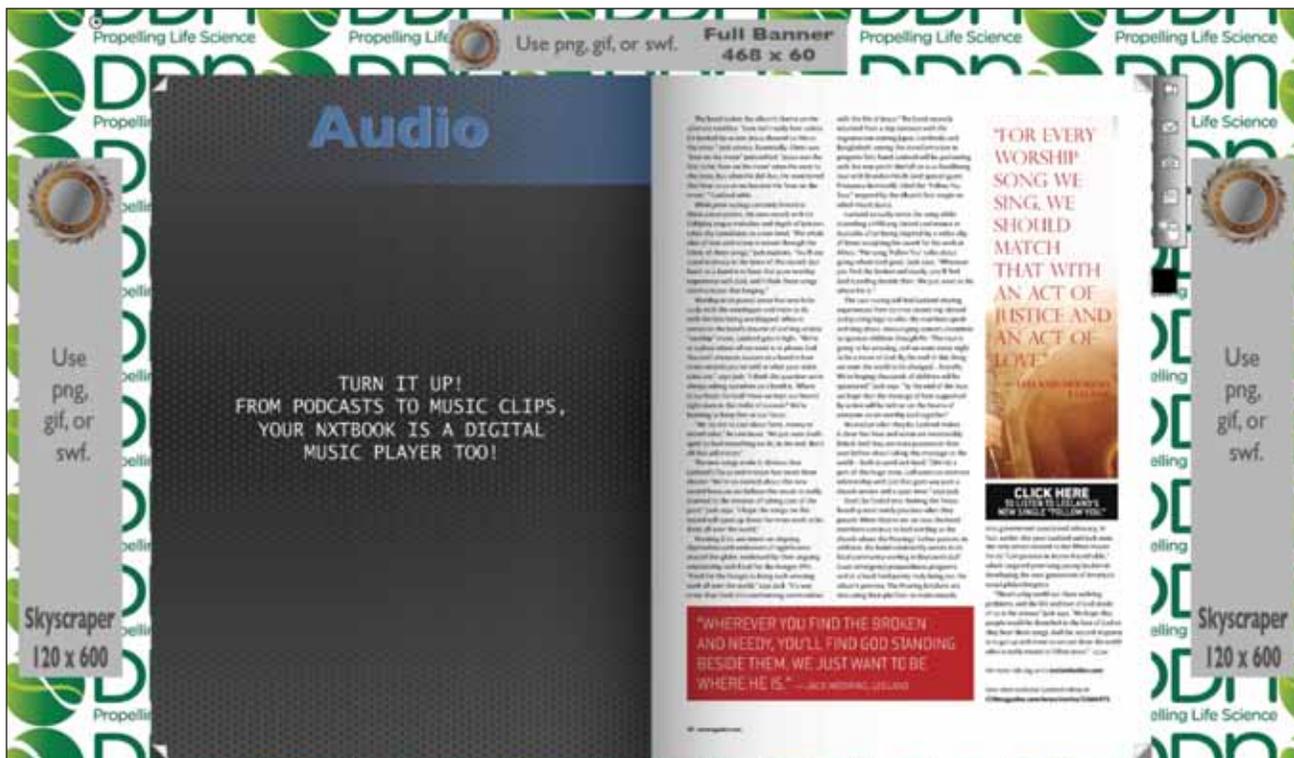
- Live Audio with Slides
- Live Video from Studio

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Digital Edition

Pharmaceutical Executive's Digital Edition features the same authoritative content and the same look and feel as our print edition. What differentiates the Digital Edition is it allows anyone involved in pharmaceuticals around the globe to access our peer-reviewed articles, regular expert columnists, and staff written news and updates in real-time on the web. The *Pharmaceutical Executive* Digital Edition is delivered free via e-mail to subscribers, or global professionals can access it for free on our website.



additional advertising options

- Skyscraper (2 available)
- Top Banner
- Wallpaper
- Rectangle Sponsorship (opposite cover)
- Bellyband
- Flash Bellyband
- Video Advertising
- Audio
- Survey
- Gatefold
- Tabs
- Ad Gen
- Ad Jolt

Pharmaceutical Executive's e-Library hosts whitepapers submitted by the industry's leading solution providers. The top decision-makers in the industry are interested in learning more about issues, technologies, and trends impacting their business. This is the ideal place for them to find your information.

Pharmaceutical Executive will use a variety of traffic driving tools, including targeted names that you select from our MasterFile database, to invite decision-makers to visit the whitepaper e-Library to view your submission. To download your whitepaper, viewers must complete a short response form that captures their contact information and demographics; this creates a pre-qualified sales lead for you. When registration occurs, you will receive an e-mail notification with the registrants' information. In addition, you will have access to a password-protected website that contains a database of these leads, updated in real time.

Consult our sales representative for more details on this customized lead generation program.

The screenshot displays the PharmExec.com website interface. At the top, there is a search bar with the text "Enter Your Keyword" and a "Search" button. Below the search bar, there are navigation tabs for "Magazine", "Hot Topics", "Multimedia", "Sponsored Content", "Subscribe", "Advertise", "Careers", "Directories", and "Contact Us". A banner for AmersourceBergon is visible, featuring a blue pill and the text "AmersourceBergon" and "Pharmacy Group". Below the banner, the "Whitepaper" section is highlighted. It lists three whitepapers:

- Improving Clinical Operations with Digital Signatures**
November 1, 2011
By ARX's CoSign
The majority of large CROs and Pharmas are using digital signatures to speed clinical site initiation, reduce site monitoring reporting costs, and improve audit efficiency. See how digital signatures enable these benefits and others by allowing key players in the clinical ecosystem (site personnel, IRBs, CROs, sponsors) to electronically sign and submit reports and other documents.
- SAS® for Marketing Strategy and Planning**
November 1, 2011
Learn how life sciences companies can get more performance from their marketing dollars. This paper shows the way by first detailing the challenges that companies must overcome to shift their marketing strategies to emphasize efficiency and ROI. Then, it presents six key benefits of adopting an analytical approach to marketing.
- UPS Survey Unveils Healthcare Supply Chain Trends**
October 16, 2011
By UPS
The 2011 UPS "Pain in the (Supply) Chain" survey explores top business and supply chain concerns at pharmaceutical, biotech and medical device companies worldwide. Findings show changes in healthcare legislation, reform and intellectual property protection are major concerns as the industry's pace accelerates globally.

On the right side of the page, there is a video player for "SPREAD" with a "CLICK TO PLAY" button and a "CONTACT ME ABOUT UPS" button. Below the video player, there is a "MOST POPULAR ARTICLES" section with a list of articles:

- Should The US Gamble With Risk Sharing?
- Pharma And Social Media: Ready To Make Nice?
- Get Back In The Box!
- 12th Annual Pharm Exec 50
- 10 Emergency Brand Building Questions

At the bottom right, there is a "Thought Leader Identification and Prioritization Through Social Network Analytics" section with a graphic of people icons.

**Vice President of Sales/Group Publisher of
Pharmaceutical/Science Group**

Russ Pratt
rpratt@advanstar.com

Associate Publisher

Justin Iacobucci
978.567.0601 • jacobucci@advanstar.com

Sales Director

Bill Campbell
847.283.0129 • wcampbell@advanstar.com

Editor-in-Chief

Bill Looney
212.951.6735 • wlooney@advanstar.com

Ad Coordinator

Joanne Capone
732.346.3031 • jcapone@advanstar.com

e-Media Product Director

Bill Levine
732.346.3028 • wlevine@advanstar.com

Online Advertising Specialist

Stephanie Hand
732.346.3047 • shand@advanstar.com