Pharmaceutical Executive

2013 ADVERTISING RATES (IN U.S. DOLLARS)

COLOR	1×	3×	6×	12×	18×	24×	36×
Full Page	8,745	8,530	8,305	8,090	7,875	7,645	7,435
2/3 Page	7,960	7,755	7,560	7,350	7,155	6,955	6,750
1/2 Page	6,770	6,600	6,445	6,260	6,090	5,930	5,755
1/3 Page	5,575	5,440	5,305	5,155	5,015	4,875	4,735
1/4 Page	4,985	4,860	4,735	4,615	4,480	4,355	4,240

OTHER CHARGES

Metallic	1,560

SPECIAL POSITIONS

Cover 2	1,100
Cover 3	915
Cover 4	1,570
Preferred Pos*	835

AD DIMENSIONS	W	H
Full Page	6¾"	9½"
2/3 Page	4½"	9½"
1/2 Page Island	4½"	7"
1/2 Page Horz	6¾"	4⅝"
1/2 Page Vert	3⅜"	9½"
1/3 Page Sq	4½"	4⅝"
1/3 Page Vert	2⅛"	9½"
1/4 Page	3⅜"	4⅝"

PAGE SIZES	W	H
Trim Size	7¾"	10½"
Bleed	8"	10¾"
Live Matter	7"	9¾"
Spread Size	14½"	9½"
Bleed (Spread)	15¾"	10¾"

PLEASE NOTE:

- All rates shown are in gross U.S. Dollars.
- Preferred positions cannot be guaranteed by the publisher unless the preferred position premium is paid.

DIGITAL AD REQUIREMENTS

1 Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Nonpreferred or non-acceptable formats will be charged a $150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to **www.AdsAtAdvanstar.com** or contact the production manager.

2 Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3 Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, **www.AdsAtAdvanstar.com**. Files can also be submitted on CD-R or DVD-R disc format.