Pharmaceutical Executive 2012 RATES

Product	Туре	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 Video Ad	\$5,000 Custom Quotes Available	Exclusive
NEWSLETTER	Video Ad	Custoffi Quotes Available	
NEWSELTIER	Pharm Exec Direct (4x monthly)		
	468x60	\$6,500	
	160x600	\$7,500	
	Text - 65 words	\$6,500	
	Button 120x60	\$4,000	
	PE Europe Newsletter (4x a month)		
	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 Dige		
	DPS	\$6,796.00	
	Full Page	\$4,960.00	
	Half Page	\$3,062.00	
	1/3 page	\$2,580.00	
DICITAL EDITION	1/4 page	\$2,117.00	
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 Ad-Jolt	\$1,100	
WHITE PAPER LEAD GEN			
	6 months	\$1,100	
	12 months	\$1,950	
WEBCAST		Custom Quotes Available	
PODCASTS	Live audio w/slides, Live video from studio		
PODCASTS		45.500	
	Minimum 3	\$6,600	
	5	\$8,600	
	6	\$10,500	
SPONSORED CONTENT PROGRAMS		\$12,000	
STONSONED 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	
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