

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				
	6 months	\$1,100		
	12 months	\$1,950		
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		