



PHARMACEUTICAL EXECUTIVE®

APEX AWARDS

SUBMISSION
INFORMATION
2025

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Welcome!

We look forward to seeing what you enter in the 2025 *Pharmaceutical Executive*® APEX Awards. If you want to know the true value of your work, this is your venue.

Pharmaceutical Executive defines excellence. Each year we hold the APEX Awards to recognize the most creative and strategic work in the industry.

Your advertising is all about life sciences. Our judges are all leaders in life sciences: oncology, specialty care, pharmacy, managed care and pharma/biotech.

There is no other awards program like this one—when we celebrate this year's best, everyone will know. We'll be broadcasting winning creative across our media platforms. And, of course, the awards show will be live in New York City on November 12th.

Inside this packet you'll find details on deadlines, medium requirements, fees, and more. If you have any questions, please don't hesitate to contact us.

On behalf of *Pharmaceutical Executive* and everyone behind the 2025 *Pharmaceutical Executive* APEX Awards, I wish you the best in competition, and look forward to seeing you in person in November .

A handwritten signature in black ink, appearing to read 'Brian Haug', with a large, stylized flourish at the end.

Brian Haug

Executive Vice President
Pharmaceutical Executive
apex.PharmExec.com

Key Dates

2025 CALL FOR ENTRIES:	EARLY ENTRY DEADLINE:	STANDARD DEADLINE:	LATE DEADLINE:
April 15, 2025	May 15, 2025	July 15, 2025	August 15, 2025

All deadlines are 11:59 PM Eastern Daylight Time.

Entries first appearing in public between **January 1, 2024** and **December 31, 2024** are eligible for entry into this year's *Pharmaceutical Executive* APEX Awards.

*Please see below for deadline dates and pricing.

If you have any questions, please email us [here](#) or call (609) 325-4882.

Awards and Accolades

- Gold winner announcement at the live show on November 12, 2025, in New York City
- Custom Pharmaceutical Executive APEX Award trophy engraved with agency name
- A 1-page profile in a special supplement, highlighting the campaign's conception, strategy, and impact
- Recognition across *Pharmaceutical Executive's* social media platforms
- An exclusive opportunity to be featured in an on-site video interview

Entry Fees

EARLY ENTRY DEADLINE (MAY 15, 2025):	STANDARD DEADLINE (JULY 15, 2025):	LATE DEADLINE (AUGUST 15, 2025):
\$475/ENTRY	\$525/ENTRY	\$575/ENTRY

Previous Winners



EVERESANA INTOUCH
Say "Yep" to VYEPTI
2024 Gold Winner



AbelsonTaylor
TYMLOS "Add to the Bone"
Osteoporosis Consumer Campaign
2024 Gold Winner



Avant Healthcare
Make HStory
2024 Gold Winner

Face off with your true peers.

For 5 years, our awards program has coronated life sciences creative agencies as industry greats. Competition is fierce. Awards are hard-earned. The best part? We all come together for a glamorous awards ceremony in November.

Refund Policy

Entry fees are US\$ only. Fees are nonrefundable. Withdrawn entries (whether withdrawn by the entrant or by the *Pharmaceutical Executive* APEX Awards for entrant's failure to comply with the entry rules) will NOT be refunded.

All deadlines are 11:59 PM Eastern Daylight Time.

General Eligibility

All entries must be submitted [here](#) by the entry deadline of **August 15, 2025, at 11:59 PM Eastern Daylight Time**. An entry is not considered submitted unless the entry fee has been paid in full prior to the entry deadline.


















- The person submitting the entry confirms they have the authority, rights, clearances, and permissions necessary to provide content.
- The *Pharmaceutical Executive* APEX Awards are open to all pharmaceutical companies, ad agencies, and other firms that produce or publish healthcare marketing materials or content.
- There is no geographic requirement for entries; however, all entries that contain work that is not originally in English should submit a translation.
- A campaign can be submitted to multiple categories when qualified. A separate entry and payment are required for each entry.
- Each entry will require the submission of relevant support material (video, PDF, etc). Requirements are outlined below.
- Entries may be updated or amended up to the submission deadline using the established login information. No updates or changes are possible after the submission deadline of August 15, 2025.
- Materials provided are on an "as is" basis. *Pharmaceutical Executive* APEX Awards is not responsible for erroneous content submitted.
- Entries submitted confirm permission to *Pharmaceutical Executive* APEX Awards for full rights to use all content in marketing, social media, promotional purposes, website content, and live event streaming/video reproduction.
- Due to the nature of the voting on these awards, it is not possible to keep any information confidential. Do not submit any information that cannot be shared. *Pharmaceutical Executive* APEX Awards is not responsible for any confidential information submitted.
- All entries may be published in *Pharmaceutical Executive* magazine, on the *Pharmaceutical Executive* website, on the APEX Awards website, and any related or necessary sites or media to facilitate voting, announcement of finalists, announcement of the winners, and other potential uses.

Voting

- Voting will occur in 2 stages:
 - » **Selection of Finalists:** A select group of life sciences professionals will vote on the awards within their specialty and/or area of expertise. Up to 5 top-voted submissions will be considered finalists and will be notified in early September 2025.
 - » **Selection of Award Winners:** Our invited group of life sciences professionals will vote among the finalists in September 2025.
- Qualified voters will be invited to vote one time per category using email verification or other means. *Pharmaceutical Executive* APEX Awards will be the sole determiner of the qualifications of potential voters and can disqualify any voter that does not meet our criteria or attempts to vote more than one time per category.

Categories

Choose from 17 specialized categories, newly revised and expanded for 2025 to spotlight rapid innovation taking place in health care technology, marketing and messaging.

	Aesthetics/Dermatology		Health Tech Innovations (New)
	Best Brand Strategy (New)		Mental Health (New)
	Best Disease Education Campaign (New)		Metabolic
	Best Healthcare Influencer Collaboration (New)		Oncology
	Best Use of Digital & Social Media (New)		Point-of-Care (New)
	Devices		Print Campaign Excellence (New)
	Direct-to-Consumer		Product Launch (New)
	Direct-to-Patient		Rare Disease
	Excellence in AI-Driven Innovation (New)		

Media & Entry Requirements

Please remove the following before uploading any media:

- Agency credits
- Individual credits
- Agency logos
- Slates

Entry Translations

For entries not in English, please provide an English-language translation. For video uploads, please provide a subtitled version of the video.

Image Upload

Note: All medium types require an image to be uploaded to the entry to submit payment. The image will be used during judging as your entry thumbnail. If your entry is awarded a statue, the image will be used as a thumbnail on the Winners' Gallery on the Pharmaceutical Executive website.

Required Specs for Image Uploads:

Resolution:*

- 2400 x 3000 pixels (*portrait minimum*)
- 3000 x 2400 pixels (*landscape minimum*)

**Please note the following exceptions:*

- Digital/Mobile, Digital/Mobile & Social Media Craft, and Social Media medium types
 - » 600 x 800 pixels (*portrait minimum*)
 - » 800 x 600 pixels (*landscape minimum*)
- Film and Film Craft mediums
 - » 480 x 640 pixels (*portrait minimum*)
 - » 640 x 480 pixels (*landscape minimum*)
- File Type: jpg
- Color Mode: RGB
- File Size: Up to 50 MB

If the work requires multiple images, each image must be uploaded separately.

Video Upload

Required Specs for Video Uploads:

- Resolution: 640 x 480 (*minimum*)
- File Type: mp4
- Compression: h264
- Sound: AAC 44khz
- File Size: Up to 500 MB

All bars, slates, and black must be removed from videos. All entries must be submitted as a video upload. *Pharmaceutical Executive* will not accept CDs/DVDs.

PDF Upload

Required Specs for PDF Uploads:

- File Size: Up to 40 MB
- PDFs can be either a single page or multiple pages
- PDFs do not need to be 300 dpi resolution

We suggest using Adobe's 'Reduced Size PDF' feature when saving your file.

Audio Upload

Required Specs for Audio Uploads:

- File Type: mp3
- Sampling Rate: 44 KHz (44,100 Hz)
- Bit Rate: 196 KB/s (maximum)
- Sound: Stereo
- File Size: Up to 50 MB

URL Upload

- Entrants must keep the URL accessible online for judging through August 2025.
- Please provide any login credentials required to access the URL.
- Please do not embed the case study video within the URL.
- URL entered may not contain agency names within the URL.

Note: Entrants can upload video footage within our media upload portion.

Copyright & Rebroadcasting Issues

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Entries submitted confirm permission to *Pharmaceutical Executive* APEX Awards for full rights to use all content in marketing, social media, promotional purposes, website content, and live event streaming/video reproduction.

Due to the nature of the voting on these awards, it is not possible to keep any information confidential. Do not submit any information that cannot be shared. *Pharmaceutical Executive* APEX Awards is not responsible for any confidential information submitted.

All fees are nonrefundable. Withdrawn entries, either by the entrant or the *Pharmaceutical Executive* APEX Awards, will not be refunded.

We're here to help!

If you have any questions regarding entering your work, payment, dates, or anything about the event itself, please feel free to [email us](#). Thank you!



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