

2008 e-Media Kit

GET CONNECTED TO THE INDUSTRY'S MOST HIGHLY-DESIRED AUDIENCE

Pharmaceutical
Executive

**Pharmaceutical
Executive**

www.pharmexec.com



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Usage Profile

Pharmaceutical Executive's e-Audience

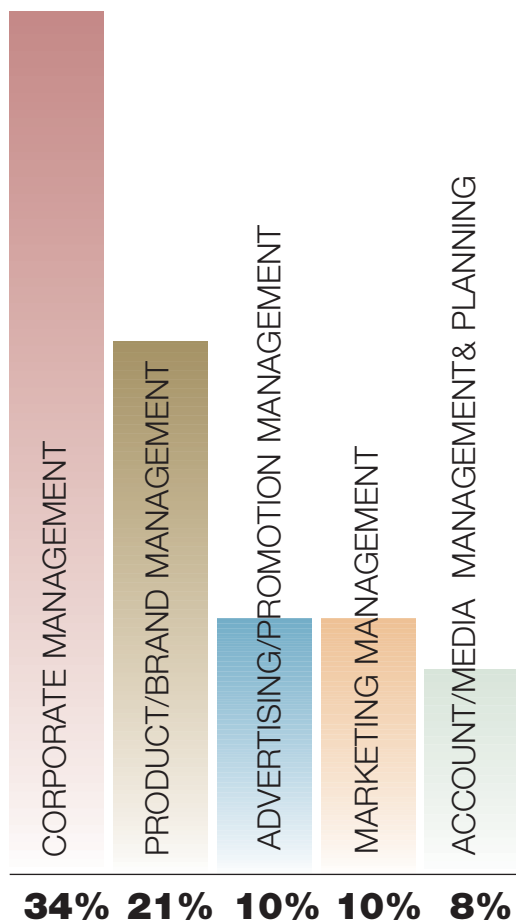
As the industry's only multiple award winning magazine, *Pharmaceutical Executive* is a forward-looking, thought-provoking analysis of marketing and business strategies making it the must-have for key decision-makers at the world's leading drug companies. *Pharmaceutical Executive's* electronic audience is the most highly-desired professionals in today's marketplace comprised of magazine readers and global professionals who have requested to receive information and e-newsletters from *Pharmaceutical Executive* and Advanstar Communications.

Demographic Profile Representation*

BUSINESS AND INDUSTRY

Pharmaceutical	.70%
BioPharmaceuticals	.10%
Advertising Agencies & PR Firms	.9%

JOB FUNCTIONS



Usage Profile

PHARMESEC.COM WEBSITE	
Average Monthly Unique Visitors	26,448
Vs. 2006	+41%
Average Monthly Page Views	99,635
Vs. 2006	+22.5%
Average Time Spent on Site	7.5 min.
e-NEWSLETTERS	
PharmExec Direct*	
Number of Subscribers	21,500
Open Rate	27%
PharmExec Direct Marketing Edition*	
Number of Subscribers	22,000
Open Rate	25%

*From e-newsletter data



www.PharmExec.com

PHARMACEUTICAL EXECUTIVES GET DOWN TO BUSINESS HERE

The New pharmexec.com...Log On!

The redesign of **pharmexec.com**, launched in November 2007, features an easy-to-use navigation with content available by targeted category, keyword search, or by issue. In addition, easy access to columnist features such as DTC Advertising, Direct-to-Patient, Medical Education and the Global Report. Our events calendar, facilities and meeting directories, and other site features efficiently provide our viewers with the tools they need. Fresh content supplied by external sources and *Pharmaceutical Executive's* original content, featuring our new Blog, make **pharmexec.com** *the* source for comprehensive information and essential insight. Enjoy extensive visibility on the site that is a community comprised of the most highly desired audience in the pharmaceutical industry.

Website Advertising Opportunities

Leaderboard728 x 90

Banner468 x 60

Skyscraper160 x 600

Big Box Ad300 x 250

Categories Available:

Marketing - Sales - Deals - Regulatory - Meetings - Technology - Strategy - R&D

Build-a-Banner Ad Design Services

You don't have the artwork ready but want immediate placement in our e-newsletter and website? Your solution is here. Our creative services team is ready to assist you in creating a dynamic online ad that will communicate your message in a convincing and professional manner. Speak with your representative for more details.



Web Videos

Go Beyond the Clutter With Online Web Videos

Cutting-edge, highly visible, and chock full of information, web videos are grabbing the attention of online audiences. Online Web videos are becoming the feature attraction of the Internet, according to research, drawing at least to 2x more click-throughs than static web banner ads. Online videos deliver short and engaging messages that drive immediate calls to action - making our viewer your next prospect.

Picture This: Your Very Own Affordable Online Video

Just provide us with the materials from your print ad, banners or video footage and we'll transform them into professional quality web video designed to tell your story concisely and persuasively. Our pricing is a fraction of industry production and media costs for video and rich media content creation. At no extra cost your videos can be linked to your website from pharmexec.com

Choose From Two Video Package Options:

Featured Sponsor Package

Command the attention of your prospects: present your company's full range of capabilities with web videos on an **Interactive Video Player** positioned prominently on pharmexec.com. Package includes production of a one minute corporate profile video and up to three 30-second product/service videos positioned strategically on both our dynamic rotating banners placed throughout the website, and on a dedicated Video Showcase page that is also accessible from four of our other pharma science sites. Pricing based on length of posting: 3, 6, or 12 months.

Video Showcase

Make it simple: Super-charge your click-through rates with the Video Showcase for pharmaceutical executives. Access to your video will appear from dynamic rotating web ads strategically placed throughout pharmexec.com and from the "Videos" link on the main navigation. You may select up to three categories where your video may appear within the showcase player. Package includes production of up to three 30-second product/service videos; you may select up to 3, 6, or 12 months of hosting. Your videos also receive bonus exposure to four of our other pharma science sites.

Measuring Your Video's Success

All web videos include a granular tracking report of click-throughs on available links and video viewer frequency (how many times your video was viewed). Participate in the web video program on pharmexec.com and get on-demand reporting of viewer frequency, length of time, and click-throughs to linked URLs on your video.

*Ask your representative for more details on participating in special online programs tied to print and trade events.



e-Newsletters

PharmExec Direct e-Newsletter

For close to 25 years, readers have come to expect industry savvy, original reporting, and in-depth analysis from PharmExec, the pharma industry's #1 enterprise-industry magazine for senior executives and operating managers. Now they can have more: breaking news with the PharmExec difference. PharmExec Direct is deployed every other Wednesday to approximately 21,500 opt-in subscribers.

PE Direct Marketing Edition e-Newsletter

Introducing the **PharmExec Direct Marketing Edition e-newsletter** from the publishers of *Pharmaceutical Executive* recently launched in November 2006. Now they can have more: breaking news with the *PharmExec* difference. **PharmExec Direct Marketing Edition** will alternate every other Wednesday with the **PharmExec Direct e-newsletter**. Delivered to an audience of 22,000+ *PharmExec* subscribers including senior to executive marketing, product, brand, media planning, sales, market research and account managers in biopharmaceutical, pharmaceutical and marketing communication organizations. This exciting new information piece brings a unique industry perspective to the top stories of the day on all aspects of drug marketing.

Get in front of this valuable audience quickly, often, and easily.

Traditional web advertising options are available for both e-newsletters.

E-Newsletter Advertising Opportunities

Banner Positions: . .468 x 60 (primary, secondary, anchor)

Skyscraper:160 x 600

Button:120 x 60

Text Ad Positions: . .65 words of content including live URL
(primary, secondary or anchor)



e-Solution Broadcast

DESKTOP DELIVERY: YOUR MESSAGE TO OUR AUDIENCE

You provide the message; we deliver it to the right 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 Catalog
- Launch of new website
- Any marketing initiative that requires immediate attention from the right audience

Offering

- Includes design and execution of e-Solution Broadcast
- One round of edits from sponsor
- Minimum demographic selection of 3,500 subscribers



Podcasts

The most highly-trusted information provider just introduced a new way to keep pharmaceutical executives “in the know.”

Pharmaceutical Executive's editorial team proudly presents a monthly editorially-driven podcast series designed to keep busy executives pulse on the industry. Via the audio podcasts, our editors will bring the issues and experts to the forefront in a quick and concise format ensuring that executives' time is spent in the most effective manner. The podcast may be downloaded for any MP3 player, desktop computer or other audio device ensuring our readers and viewers don't miss out on the action.

Two Sponsorship Options:

Select from our Suggested Topics and Sponsor:

Choose a topic from our podcast calendar that is most relevant to your business solution. It's completely turnkey.

Customize Your Sponsorship:

You have the topic; we have the audience! You can invite an editor or a third party to moderate the podcast while your team collaborates to secure the speakers and coordinate recording logistics.

Benefits and Features of Sponsorship for either Opportunity

- 12 months of hosting in the *Pharmaceutical Executive* Podcast Directory
- Sponsor logo positioned on the podcast download page
- Moderator will include a 30 to 60 second sponsor review during podcast intro
- Monthly metric report provided including # of downloads and site visits.

Marketing Element

The series will be promoted through *Pharmaceutical Executive's* print magazine, e-newsletter, e-issue alerts and website to drive awareness of the podcast. Viewers are invited to subscribe to a free RSS feed, which sends notifications of new podcasts postings.

Custom marketing proposals for your sponsored Podcast are available upon request.

Editorial-driven podcasts are sure to generate interest and downloads from our viewers and listeners.

Suggested Podcast Topics

- Deficit Reduction Act
- RFID/Supply Chain
- New Sales Force Models
- Busted: An OIG Update
- More Effective Meetings
- Medical Education Update
- Nanotechnology
- The Drug of the Year
- Data Mining
- Market Research
- State-Level Regulation
- Mergers & Acquisitions: The State of the Market

This is a suggested list of topics and may be subject to change.

You may submit your own topic for sponsorship, but it will be subject to the approval of the Editor-in-chief of

Pharmaceutical Executive.

Suggested length of time for podcasts is 10 minutes maximum.



Webcasts

ACCELERATE YOUR BUSINESS WITH A COMPELLING MARKETING PROGRAM CONDUCTED BY THE EXPERTS

Webcast Program

Combining the immediacy and the impact of cutting-edge, interactive, web technologies, *Pharmaceutical Executive's* superb quality Webcast program strategically showcases your company as significant industry leader. The interactive webcast platform offers a compelling promotional outlet for sponsors that **accelerates lead generation** and produces actionable results while delivering educational information to our readers and viewers. Each Webcast is designed to **generate new sales opportunities** for participating sponsors by providing an educational forum for viewers to learn about new technologies and services, industry issues and solutions that will enable intuitive buying choices for their companies.

Webcast Platform

A complete turnkey marketing program that afford 60 to 70 minute video and/or audio Webcast broadcast live and/or on-demand. Package includes program management, marketing, production and execution by a trained professional staff. The most striking feature of the Webcast platform is the lead reporting functionality that allows for customized registrant profiling for successful qualification and following up of leads. Our team collaborates with an array of technology partners to ensure that your program is fully-serviced with the best technology that meets your program's needs. Webcast platform features 12 months on-demand viewing, master event CD, live question & answer, real-time polling, post-Webcast survey deployment and real-time reporting functionality.

Content

Content is king! Advanstar Pharmaceutical & Science Group is comprised of the market's leading magazines spearheaded by the industry's leading editorial team. Our successful Webcast program is a direct result of the concerted effort to deliver programs that are editorially-driven and appealing to our readers based on our market expertise. As the sponsor you have the opportunity to collaborate with the editorial team of *Pharmaceutical Executive* to refine your topic or seek new topics that complement your industry solution. A senior editor from the magazine will be available to moderate the Webcast at your request.

Project Management

The above responsibilities will be managed and executed, in cooperation with the sponsor, by *Pharmaceutical Executive's* team. A Webcast team leader will be assigned oversee the execution of marketing, content and operation project timelines and keep the Sponsor informed on the various event development stages. Preferred lead time for premium marketing results is 90 days prior to live broadcast.



Webcasts

TARGET AND ENGAGE AN ACTIVE AND QUALIFIED AUDIENCE

Marketing

An aggressive, targeted, integrated marketing campaign leveraging the extensive reach of Advanstar's Pharmaceutical & Science Group successfully formulated to drive your brand's visibility and a qualified audience for your Webcast program. Our Webcast marketing program has been developed through years of trial and error to arrive at a formula that can generate the leads you want to have. Two pre-determined marketing platforms are available with diverse Webcast packages(see below). Custom marketing campaigns are available upon request.

➤ **Standard Webcast Marketing Platform** includes:

One full page print ad; four custom HTML/Text emails; and two months of banners (or other available position) on the website and e-newsletters.

➤ **Premier Webcast Marketing Platform** includes:

Three full page print ad; six custom HTML/Text formatted emails; three months of banners (or other available position) on the website and e-newsletters.

Registration Management

A flexible registration process enables profiling and qualification of your leads at the point of entry on a custom registration site. The sponsor will be invited to supply custom demographic questions to supplement the request for the registrant's contact information. Registration reports feature full audit of each attendee's activity both live and on-demand, real-time polling and post-event survey responses all designed to help further lead qualification. As a sponsor you will have unlimited use of the leads database which also may be downloaded into excel format and is conveniently accessible 24/7 beginning when your registration site is posted through close of on-demand viewing.

Investment

Two pre-determined packages are currently available.

Audio Webcast

Includes audio-only Webcast with live Q&A, real-time polling, 24/7 registration management, project management, standard marketing campaign, and editorial contribution.

Video Webcast

Includes video Webcast broadcast live from a professional TV studio; live Q&A, real-time polling, 24/7 registration management, project management, premier marketing campaign, and editorial contribution.

Additional marketing opportunities that transcend your online event to print are available with custom proposals upon request.

2008 Online Rate Card

PHARMEXEC.COM WEBSITE ADVERTISING

	Banner (468 x 60)	Leaderboard (728 x 90)	Skyscraper (160 x 600)	Box (300 x 250)	Button (120 x 60)	Keyword Search Single Phrase (3 words maximum)
Home Page/Other Site Sections	\$2,485	\$2,485	\$2,755	\$985 (on article pages only)	\$650 (run for site)	\$200 (exclusive) \$100 (up to 3 rotations)
Category Zones	CHARTER RATE FOR 2008: \$1,295 per category • marketing • sales • deals • regulatory • meetings • technology • strategy • R&D 3-month minimum run time				NA	NA
Content Sponsorships • Discovery Newswire • Top 50 Pharma Companies	\$1000 • Button-size ad (120 x 120) adjacent to column section of home page. All articles within selected column will include a web ad in one of three available standard positions.				NA	NA
TERMS: Website banner ad rates do not include exclusive positions • Will work with impression targets • Rich media and third party server ads accepted • Interstitial Available						

WEB VIDEOS

3 MONTHS

6 MONTHS

12 MONTHS

Featured Sponsor Video

includes one company profile, up to 3 products or services videos

\$6,995

\$9,495

\$15,495

E-NEWSLETTERS: • PE Direct (bi-weekly) • PE Direct Marketing (bi-weekly)

	SIZE	1 x MONTH	TERMS
Banner	468 x 60	\$2,645	• Custom packages are available for multiple months' purchase
Skyscraper	160 x 600	\$3,305	
Text	65 Words	\$2,645	
Button	120 x 60	\$1,100	

E-SOLUTION BROADCAST

RATE

E-mail to Digital Audience

\$3,675 for a targeted audience of 3,500 selects (\$500/additional targeted audience of 1,000)

PODCAST

RATE

Strategic Business Topic

Audio Only: \$3,675 per podcast
Series Sponsorships are custom quoted

WEBCAST

RATE

Strategic Business Topic

\$26,250 audio only + basic marketing
\$47,250 video + premium marketing



Contact Information

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