

**2008 Classified Product & Services and  
Recruitment Advertising Rates Print & Web**

Rates Effective – October 22, 2007

**Total Qualified Circulation: 18,000**  
**Source: BPA Statement June 2007**

**Pharmaceutical Executive** serves manufacturers of pharmaceuticals and biopharmaceuticals, marketing communications firms (including advertising agencies and public relations firms) and others allied to the field.

Qualified recipients are personnel whose area of responsibility is corporate management, product or brand management, marketing management, project management, advertising and promotion or account and media management, media planning and buying, sales management, market research, business development or strategic planning, regulatory or government affairs, information technology, financial management, managed care, medical or clinical management, R&D or QA or QC management. Also qualified are other personnel allied to the field and other paid circulation.

**CLASSIFIED AD**

*Per Column Inch (1 Column = 3-3/8") Minimum 1"*

| Frequency | Black & White | 2-Color          | 4-Color |
|-----------|---------------|------------------|---------|
| 12X       | \$197         | \$239            | \$257   |
| 6X        | \$220         | \$262            | \$280   |
| 3X        | \$249         | \$291            | \$309   |
| 1X        | \$279         | \$321            | \$339   |
|           |               | <b>Blind Box</b> | \$42    |

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice.

For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1,000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

\*Tentative Dates

| <u>Issue</u> | <u>Closing Dates*</u> | <u>Issue</u> | <u>Closing Dates*</u> |
|--------------|-----------------------|--------------|-----------------------|
| January      | December 3            | July         | June 2                |
| February     | January 3             | August       | July 1                |
| March        | February 1            | September    | August 1              |
| April        | March 3               | October      | September 2           |
| May          | April 1               | November     | October 1             |
| June         | May 1                 | December     | November 3            |

**DIGITAL AD SPECS:** For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

**TERMS & CONDITIONS:** Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

Christine Kazimer

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