

Pharmaceutical Executive 2008 Rate Card

► 2008 BLACK & WHITE RATES - US DOLLARS

| | 1x | 3x | 6x | 12x | 18x | 24x | 36x |
|------------------|-------|-------|-------|-------|-------|-------|-------|
| Full Page | 5,680 | 5,485 | 5,290 | 5,100 | 4,905 | 4,700 | 4,515 |
| 2/3 Page | 4,980 | 4,795 | 4,625 | 4,440 | 4,265 | 4,085 | 3,905 |
| 1/2 Page | 3,925 | 3,775 | 3,630 | 3,470 | 3,320 | 3,175 | 3,020 |
| 1/3 Page | 2,865 | 2,740 | 2,620 | 2,485 | 2,365 | 2,240 | 2,115 |
| 1/4 Page | 2,335 | 2,225 | 2,115 | 2,005 | 1,885 | 1,780 | 1,670 |

► 2008 FOUR-COLOR RATES - US DOLLARS

| | 1x | 3x | 6x | 12x | 18x | 24x | 36x |
|------------------|-------|-------|-------|-------|-------|-------|-------|
| Full Page | 7,780 | 7,585 | 7,390 | 7,200 | 7,005 | 6,800 | 6,615 |
| 2/3 Page | 7,080 | 6,895 | 6,725 | 6,540 | 6,365 | 6,185 | 6,005 |
| 1/2 Page | 6,025 | 5,875 | 5,730 | 5,570 | 5,420 | 5,275 | 5,120 |
| 1/3 Page | 4,965 | 4,840 | 4,720 | 4,585 | 4,465 | 4,340 | 4,215 |
| 1/4 Page | 4,435 | 4,325 | 4,215 | 4,105 | 3,985 | 3,880 | 3,770 |

► AD DIMENSIONS

| | WIDTH | DEPTH |
|----------------------------|--------|--------|
| Full Page | 6 3/4" | 9 1/2" |
| 2/3 Page | 4 1/2" | 9 1/2" |
| 1/2 Page Island | 4 1/2" | 7" |
| 1/2 Page Horizontal | 6 3/4" | 4 5/8" |
| 1/2 Page Vertical | 3 3/8" | 9 1/2" |
| 1/3 Page Square | 4 1/2" | 4 5/8" |
| 1/3 Page Vertical | 2 1/8" | 9 1/2" |
| 1/4 Page | 3 3/8" | 4 5/8" |

| | WIDTH | DEPTH |
|-----------------------|---------|---------|
| Trim Size | 7 3/4" | 10 1/2" |
| Bleed | 8" | 10 3/4" |
| Live Matter | 7" | 9 3/4" |
| Spread Size | 14 1/2" | 9 1/2" |
| Bleed (Spread) | 15 3/4" | 10 3/4" |

► PRIMERS

| | WIDTH | DEPTH |
|-----------------------|---------|--------|
| Trim Size | 5 1/4" | 8 3/8" |
| Bleed | 5 1/2" | 8 5/8" |
| Live Matter | 4 1/4" | 7 3/8" |
| Spread Size | 10 1/2" | 8 3/8" |
| Bleed (Spread) | 11" | 8 5/8" |

► COLOR CHARGES

| | |
|------------|-------|
| Standard | 965 |
| Matched | 1,100 |
| Metallic | 1,385 |
| Four-Color | 2,100 |

► SPECIAL POSITIONS

| | |
|--------------------|-------|
| Cover | 2,980 |
| Cover 3 | 815 |
| Cover 4 | 1,395 |
| Preferred Position | 740 |



2008 DIGITAL AD REQUIREMENTS

1 Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF, which must contain high-resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8-inch bleed for bleed ads, all trim marks offset minimum of 1/8 inch, icc profile is "U.S. Web Coated (SWOP) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.

2 Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3 **Accepted Method of Delivery:** The preferred method of delivering ad files to Advanstar is via a Web-based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.*

4 **Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

*Send all CD-R or DVD-R files to: Rhonda Rychlak, Pharmaceutical Executive, 131 West 1st Street, Duluth, MN 55802-2065 Tel: 218-740-6372 Fax: 218-740-7223 e-mail: rychlak@advanstar.com