

2008 ADVERTISING RATES

► 2008 BLACK & WHITE RATES - US DOLLARS

	1x	3x	6x	12x	18x	24x
Full Page	9,430	9,030	8,640	8,435	8,150	7,855
2/3 Page	7,880	7,630	7,385	7,125	6,875	6,625
1/2 Page	6,810	6,585	6,360	6,130	5,910	5,690
1/3 Page	4,890	4,715	4,535	4,350	4,110	4,010
1/4 Page	3,815	3,665	3,515	3,370	3,140	3,075

► 2008 FOUR-COLOR RATES - US DOLLARS

	1x	3x	6x	12x	18x	24x
Full Page	11,490	11,090	10,700	10,495	10,210	9,915
2/3 Page	9,940	9,690	9,445	9,185	8,935	8,685
1/2 Page	8,870	8,645	8,420	8,190	7,970	7,750
1/3 Page	6,950	6,775	6,595	6,410	6,170	6,070
1/4 Page	5,875	5,725	5,575	5,430	5,200	5,135

► COLOR CHARGES

Standard	970
Matched	1,175
Metallic	1,670
Four-Color	2,060

► SPECIAL POSITIONS

Cover 2	850
Cover 3	750
Cover 4	1,210
Preferred Position	630

► 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 3/4"	9 1/2"
1/3 Page Square	4 1/2"	4 5/8"
1/3 Page Vertical	2 1/8"	9 1/2"

► PUBLICATION DIMENSIONS

	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"

► PRIMER DIMENSIONS

	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"



2008 DIGITAL AD REQUIREMENTS

1 Digital data are 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 colors is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 10" bleed for bleed ads, all trim marks offset minimum of 1/8", 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.AdsIAAdvstar.com or contact the production manager.

2 Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. Publisher will not supply a layout or soft proof for Advertiser-supplied files. 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 Advertiser is via a web based ad uploader www.AdsIAAdvstar.com. Files can also be submitted on CD-R or DVD-R disc format.*

4 Ad Proofs: To ensure 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 or 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: Kim Brown, Pharmaceutical Technology, 131 West 1st Street, Duluth, MN 55802-2065. Tel: 218-740-7147 Fax: 218-740-7223 Email: kbrown@advstar.com

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all insertion Orders submitted to Advstar Communications Inc. ("Publisher") by Advertiser or its advertising agency:

- A - Invoices are rendered at date of publication.
- B - Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to Pharmaceutical Technology. All past due payments may be reinvoiced directly to the Advertiser, who will be held fully responsible for payment.
- C - Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1 1/2% per month or the maximum permitted by law.
- D - Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

E - All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

F - Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including, without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

G - Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the standards for any other reason, even if the advertising has been reviewed previously by Publisher.

H - Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

I - All credits are accepted by Publisher subject to change in rate upon notice from Publisher.

J - Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a short rate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

K - An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

L - A 1/6 page ad is the minimum rate holder. (WILL VARY PER MAGAZINE)

M - Advertiser will be shorted if, within a 12-month period from the date of the first insertion, Advertiser does not use the complete ad space upon which its billings have been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it was billed.

N - Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

O - In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy in use from the previous issue of the publication will be inserted.

P - Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

Q - Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

R - Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

S - Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

T - These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of (i) any failure or delay resulting from conditions beyond Publisher's control; or (iii) between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resale, assign, or transfer any of its rights hereunder.

Analytical Testing • APIs • Aseptic Processing • Automated Process Monitoring and Control • Biotechnology and Macromolecular Processes • Biotechnology Manufacturing • Chromatography • Cleaning • Controlled Release • cPhI • Disposable • Drug Development • Filtration • Formulation • Information Technology • Inhalation • Liquid Dosage Forms • Lyophilization • Manufacturing • Material • Method and Technique • Mixing & Blending • Molecular Manufacturing Technology • Outsourced and Contract Labeling • Parenteral Dosage Forms • Process Analytical Automation, Monitoring, and Control • Process Separation and Compliance • Quality Control/Assurance • Quality-by-Design • RFID • Security-Bar-Coding • Solid Dosage Forms • Standard