

**Rates Effective: October 22, 2007**

**Total Qualified Circulation: 38,600  
Source: BPA Statement June 2007**

**Pharmaceutical Technology** serves developers & manufacturers of pharmaceutical & biopharmaceutical products; specialty chemicals, bulk products & raw materials; medical devices & instrumentation. Also served are universities, research institutes & foundations; government; contract research, analytical or manufacturing services; architecture, engineering, construction; consultants to the pharmaceutical industry and other allied to the field.

Qualified recipients are personnel engaged in the job functions of research & development, quality control or assurance, validation, production or manufacturing; engineering; and regulatory affairs. Also qualified are personnel engaged in lab management, corporate management, marketing or sales management, materials management or purchasing, information technology technical or analytical services or support, project management; other personnel allied to the field, and other paid circulation.

**CLASSIFIED AD**

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

<b>Frequency</b>	<b>Black &amp; White</b>	<b>2-Color</b>	<b>4-Color</b>
12X	\$222	\$264	\$282
6X	\$250	\$292	\$310
3X	\$264	\$306	\$324
1X	\$278	\$320	\$338
<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	May 30
February	December 28	August	June 30
March	January 30	September	July 30
April	February 28	October	September 1
May	March 28	November	September 30
June	April 29	December	October 30

**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.*

Denise McKenna

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