PHARMACEUTICAL ENGINEERING® THE OFFICIAL MAGAZINE OF ISPE

# Ad Planning Schedule and Rates

Applies to *Pharmaceutical Engineering* (PE) magazine as well as the annual Facility of the Year (FOYA) Supplement

ISPE Members receive a 10% discount on all insertion rates.

## JANUARY/FEBRUARY 2013
Theme: **Biotechnology, Biosimilars, Large Molecule, Single-Use Technologies**
*Includes Print version of Buyers Guide*
Ads Close: 3 December 2012
Ad Materials Due: 10 December 2012
Publishes: 16 January

## MARCH/APRIL 2013
Theme: **Project Management**
Ads Close: 1 February
Ad Materials Due: 8 February
Publishes: 20 March

## FACILITY OF THE YEAR SUPPLEMENT
Ads Close: 4 March
Ad Materials Due: 13 March
Released: 23-25 April at INTERPHEX 2013
Publishes: 15 May • Mailed with MAY/JUNE PE

## MAY/JUNE 2013
Theme: **Clinical Manufacturing**
Supplement: FOYA Special Edition
Ads Close: 5 April
Ad Materials Due: 12 April
Publishes: 15 May

## JULY/AUGUST 2013
Theme: **Automation, Process Control and IT Systems**
Ads Close: 3 June
Ad Materials Due: 10 June
Publishes: 17July

## SEPTEMBER/OCTOBER 2013
Theme: **Sustainability and Green Manufacturing**
Ads Close: 31 July
Ad Materials Due: 7 August
Publishes: 18 September

## NOVEMBER/DECEMBER 2013
Theme: **Cleaning, Sanitization, and Sterilization**
Ads Close: 1 October
Ad Materials Due: 7 October
Publishes: 13 November

## Advertise in Facility of the Year (FOYA) Supplement and Receive a Bonus Electronic Button Ad

Full-Page print advertisers in the 2013 FOYA supplement will receive a 6-month bonus button ad (120 x 90) on FacilityOfTheYear.org. Half-page advertisers will receive a 2-month bonus button ad.

## FULL COLOR

| Position | 1x | 3x | 6x |
|---|---|---|---|
| Two Page Spread | $10,675/€7.910 | $9,074/€6.724 | $8,540/€6.328 |
| Full Page ** | $6,280/€4.655 | $5,338/€3.957 | $5,024/€3.724 |
| 2/3 Page Vertical | $5,631/€4.172 | $4,786/€3.546 | $4,505/€3.338 |
| 1/2 Page Island | $5,090/€3.770 | $4,327/€3.205 | $4,072/€3.016 |
| 1/2 Page Horizontal ** | $5,090/€3.770 | $4,327/€3.205 | $4,072/€3.016 |
| 1/2 Page Vertical ** | $5,090/€3.770 | $4,327/€3.205 | $4,072/€3.016 |
| 1/3 Page Square | $4,060/€3.008 | $3,451/€2.557 | $3,248/€2.406 |
| 1/3 Page Vertical | $4,060/€3.008 | $3,451/€2.557 | $3,248/€2.406 |
| 1/4 Page | $3,450/€2.556 | $2,933/€2.173 | $2,760/€2.045 |
| 1/6 Page | $2,665/€1.975 | $2,265/€1.679 | $2,132/€1.580 |
| 1/10 Page (Business Card) | $2,047/€1.537 | $1,740/€1.306 | $1,638/€1.230 |

** Display ad insertions in annual FOYA supplement are limited to these sizes.

## BLACK AND WHITE

| Position | 1x | 3x | 6x |
|---|---|---|---|
| Two Page Spread | $7,905/€5.855 | $6,719/€4.977 | $6,324/€4.684 |
| Full Page | $4,650/€3.445 | $3,953/€2,928 | $3,720/€2.756 |
| 2/3 Page Vertical | $4,000/€2.963 | $3,400/€2.519 | $3,200/€2.370 |
| 1/2 Page Island | $3,460/€2.563 | $2,941/€2.179 | $2,728/€2.050 |
| 1/2 Page Horizontal | $3,460/€2.563 | $2,941/€2.179 | $2,728/€2.050 |
| 1/2 Page Vertical | $3,460/€2.563 | $2,941/€2.179 | $2,728/€2.050 |
| 1/3 Page Square | $2,810/€2.082 | $2,389/€1.770 | $2,248/€1.666 |
| 1/3 Page Vertical | $2,810/€2.082 | $2,389/€1.770 | $2,248/€1.666 |
| 1/4 Page | $2,200/€1.630 | $1,870/€1.386 | $1,760/€1.304 |
| 1/6 Page | $1,765/€1.310 | $1,500/€1.114 | $1,412/€1.048 |
| 1/10 Page (Business Card) | $1,250/€926 | $1,063/€787 | $1,000/€741 |

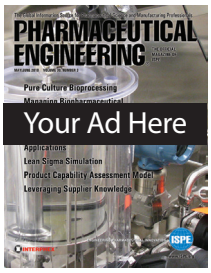
## PREMIUM POSITIONS - FULL COLOR ONLY

| | |
|---|---|
| Back Cover | $550/€410 Additional per Issue |
| Inside Front Cover | $450/€335 Additional per Issue |
| Page 3 | $450/€335 Additional per Issue |
| Page 5 (opposite editorial information) | $450/€335 Additional per Issue |
| Page 7 (facing table of contents) | $400/€297 Additional per Issue |
| Inside Back Cover | $400/€297 Additional per Issue |
| Bleed | No Extra Charge |

## Other Available Spaces

### Belly Band Ads

Belly Band ad space is available on every issue of PE magazine. Please contact us for details and availability.




Rate: **$6,500 per issue**

### End of Year Ads

Say "Thank You" or send a Season's Greetings message in the Nov/Dec issue of PE. This is a great way to show your appreciation to those who support your business throughout the year. Add your logo to one of our templates, or submit a custom ad per the insertion rates and specifications on the previous page. Call to learn more and view our ad templates.

Template Rate:

**1/6 page: $1,250/€925**
**1/2 page: $1,500/€1.120**

### Classified Advertising

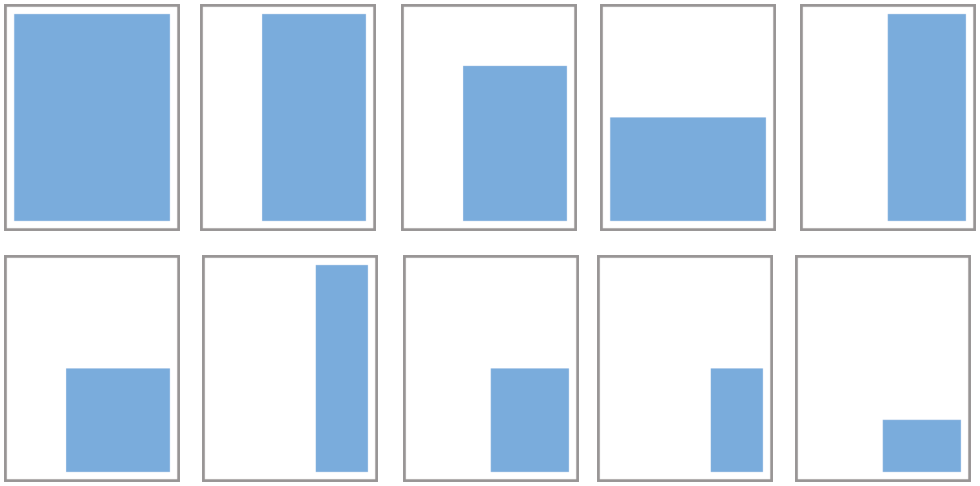
- Minimum of one (1) inch (2.54 cm) deep
- Maximum of three (3) inches (7.62 cm) deep
- Width limited to one column (2 1/8 in or 5.38 cm)

Rate: **$265/€215 per column inch**

"Did you know PE is available online?"

www.pharmaceuticalengineering.org

# Advertisement Production Requirements and Conditions



## AD DIMENSIONS

| Space | Width | Depth | Width | Depth |
|---|---|---|---|---|
| Full Page | 7 inches | 10 inches | 177 mm | 254 mm |
| 2/3 Page | 4 9/16 inches | 10 inches | 115 mm | 254 mm |
| 1/2 Page Island | 4 9/16 inches | 7 1/2 inches | 115 mm | 190 mm |
| 1/2 Page Horizontal | 7 inches | 4 7/8 inches | 177 mm | 123 mm |
| 1/2 Page Vertical | 3 3/8 inches | 10 inches | 85 mm | 254 mm |
| 1/3 Page Square | 4 7/8 inches | 4 7/8 inches | 123 mm | 123 mm |
| 1/3 Page Vertical | 2 3/16 inches | 10 inches | 55 mm | 254 mm |
| 1/4 Page | 3 3/8 inches | 4 7/8 inches | 85 mm | 123 mm |
| 1/6 Page | 2 1/4 inches | 4 7/8 inches | 57 mm | 123 mm |
| 1/10 Page (Business Card) | 3 1/2 inches | 2 inches | 88 mm | 50 mm |

## Publication Specs

Trim Size: 8 3/8 inches x 10 7/8 inches (212 mm x 276 mm)
Bleed: 8 5/8 inches x 11 inches (219 mm x 279 mm)

## Production Requirements

Pharmaceutical Engineering is printed with perfect binding. Ad materials should be submitted to your Sales Representative as high resolution Adobe Acrobat® PDF files with fonts and images embedded. The publisher cannot change or correct a PDF file, therefore, the advertiser will be asked to send a new, corrected file if required. The advertiser will be charged for any prepress work required if files are incomplete.

### Material Submission

- Send all ad materials (electronic files on disk, film with proof, or electronic files) to your Sales Representative.
- Electronic files larger than 8 MB should not be emailed but transferred via FTP. Contact your Sales Representative for details.

## Advertising Agency Discounts

Fifteen percent (15%) discount offered (as commission) to accredited advertising agencies on all print advertising if the total amount due is paid in full within 45 days of publication issue date. Discounts are not offered on classified advertisements.

## Billing

Payment is due upon receipt of invoice. Both advertiser and specified advertising agency are held fully responsible for all authorized advertising insertions. All past due invoices will be re-invoiced directly to the advertiser, who will be held fully responsible for payment. All accounts past 45 days will be assessed a monthly charge of 1.5 percent (1.5%) of the unpaid balance.

## Publisher

International Society for Pharmaceutical Engineering, Inc.
ISPE Headquarters • 600 N. Westshore Blvd., Suite 900, Tampa, Florida 33609 USA
Telephone: +1-813-960-2105 • Fax: +1-813-264-2816

# Publisher's Rights and Contract Conditions

1. The publisher reserves the right to reject any advertisement that, in the opinion of the publisher, does not meet the standards of the publication.
2. The publisher can assume no liability if for any reason it becomes necessary to omit an advertisement from a particular issue.
3. The publisher's liability for any error will not exceed the cost of the space occupied by the error.
4. In submitting an advertising insertion order, advertisers agree to pay all costs of collection including reasonable attorney fees and court costs in the event of default of payment.
5. All advertisements are published on the representation that the advertiser or the advertising agency is properly authorized to publish the entire contents and all subject matter. The advertiser or advertising agency indemnifies and holds the publisher harmless from any claims or suits based upon the contents and subject matter of any advertisements.
6. Insertion instructions shall be supplied for every advertisement and shall clearly state the following: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished, if possible), plus any special instructions such as bleed, color, etc.
7. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict the publisher's stated policies will be binding on the publisher.
8. Space orders, wherever possible, should specify a definite schedule of insertions, issues, and sizes of space.
9. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
10. The publisher assumes no liability for errors in the advertiser's index.
11. The publisher is not liable for any delays in delivery and/or nondelivery on the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
12. Requests for specified position at Rate of Page (ROP) rates are given consideration, but no guarantee is made unless the position premium has been provided in the contract.
13. Please note that multi-issue (3X, 6X, etc.) Insertion Orders are firm price commitments with frequency discounts, and cannot be canceled. If advertiser and any specified agency reduce the number of advertisements from the original contracted frequency, a short rate penalty will be charged.