

# ISPE Media and Events

GLOBAL EVENTS  
PUBLICATIONS  
ELECTRONIC MEDIA

2012



# Connecting a World

# Who Are We?

ISPE, the International Society for Pharmaceutical Engineering, is the world's largest not-for-profit association dedicated to preparing technical professionals to lead global change and innovation in pharmaceutical manufacturing sciences and technology.

Founded in 1980, today ISPE serves 22,000 members from 90 countries. ISPE has worldwide headquarters in Tampa, Florida USA; Asia Pacific offices in Singapore and China; a European office in Brussels, Belgium; and Affiliates and Chapters in countries around the world.

**Build brand awareness and engage with decision-makers** and buyers of production-related equipment and services as an ISPE Event Sponsor or Exhibitor.

**Introduce your products and services** to an audience actively seeking solutions to GMP challenges through advertisements in ISPE print and digital publications.

**Maximize visibility and generate measurable leads** via electronic media ad placement.

## Reach Your Target Audience. Meet Your Business Objectives.

ISPE connects you to a global network of professionals representing more than 24 disciplines of the Pharmaceutical and Biotechnology manufacturing field. Our media mix—including print and digital publications, electronic communications, and onsite promotion—delivers your marketing message to an unparalleled global customer base. Our experienced sales team will work with you to customize your media strategy, providing maximum value for your marketing dollars.

ISPE is “Connecting a World of Pharmaceutical Knowledge” by providing Members with opportunities to develop technical knowledge, exchange practical experience, and collaborate with global regulatory agencies and industry leaders.

**ISPE helps position your company as a global market leader!** Visit [www.ISPE.org/MediaPlanner](http://www.ISPE.org/MediaPlanner)

# Print and Digital Publications

## Pharmaceutical Engineering Magazine

*Pharmaceutical Engineering* is the leading global information resource for the pharmaceutical and biotechnology manufacturing industry.

- Issues contain case studies and practical application articles demonstrating advanced technologies, manufacturing efficiencies, and solutions to regulatory compliance issues with global perspectives.
- **Published bi-monthly** for ISPE Members
- Circulation to over 30,000 industry professionals in more than 90 countries, including bonus distribution and pass-along readership
- 67% of subscribers are decision-makers or buyers of production-related equipment, supplies and services
- More than half of *Pharmaceutical Engineering* readers share their copy with colleagues or co-workers
- 71% of readers save their issues of *Pharmaceutical Engineering* for future reference

Source: ISPE Membership Survey

## Reader Demographics

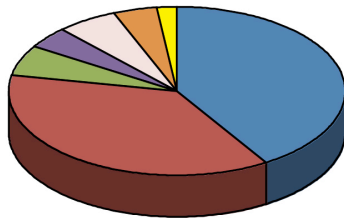
### Pharmaceutical Engineering Subscribers

Recommend, Specify, or Approve the Purchase of...

- Architectural Services (16%)
- Cleanrooms/Cleanroom Supplies (29%)
- Construction Services (23%)
- Contracting Services (29%)
- Engineering Services (41%)
- Facilities (32%)
- Filtration (22%)
- Ingredients/Raw Materials (13%)
- IT/Business Systems (14%)
- Laboratory Equipment (24%)
- Packaging Equipment (21%)
- Process Instrumentation and Controls (34%)
- Processing Equipment (40%)
- Quality Control/Quality Assurance Equipment(19%)
- Sanitation (12%)
- Utilities (27%)
- Validation Services (41%)

Source: ISPE Membership Survey

2011 ISPE Members Working in Manufacturing/Operating Companies



- Traditional Pharmaceuticals 41%
- Biotechnology 37%
- Medical Devices/Diagnostics 6%
- Generics 6%
- Other Manufacturing 2%
- Bulk/API 4%
- Contract Manufacturir 4%

## Don't get lost in the crowd!

Pharmaceutical Engineering advertising is limited to 45%, compared with similar industry publications that contain up to 65% advertising

## Facility of the Year Supplement

Associate your product or service with innovative and award-winning projects from across the globe.

- Features the highly anticipated announcement of FOYA Category Winners
- Includes bios and case studies of winning facilities, highlighting supporting vendors and suppliers
- **Published once a year** for ISPE Members
- Bonus distribution at *INTERPHEX* and other industry events

# 2012 Editorial Calendar/Ad Planning Schedule

## January/February 2012

**Ads Close: 2 December 2011**

**Ad Materials Due: 9 December 2011**

Publishes: 20 January 2012

**Theme: Trends in Quality and Compliance**

Articles in this issue will include Quality by Design (QbD), validation and regulations, risk management strategies, excipient quality, and quality risk assessment. Topics can include regulatory updates, new regulatory drafts, Product Quality Lifecycle Implementation (PQLI) and impact to quality, and recent trends in audit findings.

## March/April 2012

**Ads Close: 3 February 2012**

**Ad Materials Due: 10 February 2012**

Publishes: 16 March 2012

**Bonus Distribution:**

**INTERPHEX2012**

**Theme: Traditional Pharmaceutical Manufacturing**

This issue will focus on the evolution of pharmaceutical manufacturing. Topics that may be covered include non-sterile, OSD, tableting, generics, non-aseptic, continuous vs. batch manufacturing, robotics, RFID, and the applications of PAT, QbD, risk management and other initiatives to improve traditional manufacturing processes

## Facility of the Year Supplement

**Ads Close: 2 March 2012**

**Ad Materials Due: 9 March 2012**

Released: 1 May 2012 during

**INTERPHEX2012**

Publishes: 18 May 2012 and mailed with the May/June issue of *PE*

**Associate your product or service with innovative and award-winning projects from across the globe.**

## May/June 2012

**Ads Close: 6 April 2012**

**Ad Materials Due: 13 April 2012**

Publishes: 18 May 2012

**Theme: Supply Chain Security and Product Brand Protection**

Topics that may be covered include track and trace, operational excellences, strategic and innovative packaging for anti-counterfeiting and brand protection. Using the latest technologies - taggants, nanotechnology, holograms, optics, lasers, on-line internet software, and track and trace to combat product diversions, assist with recalls, and prevent product counterfeiting, maintain brand integrity and protect consumers. Articles with a regulatory focus including FDA, US Pharmacy Board, European (EU) mandates and other guidelines and standards on serialization, product traceability, authentication will be solicited.

## July/August 2012

**Ads Close: 1 June 2012**

**Ad Materials Due: 8 June 2012**

Publishes: 20 July 2012

**Theme: Integrating Business and Manufacturing**

This issue will focus on integration of IT and manufacturing with financial services. Topics to include advanced automation applications, best-in-class manufacturing – what separates leaders from followers, total cost of ownership, Overall Equipment Effectiveness (OEE), MES, and ERP, strategic automation applications, BMS, and robotics.

## September/October 2012

**Ads Close: 1 August 2012**

**Ad Materials Due: 8 August 2012**

Publishes: 21 September 2012

**Theme: Innovative Drug Delivery and Packaging**

This issue will include articles that feature fill and finish operations and a myriad of the evolving needs of product packaging. Innovative drug delivery systems, involving new processes, new equipment, and green packaging concepts, in addition to

packaging operations of the future will be explored in detail. Articles focusing on serialization matters, packaging safety, machines and controls integration, and related labeling needs will be presented. Whether your company's packaging operation is internal or outsourced, this issue will explore areas that will be relevant to your business.

## November/December 2012

**Ads Close: 1 Oct 2012**

**Ad Materials Due: 8 Oct 2012**

Publishes: 19 Nov 2012

**Theme: Applications for Globalization**

This issue will be centered on Globalization – Manufacturing in a global world with outsourcing to Asia, India, Brazil and Eastern Europe becoming increasingly popular, companies have many issues to consider to stay competitive in the marketplace. Articles will consider outsourcing in general, how to work with CROs and CMOs, how to transfer products and processes successfully. Articles will also focus on country specific issues and cultural differences, how to protect IP when outsourcing, how to write quality agreements, how to run a successful virtual company, and what IT tools can be used to link sites globally and run businesses.

## Material Submission

- Send ALL ad materials (E-mailed Electronic Files, Files on Disk, or
- Film with Proof) 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 Rates and Dimensions

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

ISPE Members receive a 10% discount including 12X insertion rates!

2012 Rates (6 issues per year)	1x	3x	6x	9x	NEW! 12x
<b>Full Color</b>					
Full Page**	US\$6,280 € 4,655	US\$5,910 €4,380	US\$5,470 €4,055	US\$5,060 €3,750	US\$4,910 €3,638
2/3 Page Vert	US\$5,631 €4,172	US\$5,210 €3,860	US\$4,820 €3,570	US\$4,460 €3,305	US\$4,327 €3,206
1/2 Page Island	US\$5,090 €3,770	US\$4,710 €3,490	US\$4,357 €3,228	US\$4,030 €2,986	US\$3,910 €2,897
1/2 Page Horz**	US\$5,090 €3,770	US\$4,710 €3,490	US\$4,357 €3,228	US\$4,030 €2,986	US\$3,910 €2,897
1/2 Page Vert**	US\$5,090 €3,770	US\$4,710 €3,490	US\$4,357 €3,228	US\$4,030 €2,986	US\$3,910 €2,897
1/3 Page Square**	US\$4,060 €3,008	US\$3,760 €2,786	US\$3,480 €2,578	US\$3,220 €2,386	US\$3,124 €2,315
1/3 Page Vert**	US\$4,060 €3,008	US\$3,760 €2,786	US\$3,480 €2,578	US\$3,220 €2,386	US\$3,124 €2,315
1/4 Page**	US\$3,450 €2,556	US\$3,195 €2,367	US\$2,960 €2,193	US\$2,740 €2,030	US\$2,658 €1,969
1/6 Page	US\$2,665 €1,975	US\$2,465 €1,826	US\$2,280 €1,690	US\$2,110 €1,565	US\$2,047 €1,537

<b>2012 Rates</b>	<b>(6 issues per year)</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>NEW! 12x</b>
1/10 Page (Bus. Card)					US\$2,047 €1,537	US\$1,990 €1,475	US\$1,840 €1,365	US\$1,705 €1,265	US\$1,654 €1,226
<b>Black and White</b>									
Full Page**					US\$4,650 €3,445	US\$4,180 €3,097	US\$3,867 €2,865	US\$3,577 €2,650	US\$3,470 €2,571
2/3 Page Vert					US\$4,000 €2,963	US\$3,700 €2,741	US\$3,423 €2,536	US\$3,167 €2,346	US\$3,072 €2,276
1/2 Page Island					US\$3,460 €2,563	US\$3,200 €2,371	US\$3,040 €2,252	US\$2,888 €2,140	US\$2,802 €2,076
1/2 Page Horz**					US\$3,460 €2,563	US\$3,200 €2,371	US\$3,040 €2,252	US\$2,888 €2,140	US\$2,802 €2,076
1/2 Page Vert**					US\$3,460 €2,563	US\$3,200 €2,371	US\$3,040 €2,252	US\$2,888 €2,140	US\$2,802 €2,076
1/3 Page Square**		US\$2,810 €2,082	US\$2,600 €1,926		US\$2,405 €1,782		US\$2,225 €1,649		US\$2,158 €1,600
1/3 Page Vert**		US\$2,810 €2,082	US\$2,600 €1,926		US\$2,405 €1,782		US\$2,225 €1,649		US\$2,158 €1,600
1/4 Page**		US\$2,200 €1,630	US\$2,035 €1,508		US\$1,883 €1,395		US\$1,742 €1,291		US\$1,690 €1,252
1/6 Page		US\$1,765 €1,310	US\$1,633 €1,210		US\$1,522 €1,128		US\$1,408 €1,043		US\$1,366 €1,012
1/10 Page (Bus. Card)		US\$1,250 €926	US\$1,157 €858		US\$1,071 €794		US\$991 €735		US\$962 €713

<b>Premium Positions</b>					
Back Cover	US\$550 / €410 Additional per Issue (only full Color)				
Inside Front Cover	US\$450 / €335 Additional per Issue (only full Color)				
Page 3	US\$450 / €335 Additional per Issue (only full Color)				
Inside Back Cover	US\$400 / €297 Additional per Issue (only full Color)				
Page 7 (Facing Table of Contents)	US\$400 / €297 Additional per Issue (only full Color)				
Page 5 (Opposite Editorial Information)	US\$450 / €335 Additional per Issue (only full Color)				
Additional Color Options (not widely used)					
Matched Colors (PMS 2-Color Only)	Full pages, 2/3 pages and 1/2 pages Additional US\$1,105 / €819 All others US\$700 / €519				
Standard Colors (Only the Primary Colors Blue, Red, Yellow)	Full pages, 2/3 pages and 1/2 pages Additional US\$895 / €663 All others US\$575 / €s 426				
Bleed	No Extra Charge				

Insertion rates include advertisements placed in *Pharmaceutical Engineering* magazine and *Facility of the Year* supplement.

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

# Ad Dimensions

Trim Size: 8 3/8 inches x 10 7/8 inches (212 mm x 276 mm)

Bleed: 8 5/8 inches x 11 (219 mm x 279 mm).

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

# Other Available Spaces



## Belly Band Ads

Belly band ad space is available for purchase on issues of Pharmaceutical Engineering magazine.

Please call us for details and availability. Cost: \$6,500 per issue

## Seasons Greetings / Thank You Ads

Say "Thank You" or send a Seasons Greeting in the Nov/Dec issue of *Pharmaceutical Engineering* magazine with a full color or black and white half page or 1/6 page ad conveniently designed and messaged for you. This is a great way to show your appreciation to those who work so closely with your company throughout the year.

1/6 page: **\$1,250/€925**

1/2 page: **\$1500/€1.120**

There are a variety of standard templates available. Your logo and company name will be added. If you prefer to submit a custom ad, you may submit your artwork per insertion rates and specifications provided above.

Call us for more information or to view available templates.

## Classified Advertising

**Rate: \$265/€215** per column inch. Minimum of one (1) inch deep, maximum of three (3) inches or 2.54 cm deep, 7.62 cm maximum. Width limited to one column (2-1/8 inches or 5.38 cm).



# Advertisement Production Requirements and Conditions

**PHARMACEUTICAL  
ENGINEERING**

## Publication Specs

Trim Size: 8 3/8 " x 10 7/8 " (212 x 276 mm)

Bleed Size: 8 5/8 " x 11 " (219 x 279 mm)

## Production Requirements

Pharmaceutical Engineering is printed with perfect binding. Ad materials should be submitted as high resolution Adobe Acrobat® PDF files with fonts and images embedded to your [Sales Representative](#) . 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 incorrect or incomplete.

## Publisher

The 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

## 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

Invoices are due upon receipt. 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 service charge of 1.5 percent of the unpaid balance.

## 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 with 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 delays in delivery and/or nondelivery in 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 for in the contract.
13. Please note that multi-issue (3X, 6X, 9X, 12X, 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.

## Electronic Button Ads Available (FOYA)

Facility of the Year electronic button ads (120 x 90) on [www.facilityoftheyear.org](http://www.facilityoftheyear.org) with links to your company Web site. If you advertise in the 2012 Facility of the Year Supplement, you get 50% percent off the cost of a one year Facility of the Year button ad, a savings of over \$1,000.00.

## ISPE Guidance Documents

ISPE Guidance Documents serve as indispensable resources, providing the collective knowledge of leading thinkers on manufacturing best practices, regulatory compliance, and international trends.

- Exclusive advertising opportunities are limited to three pages per document
- Provides long-term exposure to a targeted audience
- Premium positions include inside front cover, inside back cover and back cover
- Guidance Documents include: ISPE Guides, Baseline Guides, ISPE Good Practice Guides, and GAMP® Good Practice Guides

## Rates and Positions

Advertising is limited to the three premium cover positions (Inside Front Cover, Inside Back Cover, and Back Cover) and positions are booked on a first come, first served basis. These are all full color, full page ads only.

- **\$4500 – (Inside Front Cover, Inside Back Cover)**
- **\$5000 – (Back Cover)**

## Digital Publications Drive Traffic to Your Website

ISPE print publications and Guidance Documents are also available in digital formats. Ads placed in print editions will be featured in digital editions with a direct link to your website.

*“Pharmaceutical Engineering is clearly in tune with the trends, needs and interests of the multifaceted and diverse pharmaceutical industry.”* - **Marketing Manager, GEA Process Engineering**

Official Media Sponsor: INNOVATION + INTELLIGENCE + PASSION  
**INTERPHEX 2012**

# 2012 Electronic Media

## ISPE.org

A comprehensive source for critical information related to the pharmaceutical and biotechnology manufacturing industry, providing access to the latest industry and regulatory news, industry best practices and ISPE's renowned Body of Knowledge.

- 275,000 page views each month
- 59,000 visitors each month
- 32,000 unique visitors each month
- **Featuring new, larger ad sizes**
- Ads rotate for maximum impact
- Motion-based ad formats available!
- Activity click reports supplied monthly

<a href="http://www.ispe.org">www.ispe.org</a>					
<b>Ad Sizes and Locations</b> All dimensions are Pixels, Width x Height		<b>Two Months</b>	<b>Four Months</b>	<b>Six Months</b>	<b>One Year</b>
<u>240 x 400 Vertical Rectangle</u> Only one ad this size on the screen, site rotating, web page level-specific.		US\$2,115 €1.575	US\$4,140 €3.075	US\$6,150 €4.560	US\$10,365 €7.680
<u>148 x 400 Vertical SlimBox</u> No other ads on the screen this appears on, web page level-specific.		US\$1,410 €1.050	US\$2,760 €2.050	US\$4,100 €3.040	US\$6,910 €5.120
<u>120 x 240 Vertical Banner - animated</u> Animation available exclusively on 120 x 240 size, and only 1 animated ad displayed per screen.		US\$980 €725	US\$1,655 €1.225	US\$2,325 €1.722	US\$3,730 €2.762
<u>120 x 240 Vertical Banner - non-animated</u> Either two or four ads this size on the screen (depending on web page level), site rotating, webpage level-specific.		US\$705 €525	US\$1,380 €1.025	US\$2,050 €1.520	US\$3,455 €2.560

*\*Effective with the launch of the new ISPE website, the previous 120 x 90 button ad size is discontinued on www.ISPE.org.*

## ISPE.org Advertising Requirements

- File format: JPG or GIF
- Animated file format: Flash or Animated GIF, maximum file size 40k, maximum 15 seconds of animation
- Provide company URL for link
- **All WEB ads are to be prepaid prior to placement**

## FacilityoftheYear.org

Dedicated to recognizing state-of-the-art pharmaceutical and biotechnology manufacturing sites world-wide, FacilityoftheYear.org provides an ideal setting to showcase your company's capabilities and commitment to innovation.

- 1,887 page views each month
- 711 visitors each month
- 554 unique visitors each month
- Ads rotate for maximum impact
- Activity click reports supplied monthly

<a href="http://www.facilityoftheyear.org">www.facilityoftheyear.org</a>				
Ads Rates (Run of Site)	Two Months	Four Months	Six Months	One Year
120 x 90 Button Ad (120 pixels wide x 90 pixels tall)	US\$450/€335	US\$80/€660	US\$1,320/€980	US\$2,205/€1.635

## FacilityOfTheYear.org Advertising Production Requirements

- File Format: JPG or GIF, no animation
- Provide company URL for link
- **All WEB ads are to be prepaid prior to placement**

## PharmaceuticalEngineering.org - NEW!

Starting in late 2011, Members can access exclusive online articles, digital editions, and archived *Pharmaceutical Engineering* articles.

- A “one-stop” source for all things related to *Pharmaceutical Engineering* magazine
- Targeted advertising opportunities by article or issue
- Variety of ad sizes available
- Ads rotate for maximum impact
- Activity click reports supplied monthly

<a href="http://www.pharmaceuticalengineering.org">www.pharmaceuticalengineering.org</a>				
Ad Sizes and Locations All dimensions are Pixels, Width x Height	Two Months	Four Months	Six Months	One Year
<u>240 x 400 Vertical Rectangle</u> Only one ad this size on the screen, site rotating, web page level-specific.	US\$2,115 €1.575	US\$4,140 €3.075	US\$6,150 €4.560	US\$10,365 €7.680
<u>120 x 240 Vertical Banner - animated</u> Animation available exclusively on 120 x 240 size, and only 1 animated ad displayed per screen.	US\$980 €725	US\$1,655 €1.225	US\$2,325 €1.722	US\$3,730 €2.762
<u>120 x 240 Vertical Banner - non-animated</u> Either two or four ads this size on the screen (depending on web page level), site rotating, web page level-specific.	US\$705 €525	US\$1,380 €1.025	US\$2,050 €1.520	US\$3,455 €2.560

## PharmaceuticalEngineering.org Advertising Requirements

- File format: JPG or GIF
- Animated file format: Flash or Animated GIF, maximum file size 40k, maximum 15 seconds of animation
- Provide company URL for link
- **All WEB ads are to be prepaid prior to placement**

# Target Industry Experts!

## E-Letters

- Topic-specific communications highlighting emerging trends and key issues from the perspective of professionals working in the industry
- Peer-to-peer communication **delivered quarterly** to more than 50,000 industry professionals worldwide
- Resource for best practices, regulatory news, technical articles, and innovative solutions
- Convey your message to an audience engaged in specific disciplines
- Activity click reports supplied quarterly

## E-Letter Advertising Rates

US\$1,650 / €1.225 per issue

US\$5,950 / €4.410 for all four issues

## Publication Schedule

Edition	Sponsorship Deadlines	Publication Dates
October 2011	3 October 2011	10 October 2011
January 2012	2 January 2012	9 January 2012
April 2012	2 April 2012	9 April 2012
July 2012	2 July 2012	9 July 2012
October 2012	1 October 2012	8 October 2012

## E-Letter Advertising Production Requirements

- Ad Button Dimensions: 120 pixels wide x 90 pixels high
- File Format: JPG or GIF (no animation)
- Provide company URL for link
- E-Letter ads are billed upon publication

## **ispeak- The Voice of ISPE - News for and About Members**

- **Delivered bi-monthly** to more than 20,000 global Members
- Contains information vital to the ISPE Community
- Highlights Committee, Affiliate/Chapter and Community of Practice (COP) activities
- Activity click reports supplied bi-monthly

### **ispeak Advertising Rates**

**US\$1,650 / €1.225 per issue**

**US\$8,270 / €6.125 for all six issues**

### **Publication Schedule**

<b>Edition</b>	<b>Sponsorship Deadlines</b>	<b>Publication Dates</b>
<b>October 2011</b>	1 October 2011	15 October 2011
<b>December 2011</b>	19 November 2011	17 December 2011
<b>February 2012</b>	27 January 2012	10 February 2012
<b>April 2012</b>	30 March 2012	6 April 2012
<b>June 2012</b>	25 May 2012	8 June 2012
<b>August 2012</b>	27 July 2012	10 August 2012
<b>October 2012</b>	21 September 2012	5 October 2012
<b>December 2012</b>	30 November 2012	14 December 2012

### **ispeak Advertising Production Requirements**

- Button ad: 120 pixels wide x 90 pixels high
- File Format: JPG or GIF (no animation)
- Provide company URL for link
- I-SPEAK ads are billed upon publication

## Expand Your Reach- *Informer* (Americas, Europe, Asia Pacific and China)

- Promotional electronic newsletters **delivered monthly** to ISPE's extensive database including global Members and nonmembers
- Highlights include upcoming ISPE education and training events, Guidance Document updates, career resources, and other Society initiatives
- Activity click reports supplied monthly
- Choose from four regional newsletters

**Informer Americas:** Reaches more than 30,000

**Informer Europe:** Reaches more than 14,000

**Informer Asia Pacific:** Reaches more than 8,500

**Informer China:** Reaches more than 3,000

### *Informer Advertising Rates*

- Americas: US\$830 / €667 per issue
- Europe/Asia Pacific/China: US\$415 / €336 per issue

### *Informer Publication Schedule*

Americas	Europe	Asia Pacific	China
1 August 2011	29 August 2011	30 August 2011	4 August 2011
6 September 2011	26 September 2011	27 September 2011	
3 October 2011	24 October 2011	25 October 2011	13 October 2011
31 October 2011	28 November 2011	29 November 2011	
5 December 2011	12 December 2011	13 December 2011	1 December 2011
3 January 2012	23 January 2012	31 January 2012	
6 February 2012	27 February 2012	28 February 2012	15 February 2012
5 March 2012	26 March 2012	27 March 2012	

Americas	Europe	Asia Pacific	China
2 April 2012	23 April 2012	24 April 2012	5 April 2012
7 May 2012	28 May 2012	23 May 2012	
4 June 2012	25 June 2012	26 June 2012	7 June 2012
2 July 2012	23 July 2012	24 July 2012	
6 August 2012	27 August 2012	28 August 2012	9 August 2012
4 September 2012	24 September 2012	25 September 2012	
1 October 2012	22 October 2012	24 October 2012	11 October 2012
29 October 2012	26 November 2012	27 November 2012	
3 December 2012	11 December 2012	12 December 2012	8 December 2012
7 January 2013	28 January 2013	29 January 2013	

## Informer Advertising Production Requirements

- Button ad: 120 pixels wide x 90 pixels high
- File Format: JPG or GIF (no animation)
- Provide company URL for link
- INFORMER ads are billed upon publication

## Material Submission

Send electronic files to your [Sales Representative](#) .  
 Contact ISPE for deadlines as publication dates are subject to change.

# 2012 Global Exhibit and Sponsorship Opportunities

## Why Exhibit at an ISPE Event?

ISPE Conference attendees include senior level executives and management from top Pharmaceutical companies around the world in search of solutions that will help them lower production costs, improve process efficiencies, increase production quality and meet regulatory compliance.

Don't miss this opportunity to market directly to this important group with unprecedented purchasing power.

- Showcase your innovative products and services
- Reinforce your brand profile
- Introduce a new product line
- Develop new business contacts
- Strengthen existing relationships

## Table Top Exhibit Packages

Choose one of three options designed to help you get the most from your exhibit experience.

- Vendor Session Table Top Exhibit Package
- Premium Table Top Exhibit Package
- Standard Table Top Exhibit Package

## Event Sponsorships Provide Valuable Exposure

ISPE hosts several high-profile events each calendar year, providing you with multiple opportunities to gain excellent exposure for your company. Choose from a variety of sponsorship packages to enjoy value-added benefits that will give you an edge on your competition.

- Pinnacle Programme Global Sponsorship
- Host Level Sponsorship
- Platinum Level Sponsorship
- Gold Level Sponsorship
- Silver Level Sponsorship
- Bronze Level Sponsorship
- Specialty Sponsorships
- Customized Sponsorship Packages

## A Level Above the Rest

The Pinnacle Programme Global Sponsorship provides an **exclusive, high-profile opportunity** for industry partners to build and maintain a relationship with the Society and its Members. As a Pinnacle Sponsor, your company will be recognized as an annual supporter of all ISPE events and initiatives.

## ISPE is constantly developing Conferences and Professional Development opportunities to keep its Members abreast of the latest industry topics and trends.

Visit us online or contact your sales representative for the most up-to-date list of 2012 exhibit and sponsorship opportunities.

## Think Outside the Box

If you really want to make a lasting impression at an ISPE event, choose from an assortment of specialty sponsorships, or call us with a unique idea of your own!

- Cyber Café and Wireless Hosting
- Exhibit Hall Give-Aways
- Networking Events and Reception Sponsorships
- Promotional Items
- Hotel Key Cards and Lanyards
- Food and Beverage Sponsorships

# 2011-2012 Exhibit Dates and Locations

## North America

- [2011 ISPE Annual Meeting](#)  
6-9 November 2011  
Dallas/Ft.Worth (Grapevine), Texas, USA
- [ISPE Aseptic Processing Conference](#)  
[ISPE Multi-Product Facilities Conference](#)  
27 February - 1 March 2012  
Tampa, Florida USA
- [ISPE Enterprise Risk Management Conference](#)  
[ISPE Product Supply Network Conference](#)  
4 - 7 June 2012  
Baltimore, Maryland USA
- [2012 ISPE Annual Meeting](#)  
11-14 November 2012  
San Francisco, California USA

## Europe

- [ISPE Multi-Product Facilities Conference](#)  
Berlin/Frankfurt  
March 2012
- [ISPE Enterprise Risk Management Conference](#)  
Brussels/Amsterdam  
September 2012
- [ISPE Product Supply Network Conference](#)  
Berlin/ Frankfurt  
November 2012

# North American Table Top Exhibit Packages

## Standard Table Top Exhibit Package includes:

- One 6 x 2 foot skirted table (180 cm x 80 cm)
- Two complimentary exhibitor badges (fee applies for additional exhibit badges)
- Dedicated exhibit hall hours in the Conference agendas
- Reception, continental breakfast, and refreshment breaks held in exhibit hall
- Complimentary listing in the printed Exhibitor Directory
- Complimentary listing in ISPE's online searchable Exhibitor Directory
- Complimentary list of pre-registered Conference Delegates
- Lunch for two attendees during exhibit days (two days at Tampa and Washington, and one day at Annual Meeting)
- Onsite, personal assistance from ISPE exhibits staff

## Premium Table Top Exhibit Package includes:

All items listed for Table Top Exhibit Package, plus:

- Priority choice of table selections (subject to availability)
- Enhanced listing in Exhibitor Directory featuring:
  - Company logo
  - Outline Border
  - 30-word company description
  - Link to company Web site in online version

## Vendor Session Table Top Exhibit Package includes:

All items listed for Premium Table Top Exhibit Package, plus:

- Product/ service presentation in Exhibit Hall during a networking break session. Contact us for details.

# European Table Top Exhibit Packages

## European Table Top Exhibit Package Includes:

- Delegate access to three coffee breaks, lunch, and a networking reception in the exhibitor area
- Your company name featured on events pages of ISPE website
- One 180 cm x 80 cm table (banqueting table)
- Complimentary list of all pre-registered delegates given onsite
- Onsite, personal assistance from ISPE staff members
- Dedicated Exhibit Hall hours

## Premium Table Top Exhibit Package Includes:

Please contact the ISPE Europe Office for details regarding the Premium Session Package.

## Vendor Session Table Top Exhibit Package Includes:

Please contact the ISPE Europe Office for details regarding the Vendor Session Package.

# Contact Us

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# ISPE Appreciates Our 2011 Top Tier Sponsors

PINNACLE PROGRAMME ~2011 GLOBAL SPONSOR



PLATINUM SPONSORS



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BRONZE SPONSOR

