Pharmaceutical Executive®

MASTER THE SCIENCE OF SUCCESS

2022
Media Planner

AN **MJH** life sciences™ BRAND

PharmExec.com

MJH life sciences®

knowledge that matters™

Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the health care and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

Partner with us to stay connected with your audience, no matter the circumstances.

3.5M+
Active Reach

7.6M+
Unique Visitors per month

20.9M+
Page views per month

1.9M+
Print Circulation

1000s
Active KOL's on Editorial Board

Pharmaceutical Executive®, an MJH Life Sciences™ brand, provides insights and stories behind successful commercial strategies, research and development (R&D), market access and more, to its audience of pharmaceutical executives. Our original print and digital content is produced by a team of full-time, in-house writers and makes us stand out from the competition.

We go beyond the 24-hour news cycle and provide in-depth analysis and the strategic context to help executives navigate the maze of policy and business challenges that face this changing industry.

Our Focus

- Interface of business practice and commercialization on a global basis
- Strategies for the C-suite
- Compliance and legal developments
- Marketing
- Commercialization and launch sequences
- New drug and vaccine pipeline candidates, including R&D funding and priorities
- Business development and mergers and acquisitions (M&A) trends
- Human resources (HR)
- Pricing and market access
- Patient advocacy
- Evidence and technology issues

We furnish all this information in a multiplatform approach to meet your content marketing needs. This includes print/online advertising, e-newsletters, webcasts, e-books, white papers, videos, and more.

Our Readers

Our readers are in biopharmaceutical, pharmaceutical, marketing communications, and other service/consulting industries. These leaders include the C-suite and executive directors of corporate marketing, sales, strategic planning, R&D, clinical, regulatory, information technology, finance, and HR/training management.

LEADERSHIP	TECHNOLOGY	ACCESS	STRATEGY
POST-CRISIS BLUEPRINT	PHARMA'S 3D PATH	DRUG LAUNCH AGILITY	PRODUCT PRICING MATRIX

Pharmaceutical® Executive

MASTER THE SCIENCE OF SUCCESS

2021 PHARM EXEC 50

BUSINESS & BALANCE

Navigating the Year of COVID

ALSO INSIDE
BEHIND THE VACCINES AND SCIENCE SUCCESS

WWW.PHARMEXEC.COM

OUR IN-HOUSE EXPERTS

2022 Columnists

Jill Wechsler is the Washington correspondent for *Pharmaceutical Executive*® and has held this role since the publication's inception. Jill brings her deep knowledge of clinical trials to the inside track of Washington, providing insights on both policy and regulatory to our readers. Whether she is attending regional conferences or speaking directly to FDA officials, Jill's columns and online blogs are always timely, interesting and relevant for clinical trial professionals.

Barbara Ryan is our Finance columnist. Barbara is founder of Barbara Ryan Advisors, a capital markets and communications firm she started in 2012 following more than 30 years on Wall Street as a sell-side research analyst covering the U.S. large cap pharmaceutical industry. Her opinions and expertise are widely sought; she is frequently quoted in the press and appears on CNBC, and she is well-positioned to provide our readers with the insights and current financial outlook for biopharma. Barbara also serves on the *Pharmaceutical Executive*® Editorial Advisory Board.

Julian Upton, *Pharmaceutical Executive*®*'s* European editor and Technology columnist, covers overall technology strategy, as well as new technological advances and solutions that help biopharma companies on the journey to commercial success.

Elaine Quilici, our senior editor, contributes a monthly column on leadership. Elaine also directs the "PharmExec" podcast, and writes features and executive profiles—all germane to leadership topics. Leadership takes many forms, so this diverse column addresses success strategies organizations should consider.

Fran Pollaro, is our senior editor covering the in's and out's of brand marketing, advertising, campaigns and strategies for commercialization.

Pharmaceutical Executive® Editorial Advisory Board

Pharmaceutical Executive®'s 2020 Editorial Advisory Board is a distinguished group of thought leaders with expertise in various facets of pharmaceutical research, business, strategy, and marketing. EAB members suggest feature subjects relevant to the industry, review article manuscripts, participate in and help sponsor events, and answer questions from staff as they arise.

Pictured: Al Reicheg, Nicole Hebbert, Lisa Henderson, Indranil Bagchi, Todd Baker, Chandra Ramanathan, Peter Young, Sanjiv Sharma, Barbara Ryan, Adele Gulfo, Steve Girling and guest Alan Griffin, managing director, PharmaBoardroom
Not pictured: Murray L. Aitken, John Furey, James J. (Jay) Galeota Jr., Michele Holcomb, Bob Jansen, Kenneth Getz, Carrie Liaskos, Terese Waldron

AUDIENCE

Our audience works in biopharmaceutical, pharmaceutical, marketing communications, and other service/consulting industries. These leaders include the C-suite and executive directors of corporate marketing, sales, strategic planning, R&D, clinical, regulatory, IT, finance, and HR/training management.

Business & Industries*

- Marketing communications 5%
- Consulting firms 8%
- Other 13%
- Service organizations 8%
- Pharmaceuticals/Biopharmaceuticals 67%
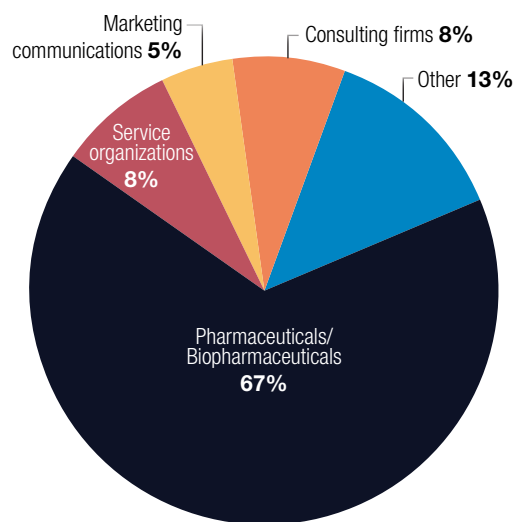
Circulation*

Print Subscribers
13,900

Digital Subscribers
7,825

Website*
PharmExec.com

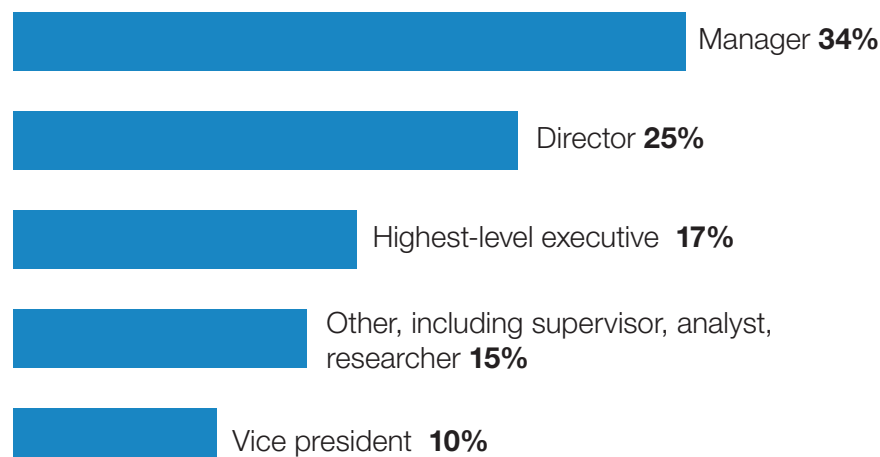**Monthly Browsers**
76,360

Monthly Page Views
215,172

E-newsletter Subscribers*

Pharm Exec Direct
21,500

Pharm Exec Picks
23,000

Pharm Exec Global Direct
26,000

Social Media Followers*

LinkedIn
+15,800

Twitter
+32,600

Job Titles

- Manager **34%**
- Director **25%**
- Highest-level executive **17%**
- Other, including supervisor, analyst, researcher **15%**
- Vice president **10%**

*Publishers own data

Pharmaceutical® Executive
MASTER THE SCIENCE OF SUCCESS

Going Public During Lockdown
IPO Insights from Five Biotech CFOs

November 2020
VOLUME 40, NUMBER 11
WWW.PHARMEXEC.COM
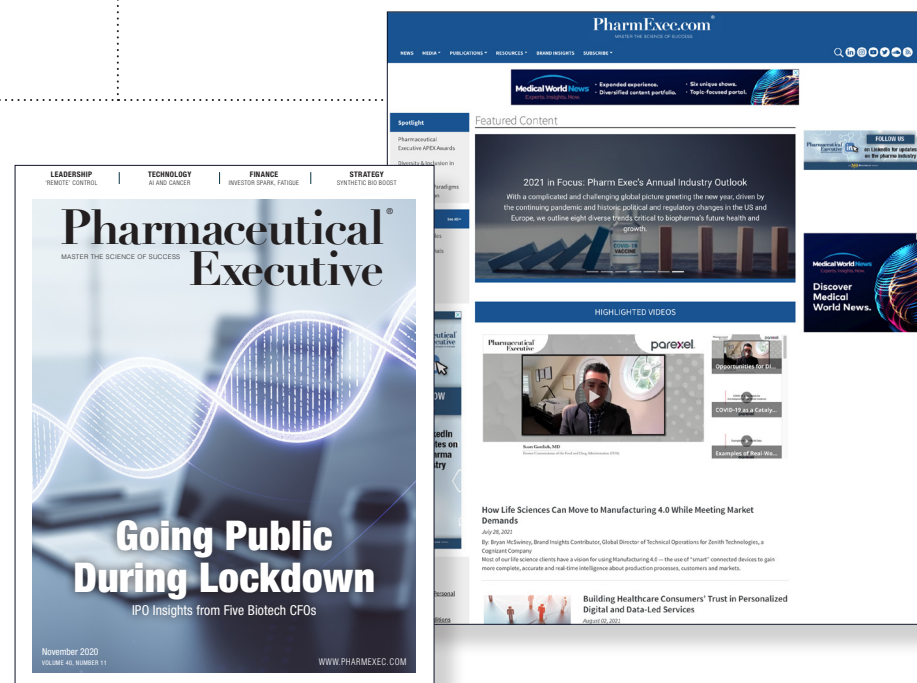
YOUR MARKETING STRATEGY

Pharmaceutical® Executive

Choose the Right Content to Fuel Your Business Objectives

Pharmaceutical Executive® will help you match our marketing tactics to your business objectives and form a plan that is right for your company.

Branding/Awareness: Grow your brand or business awareness.

**Web Traffic:** Increase SEO ranking and traffic to your website.

Lead Generation: Generate leads and new business.

Thought Leadership: Demonstrate expertise in your field and engage with your target audience.

Content Program	Branding/Awareness	Web Traffic	Lead Generation	Thought Leadership
Ad Retargeting	✔	✔		
Brand Insights	✔			✔
CAST™ Custom Targeted Email	✔			✔
Content Engagement Hub		✔	✔	
Custom Video	✔			✔
Dedicated Dialogue	✔			✔
E-book	✔		✔	✔
E-newsletter	✔	✔		
Enhanced Webcast			✔	✔
Exhibit Booth Interview Video	✔			✔
Infographic	✔			✔
Lead Nurturing			✔	
Live/Virtual Roundtables	✔			✔
Online Advertising	✔	✔		
Podcasts	✔			✔
Presentation Showcase Video	✔			✔
Print Advertising	✔			
Sponsored Content Block	✔	✔		
Thought Leadership Video	✔			✔
Webcast			✔	✔
White paper			✔	✔

DIGITAL OFFERINGS
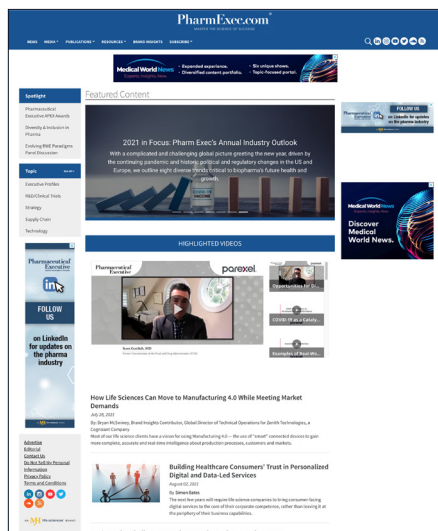
Online Website Advertising

Display your ad in front of decision makers in the field by placing your display ad on PharmExec.com.

✔ **Content Tactic: Branding/Awareness, Web Traffic**

CAST™ Custom Targeted Email

CAST™ is the highly targeted, data-driven, Custom Audience Segmentation Tool from MJH Life Sciences™. CAST™ contains over 700,000 unduplicated decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

✔ **Content Tactic: Web Traffic, Lead Generation**

Sponsored Content Block

Exclusive sole-sponsored resource section on *Pharm Exec's* website allows your company to disseminate collateral, videos, white papers, and research, to drive website traffic, generate leads, and more. Link up to four assets plus your company's logo and website link. Your content block is not an ad unit and does not go into rotation, so it is visible 24/7 on virtually every page of *Pharm Exec's* website. Each asset/link is tracked individually so you will know which assets are the most popular.

✔ **Content Tactic: Branding/Awareness, Web Traffic**

Ad Retargeting

Once a visitor leaves pharmexec.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✔ **Content Tactic: Branding/Awareness, Web Traffic**

DIGITAL NEWSLETTERS

Pharm Exec Direct

For over 30 years, readers have come to expect industry-savvy, original reporting, and in-depth analysis from *Pharmaceutical Executive*®, the pharmaceutical industry's leading enterprise-industry magazine for senior executives and operating directors. *Pharm Exec Direct* highlights the latest articles to help our readers stay up-to-date on what is important. *Pharm Exec Direct* is deployed on the first and third Thursday of every month.

✔ Content Tactic: Branding/Awareness, Web Traffic
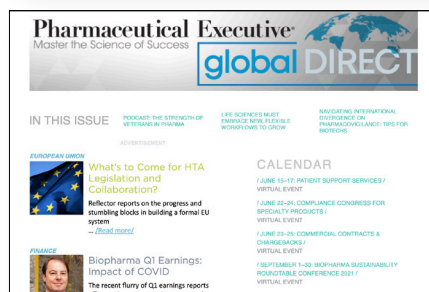
Pharm Exec Global Direct

Global Direct is a monthly e-newsletter that reaches senior decision makers across the world, with an emphasis on the two main regions — North America and Europe. Each issue addresses each industry niche — corporate strategy, sales & marketing, R&D, regulatory, technology, finance, and leadership. It is delivered directly to subscribers every month and combines the latest and best global articles from the *Pharmaceutical Executive*® website with up-to-the-minute news, opinion, and analysis.

✔ Content Tactic: Branding/Awareness, Web Traffic
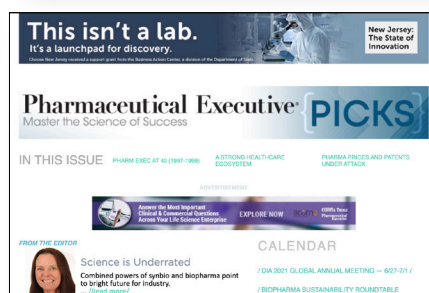
Pharm Exec Picks

Pharm Exec Picks is a bimonthly e-newsletter that delivers the most popular news and articles from the pharma space and highlights what's trending on social media. *Pharm Exec Picks* is sent to subscribers every second and fourth Wednesday of every month.

✔ Content Tactic: Branding/Awareness, Web Traffic

Pharm Exec Marketing Direct

Pharm Exec Marketing Direct is a weekly e-newsletter that reaches brand-level decision makers with the latest news, moves and articles to capitalize on brand performance in the market.

✔ Content Tactic: Branding/Awareness, Web Traffic

CONTENT PROGRAMS

Dedicated Dialogue

Pharm Exec will conduct an interview with an expert from your company (executive, corporate manager, etc.). This interview will be marketed through a multimedia program that includes a podcast and a two-page article in an issue of *Pharmaceutical Executive*®.

✔ **Content Tactic: Branding/ Awareness, Thought Leadership**

Sponsored E-book

A sponsored custom e-book or e-book series covers topic(s) of your choice or a collaborative topic in conjunction with Pharm Exec's editorial team. This program is designed to deliver high-quality leads.
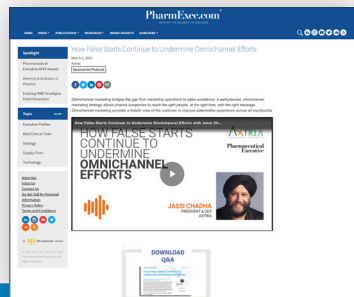
✔ **Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership**

Lead Nurturing

Topic-driven programs capture prospects and nurture them by deploying high-quality content via strategically timed communications. These programs are designed to deliver marketing-quality leads.

✔ **Content Tactic: Lead Generation**

Visitor

Prospect

Lead

White Papers

Your white paper is posted in our library and promoted using our targeted email capabilities. In order to download your white paper, the viewer must complete a short response form including contact information and demographics. After the white paper is sent, you will receive on-demand or weekly reports containing all your leads.

✔ **Content Tactic: Branding/ Awareness, Thought Leadership**

VIRTUAL EVENTS AND VIDEO PROGRAMS

As an alternative to trade shows, conferences, and face-to-face events, you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation, and content engagement. Through our experience, expertise, and state-of-the-art in-house studios, the transition from in person to online is seamless and timely.

Conferences and Symposia

Virtual conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities as a live trade show or conference, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.

☒ **Content Tactic: Branding/Awareness, Thought Leadership**

Thought Leadership Interviews/ Roundtables

Using advanced videoconference technology, our internal studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

☒ **Content Tactic: Branding/Awareness, Thought Leadership**

Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our *Presentation Showcase* program is comprised of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access, and prolonging engagement well after the event has ended.

☒ **Content Tactic: Branding/Awareness, Thought Leadership**

Press Conferences

Pharmaceutical Executive® will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring, or market trends. Each program includes promotion to our audience.

☒ **Content Tactic: Branding/Awareness, Thought Leadership**

Pharmaceutical **Executive**

Industry Event Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach post-show with editorialized videos by *Pharmaceutical Executive*® and audience engagement with the *Pharmaceutical Executive*® community.

Presentation Showcase

Our *Presentation Showcase* program is comprised of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

Exhibit Booth Interview

Extend your ROI at industry trade shows with custom video content that can strengthen your brand reach post-show. We'll conduct an interview at your booth and edit it into a three-to-five-minute video with promotions to the *Pharmaceutical Executive*® community.

✔ **Content Marketing Tactic: Brand Awareness, Thought Leadership**

Custom Live & Hybrid Events

Partner with *Pharmaceutical Executive*® to create your custom live event- with or without a virtual component. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals.

Content Development:

The *Pharmaceutical Executive*® team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers who will attract your target attendees at the event as well as post-event.

Attendee Recruitment:

Using our extensive databases and relationships with our audiences, *Pharmaceutical Executive*® will find and attract the people you want to attend your live event.

Post-Event Content:

Our team will create video, audio, and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and non-attendees.

Turnkey Logistics:

You get not only the expertise of *Pharmaceutical Executive*® but also the meeting planning services of MJH Live Events to create a turnkey solution for your event.

WEBCASTS

Pharmaceutical Executive® educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts produced by MJH Life Sciences™ each year

**Credibility** — *Pharmaceutical Executive*® has been covering the industry for over 25 years

Talent — Respected speakers, producers, and moderators from our editorial team

Audience/Reach — 700,000 qualified pharma/science professionals to choose from

Marketing & Promotion — Targeted audience development: print, digital, and social media

Analytics — Comprehensive lead capture and data reporting for every event

Turnkey — Full-service management, marketing, training, production, and hosting
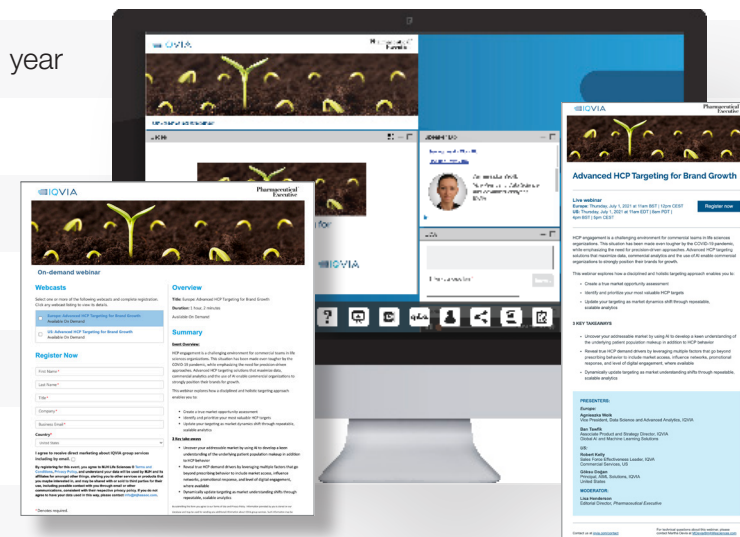
Breakout Sessions

Two-Way Audio & Video Engagement to Drive Conversion:
Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities at** virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

Turn your webcast into short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Utilizes social media, print and online marketing to amplify the content across the *Pharmaceutical Technology*® community

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration and brand visibility
- Increases access and engagement

*Data obtained from past MJH Life Scienes webcasts

Your opportunity to share a point of view

Pharmaceutical Executive® Brand Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best, with articles by your subject experts integrated alongside valued content in *Pharmaceutical Executive®*.

Native, Branded Content Opportunity

- Articles, press releases, videos, etc. included within the digital content feed and/or the print edition of *Pharmaceutical Executive®*
- An expandable offering from one article to a complete content center with your branding
- Content featured on the pharmexec.com homepage as well as in appropriate topic areas
- The integrated promotional program provides significant exposure to our audience.

Program Features

- Scalable to your budget
- Promotion package built into the pricing for quality exposure
- Social sharing tools with each article
- Variable time frames for long -term effectiveness

Pricing

- Flat rate per article or subscription packages available, customized to your needs.
- All content is reviewed by our editorial staff prior to posting.

Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience.

> ☒ **Content Marketing Tactic: Branding/Awareness, Thought Leadership**

Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. The hub is driven by a multi-touch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion, and reporting
- Six to 12 related assets, including white papers, app notes, videos, webcasts, research, and web links
- Hosted and promotion for three months
- Turnkey solution for content syndication and lead nurturing promotes your assets to a relevant audience.

Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Promotion and Lead Capture

Multichannel promotional campaign:
- Dedicated e-blasts: Content Engagement Hub and individual assets (min.10K emails)
- Promotion in appropriate brand e-newsletters
- Native ads in relevant articles on brand website
- Retargeting custom ads
- Social media promotions—Twitter and LinkedIn brand accounts

Lead Capture and Reporting

- One-time site registration to allow users full access to content
- Twice-monthly lead report, including registrant contact info and activity
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

Additional Features

Built-in content promoters and sharing tools include:
- "Next" button that moves users from asset to asset
- "Before you go" exit action that recommends an asset
- "More resources" button that drives users to the URL of your choice
- Inactivity notification - browser tab "blinks" to bring users back
- Social and email sharing

☑ **Content Marketing Tactic: Web Traffic, Lead Generation**

A healthcare award show from a healthcare perspective: June 2022

The *Pharmaceutical Executive*® APEX Awards is the only annual show that celebrates creative healthcare work that is judged exclusively by the one audience who views and appreciates it daily: healthcare professionals – across 19 specialized categories that span everything from product/promotional work (that is FDA regulated) to disease awareness/general education/wellness work (not regulated by the FDA). 19 categories filled with some of today's best creative healthcare and pharma work – entirely judged by respected medical specialists.

- Aesthetics/
- Dermatology
- Cardiovascular
- Central Nervous System
- Devices
- Gastroenterology
- Hematology
- Immunology

- Metabolic
- Oncology
- Ophthalmology
- Rare Disease
- Respiratory
- Surgery
- Women's Health
- Men's Health

- Direct to Patient
- Veterinary
- Direct to Consumer
- Pediatrics

Become a Sponsor the *Pharmaceutical Executive*® APEX Award.

Join us as at the second annual *Pharmaceutical Executive*® APEX Awards, scheduled for June 2022 in NYC. As a sponsor, we can create a custom package of promotional and interactive programs that will elevate your brand with the key marketing decision makers in the pharmaceutical industry.

Contact Cheryl Mahon- cmahon@MJHLifesciences.com from more information.

PHARMACEUTICAL EXECUTIVE
APEX AWARDS

Pharmaceutical Science Forum

Pharmaceutical Executive®, *Pharmaceutical Commerce*®, and *Applied Clinical Trials*® have come together to bring you a podcast network that educates listeners on all areas of the pharmaceutical drug development chain—from clinical trials through commercialization.

These high-engagement podcasts are produced by the editorial teams that are known and respected in the industry. Your 15 to 30 second message is delivered directly to the listeners in this high-impact program that is growing the audience each month.

Pharmaceutical Executive PODCAST

This podcast digs into top-of-mind topics important to C-suite executives in the pharma and biotech spaces.

Listen now: pharmexec.com/editorial-podcasts

PHARMACEUTICAL COMMERCE PODCAST

Listen to insightful content and fresh perspectives on the world of pharmaceutical distribution—the flow of product, information, and funds.

Listen now: pharmaceuticalcommerce.com/editorial-podcasts

APPLIED CLINICAL TRIALS PODCAST

Hear insights into the global clinical trials industry featuring interviews with professionals sharing their challenges and solutions.

Listen now: appliedclinicaltrialsonline.com/editorial-podcasts

Custom Podcast Series

Our staff will work with you on creating episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise within your chosen topic.

- Segmented by category
- Highlights your companies thought leadership and branding
- Flexible scheduling
- Your SME or ours

These high engagement programs include consultation, assistance with content development, all production, hosting on our podcast channels and promotional campaigns to your target audience.

EDITORIAL CALENDAR

Pharmaceutical® Executive

January

Ad Close: December 10
Materials Due: December 17

Annual Industry Outlook

Each year, *Pharmaceutical Executive*® offers its trends to watch. Trends are decided through various insights including our Editorial Advisory Board, external reports and internal research. Be in the know on what you need to know early on for the industry in 2022.

February

Ad Close: January 14
Materials Due: January 21

Pharma Marketers

Overall, the pharma marketing segment of the industry has faced unparalleled, swiftly moving trends including omnichannel marketing, changes to traditional marketing spend, and increased use of agencies and creative alternatives to bring the right messages to the right people at the right time. This issue examines the current state of pharmaceutical marketing, agencies and latest best practices in positioning therapeutics.

March

Ad Close: February 11
Materials Due: February 18

Psychedelics in Pharma

In the last few years, the "stigma" around psychedelic-science inspired therapies has been quickly changing and universities and pharma companies, along with FDA, are developing their programs to address a variety of therapeutic options, particularly in the mental health area. In this issue, *Pharmaceutical Executive*® will explore the current pipeline of the psychedelic-assisted therapies, their future and likely commercialization strategies.

April

Ad Close: March 11
Materials Due: March 18

HBA's Woman of the Year

Heading into the widely-popular Healthcare Businesswomen's Association (HBA) Women of the Year Awards event, *Pharmaceutical Executive*® exclusively profiles the winner on its cover and feature story. Along with insights on career trajectory, career management, and leadership, this issue also features articles on diversity and inclusion.

May

Ad Close: April 15
Materials Due: April 22

Emerging Pharma Leaders

Each year, *Pharmaceutical Executive*® recognizes rising leaders in the biopharma industry, nominated by their colleagues and chosen in a blinded fashion by members of the *Pharmaceutical Executive*® Editorial Advisory Board. Emerging Pharma Leaders are chosen based on their ability to direct critical strategic functions such as R&D, market access, business development, commercialization, data operations, legal, and others.

June

Ad Close: May 15
Materials Due: May 22

Pharma 50

Pharmaceutical Executive®'s annual showcase listing of the Top 50 biopharma companies by prescription sales. With data provided by market intelligence firm Evaluate, the listing also includes each companies top-selling brands and R&D spend from 2021.

EDITORIAL CALENDAR

Pharmaceutical **Executive**

July

Ad Close: June 10
Materials Due: June 17

Compliance

Positioning a biopharma for success in a highly-regulated industry is directly related to a strong compliance philosophy and function. In this issue, *Pharmaceutical Executive®* speaks to compliance departments from all sizes of biopharma to share the latest trends and strategies.

August

Ad Close: July 15
Materials Due: July 22

Personalized Medicine

The road to personalized medicine is still a journey, with recent advances in data analytics, genomics, 3D printing and more taking those therapies closer to the individual patient each day. What are the latest developments in personalized medicine delivery, and who are the leaders taking these therapeutics over the finish line?

September

Ad Close: August 12
Materials Due: August 19

Product Launch

Each year, *Pharmaceutical Executive®* chooses five products that launched the previous year and tells its story--from pre-launch, to market access strategy, to an innovative new product or a patient education campaign—each brand's unique narrative is explored. Uncover insights to successful commercial launch in this issue.

October

Ad Close: September 16
Materials Due: September 23

Sustainability

Environmental, Social, and Corporate Governance (ESG) policies in pharmaceutical companies remain a core tenant based on the growing need to balance short-term financial success with long-term shareholder value among investors. This issue will touch on the current metrics and progress of ESG within the industry.

November

Ad Close: October 14
Materials Due: October 22

19th Annual Pipeline Report

Each year, *Pharmaceutical Executive®* takes a look at the drug pipeline to uncover that status of certain therapeutic areas, scientific advances and promising compounds that might be making it into the commercial world in the near future

December

Ad Close: November 11
Materials Due: November 18

New World Collaborations

During the pandemic, the biopharma industry made enormous and unheard strides in cooperation and collaboration in bringing therapies to market quickly for COVID-19. Post-COVID, many hoped to take those lessons learned, and form collaborations to address the continued need to share data and resources to address drug development challenges. In this issue, we examine the collaborations and what has transpired 18 months later
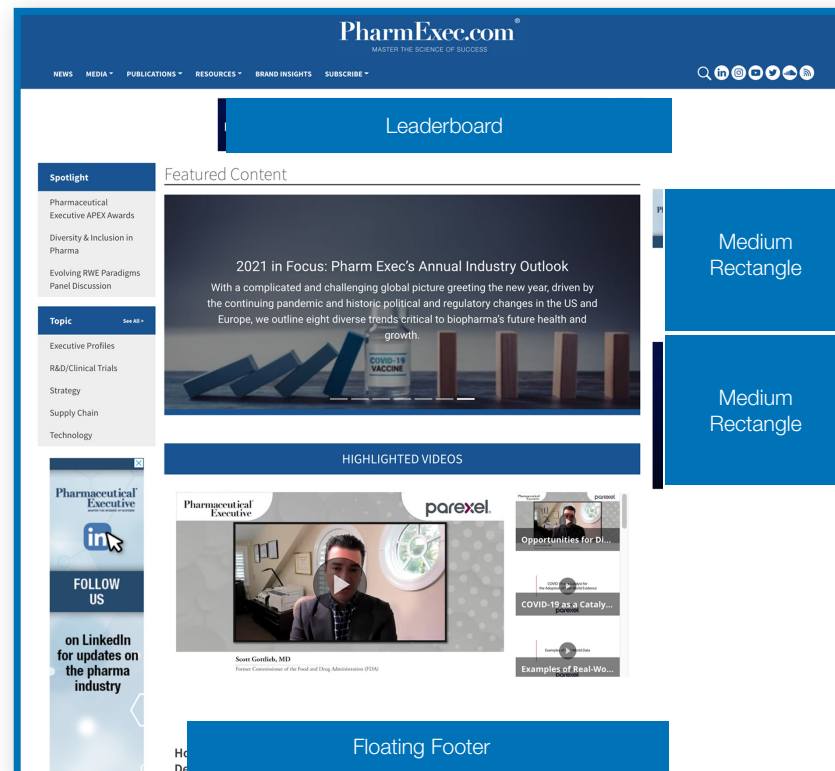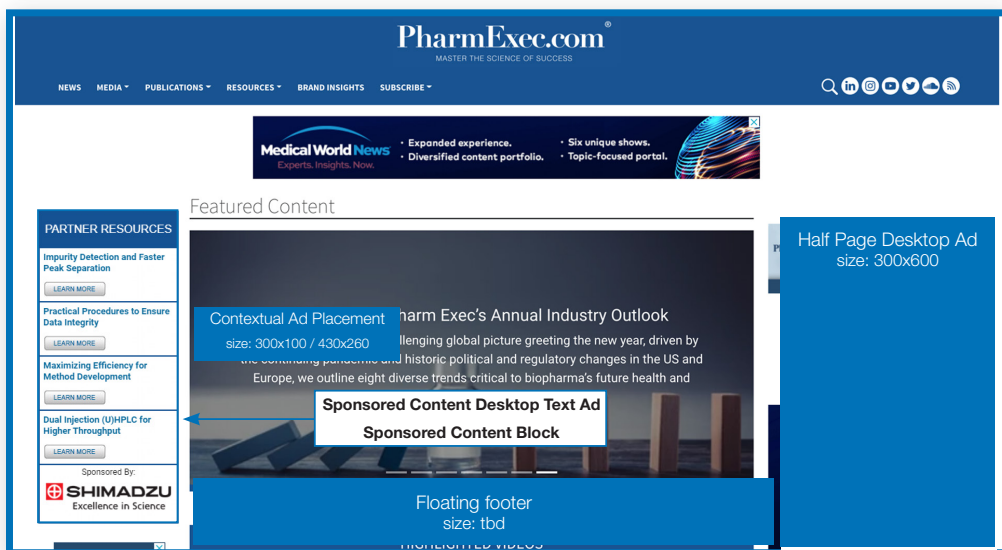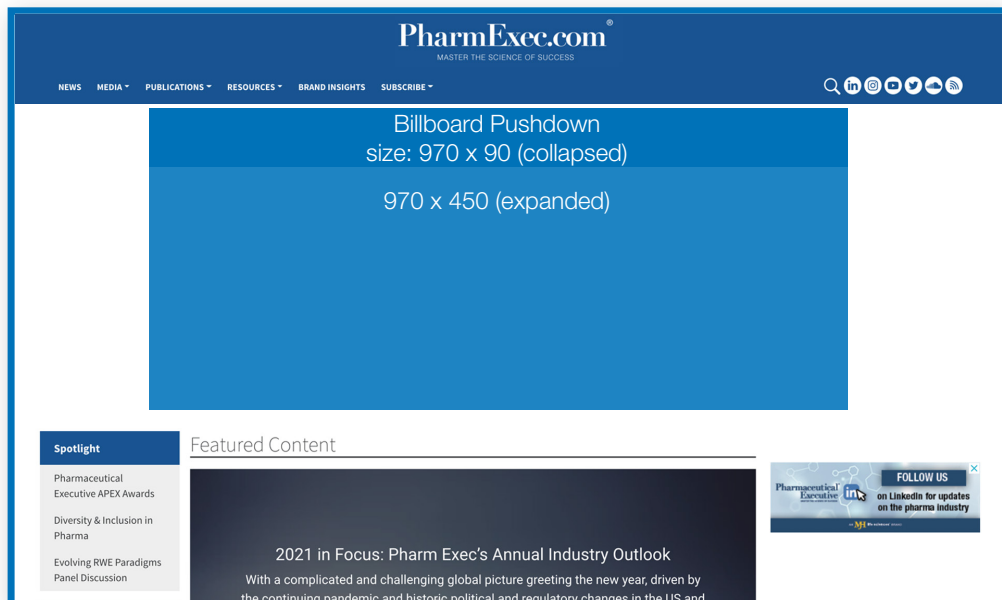
DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90		150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotible at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length /1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

DIGITAL SPECIFICATIONS

Digital Newsletter Creative Units

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted

DIGITAL SPECIFICATIONS

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Billboard Pushdown
size: 970 x 90 (collapsed)
970 x 450 (expanded)

Leaderboard

Medium Rectangle

Medium Rectangle

Half Page Desktop Ad
size: 300x600

Contextual Ad Placement
size: 300x100 / 430x260

Sponsored Content Desktop Text Ad
Sponsored Content Block

Floating footer
size: tbd

Floating Footer

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DIGITAL SPECIFICATIONS

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Preroll Ad

Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	15 - 30 seconds for non-skippable ads		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming in not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0 or VPAID (VAST 2.0 will not be accepted for skippable ads)		

Sponsored E-blast Guidelines

Requirements	» HTML creative from client » Text back up from client (optional) » Subject line and preheader » Test and final seed list"
Additional Needs for UNBRANDED e-blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client » From line
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) » Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review » Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent » MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month

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DIGITAL SPECIFICATIONS

GENERAL NOTES

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines http://html5.iabtechlab.com/needauth?redir.

Initial file load: Includes all assets and files necessary for completing first visual display of the ad.

Host-initiated subload: Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

User-initiated file size: Ads that allow additional file size for host-initiated subload also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

VIDEO REQUIREMENTS:
- File Format: H.264 (mp4)
- Audio Format: MP3 or ACC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed "HTML5 for Digital Advertising" (http://www.iab.com/ html5) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

HTML5 DESIGN INDUSTRY STANDARDS INFO:

http://www.iab.com/html5

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

https://support.google.com/admanager/answer/7046799

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

File Format - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

Audio - Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included ofr user to initiate audio.

Expansion - Must be user-initiated by click and served through a 3rd Party tag.

Hotspot - Not to exceed 1/4 size of ad. Initiated when curser rests on hotspot for atleast 1 sec. Must NOT initiate audio

Defining ad space - Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU - Ad not to exceed 30% CPU usage during host-initiated execution

Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

Max number of host-initiated file requests - Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

PRINT AD SPECIFICATIONS

Ad Size	Non-Bleed Ad		Bleed Ad					
			Bleed Ad		Trim Size		Live Area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	17"	10.875"	17.25"	11.125"	17"	10.875"	16"	9.875"
Full page	8.5"	10.875"	8.75"	11.125"	8.5"	10.875"	7.5"	9.875"
1/2 pg Horizontal	8.5"	5.4375"	8.75"	5.6875"	8.5"	5.4375"	7.5"	4.4375"
1/2 pg Vertical	4.25"	10.875"	4.5"	11.125"	4.25"	10.875"	3.25"	9.875"
1/3 pg Horizontal	8.5"	3.63"	8.75"	3.88"	8.75"	3.63"	7.75"	2.63"
1/3 pg Vertical	3.00"	10.875"	3.25"	11.125"	3.00"	10.875"	2.00"	9.875"
1/4 pg Square	3.75"	4.9375"						

MAGAZINE SIZE	
Bleed : 8.75" x 11.125"	Bleed (-) Trim = 0.125" each side
Trim : 8.5" x 10.875"	Trim (-) Live = 0.5" each side
Live Area : 7.5" x 9.875"	* All Measurements in Inches

DIGITAL AD REQUIREMENTS

1. **Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format; files should be a PDF/X-1a, which is a PDF subset specific to printing. 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 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.

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 Ppublisher 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. **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 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.

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Melissa Thompson, head of global corporate social responsibility for eye care giant Alcon

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One Quest to Transform Community-Level Access

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