Advancing Development & Manufacturing

Pharmaceutical Technology® EUROPE

2022 MEDIA PLANNER

#1 SOURCE FOR PRINT, DIGITAL AND CONTENT MARKETING SOLUTIONS

AN MJH life sciences™ BRAND

pharmtech.com

Pharmaceutical Technology EUROPE

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

OUR BRAND

Pharmaceutical Technology EUROPE

KEEPING PACE WITH PHARMA INNOVATION

Pharmaceutical Technology Europe™ provides objective and reliable editorial coverage of bio/pharmaceutical manufacturing, process development, regulations, quality assurance (QA) and quality control (QC), formulation, drug delivery, API synthesis, analytical technology and testing, packaging and outsourcing. Our mission is to report on current trends and key developments in the bio/pharmaceutical industry and publish high quality content, including peer-reviewed articles, case studies, roundtable discussions and special features that will help our readers in their daily decision-making and in implementing best practices.

Audience: Circulation and Reach

***Pharmaceutical Technology Europe*™ has a qualified audience in Europe of 18,206* monthly subscribers.**

**December 2020 AAM audit.*
As filed with Alliance for Audited Media, subject to audit

OUR BRAND

Pharmaceutical Technology EUROPE

PHARMACEUTICAL TECHNOLOGY EUROPE™

Pharmaceutical Technology Europe™ reports on key developments in bio/pharmaceutical formulation, process development, manufacturing, quality assurance (QA) and control, compliance, drug delivery, APIs, finished drugs, analytical technologies, packaging and outsourcing.

The magazine addresses all dosage forms, including solid-dosage tablets, capsules, and softgels; semi-solid topical formulations, sterile and aseptic drug products, biologic-based drugs, combination drugs, inhalation drugs, transdermals, injectables and all emerging drug forms.

By providing technically focused, peer-reviewed editorial, opinion, analysis, and news the *Pharmaceutical Technology Europe*™ portfolio of products helps readers in their daily decision making and in implementing best practices.

***Pharmaceutical Technology Europe*™ readers seek useful technical information to assist them in their drug development work.**

- 85% rank practical “how-to” or troubleshooting articles as useful or very useful.
- 83% rank peer-review papers as useful or very useful.
- 81% rank regulatory news and analysis as useful or very useful.

Top 10 Issues Reported by *Pharmaceutical Technology Europe*™ Readers

- Analytical methods development and testing
- Data integrity
- Drug delivery
- Formulation development
- Good manufacturing practice
- Manufacturing
- Packaging
- Process controls/automation
- QA/QC/validation
- Quality-by-design implementation

OUR DATABASE

Pharmaceutical Technology EUROPE

CUSTOM AUDIENCE SEGMENTATION TOOL

Meet your customers where they are— in print, online, e-newsletters or webcasts.

CAST™ is the largest pharma/science global database in the market. This propriety tool contains over **700,000 unduplicated decision-makers** from global companies in the industry, allowing you to communicate with your target audience through the information channels they are using.

CAST™ Capabilities

- Contextual data based on specific article topics and content
- Behavioral data from email engagement metrics on every contact
- On-demand ad hoc filter options to select specific titles, companies, domains and other contact information

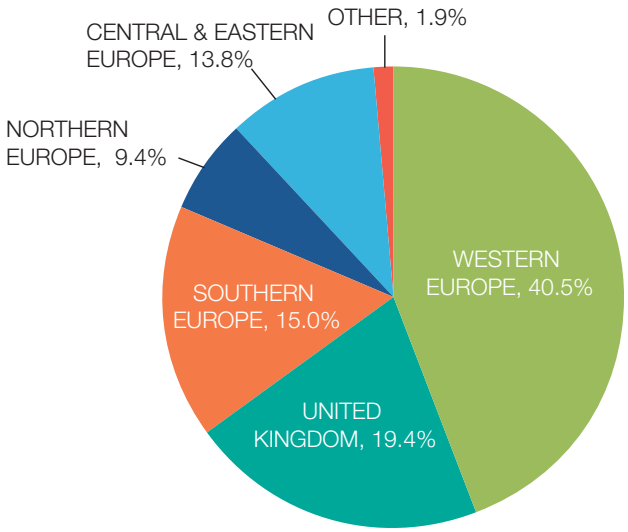
CAST™ Flexibility

- Updated monthly, with unsubscribe list and any hard-bounce emails updated nightly
- Benefit from a unique list that is fine-tuned to your targeted audience
- Multidimensional targeting and segmentation
- Flexible enough to reach the most niche audience, based on your business needs

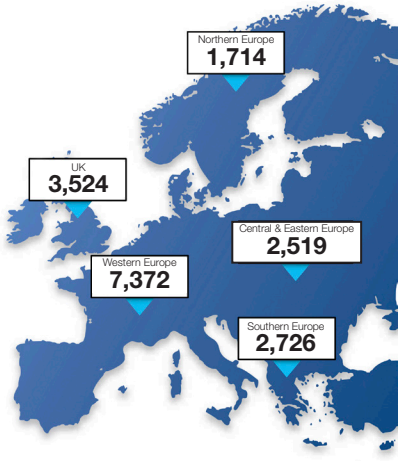
Publisher's own data, July 2020

AUDIENCE | PUBLICATION

Pharmaceutical Technology EUROPE



The largest independent circulation in Europe: 18,206* qualified subscribers receive *PTE* magazine every month.

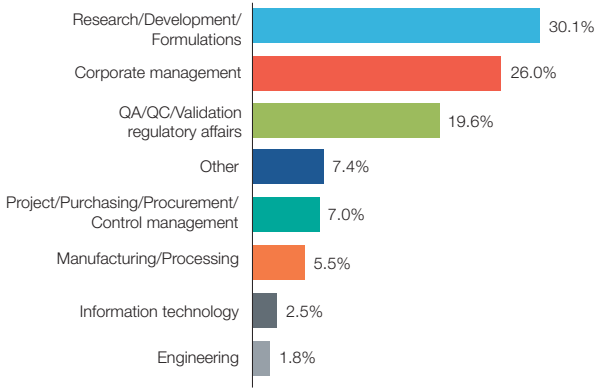


DECISION-MAKING

Decision-makers or influencers in the purchasing of products/services on behalf of their organisation comprise 82.48% of our audience.

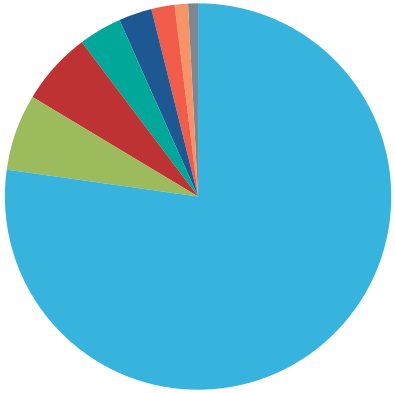
Source: August 2018 Readership Study

DISTRIBUTION BY JOB TITLE



BUSINESS AND INDUSTRY DISTRIBUTION

Which of the following best describes your company?



Pharmaceutical/Biopharmaceutical manufacturing	77.4%
Ingredients (Raw Materials, APIs, excipients, chemicals, water)	6.4%
Other	6.0%
Drug delivery/medical products and device manufacturing	3.6%
Contract services	2.9%
University/Academia/Education	2.0%
Engineering/Facilities/Construction	1.0%
Government	0.7%

Unless otherwise noted, data presented on this page is based on Pharmaceutical Technology Europe™.
*December 2020 AAM Audit Report
As filed with Alliance for Audited Media, subject to audit

AUDIENCE | DIGITAL

Pharmaceutical Technology EUROPE

Website*

pharmtech.com

Average Monthly Unique Browsers

65,459

Average Monthly Page Impressions

198,482

E-newsletters*

Pharmaceutical Technology Europe eAlert

Average Audited Distribution

9,634

Pharmaceutical Technology North America ePharm Technology

Average Audited Distribution

26,110

Equipment & Processing Report

Average Audited Distribution

25,239

In the Lab

Average Audited Distribution

22,367

Available Opportunities

Website

pharmtech.com

- Banner Ads
- Expandable Video Banner Ads
- Interstitials
- Pre-roll videos
- Page Push
- Videos
- Sponsored Content
- Sponsored Link
- Ad Retargeting
- Geotargeting
- Native Advertising

E-newsletters

- Banner Ads
- Text Ads
- Featured Products
- Featured Videos
- Featured Poster

*AAM Audit, December 2020
As filed with Alliance for Audited Media, subject to audit

DIGITAL OFFERINGS

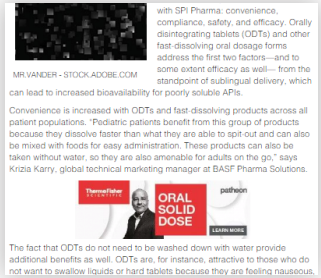
Pharmaceutical Technology EUROPE

PharmTech.com

PharmTech.com is the online guide to the drug development and manufacturing market with content available by targeted category, keyword search or issue. The site features easy access to features such as Regulatory Watch, a white paper e-library and other site features to efficiently provide our visitors with the tools they need.

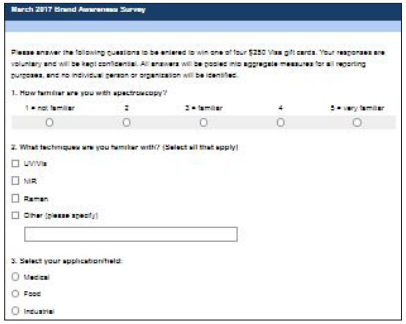
- Banner Ads
- Expandable Video Banner Ads
- Rich Media
- Geotargeting
- Native Advertising

Native Advertising



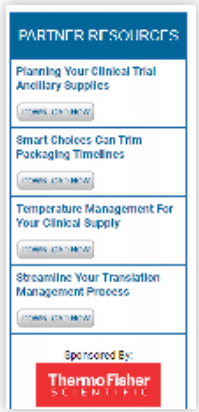
This program gives you the opportunity to inject thought leadership, insight and brand awareness within the context of *Pharmaceutical Technology Europe*™*'s* trusted editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.

Sponsored Survey Package



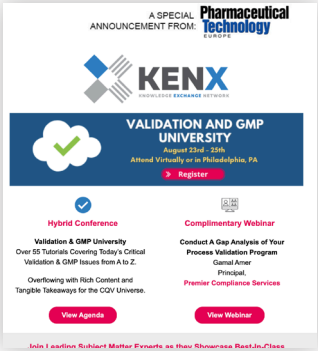
Pharmaceutical Technology Europe™*'s* sponsored web-based surveys can be used to better understand your client's business issues. These survey projects include a written report of findings and can provide individual data on each survey respondent's habits and preferences.

Sponsored Content Block



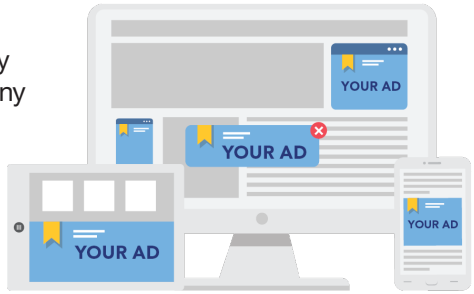
The Sponsored Content Block is an exclusive, sole-sponsored resource section on PharmTech.com where your company can disseminate collateral, videos, white papers and research and drive website traffic, generate leads and more. Link up to four assets plus your company's logo and websitelink, which will be visible 24/7 on every page of *PharmTech.com*. Each asset/ link is tracked individually so you will know which assets are the most popular. For gated assets, all registration information will be provided.

CAST (Custom Audience Segmentation Tool)



CAST™ is the highly targeted, data-driven, tool the MJH Life Sciences™ Industry Science group. CAST™ contains over 700,000 unduplicated decision-makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications and conference brands.

Ad Retargeting

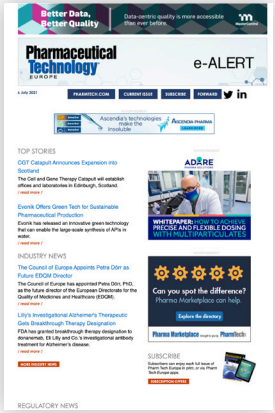


Once a visitor leaves *PharmTech.com*, they see your retargeted display ad online, on any device, across the web. Your ad follows a targeted group of bio/pharma decision-makers long after they've left the *PharmTech.com* website.

E-NEWSLETTERS

Pharmaceutical Technology EUROPE

Pharmaceutical Technology Europe™ E-Alert



Pharmaceutical Technology Europe™'s weekly electronic newsletter, *PTE e-Alert*, is delivered to the inboxes of industry professionals each week. It provides news, market developments, industry surveys and information on industry activities. *Pharmaceutical Technology Europe*™'s e-alerts present 51 opportunities a year to market your business to industry professionals and also provide a timely platform for exposure before and after trade shows and key industry events.

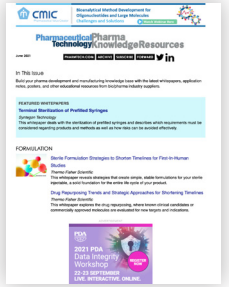
ePT

The *ePT* e-newsletter delivers critical information on industry trends, new technologies, the regulatory arena, recent contract awards, company mergers and acquisitions and news of interest to a highly desired community of pharmaceutical development and manufacturing professionals. Readers keep abreast of industry, technical and scientific developments, as well as the movements of colleagues. The e-newsletter also includes information on upcoming industry events and new product introductions.

Equipment & Processing Report

Equipment & Processing Report focuses on pharmaceutical manufacturing process and technology, providing manufacturing news, related regulatory issues and current trends.

Pharma Knowledge Resources

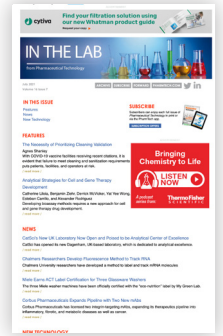


PharmTech.com invites subscribers to use the Knowledge Resources E-library at no charge each month. To download your white paper or application note, the viewer must complete a short response form including contact information and demographics. After the white paper is sent, you will receive an immediate email notification with the respondent's information. In addition, you will have access to real-time data containing all the leads generated via a password-protected website.

First Look

Pharmaceutical Technology Europe™ *First Look* is a monthly electronic newsletter that is sent to subscribers in Europe. It previews the latest issue of *Pharmaceutical Technology Europe*™ with links to online content and the digital edition of the magazine.

In the Lab



In the Lab delivers articles and timely insights on the vital research and quality functions performed in bio/pharmaceutical laboratories. It features on-method development, analytical techniques, instruments, equipment and supplies. Other topics include services for the testing, characterization and analysis of raw materials, drug substances and drug products. It also includes profiles of new instruments, equipment and supplies used in the testing and analysis of raw materials, drug substances and drug products.

VIRTUAL EVENTS AND VIDEO PROGRAMS

Pharmaceutical Technology EUROPE

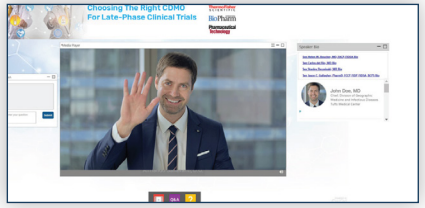
As an alternative to trade shows, conferences and face-to-face events, you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state-of-the-art in-house studios, the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

Virtual 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 of a live trade show or meeting, including a lobby, an auditorium, an exhibit hall, a networking lounge and a resource centre.

Virtual 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 composed 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.

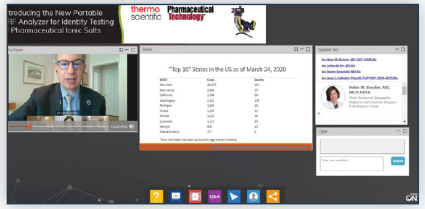


Virtual Thought Leadership Interviews/Roundtable

Using advanced video conference 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.

Virtual Press Conference

Pharmaceutical Technology Europe™ 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.



LIVE EVENTS AND VIDEO PROGRAMS

Pharmaceutical Technology EUROPE

Video Programs

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

Presentation Showcase

Our Presentation Showcase program is composed 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 minute video with promotions to the *Pharmaceutical Technology Europe*™ community.

Live Events

Partner with *Pharmaceutical Technology Europe*™ to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Pharmaceutical Technology Europe*™ your partner of choice?

Content Development

The *Pharmaceutical Technology Europe*™ 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 Technology Europe*™ 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, but we also provide marketing programs to get the content out to both attendees and nonattendees.

Turnkey Logistics

Besides the expertise of *Pharmaceutical Technology Europe*™, you also get the meeting planning services of MJH Life Sciences to create a turnkey solution for your event.

CONTENT MARKETING

Pharmaceutical Technology EUROPE

Custom Content Creation

Demonstrate thought leadership

Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as but not limited to:

- White papers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles
- Pharma Talks
- Dedicated Dialogue
- Sponsored E-books

Sponsored E-books

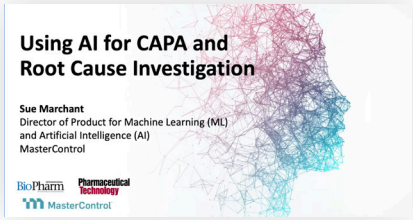
A sponsored custom e-book or e-book series on topic(s) of your choice or a collaborative topic in conjunction with *Pharmaceutical Technology Europe™'s* editorial team. This program is designed to deliver high-quality leads.

Lead Nurturing

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

Dedicated Dialogue

Pharmaceutical Technology Europe™'s will conduct an interview with an expert from your company (scientist, 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 Technology Europe™'s.*



WEBCASTS

Pharmaceutical Technology EUROPE

Pharmaceutical Technology Europe™ 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 — Over 40 years of industry experience

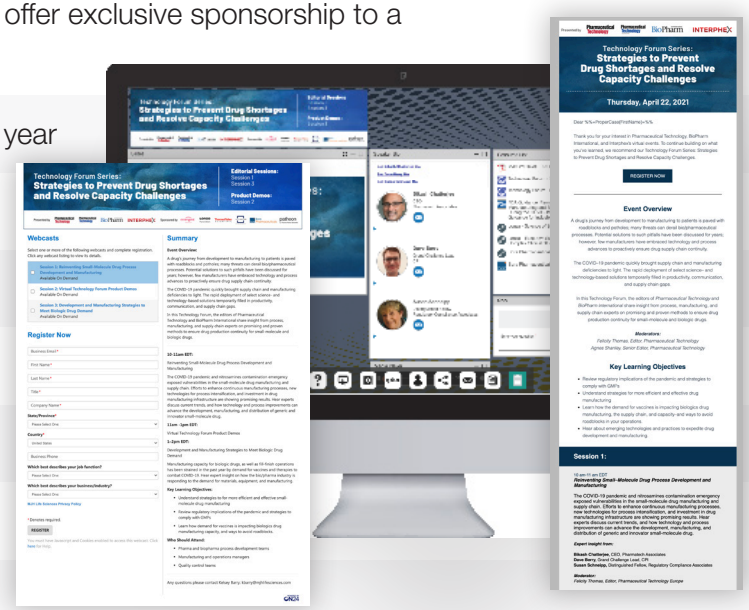
Talent — Respected speakers, producers and moderators from our editorial team

Audience/Reach — 700,000+ qualified pharma/science professionals

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 info 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 Europe* 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 Sciences™ webcasts

DRUG Solutions PODCAST

PharmTech

Pharmaceutical Technology EUROPE

Drug Solutions is *Pharmaceutical Technology®'s* brand new podcast series where editors will chat with industry experts across the pharmaceutical and biopharmaceutical supply chain.

Each month, *Pharmaceutical Technology®* will release a series of editorial and sponsor contributed episodes on a specific topic relevant to your audience. Listeners will join subject matter experts as they share insights into their biggest questions—from the technologies, to strategies, to regulations related to the development and manufacture of drug products.

Become a sponsor of this special podcast series to build your brand's awareness and thought leadership amongst pharmaceutical and biopharmaceutical professionals.

DRUG SOLUTIONS SPONSORSHIP INCLUDES:

- Your company recognized as an exclusive sponsor by editorial team in each episode
- Your KOL/SME featured and interviewed in an episode of that month's programming (podcast recording provided to you)
- Your logo placement on all marketing materials promoting that month's programming
- Podcast hosted in Pharm Tech's podcast channel and on PharmTech.com for 1 year
- Promoted through dedicated email blasts, eNewsletters, social media and on the PharmTech.com website
- Podcasts accessible from SoundCloud, Apple Podcasts, Google Podcasts, and Spotify

Bonus: Feature your relevant content (application note, whitepaper, etc.) for download under podcast episode on PharmTech.com

Month	Podcast Topic
Jan.	2022 Trends
Feb.	Vaccine Development
March - Ep. 1	Decentralized Manufacturing
March - Ep. 2	Drug Dosage Form Trends
April - Ep. 1	Drug Manufacturing Technology
April - Ep. 2	Supply Chain: Materials Sourcing
May - Ep. 1	Biologic Drug Development and Manufacturing

Month	Podcast Topic
May - Ep. 2	Quality and Inspections
June - Ep. 1	Aseptic Processing
June - Ep. 2	Oral Solid Dosage
July - Ep. 1	Drug Packaging Advances
July - Ep. 2	Compliance and Validation
Aug. - Ep. 1	Formulation: Solubility/ Bioavailability
Aug. - Ep. 2	Outsourcing Strategies

Month	Podcast Topic
Sept. - Ep. 1	Emerging Therapies: Biologics
Sept. - Ep. 2	Cell Therapy Development
Oct. - Ep. 1	Formulation Strategies
Oct. - Ep. 2	Drug Delivery Systems
Nov. - Ep. 1	Processing Equipment Trends
Nov. - Ep. 2	Oral Solid Dosage
Dec. - Ep. 1	Trends in Drug Development
Dec. - Ep. 2	Flex Episode

PHARMA INSIGHTS

Pharmaceutical Technology EUROPE

Your opportunity to share a point of view

Pharma 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 Technology Europe*™.

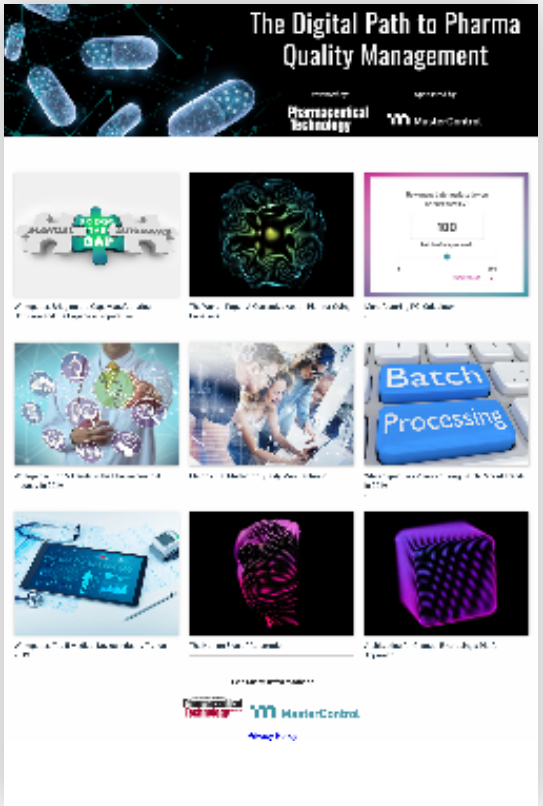
A native, branded content opportunity:

- Articles, press releases, videos and more included within the digital content feed and/or the print edition of *Pharmaceutical Technology Europe*™
- An expandable offering from one article to a complete content centre with your branding
- An integrated promotional program providing significant exposure to our audience

CONTENT ENGAGEMENT HUB

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 multitouch 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.



A native, branded content opportunity:

- 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 promoted for three months
- Promotion of your assets to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Need help developing content?

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

PharmTech BUYERS' RESOURCE
Your Connection to Global Pharmaceutical Suppliers

Pharmaceutical Technology EUROPE

THE BEST PLACE TO MEET BUYERS.

Pharm Tech Buyers Resource is an online directory that connects buyers to pharma manufacturing suppliers around the world.

Feature your company's information along with content such as webcast links, videos, downloadable documents and more! Visitors browse the online directory by company name, product, category or search by keyword. Information about each supplier includes a company description and detailed contact information.

Visitors browse global suppliers and resources for:

- Analytical Instruments
- Chemicals, Excipients, Ingredients and APIs
- Contract Services
- Facility Design and Operations
- Laboratory Instruments, Equipment and Supplies
- Manufacturing, Processing Equipment and Supplies
- Aseptic/Sterile Processing
- Drug Delivery Technology
- Packaging Equipment and Accessories
- Information Technology
- Compliance and Validation

Advancing Development & Manufacturing

Pharmaceutical Technology® EUROPE

2022 Editorial Calendar

AN MJH life sciences™ BRAND

pharmtech.com

EDITORIAL COVERAGE

Pharmaceutical Technology EUROPE

EXPERT INSIGHT AND ANALYSIS

Pharmaceutical Technology Europe™ sets the standard for publishing independent, industry-leading information on the technologies, strategies, and regulations crucial to professionals developing and manufacturing pharmaceuticals and biopharmaceuticals. The editorial mix of peer-reviewed papers, technical articles, technology reports, regulatory and business columns, and expert commentary provides comprehensive coverage of process and formulation development, manufacturing operations, drug delivery, packaging, labeling, and distribution.

Contributors from bio/pharmaceutical companies and industry supplier companies, columnists and the editorial staff are experts, with specialized knowledge and experience in their fields.

EDITORIAL FOCUS

Each issue of *Pharmaceutical Technology Europe*™ addresses a key trend in drug development and manufacturing, including advances in equipment, instruments and processes; drug formulation and manufacturing strategies; drug delivery trends; emerging dosage forms; vaccines and biologic-drug development; drug ingredient quality; and processing equipment.

Through expert interviews, roundtable discussions, literature reviews, and survey analysis, the editors report on emerging trends, strategies, and best practices in these key areas.

PEER-REVIEWED RESEARCH

Pharmaceutical Technology Europe™ publishes peer-reviewed papers in the form of data-driven research papers, literature and patent reviews, application and technical notes, and position papers on drug development topics. All papers undergo a double-blind peer-review process by the *Pharmaceutical Technology Europe*™ Editorial Advisory Board, which comprises leading scientists, managers, directors and consultants.

KEY TOPICS

DRUG DEVELOPMENT

Features address advances in API synthesis of small- and large-molecule drug substances and excipients, as well as formulation and drug delivery challenges. Topics including early development strategies, solubility enhancement, particle characterization, excipients, and stability are covered for traditional and emerging dosage forms.

MANUFACTURING

The editors examine problems and solutions for solid dosage, sterile, biopharmaceutical and other drug forms. Experts share insights on manufacturing equipment, process controls, scale-up, packaging, tech transfer, supply chain, and facility and laboratory operations.

ANALYTICAL TESTING

Feature articles and case studies address vital quality and analytical practices including contamination control, dissolution, extractables and leachables, stability testing, protein characterization, cleaning validation, and more.

OUTSOURCING

Trends, partnerships and business activities in the contract services market are described by expert columnists. Other features examine best practices for working with contract service providers for drug development, manufacturing, and laboratory studies.

QUALITY/REGULATIONS

Experts review current regulatory authority initiatives and offer insight on regulatory authority activities, good manufacturing practices, good laboratory practices, statistical analysis and more.

Ask the Compliance Expert answers reader questions about good manufacturing practices and other regulatory issues.

CONTRIBUTION GUIDELINES

For information about contributing editorial features to *Pharmaceutical Technology Europe*™, visit the Editorial Info link on www.PharmTech.com.

SPECIAL EDITORIAL COVERAGE

Pharmaceutical Technology EUROPE

January 2022 – Editors' Drug Digest Video Series:
APIs, Excipients, and Formulation Advances
The editors analyze recent new drug approvals and trends in API synthesis, formulation strategies, excipients, and process development.

February 2022 – Interactive eBook:
Bio/Pharma Outsourcing Innovation
Contract research, development, and manufacturing organizations share details on the technologies, processes, equipment, and other innovations that help accelerate drug development, manufacturing, packaging, and quality control.

March 2022 – Interactive eBook:
Quality and Regulatory Sourcebook
Stay ahead of the latest regulations, guidance documents, and compendial documents guiding drug development and manufacturing; gain insight into practical quality practices for bio/pharma organizations.

April 2022 – Editors' Drug Digest Video Series:
Emerging Therapies
The editors examine challenges associated with developing, formulating, and manufacturing new drug modalities and dosage forms.

May 2022 – Interactive eBook:
Trends in Manufacturing
New technologies and processes are accelerating drug production while reducing costs and improving quality. Learn about new strategies from process development through commercial manufacturing for a range of dosage forms.

June 2022 – Editors' Drug Digest Video Series:
Biopharmaceutical Drug Development Manufacturing
The editors and report on novel technologies for the formulation, manufacture, purification, and delivery biologic-based drugs.

August 2022 – Editors' Drug Digest Video Series:
Aseptic Processing and Manufacturing
The editors review regulatory requirements, quality challenges, and new processes and technologies to produce sterile drugs safely and economically.

September 2022 – Editors' Drug Digest Video Series:
Solid Dosage Drug Development and Manufacturing
The editors share expert insight on trends in the development of solid-dosage drug forms, including excipients, APIs, formulation, and new manufacturing processes and equipment.

October 2022 – Interactive eBook:
Trends in Formulation
Experts share new processes, novel excipients, and new methodologies to address formulation challenges associated with complex molecules, particle engineering, bioavailability limits, and demands for safer dosage forms for patients.

November 2022 – Editors' Drug Digest Video Series:
Automating Bio/Pharma Processes
The editors review how artificial intelligence, robotics, virtual reality, remote monitoring, and other automation strategies are impacting bio/pharma process development and manufacturing.

2022 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

JANUARY
Ad Close: 7 January

FOCUS
Pharma Industry Outlook
Special Coverage: Annual Employment Survey

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Formulation Strategies for Early Drug Development
Drug Appearance and Taste
Solubility/Bioavailability

Manufacturing
Biologic-Based Drug Manufacturing
Facility Design and Engineering

Quality/Regulations
European Regulatory Update
Ask the Compliance Expert

Analytics
Drug Substance Testing

Outsourcing
State of Outsourcing Industry

VALUE-ADDED
FREE 3-Minute Podcast Posted on *www.PharmTech.com* or FREE Whitepaper Listing in the *PharmTech* Whitepapers Section
FREE Direct eResponse Ad Leads (Ask your rep for details.)

EDITORS' DRUG DIGEST VIDEO SERIES
APIs, Excipients, and Formulation Advances
The editors analysis recent new drug approvals and trends in API synthesis, formulation strategies, and excipient and process development.

FEBRUARY
Ad Close: 24 January

FOCUS
Bio/Pharma Analysis

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Toxicology Studies
Cannabinoid-based Drugs
Vaccine Development

Manufacturing
Aseptic/Sterile Drug Manufacturing
Process Analytical Technology
Serialization

Quality/Regulations
Computer Validation
European Regulatory Update
Ask the Compliance Expert

Analytics
Automated Analytical Workflows

Outsourcing
Method Development

SHOWS
Pittcon, 5–9 March, Atlanta

VALUE-ADDED
Product Service Profile in eNewsletter

INTERACTIVE EBOOK
Bio/Pharma Outsourcing Innovation
Contract research, development, and manufacturing organizations share details on the technologies, processes, equipment, and other innovations that help accelerate drug development, manufacturing, packaging, and quality control.

MARCH
Ad Close: 21 February

FOCUS
Drug Dosage Forms Trends

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
IND/CTA Application Process
Biopharmaceutical APIs
Accelerated Formulation Strategies

Manufacturing
Oral Solid Dose Drug Manufacturing
Biologics Drug Continuous Manufacturing
Supply Chain Continuity

Quality/Regulations
Good Distribution Practices
European Regulatory Update
Ask the Compliance Expert

Analytics
Protein Characterization

Outsourcing
Clinical Trial Materials

SHOWS
DCAT Week, 20–24 March, New York
Drug Delivery & Formulation Summit, 21–23 March, Berlin
BIO-Europe Spring, 28–30 March, Basel
ACHEMA, 4–8 April, Frankfurt

VALUE-ADDED
FREE 3-Minute Podcast Posted on *www.PharmTech.com* or FREE Whitepaper Listing in the *PharmTech* Whitepapers Section

INTERACTIVE EBOOK
Quality and Regulatory Sourcebook
Stay ahead of the latest regulations, guidances, and compendial documents guiding drug development and manufacturing, and gain insight into practical quality practices for bio/pharma organizations.

Trade show dates listed are as of 2021 September 10. Trade show dates and topics are subject to change.

2022 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

APRIL
Ad Close: 20 March

FOCUS
Drug Manufacturing Technology

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Medicinal Chemistry
Excipient Quality
Tablet Formulation

Manufacturing
Compounded Drug Manufacturing
Fill/Finish
Packaging Trends

Quality/Regulations
Corrective and Preventive Actions
European Regulatory Update
Ask the Compliance Expert

Analytics
Cleaning Validation
Statistical Solutions

Outsourcing
Bioprocessing Contract Services

SHOWS
CPhI North America, 17–19 May, Philadelphia
Interphex, 24–26 May, New York

VALUE-ADDED
Ad Retargeting: 25,000 Impressions

EDITORS' DRUG DIGEST VIDEO SERIES
Emerging Therapies
The editors examine challenges associated with developing, formulating, and manufacturing new drug modalities and dosage forms.

MAY
Ad Close: 20 April

FOCUS
Biologic Drug Development and Manufacturing

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Pre-IND/CTA Studies
Inhalation Drug Formulation
Drug Delivery Methods

Manufacturing
Semisolid Drug Manufacturing
Lyophilization
Cold Chain

Quality/Regulations
Quality Culture
European Regulatory Update
Ask the Compliance Expert

Analytics
Dissolution Testing

Outsourcing
Formulation

SHOWS
ChemSpec Europe, 31 May–1 June, Frankfurt
BIO International Convention, June 13–16, San Diego

VALUE-ADDED
FREE Direct eResponse Ad Leads

INTERACTIVE EBOOK
Trends in Manufacturing
New technologies and processes are accelerating drug production while reducing costs and improving quality. Learn about new strategies from process development through commercial manufacturing for a range of dosage forms.

JUNE
Ad Close: 20 May

FOCUS
Aseptic Processing

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Dosing Studies
Coprocessed Excipients
Patient-Centric Formulation

Manufacturing
Biologic-Based Drug Manufacturing
Equipment Cleaning

Quality/Regulations
European Regulatory Update
Ask the Compliance Expert

Analytics
Elemental Impurities

Outsourcing
Contract Testing Services

SHOWS
Analytica, 21–24 June, Munich

VALUE-ADDED
Product Service Profile in eNewsletter

EDITORS' DRUG DIGEST VIDEO SERIES
Biopharmaceutical Drug Development Manufacturing
The editors report on novel technologies for the formulation, manufacture, purification, and delivery of biologic-based drugs.

Trade show dates listed are as of 2021 September 10. Trade show dates and topics are subject to change.

2022 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

JULY
Ad Close: 20 June

FOCUS
Drug Packaging Advances

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Molecule Characterization
High-Potency Drug Formulation
Biologic Drug Formulation

Manufacturing
Point-of-Use Drug Manufacturing
Automation

Quality/Regulations
European Regulatory Update
Ask the Compliance Expert

Analytics
Extractables and Leachables (raw materials)

Outsourcing
State of Outsourcing Industry

SHOWS
Controlled Release Society (TBD)

VALUE-ADDED
Case Study on an Industry Topic of Choice

AUGUST
Ad Close: 22 July

FOCUS
Ingredient Quality

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Animal Models
Cell Therapy Development
Solubility/Bioavailability

Manufacturing
Vaccine Manufacturing
Facility Design and Engineering

Quality/Regulations
GMPs for Solid-Dose Drugs
European Regulatory Update
Ask the Compliance Expert

Analytics
Automated Finished Product Inspection
Lab Data Integrity

Outsourcing
Contract Packaging

VALUE-ADDED
FREE Direct eResponse Ad Leads (Ask your rep for details.)

EDITORS' DRUG DIGEST VIDEO SERIES
Aseptic Processing and Manufacturing
The editors review regulatory requirements, quality challenges, and new processes and technologies to produce sterile drugs safely and economically.

SEPTEMBER
Ad Close: 22 August

FOCUS
Emerging Therapies

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Drug Candidate Screening
Topical Drug Development
Alternative Drug Delivery Formulation

Manufacturing
Biologic-Based Drug Manufacturing
Process Optimization
Logistics/Shipping

Quality/Regulations
Audits and Inspections
European Regulatory Update
Ask the Compliance Expert

Analytics
Environmental Monitoring

Outsourcing
Bioanalytical Studies

SHOWS
Making Pharmaceuticals, 27–28 Sept., Dublin

VALUE-ADDED
Ad Retargeting: 25,000 Impressions

EDITORS' DRUG DIGEST VIDEO SERIES
Solid Dosage Drug Development and Manufacturing
The editors share expert insight and report on trends in the development of solid-dosage drug forms, including excipients, APIs, formulation, and new manufacturing processes and equipment.

Trade show dates listed are as of 2021 September 10. Trade show dates and topics are subject to change.

2022 EDITORIAL CALENDAR

Pharmaceutical Technology EUROPE

OCTOBER
Ad Close: 20 September

FOCUS
Formulation Strategies

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Early Development Strategies
Advances in Small-Molecule API Synthesis
Reformulation Strategies

Manufacturing
Aseptic/Sterile Drug Manufacturing
Contamination Control
Raw Materials Traceability

Quality/Regulations
Compendial Compliance Update
European Regulatory Update
Ask the Compliance Expert

Analytics
Extractables and Leachables (processing and packaging)
Statistical Solutions

Outsourcing
Bioprocessing Contract Services

SHOWS
CPhI Worldwide, TBD

VALUE-ADDED
FREE 3-Minute Podcast Posted on *www.PharmTech.com* or FREE Whitepaper Listing in the **PharmTech** Whitepapers Section

INTERACTIVE EBOOK
Trends in Formulation
Experts share new processes, novel excipients, and new methodologies to address formulation challenges associated with complex molecules, particle engineering, bioavailability limits, and demands for safer dosage forms patients.

NOVEMBER
Ad Close: 20 October

FOCUS
Processing Equipment Trends

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
ADME Studies
Excipients for Solubility
Particle Engineering

Manufacturing
Oral Solid Dose Drug Manufacturing
Scale Up
Packaging Trends

Quality/Regulations
Supplier Oversight
European Regulatory Update
Ask the Compliance Expert

Analytics
Particle Analysis

Outsourcing
Tech Transfer

VALUE-ADDED
FREE Direct eResponse Ad Leads (Ask your rep for details.)

EDITORS' DRUG DIGEST VIDEO SERIES
Automating Bio/Pharma Processes
The editors review how artificial intelligence, robotics, virtual reality, remote monitoring, and other automation strategies are impacting bio/pharma process development and manufacturing.

DECEMBER
Ad Close: 21 November

FOCUS
Trends in Drug Development

PEER-REVIEWED RESEARCH/TECHNICAL PAPERS
Bio/Pharma Research and Technical Advances

EMERGING TOPICS IN BIO/PHARMA

TECHNICAL TOPICS

Development
Pharmacokinetics
Drug Stability
Novel Drug Forms

Manufacturing
Specialty Drug Manufacturing
Isolators and RABs

Quality/Regulations
GMPs for Sterile/Aseptic Manufacturing
European Regulatory Update
Ask the Compliance Expert

Analytics
Stability Testing

Outsourcing
Impurity Testing

VALUE-ADDED
Double Up Ad Programme

Trade show dates listed are as of 2021 September 10. Trade show dates and topics are subject to change.

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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	970x300	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

Pharmaceutical Technology EUROPE

Email 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
Product Profile	200 words, 1 x image, 1 x logo, contact details including email and web address. 30 word summary of product profile						

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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	6 - 15 seconds for non-skippable 15 - 30 seconds for skippable		
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		

DIGITAL SPECIFICATIONS

Pharmaceutical Technology EUROPE

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

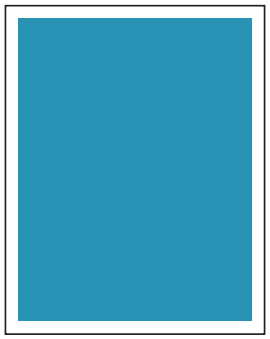
Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

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

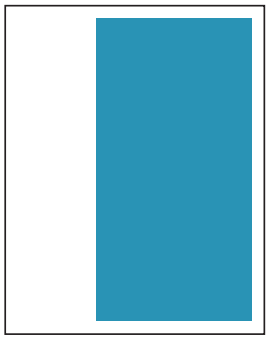
PRINT SPECIFICATIONS

Pharmaceutical Technology EUROPE

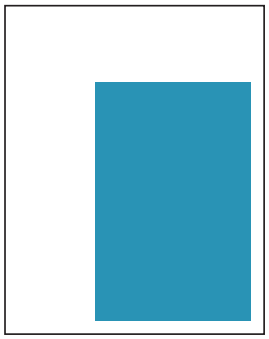
PTE GROUP AD SIZES For all print products. Keep live matter 10 mm from all sides							
	BLEED	TRIM SIZE	NON-BLEED		BLEED	TRIM SIZE	NON-BLEED
Two page spread	400 x 273	394 x 267	368 x 241	1/2 page horizontal	203 x 137	197 x 133	171 x 117
Full page	203 x 273	197 x 267	171 x 241	1/3 page vertical	73 x 273	70 x 267	54 x 241
2/3 page	133 x 273	130 x 267	114 x 241	1/3 square	133 x 137	130 x 133	114 x 117
1/2 island	133 x 197	130 x 194	114 x 178	1/4 page	105 x 137	102 x 133	86 x 117
1/2 page vertical	105 x 273	102 x 267	86 x 241				



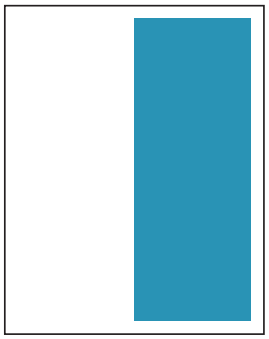
Full page



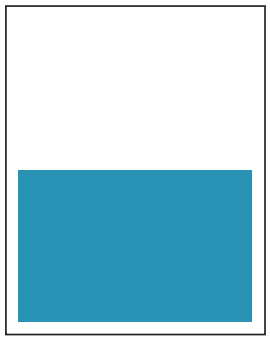
2/3 page



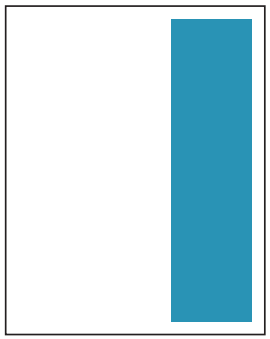
1/2 page island



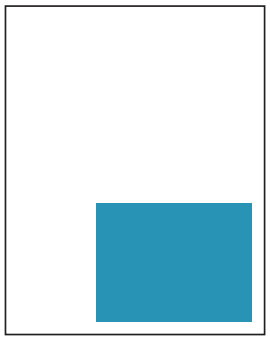
1/2 page vertical



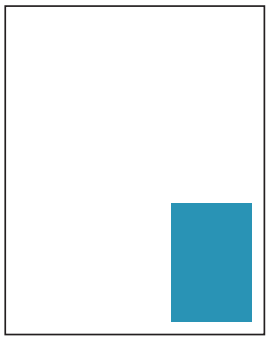
1/2 page horizontal



1/3 page vertical



1/3 square



1/4 page

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 publisher detects an error before going to press, publisher will make a reasonable effort to contact advertiser to give advertiser an opportunity to correct and resubmit advertiser's file before publication.

3. **Ad Proofs:** To insure 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 make goods or any other form of compensation) for any ad supplied to publisher by advertiser without a SWOP proof.

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