APPLIED CLINICAL TRIALS®

Your Trusted Clinical Trials Management Resource

2023 Media Planner

AN **MJH** life sciences™ BRAND

The **MJH life sciences®** Advantage

60+
Brands

3.9M+
Email Reach

7M+
Unique Visitors
per Month

16M+
Average Page Views
per Month

1.9M+
Print
Circulation

1000s
KOL & SAP Relationships

1500+
Conferences & Events

As an MJH Life Sciences® brand you'll be partnering with the largest privately held medical media company in North America.

Speed to Market
Driven by our flexibility and entrepreneurial spirit

Relationships
Ability to leverage the credibility and experience of our key opinion leaders (KOLs) and strategic alliance partners (SAPs)

Audience
An unmatched active audience spanning 63 brands and 17 various specialties
Partnering with us means you'll reach your audience with the right message at the right time.

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CERTIFICATE OF REGISTRATION

A-LIGN

Information Security Management System

ISO/IEC 27001:2013

This is to certify that the Information Security Management System of:

MJH Life Sciences
2 Clarke Drive, Suite 100
Cranbury, New Jersey 08512
United States

Conforms with the requirements of ISO/IEC 27001:2013 for the scope listed below:

The ISMS supporting the confidentiality, integrity, and availability of customer data, supplier information, and MJH Life Science's internal data related to all sub-LLC's under the MJH Life Sciences LLC, all sales services as provided by all MJH Life Sciences Brands, all services as provided by the Truth Serum Network (Agency), all shared services located out of headquarters, and all supporting departments: HR, IT, and Finance located at the headquarters at 2 Clarke Drive, Suite 100, Cranbury, New Jersey environment.

MJH Life Sciences takes threats to the availability, integrity, and confidentiality of our clients' information seriously. As such, MJH Life Sciences is an ISO/IEC 27001:2013 certified provider whose Information Security Management System *(ISMS)* has received third-party accreditation from the International Standards Organization.

- ISO *(International organization of Standardization)* takes a risk-based approach to information security and risk mitigation
- ISO 27001 & ISO 27701 consist of 114 controls and 10 management system clauses
- MJH and their compliance partners conduct internal and external audits annually that test the efficiency and enforcement of all ISO controls

ISO 27001 CERTIFIED
A-LIGN

AN **MJH** life sciences™ BRAND

Applied Clinical Trials®, an MJH Life Sciences™ brand, is the credible thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials. Applied Clinical Trials® is the only brand dedicated exclusively to the operations piece of pharmaceutical drug development. Professionals learn effective and efficient solutions to strategic and tactical challenges within this tightly regulated and competitive market.

Our Focus

Our authors — who share their knowledge and offer practical experiences with our readers — are executives, managers, and investigators who are involved in every stage of clinical trials from study design and protocol development, to data management, subject recruitment, budget negotiations, and site monitoring.

Our Readers

With a global audience of 22,382* engaged clinical professionals, *Applied Clinical Trials* connects you with the industry professionals who are most receptive to your marketing message.

*Publisher's own data

2023 Columnists

Jill Wechsler is the Washington, DC, correspondent for *Applied Clinical Trials*® 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 regulations 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.

Peter O'Donnell is the Brussels, Belgium, correspondent for *Applied Clinical Trials*® and has held this role since the publication's inception. Peter keeps our readers up to date on all things EU, from the EMA to the regulatory authorities of the member states, as well as European Commission initiatives that strike a chord in clinical trials operations and conduct. Peter takes his vantage point to the next level in his analysis and interpretation of the news to keep our readers abreast of current events.
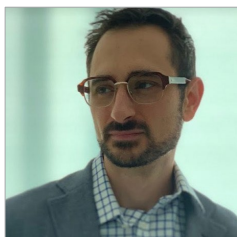
Moe Alsumidaie is a contributor to and member of the Editorial Advisory Board for *Applied Clinical Trials*®. Moe has over more than 15 years of experience in clinical trials working inside of Fortune 100 & 500 biopharmaceutical enterprises, including Abbott, Genentech, Roche, Stanford Medical Center and Mount Sinai. Moe is also Head of Research at CliniBiz and Chief Data Scientist at Annex Clinical Corporation. Moe's articles range from interviews of clinical trials experts, reporting from conferences and events, and analysis of current clinical trials trends that keep readers in the know.

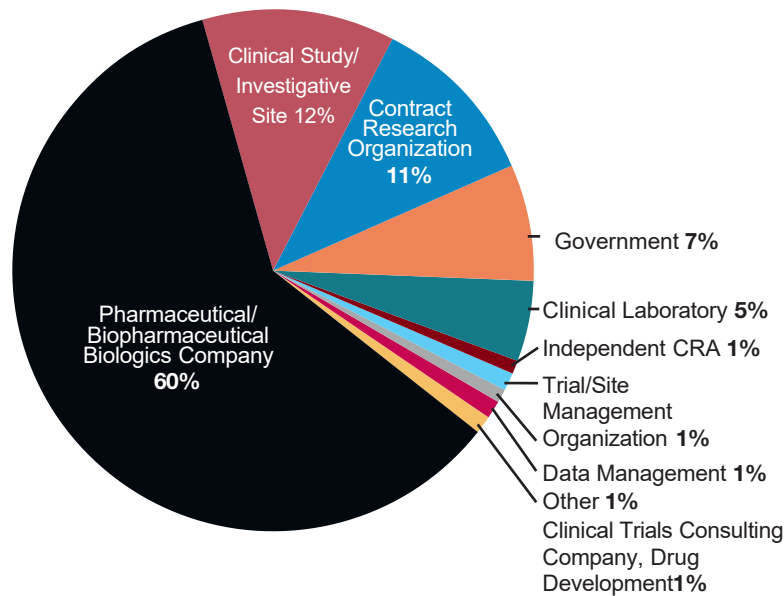## *Applied Clinical Trials*®' Editorial Advisory Board

Our Editorial Advisory Board ensures the credibility and accuracy of our content through the members' expertise. The board members come from all walks of the industry— CROs, IRBs, regulatory agencies, technology and pharmaceutical companies—and have experience with clinical trials management, design, GCP, recruitment, data management, and informed consent and monitoring, among other fields. These international experts offer their mastery to review manuscripts, suggest topics and advise editors on industry issues. Through their contributions, our readers benefit by receiving credible, practical and relevant articles and commentaries.

AUDIENCE

APPLIED **CLINICAL TRIALS**

With a global audience of engaged clinical professionals, *Applied Clinical Trials*® connects you with the industry professionals who are most receptive to your marketing message.

Business & Industries*

Clinical Study/Investigative Site 12%
Contract Research Organization 11%
Government 7%
Clinical Laboratory 5%
Independent CRA 1%
Trial/Site Management Organization 1%
Data Management 1%
Other 1%
Clinical Trials Consulting Company, Drug Development 1%
Pharmaceutical/Biopharmaceutical Biologics Company 60%

Circulation*

Print Subscribers
10,500

Digital Subscribers
11,564

Website**

appliedclinicaltrialsonline.com

Monthly Visitors
57,084

Monthly Page Views
195,253

e-Newsletters**

ACT Direct Average Distribution
16,500

ACT Trends Average Distribution
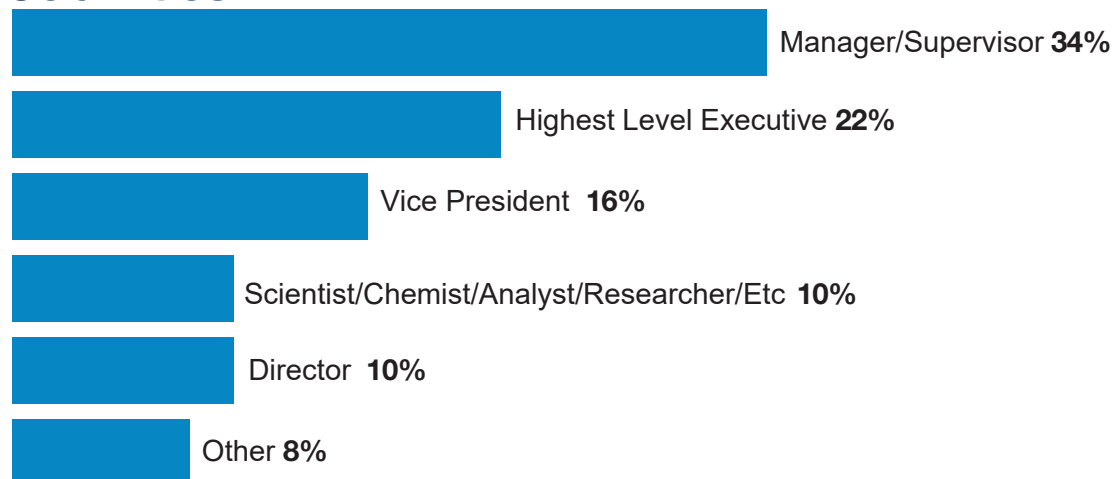**18,500**

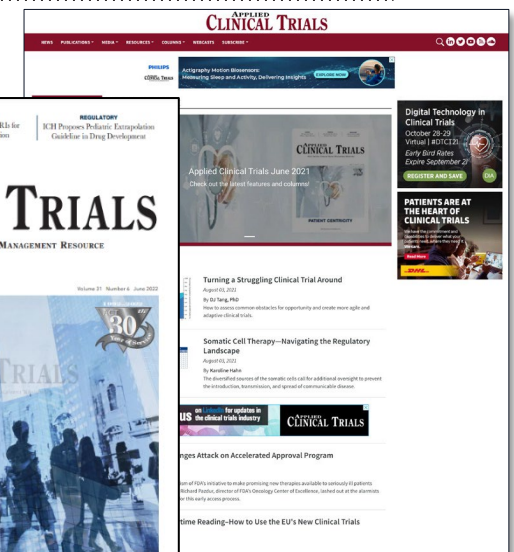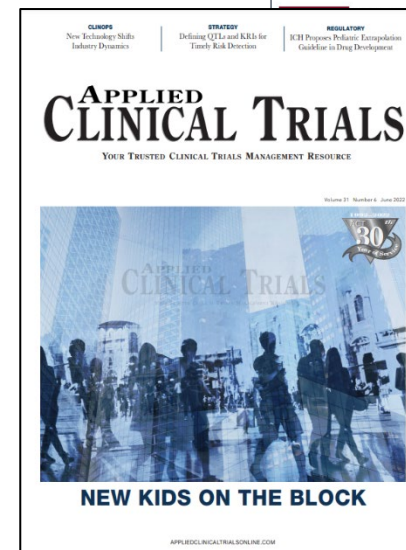## Social Media**

LinkedIn
+11,400

Twitter
+9,200

Job Titles**

Manager/Supervisor **34%**
Highest Level Executive **22%**
Vice President **16%**
Scientist/Chemist/Analyst/Researcher/Etc **10%**
Director **10%**
Other **8%**

*Publisher's own data

WWW.APPLIEDCLINICALTRIALSONLINE.COM

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APPLIED CLINICAL TRIALS

Choose the right content to fuel your business objectives

Applied Clinical Trials® 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	✓			✓
Lead Nurturing			✓	
Live/Virtual Roundtables	✓			✓
Online Advertising	✓	✓		
Podcasts	✓			✓
Presentation Showcase Video	✓			✓
Print Advertising	✓			
Sponsored Content Block	✓	✓		
Thought Leadership Video	✓			✓
Webcast			✓	✓
Whitepaper			✓	✓

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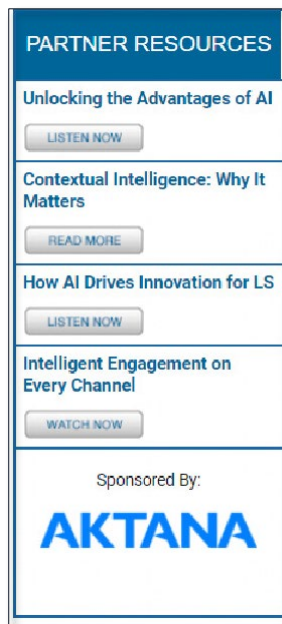
DIGITAL OFFERINGS

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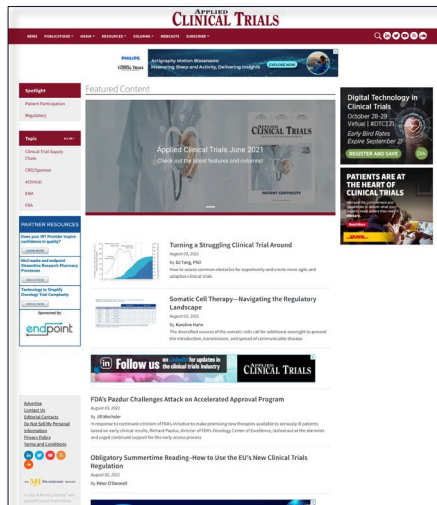
Online Website Advertising

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

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

CAST™ Custom Targeted Email

CAST™ is the highly targeted, data driven, Custom Audience Segmentation Tool from MJH Life Sciences. CAST™ contains more than 700,000 unduplicated decision-makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.
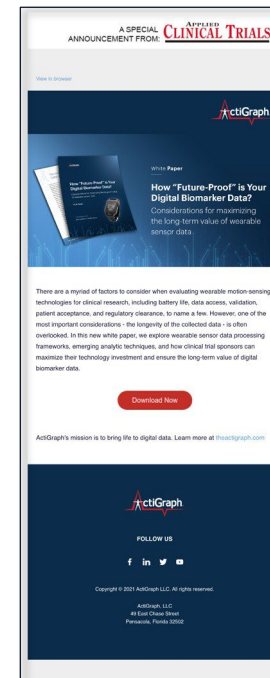
✓ **Content Tactic: Web Traffic, Lead Generation**

Sponsored Content Block

Exclusive sole-sponsored resource section on the *Applied Clinical Trials*® website where your company can disseminate collateral, videos, whitepapers 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, which means it is visible 24/7 on every page of the *Applied Clinical Trials*® website. Each asset/link is tracked individually so you will know which assets are the most popular.

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

Ad Retargeting

Once a visitor leaves appliedclinicaltrialsonline.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**
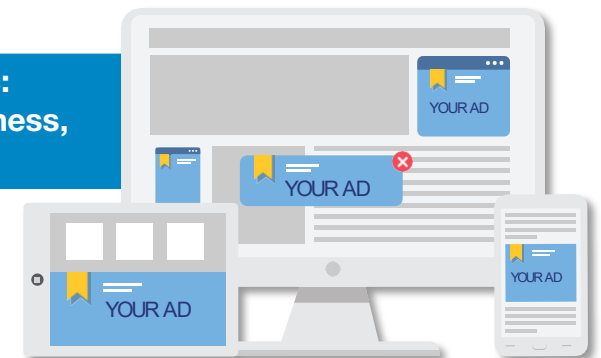
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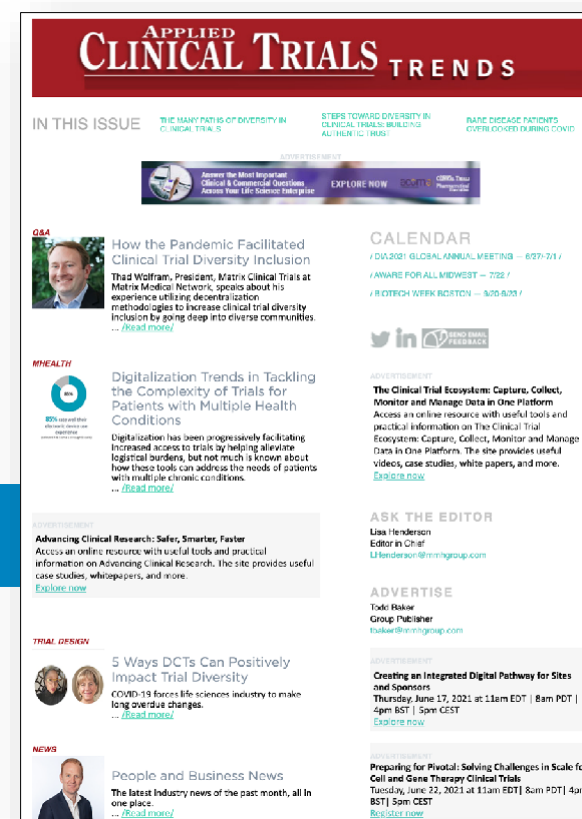

Applied Clinical Trials® Direct

ACT Direct is published weekly to highly engaged clinical trials professionals. Each edition features a premium collection of news, blogs, an advertiser marketplace, events/webcasts and more.

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

Applied Clinical Trials® Trends

ACT Trends is delivered twice a month to subscribers. It provides the most popular clinical trials news and articles, and it also highlights what's trending on social media.

✓ **Content Tactic:**
Branding/Awareness, Web Traffic
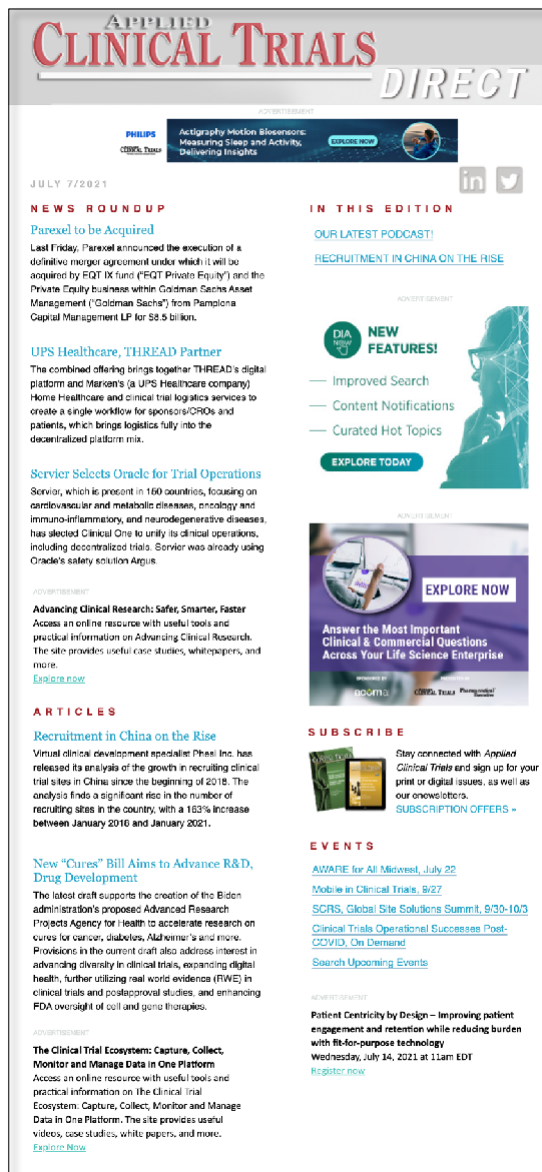
*Publisher's own data

CONTENT PROGRAMS

Dedicated Dialogue

Applied Clinical Trials® 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 *Applied Clinical Trials*®.

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

Sponsored e-Book

A sponsored custom e-Book or e-Book series on topic(s) of your choice or a collaborative topic in conjunction with *Applied Clinical Trials'*® editorial team. This program is designed to deliver high-quality leads.

✓ **Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership**
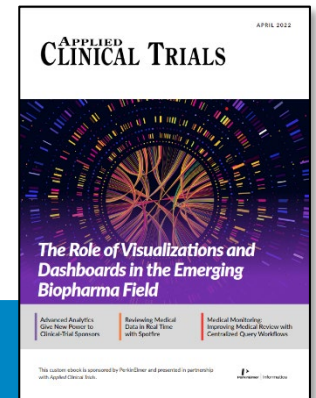
Lead Nurturing

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

✓ **Content Tactic: Lead Generation**

Visitor

Prospect

Lead

Whitepapers

Your whitepaper is posted in the library and promoted using our targeted email capabilities. In order to download your whitepaper, the viewer must complete a short response form that includes contact information and demographics. After the whitepaper is sent, you will receive on-demand or weekly reports containing all of your leads.
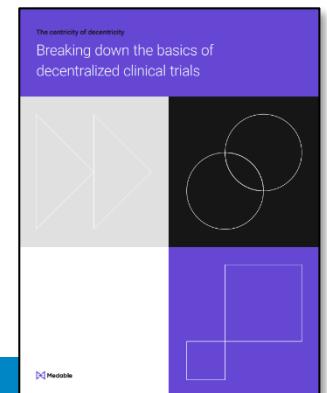
✓ **Content Tactic: Thought Leadership, Branding/Awareness**

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VIDEO PROGRAMS

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Applied Clinical Trials*® and audience engagement with the *Applied Clinical Trials*® 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 3–5-minute video with promotions to the *Applied Clinical Trials*® community.

Virtual Symposiums

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, auditorium, exhibit hall, networking lounge, and resource center.

LIVE EVENTS

Partner with *Applied Clinical Trials*® 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 *Applied Clinical Trials*® your partner of choice?

Content Development:

The *Applied Clinical Trials*® 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:

Applied Clinical Trials® 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:

Besides the expertise of *Applied Clinical Trials*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.

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DEDICATED VIDEO PLACEMENT

Our **Dedicated Video Placement** promotional program offers significant exposure to our audience right as they enter our website. This premium space places your video on our homepage as users scroll through content.

The homepage video is expandable to a larger screen and a dedicated landing page that places your video next to additional relevant content from your company.
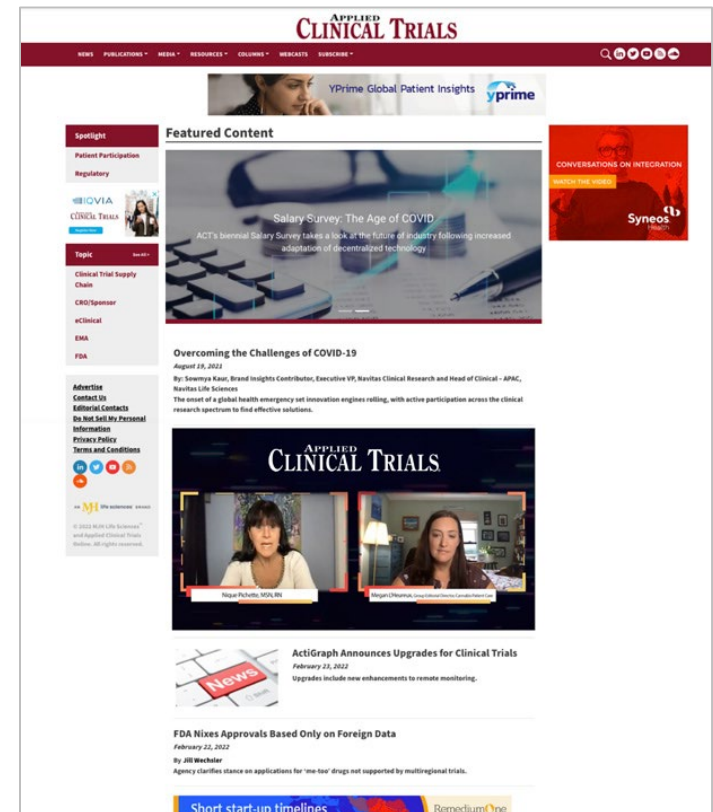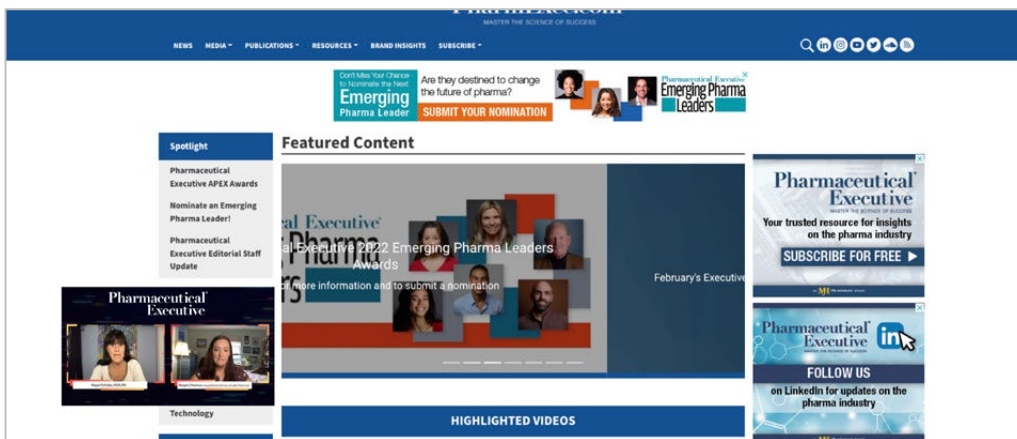
PROGRAM FEATURES

- Your video featured on our website's home page
- Video expands to dedicated page with your branding and chosen related content
- Features your related content (whitepaper, additional videos, website, ebook, etc.)
- Exclusive branding, including your company's display ads

WEBCASTS

Applied Clinical Trials® 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** — *Applied Clinical Trials*® has been covering the industry for more than 25 years

Talent — Includes respected speakers, producers and moderators from our editorial team

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

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

Analytics — Comprehensive lead capture and data reporting compiled for every event

Turnkey — Management, marketing, training, production and hosting are all full service
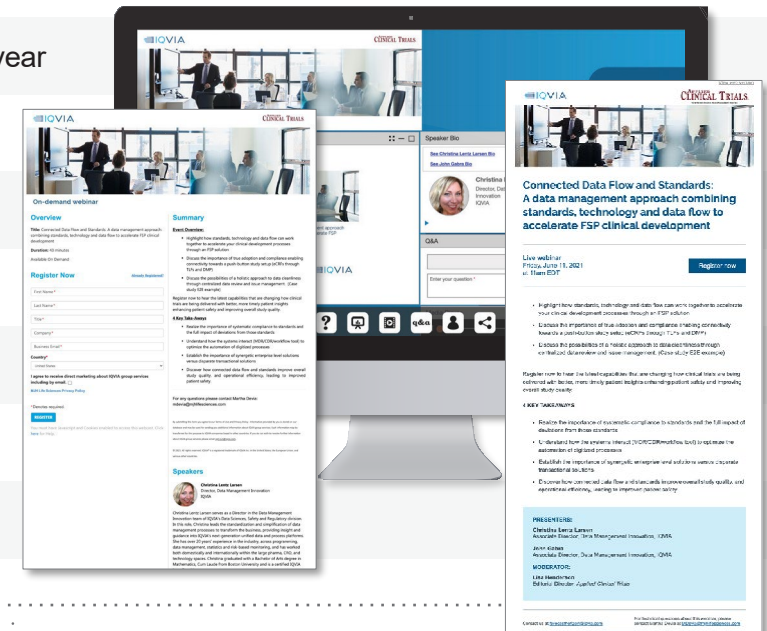
Enhanced Webcasts

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 *Applied Clinical Trials*® community

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

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

*Data obtained from past MJH Life Scienes webcasts

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APPLIED CLINICAL TRIALS

Your opportunity to share a point of view

Applied Clinical Trials®' 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 *Applied Clinical Trials®*.

A native, branded content opportunity

- Articles, press releases, videos, etc., are included within the digital content feed and/or the print edition of *Applied Clinical Trials®*
- Choose from an expandable offering from one article to a complete content center with your branding.
- Content featured on the appliedclinicaltrialsonline.com home page 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 Tactic: Branding/Awareness, Thought Leadership

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. Driven by a multitouch marketing campaign and single-sign-on access, the hub generates 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 includes setup of a branded environment, creative design of all materials, turnkey promotion and reporting.
- Six to 12 related assets, including whitepapers, app notes, videos, webcasts, research and web links included.
- Hosted and promoted for three months.
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Promotion & Lead Capture

Multichannel promotional campaign:

- Dedicated e-blasts: Content Engagement Hub and individual assets (minimum 10,000 emails)
- Promotion in appropriate brand e-newsletters
- Native ads in relevant articles on brand website
- Retargeted custom ads
- Social media promotions — Twitter and LinkedIn brand accounts

Lead Capture & Reporting

- One-time site registration allows users full access to content.
- Lead report sent twice a month includes registrant contact info and activity.
- Monthly program metrics include engagement, total visitors, unique views, time spent, etc.

Additional Features

Built-in content promoters and sharing tools include

- Next button moves users from asset to asset.
- "Before you go" exit action recommends an asset.
- "More resources" button drives users to the URL of your choice.
- Inactivity notification causes user's browser tab to "blink" and brings them back.
- Social and email sharing add more views.

Content Tactic: Web Traffic, Lead Generation

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PODCASTS

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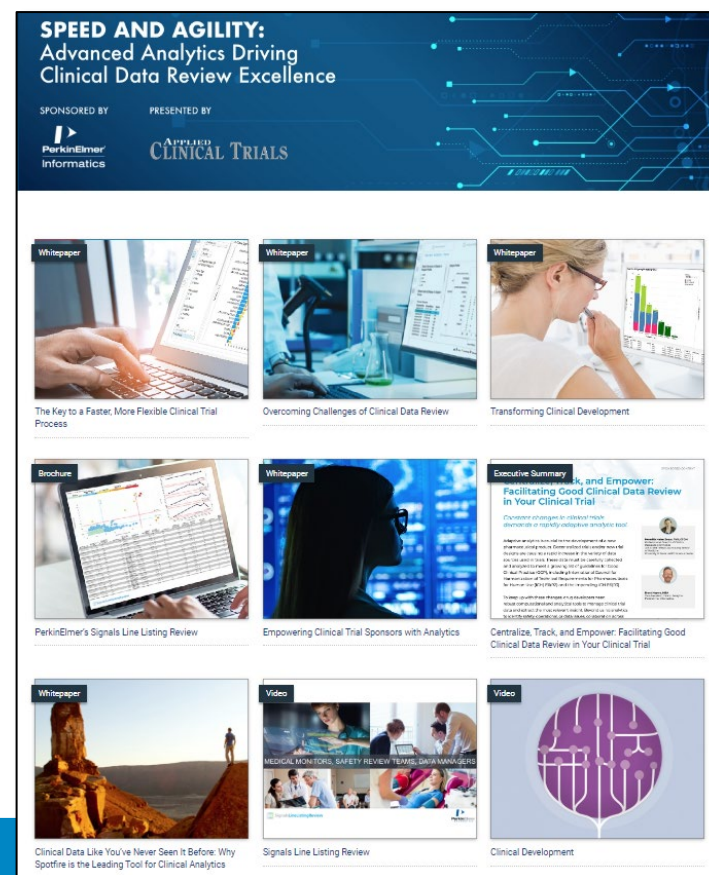
Applied Clinical Trials®, *Pharmaceutical Executive*®, and *Pharmaceutical Commerce*® have come together to bring you a podcast network that educates listeners on all areas of the pharmaceutical drug development chain—from clinical trials through commercialization.

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.

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

Listen now: appliedclinicaltrialsonline.com/editorial-podcasts

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

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

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.

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EDITORIAL CALENDAR

APPLIED CLINICAL TRIALS

January/February

Digital Edition
Ad Close: January 9
Materials Due: January 16

Clinical Trial Data Management: Multiple data sources, more types of data, and the need for more data managers – as well as data scientists – is a growing field in clinical research. In fact, it's estimated that 24,700 new clinical data management positions will be needed nationwide by 2029.

March

Print/Digital Edition
Ad Close: February 10
Materials Due: February 17

Diversity in Clinical Trials:
Many initiatives, ideas and innovation in increase diversity with both clinical trials professionals and the participants they seek to recruit. Which initiatives are working and how is the momentum toward more equitable clinical trials faring?

April

Digital Edition
Ad Close: March 10
Materials Due: March 17

When Does Your Trial Need to be Rescued?: What are the signs that your trial needs intervention? How can problems be averted, and what can you do when the inevitable happens and you need help?

May

Digital Edition
Ad Close: April 14
Materials Due: April 21

eCOA, Digital Biomarkers, and Parsing the World of Wearables: As the field of digital biomarkers evolves, what are the differences, similarities and "need" to knows" for clinical operations professionals when utilizing an eCOA, wearable or digital biomarker in a clinical trial?

June

Print/Digital Edition
Ad Close: May 12
Materials Due: May 19

Deep Dive: Consent and Patient Data:
Clinical trial data, claims data, real world data – multiple data sources – have only patients to thank for the use of their data. From examining what the informed consent process includes, when and how should it include greater data sharing, and what should we be considering for patients' rights, as well as data sharing needs in clinical research.

July/August

Digital Edition
Ad Close: July 14
Materials Due: July 21

GCP and Audit Preparedness:
Back to basics for clinical trials professionals! What is Good Clinical Practice, how have your employees trained for GCP, and how do you keep your studies audit-proofed? This issue will offer additional insights into GCP in the decentralized/hybrid environment.

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EDITORIAL CALENDAR

APPLIED CLINICAL TRIALS

September

Print/Digital Edition
Ad Close: August 11
Materials Due: August 18

Designing Patient "Optionality" into Clinical Trials:
With the increasing focus on a patient-first trial design, how is that optionality actually panning out it in clinical trial design? What are clinical trial professionals learning more about patients as these designs evolve?

October

Digital Edition
Ad Close: September 15
Materials Due: September 22

Budgets and Billing in Clinical Trials:
How are sponsors budgeting for their trials, especially in light of decentralized trials and shifting roles, is being more difficult. Are sponsors more keenly aware of budget size, and what are the trends in budgets?

November

Digital Edition
Ad Close: October 13
Materials Due: October 20

CRO/Sponsor Relationships: In the new world order of multiple vendors on clinical trials, and challenges with internal staff, how are all the stakeholders fairing in keep the data together and the clinical trials humming?

December

Print/Digital Edition
Ad Close: November 10
Materials Due: November 17

Novel Clinical Trial Designs:
From basket trials, to using RWE, and master protocols, this issue we revisit the topic of novel clinical trial designs and how regulatory authorities and others are moving the needle on their acceptance.

TECHNOLOGY INTEGRATION

DECENTRALIZED TRIALS UPDATE

NEW KIDS ON THE BLOCK
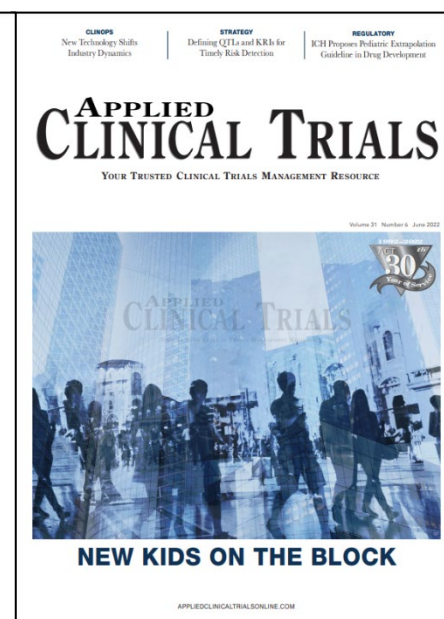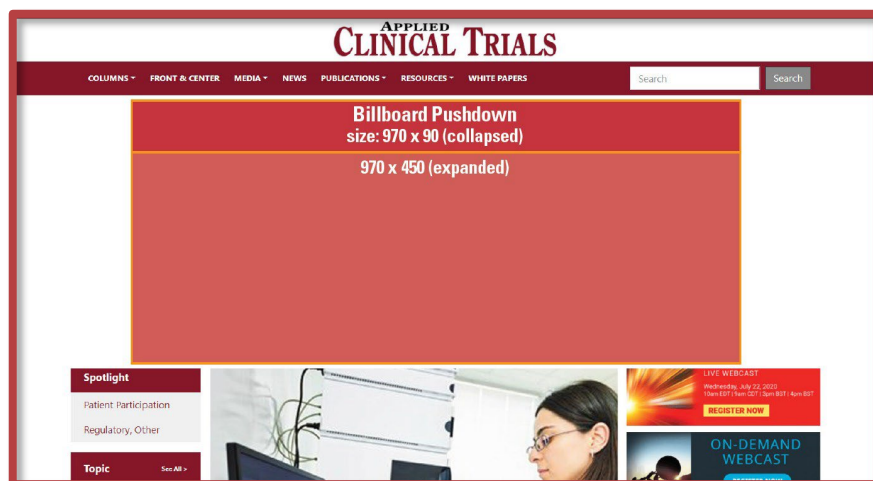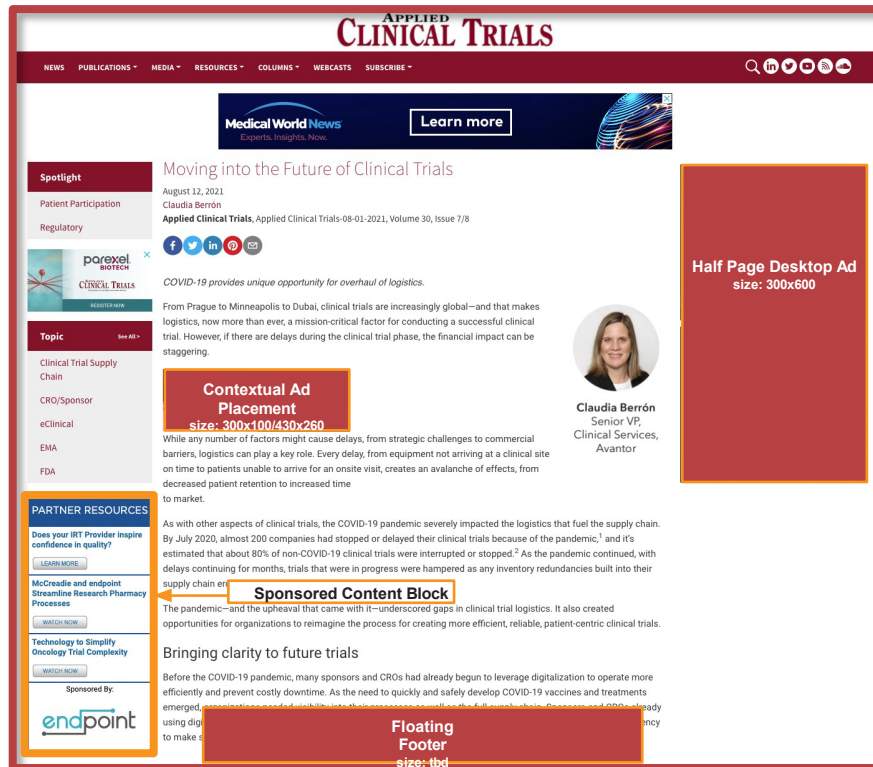
DIGITAL SPECIFICATIONS

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	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

APPLIED CLINICAL TRIALS

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

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DIGITAL SPECIFICATIONS

Half Page Desktop Ad
size: 300x600

Contextual Ad Placement
size: 300x100/430x260

Sponsored Content Block

Floating Footer
size: tbd

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

Leaderboard

Medium Rectangle

Medium Rectangle

Floating Footer

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DIGITAL SPECIFICATIONS

APPLIED CLINICAL TRIALS

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

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DIGITAL SPECIFICATIONS

APPLIED CLINICAL TRIALS

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

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PRINT SPECIFICATIONS

APPLIED CLINICAL TRIALS

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	14.5"	9.5"	15.75"	10.75"	15.5"	10.5"	15"	10"
Full page	6.75"	9.5"	8.00"	10.75"	7.75"	10.5"	7.25"	10"
1/2 pg Horizontal	6.75"	4.625"	8.00"	5.375"	7.75"	5.25"	7.25"	4.75"
1/2 pg Vertical	3.375"	9.50"	4.125"	10.75"	4.00"	10.5"	3.5"	10"
1/2 pg Island	4.5"	7.00"	5.25"	7.75"	5.125"	7.625"	4.625"	7.125"
1/3 pg Horizontal	6.75"	3.00"	8.00"	3.875"	7.75"	3.75"	7.25"	3.25"
1/3 pg Vertical	2.125"	9.5"	2.875"	10.75"	2.75"	10.5"	2.25"	10"
1/3 pg Square	4.5"	4.625"	MAGAZINE SIZE					
1/4 pg Square	3.375"	4.625"	Bleed : 8" x 10.75"		Bleed (-) Trim = 0.125" each side			
			Trim : 7.75" x 10.5"		Trim (-) Live = 0.25" each side			
			Live Area : 7.25" x 10"		* 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 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 ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same fi le 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.

SITE LANDSCAPE

eCLINICAL SOLUTIONS

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