

Pharmaceutical Commerce's monthly

# BioPharma Cold Chain eNewsletter

Target 21,000 decision-makers who specify cold chain logistics, storage and distribution services.

Significant news  
developments and analysis  
of the life sciences and  
cold chain market.

**21,000**  
monthly subscribers,  
plus bonus website circulation.

### Banner Specifications:

200K file size max per banner

File format: JPEG, GIF, Static formats only

NOTE: Reserved banner space must run when and where it has been reserved. Failure to provide materials will result in full payment due.

Submit material to: Heidi Nelson

203-852-6570 ext. 228 | cell: 541-256-0411

hnelson@mediaventuresinc.com

Insertion order and production materials due  
one week in advance of each issue.

### 2017 Publication Dates:

Jan 17	May 16	Sept 12
Feb 14	June 13	Oct 17
Mar 14	July 18	Nov 14
April 11	Aug 15	Dec 12

### Single Advertiser Email Blasts

Pharmaceutical Commerce will email your material exclusively to its list of 21,000 newsletter subscribers. If your company has more information to tell than can be fit into a display advertisement, the perfect addition is a Single Advertiser Email Blast.

File format: HTML, set no wider than 700 pixels

Graphics: Static/No Motion; 72 dpi/200k file size;  
.jpeg, .tiff or .png files

Price: \$7,200 net

The screenshot shows the layout of the BioPharma Cold Chain eNewsletter. Callouts on the right side specify the following ad sizes and prices:

- Top Content Banner:** 468 x 60 pixels, \$1,800
- Right Column Square:** 120 x 120 pixels, \$840
- Right Column Vertical:** 120 x 240 pixels, \$1,300
- Right Column Square:** 120 x 120 pixels, \$840
- Content Middle Banner:** 300 x 100 pixels, \$1,300

The newsletter content includes sections for 'LATEST NEWS' with articles on Entropy Solutions, Cryoport, Sofrigam, and CBER; 'FROM THE LATEST ISSUE' with a 2012 Product Security Report and an article on Entropy Solutions; and a 'Content Middle banner' at the bottom.



# Contacts

## Publisher

**Nick Basta**

[nbasta@pharmaceuticalcommerce.com](mailto:nbasta@pharmaceuticalcommerce.com)

718-282-6112

## Advertising Contacts

### Northeast

**Jody Estabrook**

[jodyestabrook@comcast.net](mailto:jodyestabrook@comcast.net)

774-283-4528

### Southeast

**Cathy Williams**

[cwilliams@pharmaceuticalcommerce.com](mailto:cwilliams@pharmaceuticalcommerce.com)

843-410-2739, ext. 101

### Midwest

**Steven Fox**

[sfox@pharmaceuticalcommerce.com](mailto:sfox@pharmaceuticalcommerce.com)

847-951-0570

### West Coast

**Richard Ayer**

[rayer@pharmaceuticalcommerce.com](mailto:rayer@pharmaceuticalcommerce.com)

949-366-9089

## Production Contact

**Heidi Nelson**

**Media Ventures, Inc.**

[hnelson@mediaventuresinc.com](mailto:hnelson@mediaventuresinc.com)

203-852-6570 ext. 228

