

PHARMACEUTICAL**COMMERCE**.com

Website Opportunities

100% focus on commercial activity in the biopharma supply chain makes *Pharmaceutical Commerce* a valued source of information in *print and online*. The website features the **full editorial content** of the magazine, plus **web-only features** including a **powerful search engine** that attracts and holds visitor interest.

Top Leaderboard
728 x 90 pixels. Top of the page prominence!
\$2,750 per month.

Native (sponsored) content row
350 x 200 pixels. Graphic plus posted content.
\$3,500 per month

Middle Leaderboard
728 x 90 pixels. Positioned within editorial content.
\$1,500 per month.

PHARMACEUTICAL COMMERCE
BUSINESS STRATEGIES FOR BIO/PHARMA SUCCESS

MAGAZINE EDITORIAL RESOURCES SUBSCRIBE ADVERTISE INDUSTRY EVENTS CONTACT US

Leaderboard 728 x 90

Side Leaderboard 728 x 90

Top Sidebar Box 300 x 250

Native (sponsored) content row 350 x 200 pixels.

Middle Leaderboard 728 x 90

Middle Sidebar Box 300 x 250

Bottom Sidebar Box 300 x 250

JANUARY FOCUS: WHOLESALER PROFILES

A conversation with Jim Cleary, AmerisourceBergen
AmerisourceBergen, No. 11 on the Fortune 500, is one of the Big Three drug wholesalers in the US, and positions itself as a provider of "innovative partnerships with global manufacturers, providers and pharmacies to improve product access and efficiency throughout

First physicians, now patients: Risk avoidance in patient support programs
In this new age of patient-centricity, the focus of the pharmaceutical industry is starting to shift from developing relationships with healthcare providers to establishing services and solutions around the patient. This shift arises from the complexities of disease states

Pre-approval access and real-world evidence: a win-win proposition
The introduction of new therapies coupled with a sense of entitlement to them continues to generate great interest in earlier access to experimental medicines. Generating real world evidence from pre approval access programs could present a win-win situation for all stakeholders involved.

WE RECOMMEND

- Lash Group moves specialty-pharmaceutical services from "high touch" to "smart touch"**
- Howell Marketing Services streamlines signature process for physician sampling**
- Kantar Health: global survey shows high levels of pre-existing conditions**
- The power of strategic data standardization**

Traceability end-of-year update
As the beginning of this year, Pharmaceutical Commerce called 2017 "Year Zero" in the march toward end-to-end pharma traceability. The ostensible reason was that November 2017 was to be the date when effectively all new pharmaceutical packages entering US commercial [...]

Most Popular

1. A conversation with Jim Cleary, AmerisourceBergen
2. McKesson grabs up ReCrossroads, US hub services provider to pharma
3. Accenture sharpens focus on managing pharma's patient services
4. First physicians, now patients: Risk avoidance in patient support programs
5. Traceability end-of-year update

Industry Events
4th Adverse Event Reporting and Safety Strategies Summit

Side Leaderboard
240 x 90 pixels. Room enough for a key message!
\$1,800 per month.

Top Sidebar Box
300 x 250 pixels. Highest banner click-throughs!
\$2,500 per month.

Middle Sidebar Box
300 x 250 pixels. Share the *Pharma Commerce* audience!
\$1,200 per month.

Middle Sidebar Box
300 x 250 pixels. Share the *Pharma Commerce* audience!
\$1,200 per month.

Middle Sidebar Box
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Website Opportunities

Banners

- **Top Leaderboard:** 728 x 90 pixels. **Top of the page prominence!** \$2,750 per month.
- **Side Leaderboard:** 240 x 90 pixels. **Room enough for a key message!** \$1,800 per month.
- **Top Sidebar Box:** 300 x 250 pixels. **Highest banner click-throughs!** \$2,500 per month.
- **Middle Leaderboard:** 728 x 90 pixels. **Positioned within editorial content.** \$1,500 per month.
- **Middle/Lower Sidebar boxes:** 300 x 250 pixels. **Share the *Pharma Commerce* audience!** \$1,200 per month.

Sponsored Content

Sponsored (“native”) content is your opportunity to convey a more detailed, in-depth message to the *Pharma Commerce* audience. The content box is identical to the content boxes of editorial stories running on the site; the only difference is that while editorial content continually flows onto and off the homepage, **your sponsored content keeps its position for a (minimum) 30-day period.**

Ideally, you would offer feature-length stories (case histories, position statements, new product introductions, etc.) that is linked to this content box. *Pharmaceutical Commerce* will post this content, in its appropriate editorial section, just as it does with editorial content. At your option, the homepage presentation could instead link to content on our site. **Need help developing the appropriate content? Call us! We can help.**

Sponsored content graphic needs to be 300 x 250 pixels; contributed content can range up to 2,000 words (if posted on the site). Price: \$3,500 per 30-day placement.

Homepage Welcome Mat

Homepage takeover! Got a dramatic new announcement—a new venture, a key product introduction, an important new acquisition? **Put the announcement in front of *everyone* who accesses the *Pharma Commerce* website with a welcome mat**, designed to appear on that user’s first new visit to the site, and in place until the visitor clicks through it.

Pharmaceutical Commerce will take your 600 x 500 pixel announcement and position it centrally on our homepage. Price: \$9,500 for 30-day placement.



Homepage Welcome Mat
 600 x 500 pixels
 \$9,500/month

Insertion Order and material due one week prior to monthly update.

Banner Specifications: 200K file size max per banner, File format: JPEG, GIF, ANIMATED GIF, FLASH

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: cell: 541-256-0411 | hnelson@pharmaceuticalcommerce.com