

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.

The screenshot shows the Pharmaceutical Commerce website interface. At the top is a navigation bar with links for Magazine, Editorial, Resources, Subscribe, Advertise, Industry Events, and Contact Us. Below the navigation bar is a main content area with several sections:

- Leaderboard 728 x 90**: A horizontal banner at the top of the main content area.
- Side Leaderboard 728 x 90**: A vertical banner on the right side of the main content area.
- Top Sidebar Box 300 x 250**: A box on the right side, below the side leaderboard, containing a 'Most Popular' list of five articles.
- Native (sponsored) content row 350 x 200 pixels**: A row of three sponsored content boxes in the middle of the page, each with a graphic and text.
- Middle Leaderboard 728 x 90**: A horizontal banner below the sponsored content row, titled 'JANUARY FOCUS: WHOLESALER PROFILES'.
- Middle Sidebar Box 300 x 250**: A box on the right side, below the top sidebar box, containing a 'WE RECOMMEND' list of four items.
- Bottom Sidebar Box 300 x 250**: A box on the right side, below the middle sidebar box, containing 'Industry Events' information.

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
300 x 250 pixels. Share the *Pharma Commerce* audience!
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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.**

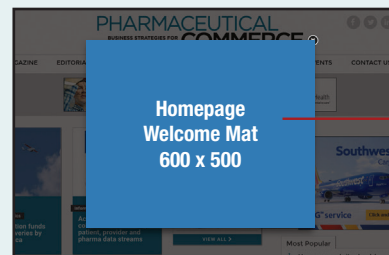
Ideally, you would offer feature-length stories (case histories, position statements, new product introductions, etc.) that is linked to this content box. *Pharmaceutical Commerce* will post this content, in its appropriate editorial section, just as it does with editorial content. At your option, the 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

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