

PRINT ADVERTISING

An important part of B2B marketing, advertising in *Pharma Manufacturing's* award-winning magazine can help you reach highly qualified industry professionals looking to solve their problems and improve their processes. Print offers you the ability to connect to our audience while they are away from outside distractions and they can focus. There is simply no more effective, cost efficient way to communicate your message that builds AND sustains brand awareness with a large universe of customers and prospects, than by using print advertising.

Print has gravitas ... and a strong brand awareness influences prospects in their early buying stages.



PRINT ADVERTISING OPTIONS

FOUR-COLOR PRINT ADVERTISING RATES (NET)

	Open	6x	12x
Spread	\$10,300	\$9,400	\$8,500
Full Page	\$5,900	\$5,050	\$4,500
2/3 Page	\$5,400	\$4,500	\$4,000
1/2 Page	\$3,940	\$3,050	\$2,500
1/3 Page	\$2,500	\$2,230	\$1,800
1/4 Page	\$1,875	\$1,672	\$1,400

Special positions

- **15%** premium for back cover
- **10%** premium for inside front cover
- **5%** premium for inside back cover

Classified advertising rates

Per column inch/per insertion:

1X \$125 **3X** \$115 **5X** \$100 **10X** \$95

Column width:

1 column **2.0139"** 2 columns **4.2784"** 3 columns **6.112"**

Insert rates

Contact publisher for information regarding Inserts, Cover Tip, Belly Bands and Custom Content.

Ad format guidelines

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf with

flattened layers (prinerger specs or print optimized), tif or eps. Digital files should be sent via email to Rita Fitzgerald at rfitzgerald@putman.net. We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

Printing specifications

Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

Upload instructions

- Watch our video on just how easy it is to use SendMyAd, [click here](#).
- To upload your ad using SendMyAd, [click here](#).

Shipping instructions

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Production Manager

Pharma Manufacturing
Putman Media, Inc.

1501 E. Woodfield Rd., Suite 400N
Schaumburg, IL 60173



PRINT ADVERTISING SIZES

SPREAD
Trim:
15.75" x 10.5"
Bleed:
16" x 10.75"

FULL PAGE
Live area:
7" x 10"
Trim:
7.875" x 10.5"
Bleed:
8.125" x 10.75"

2/3 PAGE
4.5625" X 10"

1/2 PAGE ISLAND
4.5625" x 7.5"

1/2 PAGE VERTICAL
3.25" x 10"

1/2 PAGE HORIZONTAL
7" x 4.875"

1/3 PAGE VERTICAL
2.1875" x 10"

1/3 PAGE SQUARE
4.5625" x 4.875"

1/4 PAGE
3.25" x 4.875"