



# WEBSITE ADVERTISING

Build brand awareness and audience engagement

Website advertising is an effective way to accomplish two distinct missions with your target audience: creating brand awareness and developing measurable engagement. *Pharma Manufacturing* offers a wide range of online advertising units to meet your goals, including welcome ads, billboard ads, in article placements, and other high-impact options. You choose which unit works best for you, where you'd like it to appear and for how long.

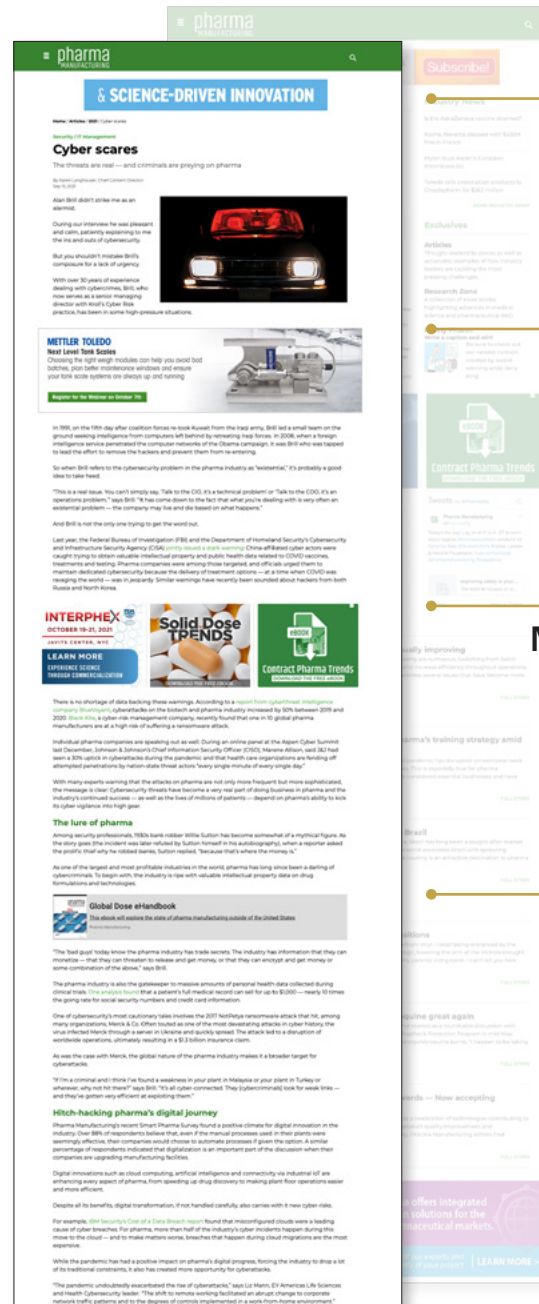
- Branding and awareness
- Flexibility
- Engagement with *Pharma Manufacturing* audience of nearly 51,000 unique visitors per month

*Pharma Manufacturing* prides itself on the reporting and analysis tools we provide to give you all the key data you need on impressions served over what period of time and click-through rates on your ad.

For materials and specs, contact:

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[Click here for ad spec chart and rich media specs](#)



Top Banner

Billboard

Medium Rectangle

Native Ad



## WELCOME ADS

Dominant branding, positioning and superior performance

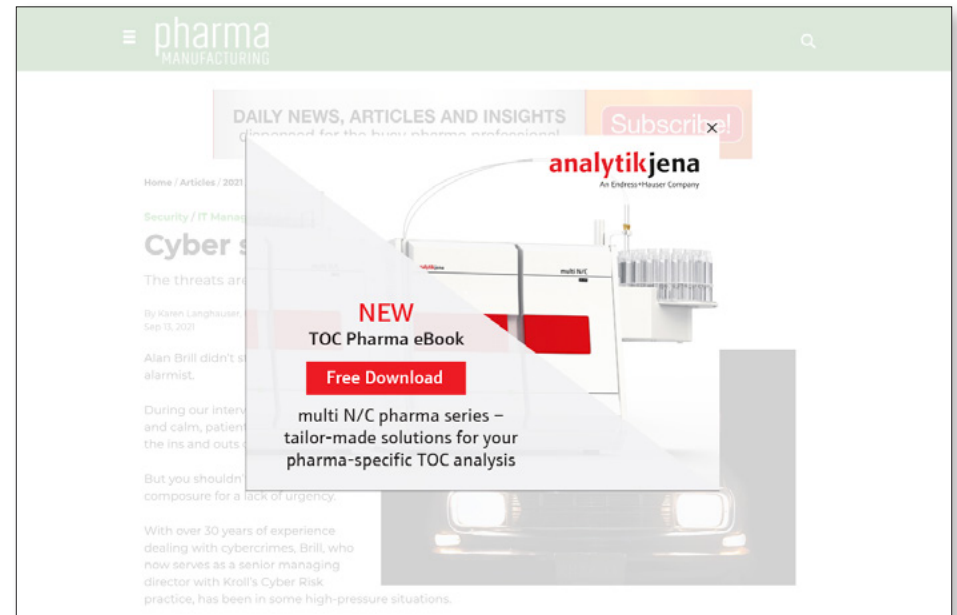
The Welcome Ad, sometimes called a splash ad or interstitial, is the most prominent ad position we've ever offered on our site. This exclusive position appears upon entry to the site, before the actual destination page is served (whether the visitor first arrives via a bookmark, eNewsletter link, Google referral or any other method). The Welcome Ad is a 640 x 480 pixel unit that sits in the middle of screen, covering the entire page for up to 8 seconds, with your branding and message the only thing visible.

### A distinct advantage

Because it's the only thing visible on the screen for up to eight seconds, the Welcome Ad offers an unrivaled blend of benefits.

- It's the most exclusive branding and awareness opportunity of any ad position on our site.
- Because the ad doesn't compete for any share of voice on the page, it's our strongest performing ad unit.
- Because Welcome Ads occupy a privileged position on the PharmaManufacturing.com, Welcome Ad placements are subject to publisher's review and approval.
- Welcome ads are served exclusively before any page is loaded for a visitor. While the Welcome Ad appears, no other items on the page are visible.

Welcome Ad price:  
One week campaign: **\$3,250**





## WEBSITE DISPLAY ADVERTISING

	STANDARD AD UNITS (RATES PER THOUSAND IMPRESSIONS (NET))			
	Medium Rectangle: \$150	Leaderboard: \$160	Billboard: \$170	Welcome Ad: \$3,250/week
AVAILABILITY	CURRENT	CURRENT	CURRENT	CURRENT
PLATFORMS SERVED	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE
Dimensions (WxH in pixels)	300x250	728x90	970x250	640x480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Max File Load Size	60 KB	60 KB	40 KB	60 KB
Max Animation Frame Rate	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length	15 fps	15 fps	15 fps	15 fps
Maximum Video Length	Video not allowed for these units			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Hot Spot	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range	0-4,999	0-4,999	0-4,999	0-4,999
Third Party Tags	Yes	No	No	Yes
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG