

PMPNews.com

PMPNews.com is the most comprehensive Website focused on pharmaceutical and medical device packaging solutions. In addition to our widely referenced Online Buyers Guide, PMPNews.com is THE source for breaking news and events, new products, Pharmaceutical & Medical Packaging News magazine and eNewsletter archives, industry blogs, supplier profiles, and more. With more than 45,500* page views monthly, PMPNews.com is the ideal interactive medium to promote your solutions.



PMPNews.com Usage Profile*

- More than 45,500 page views monthly
- 12,225 unique monthly visitors
- 2.8 page views per visit

76%** of PMP News readers use online resources to locate packaging solutions, including industry Websites, eNewsletters, and Webinars/Podcasts.

WEBSITE ADVERTISING RATES & SPECIFICATIONS		
	Size	Rate
Run-of-Site Charter Program	3 ad positions – Leaderboard, Rectangle, and Footer – rotating between 3 suppliers max (appears on all PMPNews.com pages*).	
Run-of-Site Rectangle	300 x 250 pixels	\$500/month
Interstitial Ad	640 x 480 pixels	\$1,000/week
Online Suppliers Directory	Sponsor a specific category on our Online Suppliers Directory including your prominent logo and a link to your company's Website.	
Buyers Guide Category Sponsorships	120 x 60 pixels	\$200-\$600/month
Ask the Experts Sponsorship		\$600/month
Blog Sponsorship (Exclusive)		\$1,200/month
Video Vault		\$1,500/video
Podcasts		\$2,500/podcast
Whitepapers		\$2,500/6 months
Twitter Sponsorship		\$900/month
Ad submission: all Website ads should be 39KB max and submitted in animated .gif or .jpg format.		
*Excludes Ask the Experts, Blog, and PASSPORT pages		

Digital Edition

The PMP News Digital Edition is sent to more than 4,000* digital-specific subscribers and 14,000+ additional industry decision makers affiliated with pharmaceutical and medical packaging throughout the world. Make an impact on our readers who prefer to receive the publication electronically with two advertising opportunities – sponsor our monthly e-mail delivery of PMP News Digital Edition or include your animated Blow-In ad directly within the issue (includes video capabilities!)



DIGITAL EDITION AD SPECIFICATIONS		
Tile ad for e-mail notifications:	125 x 125 pixels	72 dpi as a .gif or .jpg
All static blow-in ads:	400 x 300 pixels	72 dpi as a .gif or .jpg
All video/flash blow-in ads:	400 x 300 pixels	No larger than 5MB

DIGITAL EDITION AD RATES				
	1x	3x	6x	12x
Tile ad on notification email				
Advertisers:	\$1,000	\$900	\$800	\$700
Non-Advertisers:	\$1,500	\$1,200	\$1,050	\$900
Blow-in on front cover				
Advertisers:	\$750	\$675	\$600	\$500
Non-Advertisers:	\$2,000	\$1,750	\$1,550	\$1,300
Blow-in on ad or editorial				
Advertisers:	\$500	\$450	\$400	\$350
Non-Advertisers:	\$1,200	\$1,100	\$950	\$800

eNewsletters—sent to 12,000***

Pharmaceutical & Medical Packaging News subscribers

PMPNews.com Daily

Gain maximum exposure advertising in the industry's ONLY daily news source!

Your ad unit will feature a product image or logo with your product/service description.

Our daily eNewsletter is limited to 5 sponsors for the year with each sponsor appearing twice per week.

New
for
2010!

eBulletin

Include your "Featured Product" on either our monthly "Themed" or "New Products" edition to promote your key products and direct the PMP News audience to your Website.

2010 Topics:

January	Security Packaging	July	Sterile Medical Packaging
February	Heat Sealing	August	Inspection Equipment
March	Coding & Printing	September	Transportation Packaging
April	Contract Packaging	October	Labeling
May	Bottles	November	Blister Packaging
June	Drug Delivery	December	Package Test

Rate: \$480 net per sponsorship

Specifications: 50-70 word description, 120 x 120 pixel product image, and product URL.

ePackage

Sponsor timely, exclusive news reported by our editorial staff and capitalize on our reputation as the leading authority of packaging information in this monthly digital marketing vehicle. **Sponsorship of this eNewsletter is limited to two sponsors per month!**

Rate: \$1,400 net per sponsorship

Specifications: 15 word company description, 300 x 250 pixel image, 72 dpi as a .gif or .jpg.

InfoPak

An e-mail delivered opportunity for January, March, May, July, September, and November advertisers, InfoPak is e-mailed to more than 10,000*** subscribers and features the latest materials, equipment, and services. Prospects will be directed to your Website, and you will receive a detailed report of leads who are interested in the products and services you provide.

E-mail Marketing

Customize your message with an electronic ad, TIP-SHEET, or announcement, and blast to our highly-qualified decision making audience. Whether you want to partner with PMP News to leverage our name recognition, or simply send to our audience, we'll devise an appropriate e-marketing strategy for you.

*Omniture SiteCatalyst Report, August 2009

**2009 Readex Reader Survey

***KMPS User Reports, July 2009



To build your integrated marketing plan with PMP News Digital Solutions, contact:

Daniel Becker at 973-808-1191, or daniel.becker@cancom.com

Doris Luftglass at 973-808-9237, or doris.luftglass@cancom.com

Peter Manfre at 973-808-8942, or peter.manfre@cancom.com

Danielle Matthews at 973-808-0975, or danielle.matthews@cancom.com

For more information, visit www.PMPNews.com