

Print Circulation: 2,787  
Frequency 12 issues per year

## Advertising & Sales Office

Pharmaceutical Media, Inc.  
4 South Orange Avenue, #504, South Orange, NJ 07079

Eamon Wood - ewood@pminy.com - 212.904.0363

## Advertising Production

Susan Tagliaferro - stagliaferro@pminy.com - 917.596.5201

## 2025 Advertising Rates

**Earned Rates:** Earned page rate is determined by the number of pages per year.

**Agency Commission:** 15%

## Black and White Advertising Rates:

Frequency	Full Page	Half Page	1/4 Page
1X	\$2,500	\$1,930	\$1,005
6X	\$2,470	\$1,865	\$ 995
12X	\$2,385	\$1,810	\$ 985
24X	\$2,360	\$1,745	\$ 975
36X	\$2,305	\$1,700	\$ 955
48X	\$2,275	\$1,650	\$ 940
60X	\$2,190	\$1,595	\$ 910
72X	\$2,155	\$1,530	\$ 875
96X	\$2,080	\$1,440	\$ 830

## Color Rates: (in addition to B/W rates)

4 Color: \$2,150

## Preferred Position Premiums:

Cover 2: 50%  
Cover 4: 50%  
Opposite TOC: 25%  
Opposite First Text: 50%

**Inserts:** Charged at the B&W rate times the number of pages plus one page.

ISSUE	SPACE	MATERIALS	"INSERTS/ COVER TIPS"
January	12/2/2024	12/6/2024	12/11/2024
February	1/3/2025	1/8/2025	1/13/2025
March	2/3/2025	2/7/2025	2/12/2025
April	3/3/2025	3/7/2005	3/12/2025
May	4/1/2025	4/7/2025	4/11/2025
June	5/1/2025	6/7/2025	5/12/2025
July	6/2/2025	6/6/2025	6/12/2025
August	7/1/2025	7/7/2025	7/11/2025
September	8/1/2025	8/8/2025	8/13/2025
October	9/3/2025	9/9/2025	9/12/2025
November	10/1/2025	10/7/2025	10/10/2025
December	11/3/2025	11/7/2025	11/12/2025

## Mechanical Specifications

**Trim Size:** 8.25" x 10.875"

**Live Area:** 7.125" x 10.375"

**Binding:** Perfect

**Paper Stock:** Covers, 8pt. C2S; Interior 60lb, Sterling Ultra Matte

Pages	Non-Bleed	Bleed
Full Page	7" x 10"	8.5" x 11.125"
1/2 page V	3.5" x 10"	4.25" x 11.125"
1/2 page H	7" x 5"	8.5" x 5.5625"
1/4 page	3.5" x 5"	

## Submission of Ads:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Susan Tagliaferro (stagliaferro@pminy.com) prior to submitting a file via FTP
- Set up document to trim size and include 0.125" bleed.
- All fonts & graphics must be embedded.
- Convert all RGB to CMYK.

## Insert Requirements:

Multi-page inserts are to be furnished folded (two samples).

**Delivered Size:** 8.5" x 11.125".

**Trim:** Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim.

**Stock:** Not to exceed 80 lb coated

**Quantity:** 3,350

**Packing:** Carton packing preferred, with quantity, publication name, and month clearly indicated.

## Ship to:

Sheridan PA (SPA)  
Attn: Lynne Small  
EPI, Volume: Issue:  
450 Fame Avenue,  
Hanover, PA 17331  
P: 717-632-3535  
E: lynne.small@sheridan.com

**Send All Insertion Orders to:**

**Susan Tagliaferro: stagliaferro@pminy.com**