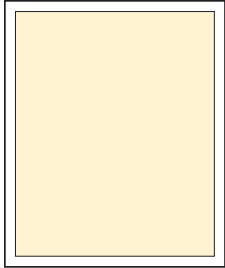




Black and white rates are based on total number of insertions used during the calendar year. Minimum rate holder – 1/8 page.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges are non-commissionable.

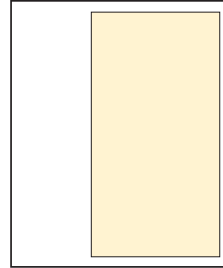
Terms: Net 30 days. Rates subject to change at Publisher's discretion.



Full Page:

Insertions	Rate
1 x	\$9,020
3 x	\$8,140
6 x	\$8,020
12 x	\$7,955
18 x	\$7,770
24 x	\$7,570

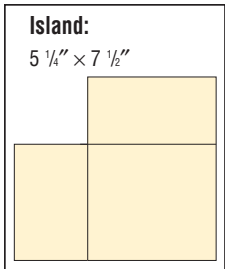
Bleed: 9 1/4" x 11 1/8"
Live: 8 1/4" x 10"
Trim: 9" x 10 7/8"



2/3 Page:

Insertions	Rate
1 x	\$7,145
3 x	\$6,710
6 x	\$6,455
12 x	\$6,335
18 x	\$6,220
24 x	\$6,105

Bleed: 6" x 11 1/8"
Live: 5 1/4" x 10"
Trim: 5 3/4" x 10 7/8"

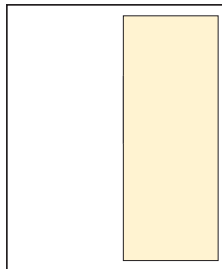


Island:

5 1/4" x 7 1/2"

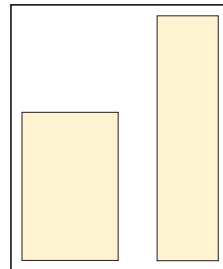
1/2 Page:

Insertions	Rate
1 x	\$6,615
3 x	\$6,020
6 x	\$5,745
12 x	\$5,560
18 x	\$5,400
24 x	\$5,210



Vertical:

Bleed: 4 5/8" x 11 1/8"
Live: 3 7/8" x 10"
Trim: 4 3/8" x 10 7/8"



Square:

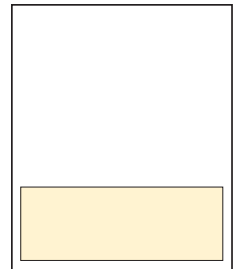
3 7/8" x 6 1/2"
No Bleed

Vertical:

2 1/2" x 10"
No Bleed

1/3 Page:

Insertions	Rate
1 x	\$5,875
3 x	\$5,330
6 x	\$5,025
12 x	\$4,785
18 x	\$4,585
24 x	\$4,370

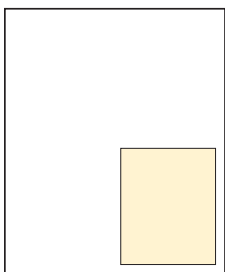


Horizontal:

8 1/4" x 3"
No Bleed

Horizontal:

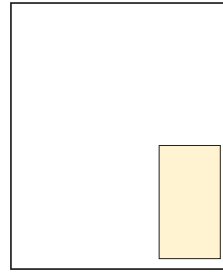
Bleed: 9 1/4" x 5 1/4"
Live: 8 1/4" x 4 3/4"
Trim: 9" x 5"



1/4 Page:

Insertions	Rate
1 x	\$3,855
3 x	\$3,650
6 x	\$3,400
12 x	\$3,210
18 x	\$3,075
24 x	\$2,915

3 7/8" x 4 3/4"
No Bleed

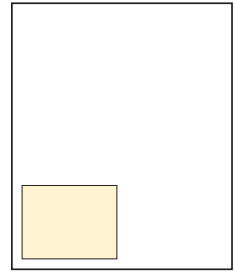


Vertical:

2 1/2" x 4 5/8"
No Bleed

1/6 Page:

Insertions	Rate
1 x	\$3,245
3 x	\$3,055
6 x	\$2,825
12 x	\$2,545
18 x	\$2,420
24 x	\$2,280



Horizontal:

3 7/8" x 3"
No Bleed

Color Rates

2-Color (Full and 2/3 page).....	\$690
2-Color (1/2 page and smaller).....	\$375
4-Color (Full and 2/3 page).....	\$1,725
4-Color (1/2 page and smaller).....	\$950
Bleed.....	NO CHARGE

Additional Rates

Multiple Page Discount: If 6 full pages or more are run in the same issue, a special discount will be given. Contact Publisher.

Covers: Non-cancelable. Additional percentage on space costs: 15%.

Gatefold Ads and Special Positions: 10% premium on space and color charges.

Inserts: Contact Publisher for rates and specifications.

Classified Advertising

Categories available include: Positions Available, Positions Wanted, Consulting Services, Reps Wanted, Reps Available, Equipment Wanted, Used Equipment, Auctions, Seminars and Courses, and Real Estate. Reader service numbers assigned to advertisers of 1/4 page or larger. For closing dates, see publishing schedule.

Per column inch:

1 ×	3 ×	6 ×	12 ×
\$320	\$295	\$275	\$250

Display Rates: Consult your sales representative.

2-Color: \$70

Minimum one inch. One-half inch increments are not accepted. Column width is 2 1/4". Ads smaller than 10" are not agency commissionable.

Mailing Address

Contracts/Insertion Orders, Reproduction Materials, Instructions, Etc.:

Forward to **Production Department** at –
100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07866-0912

Inserts: Contact Sue Frank, Production Manager, at 973-920-7158.

Issuance & Closing Dates

Published monthly. Closing dates are listed on Editorial Calendar/Marketing Services column. Neither advertiser nor its agency may cancel after closing. Cancellations (as well as changes in insertion orders) will not be accepted by the Publisher after the closing date. Cancellations must be in writing, and none is considered accepted until confirmed in writing by the Publisher. Cover and special position advertising is non-cancelable 30 days prior to closing period.

PHARM PRO Weekly Enewsletter Rates

Leaderboard	\$2,820	Secondary Sponsor	\$2,330
Primary Sponsor	\$2,220	120 x 240 Tower	\$1,835

Frequency discounts apply; contact your representative for details.

www.PharmPro.com Ad Rates

Corporate Sponsorship	\$7,230	12 months
Leader Board	\$2,295	per month
Skyscraper (120 × 600)	\$1,765	per month
1/2 Tower (120 × 240)	\$1,325	per month
Boom Box (250 × 250)	\$1,585	per month
Button (120 × 60)	\$945	per month
In-Text Advertising	\$4,120	per month
Rich Media	\$2,355	per month
Storefront	\$3,080	per month

E-Product Showcase Enewsletter Rates

Advertiser: \$1,025 per listing; **Non-Advertiser:** \$1,200 per listing.

Product Demo Channel

Rate: \$11,500

List Rentals

Contact your representative for rates and information.

Reproduction Requirements

Acceptable Advertising Material: Digital/electronic files on CD. (Refer to Advantage Business Media's Digital Ad Specifications at right for requirements.) Disks will not be returned after use unless requested.

Proofs: All 4-color ads must be accompanied by a suitable color proof (e.g., color laser). This proof will be used as a press color match.

Bleed: Keep all live matter 1/4" from any trim edge on all bleed ads. For bleed requirements on special size units, contact Publisher. For ad production information, contact Sue Frank, Advertising Production Manager, at 973-920-7158.

Production Services

Advertisers who request design and layout work will be charged at the Publisher's rates then in effect. Ads supplied on disk must adhere to Advantage Business Media's "Digital Ad Specifications". Call the Production Department for complete requirements and deadline information.

General Rate Policy

All advertising is accepted subject to the terms and provisions in this rate card. Orders are accepted subject to change in rates upon notice from Publisher. The Publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standards. The Publisher shall not be responsible or liable for loss of profit, loss of business or any other consequential damages as a result of any error or omission in or of an advertisement. The Publisher assumes no liability for errors or omissions in reader service numbers or advertiser's indexes. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the Publisher's rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the Publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the Publisher, its agents, assigns and successors against any claim, demand, cost, expenses and damages, including reasonable attorneys' fees incurred by the Publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing. Publisher reserves the right to place the word "Advertisement" in advertising which, in the Publisher's opinion, resembles editorial. The Publisher reserves the right to change rates and terms herein at any time without notice. Contract advertisers will be given a grace period of 90 days from effective date of any rate increase. Advertisers may cancel contract at time rate revision becomes effective without incurring short rate adjustment providing that contract rate has been earned up to date of cancellation. However, cover and special position advertising commitments are non-cancelable. Advertisers will be short-rated if, within calendar year 2009, they do not advertise at the frequency on which their billings have been based. Advertisers will be rebated if, within the calendar year 2009, they use sufficient additional space to warrant a lower rate than that at which they were originally billed.

Billing & Payment Terms

Invoices are dated as of the issue date and are payable upon receipt in U.S.A. funds. Non-receipt of tear sheets and/or checking copies is not an excuse for non-payment. If charges due the Publisher from agency for advertisements placed in conformance with this rate card are not paid properly, the Publisher may, at its option, collect said charges from the advertiser, and agency shall execute all necessary assignments.