

# SHARPEN YOUR ADVERTISING FOCUS

*Reach 13,000+  
Decision Makers in  
the Pharmaceutical  
Sciences*



**aaps**<sup>®</sup>

# Why Advertise with **AAPS** Publications?

## **TARGET Your Strongest Prospects**

Advertising with AAPS helps you build brand identity among hard-to-reach pharmaceutical professionals throughout the year.

## **ZERO IN on Your Best Market**

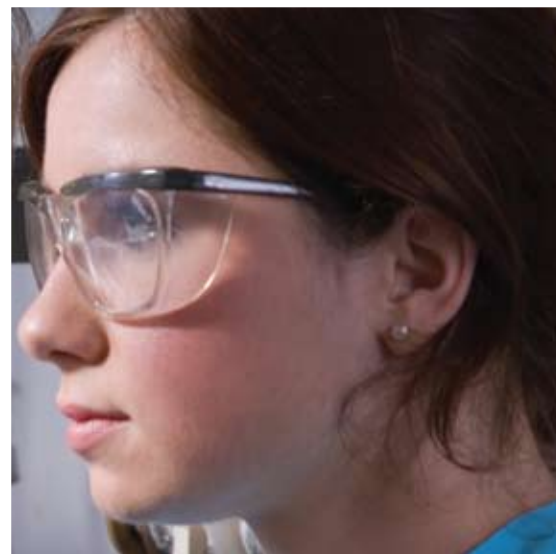
AAPS publications and conferences attract readers and attendees of unparalleled influence within the industry and their organizations.

## **PINPOINT the Decision Makers**

Our advertising options let you build market awareness among the pharmaceutical professionals most likely to influence buying decisions.

## **FINE-TUNE Your Advertising Budget**

We offer a wide variety of advertising vehicles, formats, and placements—and can help you find the right match for your needs.





# Advertising Opportunities

## AAPS PUBLICATIONS

AAPS Newsmagazine*	page 4
Careers Magazine	page 13

## AAPS MEETING PUBLICATIONS

### AAPS NATIONAL BIOTECHNOLOGY CONFERENCE

NBC Program-at-a-Glance*	page 8
Call for Papers*	page 8
Final Program/Exhibit Guide*	page 9

### AAPS ANNUAL MEETING AND EXPOSITION

AM Program-at-a-Glance*	page 10
Call for Papers*	page 10
AAPS Exhibit Guide*	page 11
AAPS Final Program	page 11
AAPS Today	page 12
AAPS Today Exhibitor Showcase	page 12

\*Also published electronically

*AAPS members and attendees include influential professionals from leading pharmaceutical organizations around the world.*





# AAPS NEWSMAGAZINE

Circulation	13,000
Readers per copy	1.7
Total readership	22,100
Frequency	Monthly

## THE MONTHLY SOURCE FOR CUTTING-EDGE INDUSTRY NEWS

*AAPS Newsmagazine* is the most respected source for industry insight and association news for the world's leading pharmaceutical scientists. Regular features include: Pharmaceutical Science Update, Pharmaceutical Report, AAPS Meeting News, Employment Opportunities, Online Publication Highlights and the Events Calendar. Feature topics include drug delivery systems, the use of technology, regulatory agencies' activities and industry modernization. *AAPS Newsmagazine* readers are highly educated, loyal and in a position to recommend, authorize and make final purchasing decisions.

*74% of AAPS Newsmagazine readers say AAPS is their primary scientific society.*

### POSITION & PURCHASING POWER DEFINE AAPS MEMBERS

#### PRODUCTS PURCHASED

Chemicals	71%
Lab Instruments & Equipment	69%
Chromatography	64%
Analytical Services	62%
Excipients	58%
Software	53%
Spectroscopy	51%
Contract Services	50%
Ingredients	46%
Raw Materials	45%
Dissolution Test Equipment	41%
Test Equipment	38%
Drug Delivery Systems	38%

#### BUDGET

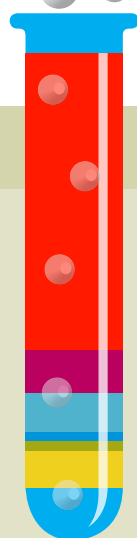
Average Department Budget for Products/Services	\$1,970,000
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## DEMOGRAPHICS

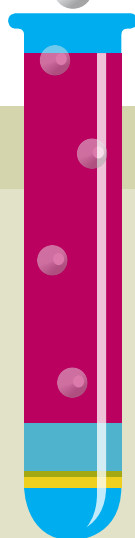
Professional/Managerial: **90%**

Years employed in pharmaceutical science profession (median): **14.5 years**



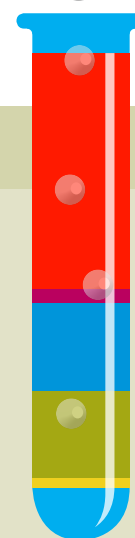
### PRIVATE INDUSTRY SECTOR

Mfr Pharmaceuticals	70%
Non-Mfr	9%
Contract Mfr/R&D	8%
Mfr Equipment/Diagnostics	2%
Mfr Excipients/Chemicals	2%
Other (Govt/Cnslt/Other)	9%



### WORK SECTOR

Private Industry	87%
Academic Institution	10%
Government	1%
Other non academic	2%



### EDUCATION

Ph.D.	58%
Master's	19%
Bachelor's	18%
Pharm D.	3%
Other	2%

## 2009 EDITORIAL CALENDAR

ISSUE DATE & DEADLINES	COVER STORY	BONUS DISTRIBUTION	SUPPLEMENT	SPECIAL
<b>JANUARY</b> SPACE NOV 14 ARTWORK NOV 28	<b>AAPS Annual Meeting Digest &amp; Physical Pharmacy and Biopharmaceutics.</b> A review of the 2008 AAPS Annual Meeting and Exposition, with summaries of symposia and plenary sessions, and highlights of meeting activities and events, plus a cover article from PPB on the physicochemical and biological factors that impact the design and delivery of small molecules and biologics.	<ul style="list-style-type: none"> <li>California Science Separation Society Meeting</li> </ul>		<b>Welcome NEW Advertisers!</b> 10% off for any new advertisers.
<b>FEBRUARY</b> SPACE DEC 12 ARTWORK DEC 26	<b>Regulatory Science.</b> A look at the impact of regulatory agencies and policies for drug development, manufacturing, and delivery.		Salary Survey	
<b>MARCH</b> SPACE JAN 16 ARTWORK JAN 30	<b>Formulation Design and Development.</b> A look at new formulation and dosage form technologies, including the design and development of formulations/drug products for all dosage forms.	<ul style="list-style-type: none"> <li>Interphex</li> </ul>		Company Profile: Drug Delivery
<b>APRIL</b> SPACE FEB 13 ARTWORK FEB 27	<b>Pharmacokinetics, Pharmacodynamics, and Drug Metabolism.</b> An investigation of drug and clinical action, disposition, and biotransformation including evaluation of pharmacokinetics and pharmacodynamics.		eLearning	
<b>MAY</b> SPACE MAR 20 ARTWORK APR 3	<b>AAPS Buyer's Guide.</b> The most comprehensive business-to-business resource for products, services, and industry information from the world's leading organization serving the pharmaceutical science community.	<ul style="list-style-type: none"> <li>AAPS National Biotechnology Conference</li> <li>BIO 2009</li> </ul>	Buyer's Guide	
<b>JUNE</b> SPACE APR 17 ARTWORK MAY 1	<b>Biotechnology.</b> News and insights into the latest examples of how biotechnology successfully addresses unmet medical needs.	<ul style="list-style-type: none"> <li>AAPS National Biotechnology Conference</li> <li>EUFEPS PharmSci Fair</li> </ul>		20% off on inserts  Company Profile: Biotechnology
<b>JULY</b> SPACE MAY 15 ARTWORK MAY 29	<b>Drug Design and Discovery.</b> Focuses on the chemistry, biochemistry, and pharmacokinetics of synthetic and naturally occurring medicinal agents.			
<b>AUGUST</b> SPACE JUN 12 ARTWORK JUN 26	<b>Manufacturing Science &amp; Engineering.</b> An investigation of the process development and manufacture of pharmaceutical and related products, including medical devices and active pharmaceutical ingredients.	<ul style="list-style-type: none"> <li>ACS National Meeting International</li> <li>Congress of FIP</li> </ul>		Company Profile: Manufacturing Science & Engineering
<b>SEPTEMBER</b> SPACE JUL 17 ARTWORK JUL 31	<b>Analysis and Pharmaceutical Quality.</b> An examination of analytical techniques, regulatory issues, and quality assurance in the development and manufacture of pharmaceutical products.		AAPS Today Preview	Harvey Ad Q Study
<b>OCT/NOV</b> SPACE AUG 14 ARTWORK SEP 4	<b>AAPS Annual Meeting Preview.</b> A preview of hot symposia topics for the 2009 AAPS Annual Meeting and Exposition, with summaries of key programming and highlights of plenary presentations, and highlights of meeting activities and events.	<ul style="list-style-type: none"> <li>AAPS Annual Meeting</li> <li>ISPE Annual Meeting</li> </ul>		
<b>DECEMBER</b> SPACE OCT 9 ARTWORK OCT 23	<b>Clinical Pharmacology and Translational Research.</b> Compilation of multidisciplinary information on product performance in clinical trials pertaining to safety, efficacy, and quality.			Company Profile: Contract Services

## ADVERTISING RATES

Premium Positions	1x	3x	6x	11x	13x
Cover 4	\$6,285	\$5,975	\$5,660	\$5,030	\$4,720
Cover 2	\$6,020	\$5,715	\$5,420	\$4,820	\$4,515
Cover 3	\$5,750	\$5,460	\$5,180	\$4,605	\$4,310

4C	1x	3x	6x	11x	13x
Full Page	\$5,180	\$4,980	\$4,785	\$4,275	\$4,190
Spread	\$9,850	\$9,470	\$9,105	\$8,335	\$7,965
2/3 Page	\$4,770	\$4,605	\$4,420	\$4,050	\$3,890
1/2 Page	\$3,925	\$3,790	\$3,660	\$3,385	\$3,255
1/3 Page	\$2,975	\$2,895	\$2,800	\$2,630	\$2,540
1/4 Page	\$2,525	\$2,455	\$2,400	\$2,260	\$2,195

B&W	1x	3x	6x	11x	13x
Full Page	\$3,970	\$3,770	\$3,575	\$3,170	\$2,975
Spread	\$7,540	\$7,160	\$6,795	\$6,025	\$5,660
2/3 Page	\$3,560	\$3,385	\$3,195	\$2,850	\$2,670
1/2 Page	\$2,715	\$2,575	\$2,440	\$2,175	\$2,035
1/3 Page	\$1,760	\$1,680	\$1,585	\$1,410	\$1,325
1/4 Page	\$1,305	\$1,245	\$1,180	\$1,040	\$980

- Page 1 (Facing Cover 2): add 15%
- Special Position: add 10%
- Please Note: Above rates are net; no agency discounts. Rates for Cover 4, Cover 2 and Cover 3 include four-color process. All advertising is subject to publisher's approval.

COLOR: Contact AAPS for specific rates for PMS colors, process color, and metallic inks.

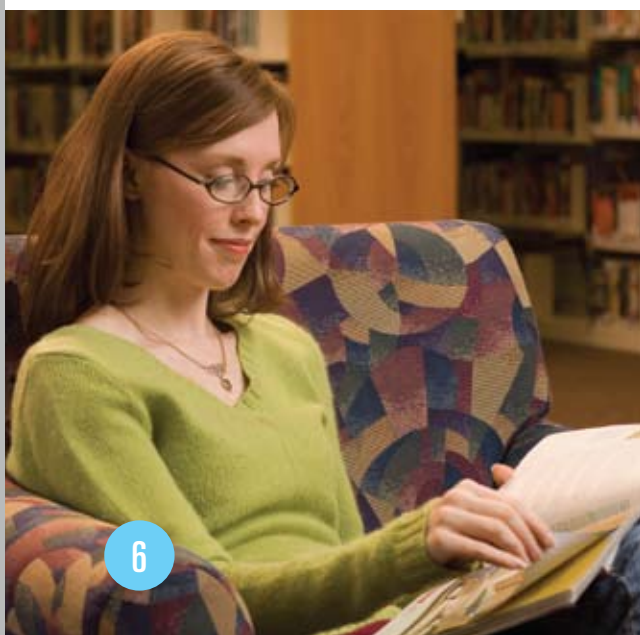
AD SIZES AND MATERIALS SPECIFICATIONS See page 14

## READERSHIP HABITS

Years reading AAPS Newsmagazine (average) **6.9 years**

Regular reader (at least 3 of last 4 issues) **73%**

Time spent reading last issue **38 minutes**



## READERSHIP OF PUBLICATIONS SERVING THE FIELD

	READ REGULARLY	SUBSCRIBE
<b>AAPS Newsmagazine</b>	<b>76%</b>	<b>100%</b>
Pharmaceutical Research	49%	18%
Journal of Pharmaceutical Sciences	46%	10%
Drug Delivery Technology	42%	32%
Pharmaceutical Technology	38%	30%
Science	24%	10%
Contract Pharma	23%	23%
Pharmaceutical Formulation & Technology	21%	14%
The Scientist	15%	11%
Journal of Pharmacy and Pharmacology	13%	3%
Journal of Pharmaceutical and Biomedical Analysis	10%	3%
Molecular Pharmaceutics	6%	1%
New Drugs	6%	3%



*AAPS Newsmagazine is the most-read, most-subscribed-to publication serving pharmaceutical professionals.*

## Company Profile Sections

AAPS Newsmagazine Company Profile sections offer advertisers an opportunity to double their exposure at no additional charge.

### *BUY ONE PAGE, GET ONE FREE*

If your organization fits the category-specific section, you are eligible for a free full page of advertiser-supplied editorial with every full-page ad you buy.

Use the free space to introduce your company to our readers, highlight a case study or emphasize your expertise in that topic.

### 2009 COMPANY PROFILE SECTIONS

#### **MARCH – Drug Delivery**

*Space Reservation Date: January 16*

#### **JUNE – Biotechnology**

*Space Reservation Date: April 17*

#### **AUGUST – Manufacturing Science & Engineering**

*Space Reservation Date: June 12*

#### **DECEMBER – Contract Services**

*Space Reservation Date: October 9*



## Inserts

Deliver your marketing collateral to your primary target at a lower cost than direct mail. AAPS offers a variety of ways to make a powerful impact with your marketing pieces without the hassle and expense associated with direct mail:

- Poly-bag your promotional piece with AAPS Newsmagazine. Drop your marketing material directly into the laps of 13,000+ pharmaceutical scientists.
- Tip-in your brochure into the pages of one of AAPS' many widely-read publications. Make your message stand out from your competition!
- Belly-band your message across the cover and around AAPS Newsmagazine. Your message will be the first thing your target audience sees when they receive the issue.

*Call the Townsend Group today at 301-215-6710 to learn how AAPS can help you connect with a hard-to-reach group of qualified buyers.*



# NBC Program-at-a-Glance

The National Biotechnology Conference Program-at-a-Glance is mailed to 30,000 prospective conference attendees in February. It contains detailed information about the times and topics of all of the NBC workshops, a registration form and hotel and city information. This is an excellent way to reach the most engaged pharmaceutical professionals with your marketing messages. Only 5 advertising positions available!

## ADVERTISING RATES

Cover 4	\$3,085	Full Page	\$2,205
Cover 2	\$2,645		
Cover 3	\$2,645		

AD SIZES AND MATERIALS SPECIFICATIONS See page 14

Circulation 30,000  
Frequency Annual

*Be seen in this widely read conference registration piece sent to more than 30,000 pharmaceutical professionals around the world.*

**SPACE RESERVATIONS**  
Jan. 9, 2009

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**MATERIALS DUE**  
Jan. 16, 2009

# Call for Papers

This annual mailing invites pharmaceutical scientists to submit abstracts of their work for presentation at the National Biotechnology Conference. With detailed submittal instructions, the piece also includes structure and topic requirements, a sample abstract and Preliminary Program outline. Only one advertising position available.

## ADVERTISING RATES

Cover 4	\$4,135
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AD SIZES AND MATERIALS SPECIFICATIONS See page 14

Circulation 45,000  
Frequency Annual

*Get exclusive market exposure in this essential mailing that leading pharmaceutical researchers and scientists around the world read.*

**SPACE RESERVATIONS**  
Oct. 2, 2009

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**MATERIALS DUE**  
Oct. 9, 2009

## DIGITAL PRELIMINARY PROGRAM

Home Page	\$790
Run of Site	\$525



# Final Program/Exhibit Guide

Circulation Frequency 2,000 Annual

The Final Program/Exhibit Guide includes the full program of cutting-edge science and research sessions, speakers and exposition. We send this full-color program/exhibit guide to an exclusive group of approximately 1,000 attendees, who use it to plan their daily schedules. Multiple exposure of your message is guaranteed as attendees refer to the program over and over again at the conference and when they return home.

*Reach the world's most motivated, engaged pharmaceutical professionals—not just once, but on multiple occasions.*

## ADVERTISING RATES

Full Page	\$2,280	Cover 4	\$3,750
1/2 Page	\$1,685	Cover 2	\$3,610
1/4 Page	\$1,315	Cover 3	\$3,210

AD SIZES AND MATERIALS SPECIFICATIONS See page 14

**SPACE RESERVATIONS**

May 1, 2009

**MATERIALS DUE**

May 8, 2009

## AAPS MEMBER DEMOGRAPHICS

Average annual U.S. income: \$124,600

On average, members have 14.5 years of experience in their field.

**65%** work in companies with over 1,000 employees.

**35%** of members work in companies with over 10,000 employees.

**33%** of members hold a patent.

**50%** of members are a manager or above.

**59%** of members are lead authors in peer-reviewed journals.

Source: 2008 AAPS Member Salary Survey, conducted September 2008.



Call the Townsend Group today at 301-215-6710 to learn how AAPS can help you connect with a hard-to-reach group of qualified buyers.

# AM Program-at-a-Glance

The Annual Meeting and Exposition Program-at-a-Glance is mailed to 20,000 prospective conference attendees in July. It contains detailed information about the times and topics of all of the workshops, a registration form and hotel and city information. Only 6 positions available!

## ADVERTISING RATES

Cover 4	\$4,165	Full Page	\$3,360
Cover 2	\$3,705		
Cover 3	\$3,705		

AD SIZES AND MATERIALS SPECIFICATIONS See page 14

Circulation	20,000
Frequency	Annual

*The highly anticipated annual mailing provides advertisers with exposure to 20,000+ pharmaceutical professionals.*

**SPACE RESERVATIONS**  
Jun. 5, 2009

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**MATERIALS DUE**  
Jun. 12, 2009

# Call for Papers

This once-a-year mailing invites pharmaceutical scientists to submit abstracts of their work for presentation at the AAPS Annual Meeting and Exposition. Detailed instructions, including requirements, structure, topic list and a sample abstract, are included along with a Preliminary Program outline. Only one advertising position available.

## ADVERTISING RATES

Cover 4	\$4,170
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AD SIZES AND MATERIALS SPECIFICATIONS See page 14

## DIGITAL PRELIMINARY PROGRAM

Home Page	\$1,050
Run of Site	\$790

Circulation	38,000
Frequency	Annual

*Enjoy exclusive visibility with 38,000 leading pharmaceutical researchers and scientists worldwide.*

**SPACE RESERVATIONS**  
Jan. 9, 2009

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**MATERIALS DUE**  
Jan. 16, 2009

# AAPS Exhibit Guide

Each year, the Exhibit Guide is the most read piece inserted into every attendee's registration packet. With hundreds of exhibitors offering thousands of products and services, more than 8,500 annual meeting attendees rely on the Guide to navigate their way through the exhibit hall. Long after attendees return home, they report using the Exhibit Guide as a purchasing resource.

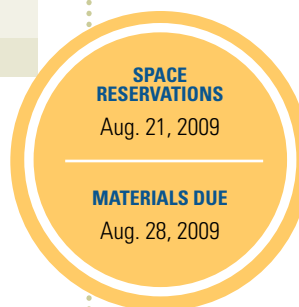
## ADVERTISING RATES

Full Page 4C	\$3,675	Cover 4	\$6,020
Full Page B&W	\$2,665	Cover 2	\$5,350
1/2 Page 4C	\$2,690	Cover 3	\$5,080
1/2 Page B&W	\$1,680		
1/4 Page 4C	\$2,065		
1/4 Page B&W	\$1,060		

AD SIZES AND MATERIALS SPECIFICATIONS See page 14

Circulation Frequency 9,000 Annual

*Experience premium visibility and multiple exposure with more than 8,500 highly influential conference attendees.*



# AAPS Final Program

AAPS Annual Meeting attendees rely on the Final Program to plan each day and arrange meetings with exhibitors. This reference includes a complete listing of AAPS Annual Meeting and Exposition events, an index of research papers and authors, an exhibit floor plan and an exhibitor listing. In short, attendees will turn to this piece again and again throughout the meeting.

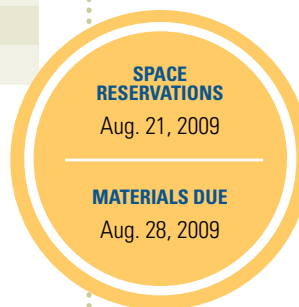
## ADVERTISING RATES

Full Page 4C	\$3,125	Cover 4	\$4,550
Full Page B&W	\$2,425	Cover 2	\$4,010
1/2 Page 4C	\$1,970	Cover 3	\$3,745
1/2 Page B&W	\$1,530	Tab Positions	\$3,400
1/4 Page 4C	\$1,225		
1/4 Page B&W	\$965		

AD SIZES AND MATERIALS SPECIFICATIONS See page 14

Circulation Frequency 9,000 Annual

*Command a powerful marketing presence in this must-read program distributed to all conference attendees.*



*Call the Townsend Group today at 301-215-6710 to learn how AAPS can help you connect with a hard-to-reach group of qualified buyers.*

# AAPS Today

Circulation 6,000  
Frequency Annual

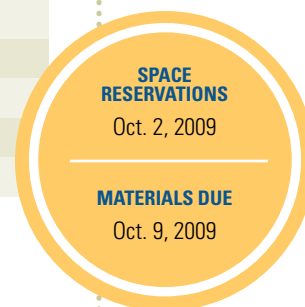
Produced and printed at the AAPS Annual Meeting and Exposition and distributed throughout the convention center and the exhibit hall, AAPS Today is an indispensable resource for attendees, providing late-breaking news and activity updates. This is a highly cost-effective way to reach everyone attending the conference.

*Gain mindshare among the most engaged pharmaceutical professionals in this newsletter produced onsite for conference attendees.*

## ADVERTISING RATES

Front Cover 7" x 10" 4C	\$6,400	5" x 5" SQUARE 4C	\$3,720
Full Page 4C	\$6,390	5" x 5" SQUARE B&W	\$2,920
Full Page B&W	\$6,145	Cover 4	\$7,720
7" x 10" 4C	\$5,265	Cover 2	\$7,165
7" x 10" B&W	\$4,770	Cover 3	\$7,165
5" x 7" ISLAND 4C	\$4,495	Center Spread	\$10,475
5" x 7" ISLAND B&W	\$3,850		

AD SIZES AND MATERIALS SPECIFICATIONS See page 14



# AAPS Today Exhibitor Showcase

As part of AAPS Today, the Exhibitor Showcase is a special section that serves as an at-a-glance source of products and services that attendees will refer to often—during and following the conference. Includes a 100-word description of your product and one 4-color photo.

*Position your products for maximum visibility and recognition by advertising in this special section of AAPS Today.*

## ADVERTISING RATES

Exhibitor Showcase	\$550
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AD SIZES AND MATERIALS SPECIFICATIONS See page 14





# Careers Magazine

Circulation 10,000  
Frequency Semiannually

*WorldPharmSci Careers* is an extension of WorldPharmSci, a unique partnership among the leading societies in pharmaceutical sciences and related fields. *Careers'* editorial content informs, inspires and educates readers to take charge of their careers and provides job seekers with useful resources and tools to assist them at every step of their career paths. *Careers* also offers employers valuable information on the potential candidate pool and a way to increase their visibility to this group. Publication dates coincide with seasonal clusters of nearly one dozen annual career fair events. Feature articles cover topics such as strategic job searching, tips for success at work, continuing education and effective resumé development. Regular departments offer advice on developing critical job skills, making the best career match, current news, company profiles and more.

*Strategically position your organization with a large audience of highly qualified career-minded pharmaceutical professionals.*

## ADVERTISING RATES

Full Page	\$3,150	Single sheets 2-PAGE INSERTS (BRCs)	\$6,100
1/2 Page	\$2,100		
2-page Spread	\$6,100	Double sheet 4-PAGE INSERTS	\$11,500

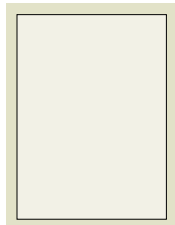
AD SIZES AND MATERIALS SPECIFICATIONS See page 14

*Call the Townsend Group today at 301-215-6710 to learn how AAPS can help you connect with a hard-to-reach group of qualified buyers.*

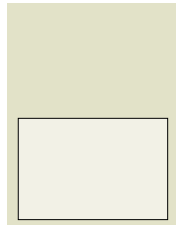
# Ad Specifications & Production Information

## PUBLICATION DIMENSIONS 8.25" x 10.875"

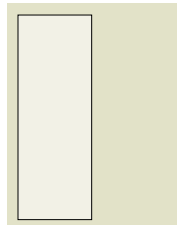
AAPS Newsmagazine | Careers Magazine | NBC and AM magazines



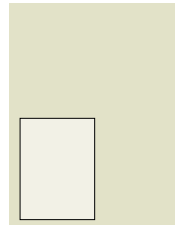
**FULL PAGE**  
7" x 10"



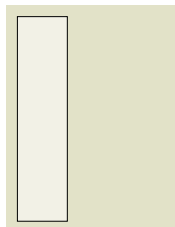
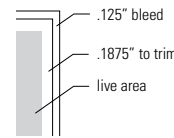
**1/2 PAGE**  
7" x 4.875" horizontal



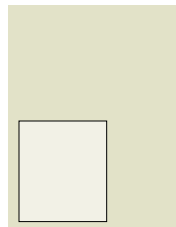
**1/2 PAGE**  
3.5" x 10" vertical



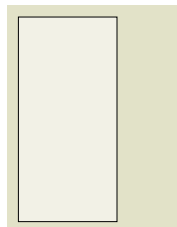
**1/4 PAGE**  
3.5" x 4.875"



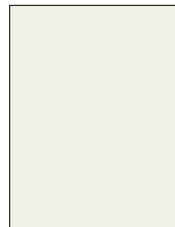
**1/3 PAGE**  
2.3125" x 10" vertical



**ISLAND**  
4.47" x 4.875"



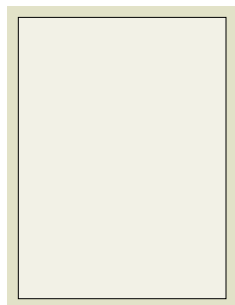
**2/3 PAGE**  
4.75" x 10"



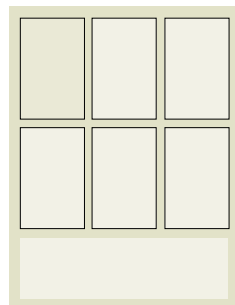
**FULL PAGE TRIM**  
8.25" x 10.875"

## PUBLICATION DIMENSIONS 10.875" x 14.5"

AAPS Today



**FULL PAGE**  
10.875" x 14.5"



**EXHIBITOR SHOWCASE**  
3" x 5"

## PRESS OPTIMIZED OR PDF-X-1A PDFs ARE REQUIRED

If the ad is intended to bleed, registration marks must be applied with an offset of 16 pt. In the PDF file, there must be a minimum of 1/8" bleed beyond the trim. Please convert all RGB & Pantone colors to CMYK.

- All elements intended to bleed must be extended at least 1/8" beyond the edges of the document onto the pasteboard.
- All live text or images should be at least 1/4" from the trim.
- All PMS colors should be converted to CMYK.
- File must contain completed ad in the exact dimensions to be printed.
- If sending more than one ad, each ad should be a separate file.
- No camera-ready art will be accepted.
- Do not send JPG or GIF files.

## PROOFS

- SWOP-approved High-End Digital Color Proof (Iris, Pola or Approval)
- Laser Printer Copy (Publisher assumes no liability for color.)

## FTP UPLOAD INFORMATION

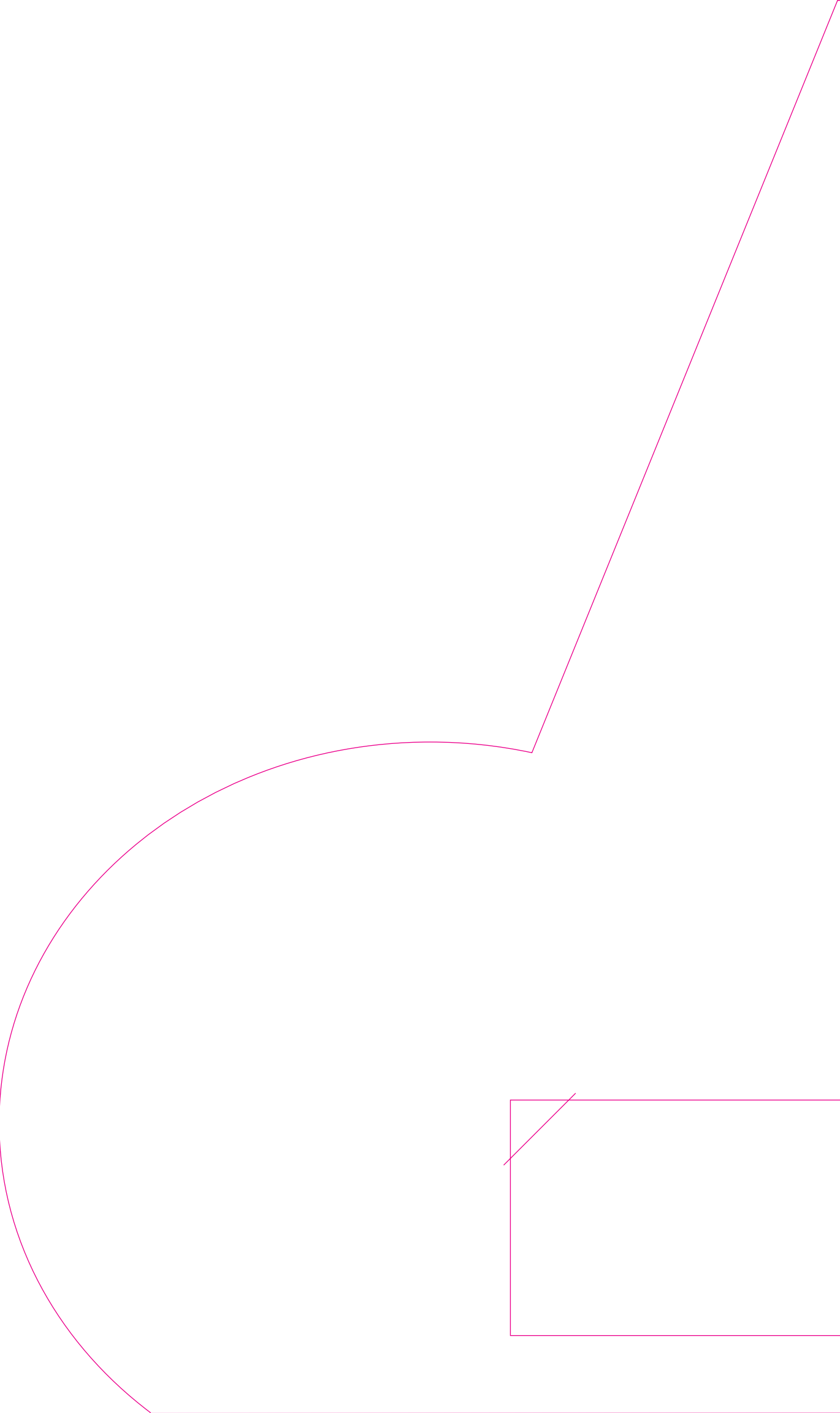
ftp://65.210.126.150  
Username: pub\_newsmag  
Password: den!slc

After uploading your ad(s) to our FTP site, please email [aaps@townsend-group.com](mailto:aaps@townsend-group.com) to let us know that you have done so. Be sure to provide your contact information and the name of the file(s) you uploaded so that we can retrieve your artwork.

## PLEASE SEND ALL MATERIALS TO:

The Townsend Group  
7315 Wisconsin Avenue  
Suite West 750  
Bethesda, MD 20814

Phone: 301-215-6710  
Fax: 301-215-7704  
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