

# WEB AND DIGITAL ADVERTISING

There are many ways to reach our readers on the web and on their mobile devices. Here's an overview of the advertising options available on our websites and in our newsletter.

## ISPE.org

Our Society website is a comprehensive source for critical information related to the pharmaceutical and biotechnology manufacturing industry, providing access to the latest industry and regulatory news, best practices, and ISPE's renowned body of knowledge.

- Over 1 million yearly visits, with over 650,000 unique visitors
- Over 3.3 million annual page views
- Impression and click-through reports provided regularly
- All first-time online advertisers must be prepaid

## Website Advertising Rates

Ad Sizes (all dimensions are pixels, width x height)	Run of Site Per Thousand Impressions	Premium Placement
728 x 90 banner	\$75	+\$15/m
300 x 600 banner	\$75	+\$15/m
300 x 250 Banner	\$75	+\$15/m

## Website Production Requirements

- File format: JPEG or GIF
- Animated file format: Flash or animated GIF, maximum file size 40 KB, maximum 15 seconds of animation
- Provide URL for link
- Agency discounts not available on web banners



The screenshot shows the ISPE website interface. At the top, there's a navigation bar with the ISPE logo and the tagline "Connecting Pharmaceutical Knowledge". Below the navigation bar, there are several sections:

- 728 x 90 Ad:** A large banner area at the top right, highlighted with a red dashed box.
- About the ISPE:** A section with a photo of a person in a lab coat working at a computer. Below the photo is a sidebar with navigation links: ABOUT ISPE, BY LAWS, INTERNATIONAL BOARD OF DIRECTORS, STRATEGIC PLAN SUMMARY, PRESS RELEASES, CONTACT US.
- 300 x 600 Ad:** A large banner area in the middle, highlighted with a red dashed box.
- Who We Are:** A section with a photo of a person in a lab coat. Below the photo is a sidebar with navigation links: ABOUT ISPE, BY LAWS, INTERNATIONAL BOARD OF DIRECTORS, STRATEGIC PLAN SUMMARY, PRESS RELEASES, CONTACT US.
- 300 x 250 Ad:** A small banner area at the bottom, highlighted with a red dashed box.
- Our Primary Locations:** A section with a map of the world and four location cards: USA Florida, CHINA Shanghai, and COUNTRY City Name.

# ISPE eNEWSLETTERS

Make immediate contact with thousands of our members by sponsoring our eNewsletters. Each newsletter features sole sponsorship and a 300 x 250 ad as shown.

## Pharmaceutical Engineering® eNewsletter

Distributed bimonthly, with each new issue, this eNewsletter goes to all members.

- Distribution: 15,000+
- Average open rate: 25%
- Ad size: 300 x 250 banner
- Rate: \$2,250 per issue

## ISPE Update eNewsletter

Sent bimonthly to all ISPE members, this eNewsletter highlights ISPE initiatives, features member profiles, and gives important member benefit information.

- Distribution 15,000+
- Average Open Rate 27%
- Ad size: 300 x 250 banner
- Rate: \$2,250 per issue

## The Link eNewsletter

Sent biweekly on Wednesdays, this member eNewsletter features content that has recently been published in *Pharmaceutical Engineering*® magazine, on the iSPEAK blog, and in other ISPE publications.

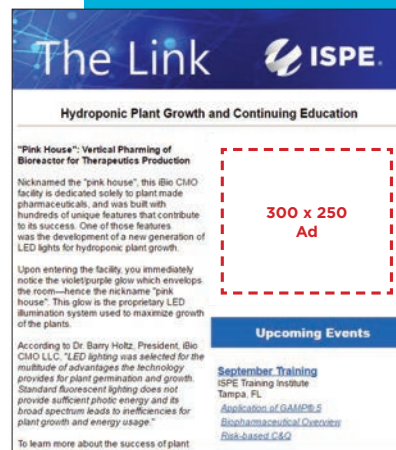
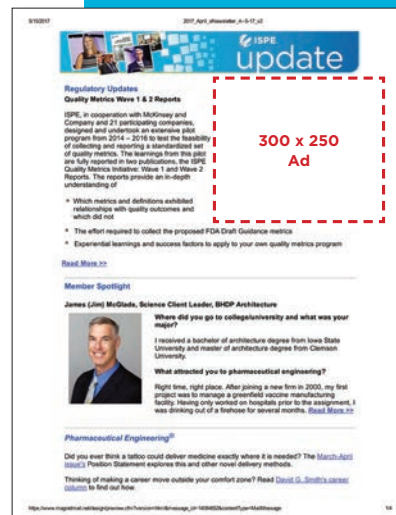
- Distribution: 15,000+
- Average open rate: 20%
- Ad size: 300 x 250 banner
- Rate: \$1,750 per issue

## eNewsletter Production Requirements

- File format: JPEG or PNG
- Provide URL for link
- All first-time online advertisers must be prepaid
- Agency discounts are not offered on digital ads



Discount available for multiple issue sponsorships of eNewsletter



Discount available for multiple issue sponsorships of eNewsletter