

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.

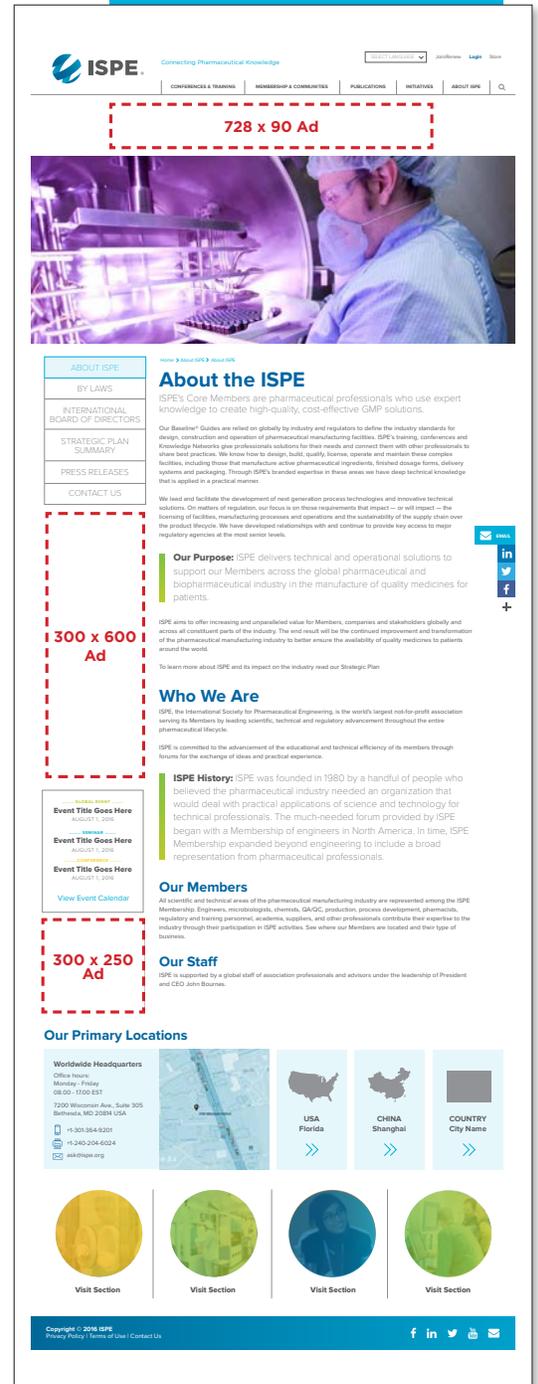
- Over 1 million yearly visits, with over 650,000 unique visitors
- Over 3.3 million annual page views
- Impression and click-through reports provided regularly
- All first-time online advertisers must be prepaid

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 with several highlighted advertising spots:

- 728 x 90 Ad:** Located at the top of the main content area, above a large image of a laboratory setting.
- 300 x 600 Ad:** Located in the middle section, next to the 'About the ISPE' article.
- 300 x 250 Ad:** Located in the lower middle section, next to an event calendar.

Key content sections visible on the website include:

- About the ISPE:** A detailed article about the organization's mission, core members, and commitment to high-quality, cost-effective GMP solutions.
- Who We Are:** A section describing ISPE as the world's largest not-for-profit association serving its members by leading scientific, technical, and regulatory advancement.
- Our Members:** A section listing various professional roles represented by ISPE, such as Engineers, Scientists, and Regulatory Affairs.
- Our Staff:** A section mentioning the global staff of association professionals and advisors.
- Our Primary Locations:** A section with maps and contact information for the Worldwide Headquarters, USA Florida, and China Shanghai.

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



Discount available for multiple issue sponsorships of eNewsletter

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



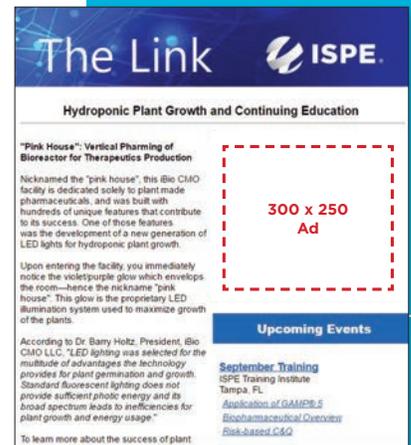
The Link eNewsletter

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