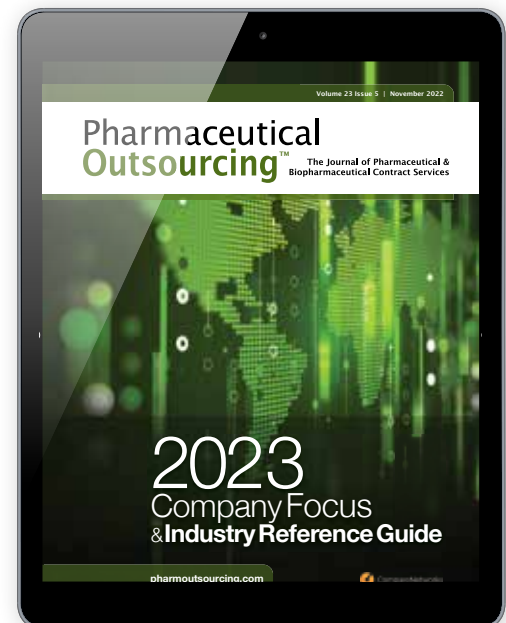


Media Kit 2024

Your Integrated
Marketing Solution
for Reaching
and Engaging
Outsourcing
Professionals
Worldwide

Pharmaceutical Outsourcing™



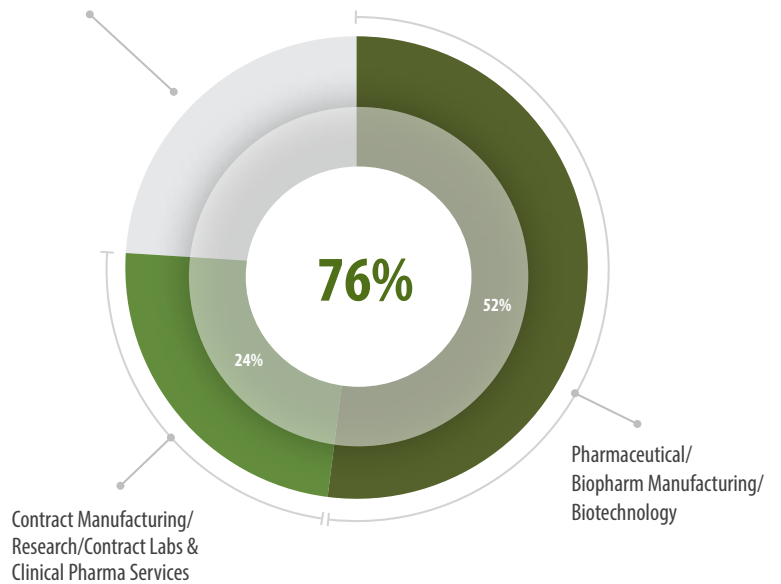
Publication Audience

Pharmaceutical Outsourcing has a total circulation of 20,000 professionals within the pharmaceutical/ biopharmaceutical and related industries. Our audience is comprised of technical professionals within the job functions of Manufacturing, Clinical Trials, Analytical Testing, Cold Chain and API.

Focused on a Growing Industry

76%* of *Pharmaceutical Outsourcing* subscribers are within pharmaceutical, biopharmaceutical and contract manufacturing/research/laboratories and clinical services. Our content focuses on the issues and challenges specific to this important industry segment. *Pharmaceutical Outsourcing* also reaches: Pharmaceutical Engineering Firms, Consultants, Specialty Ingredient Manufacturers, API Manufacturers, Colleges/Universities and Government Organizations.

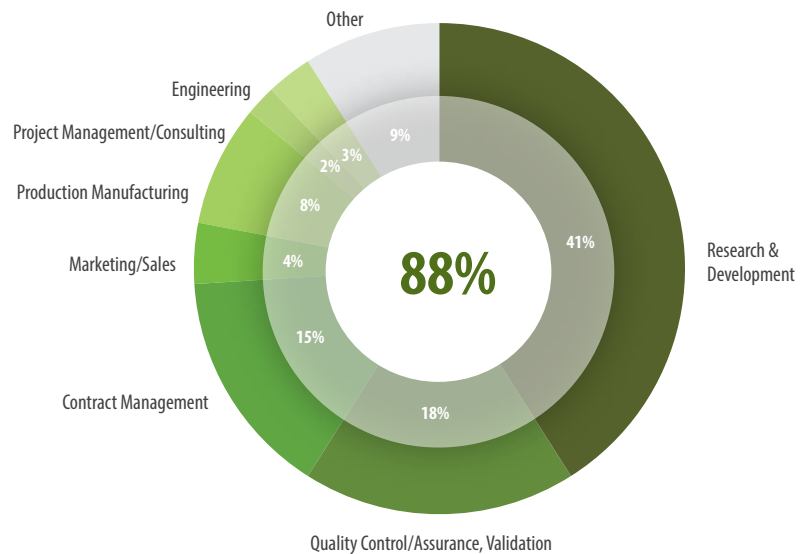
Other, Including:
Medical Device/Instrument Manufacturing, College/University,
Pharmaceutical Engineering/Consultant Services,
Specialty Ingredients/API/Bulk Materials/Nutritionals, Government



Focused on Decision Makers

88%* of *Pharmaceutical Outsourcing* subscribers are in the important job functions of R&D, Quality Control/Assurance, Validation, Contract Management, Production Manufacturing, Marketing/Sales, Project Management, and Engineering.

Other job functions reached include: Regulatory Affairs, Purchasing, Regulatory Affairs, IT/Data Management.

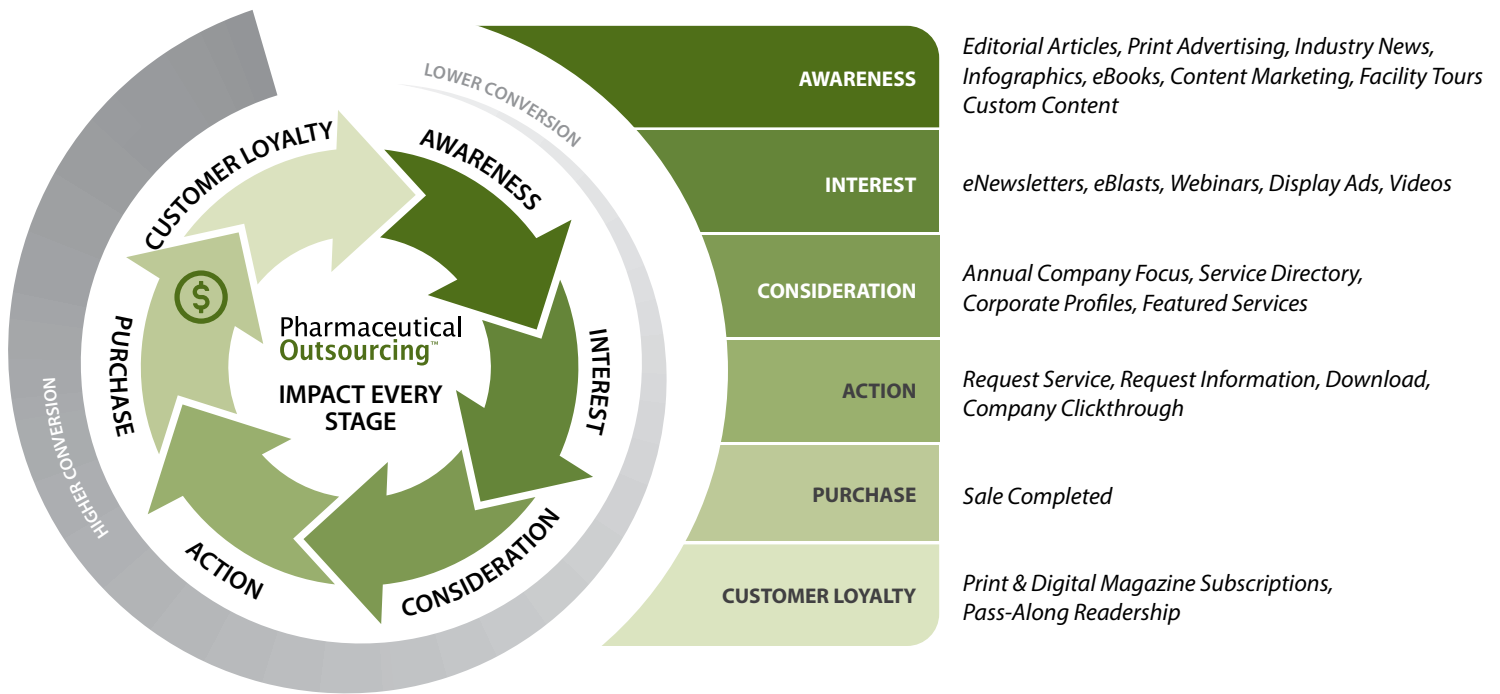


*Source: June 2022 Brand Analysis

Integrated Marketing Solutions

Impact Every Stage of Product Awareness, Purchase, and Usage

Pharmaceutical Outsourcing offers an integrated multi-channel selection of print and digital marketing solutions available to customize, target, and capture the right audience to boost your sales and ROI.



Performance-based Marketing Objectives

Our media consultants work with you to create customized, results-oriented campaigns specific to your marketing goals.

	Brand Awareness	Brand Awareness campaigns are the first step in any marketing campaign—strengthening your company’s image and defining how your company, products, services, and offerings are perceived.
	Demand Creation	Demand generation is the process of creating awareness and demand for your products or services. It expands your audience, generates urgency, and clarifies your solution to transform interest into action.
	Marketing Qualified Lead Generation	Through placement on our site or through our content channels, a prospect has either requested information on your company, shown interest in your product or services, engaged in your content, and has requested additional information. This high-quality lead may require further nurturing and additional qualification.
	Thought Leadership	Thought Leadership/Educational channels offer your company the opportunity to create and be associated with credible content that can be used for lead nurturing, while positioning itself as an expert and authoritative resource.
	Traffic Driver	Traffic generation campaigns are designed to drive traffic to your website or content landing pages for additional engagement.
	Content Sponsorship	Pharmaceutical Outsourcing’s sponsored content and native advertising opportunities associate your brand with highly relevant and compelling content, positioning your brand with our expert content mission.
	Sales Qualified Lead Generation	Pharmaceutical Outsourcing’s directory leads are the direct result of a prospect viewing your company and service in our online service directory and completing a form to request more information. Leads are sales-ready, and should be followed-up immediately to ensure sales conversion. Pharmaceutical Outsourcing can also deliver sales-ready traffic to your service and product pages.

2024 Editorial Calendar

	JAN/FEB/MAR 2024	APRIL/MAY/JUNE 2024	JULY/AUG/SEPT 2024	OCT/NOV/DEC 2024	SPECIAL ANNUAL ISSUE
Artwork Due <i>(tentative dates)</i>	2/9/2024	5/3/2024	8/9/2024	11/1/2024	11/8/2024
Ad Closing <i>(tentative dates)</i>	2/5/2024	4/29/2024	8/5/2024	10/28/2024	11/4/2024
Roundtables	Parenteral Products Clinical Trial Supplies	Solid Dosage Testing Services	Packaging Clinical Trials	Pediatric Dosage Forms API Development	2025 Contract Services Directory & Industry Guide Published and mailed together with the Oct/Nov/Dec issue, this company profiles and services directory issue features: • Company Profiles • Contract Service Directory • Contact Directory • Editorial Index
Contract Manufacturing	Packaging Solid Dosage Forms Powder Filling	Biopharmaceuticals Cell and Gene Therapy Liquids and Semi-Solids	Aseptic and Sterile Products Highly Potent APIs GMP Compliance	Lyophilization/Freeze Drying Regulatory Compliance Sterile/Prefilled Syringes	
Contract Research	Dosage Form Development Biosafety Testing <i>In Silico</i> Drug Testing	Drug Delivery Using Modelling for Drug Discovery	Solubility/Bioavailability <i>In Silico</i> Drug Research	API Development Functional Excipients Biophysical Studies	
Cold Chain/Supply Chain/Logistics	Temperature Monitoring Intermodal Transportation Clinical Trial Supply	Supply Chain Resiliency Cell and Gene Therapy Logistics Stability/Storage	Supply Chain Security Disaster Planning Third Party Logistics (3PL)	International Logistics Regulatory Issues Supply Chain AI	
Clinical Trials	CTM Manufacturing Decentralized Trials Regulatory Affairs	Data Management Safety Reporting Clinical Trials Project Management	Global Trials Management Diversity in Clinical Trials Lead Identification	Material Supply Wearable Technology Phase I - IV Clinical Trial Services	
Analytical Testing	Clinical Trial Testing Stability Testing Dissolution Testing	Microbiological/Facility EM Testing Extractables/Leachables Maximum Tolerated Dosage (MTD) Testing	Formulation/Development Building an Efficient Lab ADME Testing	Pre-Clinical Testing Bioanalytical/Methods Method Development	
Every Issue Columns	Insider Insight	Insider Insight	Insider Insight	Insider Insight	
	Social Media Connections	Social Media Connections	Social Media Connections	Social Media Connections	
	CN Perspectives	CN Perspectives	CN Perspectives	CN Perspectives	
Trade Shows and Events	PDA Annual Meeting (Mar 25-27, 2024) Interphex (Apr 16-18, 2024) CPHI North America (May 7-9, 2024)	BIO International Convention (Jun 3-6, 2024) DIA (Jun 16-20, 2024)	Chem outsourcing 2024 AAPS 2024 PharmSci 360 (Oct 20-23, 2024) CPHI Worldwide 2024		

*Some shows are virtual and will not have print distribution. Show dates were estimated at the time of media kit publication. Dates and topics are subject to change.

SPECIAL ANNUAL ISSUE 2025 Contract Services Directory & Industry Guide



The Annual Contract Services Directory & Industry Guide edition is a comprehensive reference guide that provides our audience of 20,000+ subscribers with a list of outsourcing services and the companies that provide those services. Additionally this issue offers advertisers an opportunity to profile the depth and breadth of their service capabilities. The edition also features a complete index of articles featured in Pharmaceutical Outsourcing and highlights the upcoming year's major events and be included at all events we attend that year.

Every Issue Columns

INSIDER INSIGHT

An opinion based column that gives our readers a voice on the industry.

SOCIAL MEDIA

A recap of Tweets, Likes, and LinkedIn articles from pharmaceutical companies, healthcare organizations and government agencies from around the world.

CN PERSPECTIVE

A quick summary of some of the relevant content available from CompareNetworks other publications and websites including *Biocompare*, *Labcompare*, *American Pharmaceutical Review* and *Tablets & Capsules*.

2024 Rates & Specifications

BEST DEAL!

PRINT 4 Color Rates*	1X	3X	5X
Full Page	\$5,177	\$4,658	\$4,140
Half Page	\$3,277	\$2,948	\$2,620
Third Page	\$2,877	\$2,588	\$2,300
Quarter Page	\$2,277	\$2,048	\$1,820
Cover Tip, Post-It Note, Belly Band, Inserts	Custom Quote		

DIGITAL EDITION	RATE
Digital Edition: Leaderboard Sponsorship <i>Exclusive sponsor of digital issue announcement to all digital readers</i>	\$2,000

WEBSITE BANNERS & DISPLAY ADVERTISING <i>Monthly rate, 3 months min., limited availability</i>	RATE
Leaderboard (Run of Site)	\$3,000
Medium Rectangle (Run of Site)	\$2,000
NEW! Medium Rectangle (Subtopic Target) Subtopics include: API, Manufacturing, Clinical Trials, Analytical Testing, Cold Chain	\$500
Wallpaper (Homepage only)	\$2,800
Peel Away (Homepage only)	\$2,000
Floating Banner	\$2,000
Remarketing Program	\$65 CPM

WEBINAR	RATE
Live Webinar	\$10,000

EMAIL	RATE
Email Blast	\$0.40/name <i>\$1350 minimum</i>
Multi-Touch/Drip Email Campaign	\$0.75/name
Three Piece Whitepaper Program	\$8,000

NEWSLETTER SPONSORSHIP	RATE
Outsourcing News: Top Leaderboard	\$2,000
Outsourcing News: Primary Sponsorship (300x250 + Text)	\$2,250
Outsourcing News: Featured Partner Sponsorship (134x100 + Text)	\$1,000
Editorial Focus: Top Leaderboard	\$2,000
Editorial Focus: Primary Sponsorship (300x250 + Text)	\$2,250

ADDITIONAL SERVICES	RATE
Direct Mail	\$225/M
Sales & Marketing Enablement Solutions	Free Demo
Mobile App Development	Custom Quote
Custom Survey & Results Infographic	\$8,500

EDITORIAL CONTENT CREATION	RATE
eBook	\$7,500
Content Marketing (includes Lead Generation)	\$10,000
Enhanced Content Hub (Single Topic; Exclusive Sponsor)	\$17,500
Content Creation (does not include lead generation)	Custom Quote

FACILITY TOURS	RATE
Facility Tour Editorial	\$9,000
Facility Tour Editorial with Video	\$18,000

ONLINE CONTENT HOSTING <i>Posted on site for 12 months, includes promotion within eNewsletter and one eBlast</i>	RATE
Whitepaper Hosting (includes Lead Generation)	\$2,500
Video Hosting	\$1,850
Poster Hosting	\$2,350

SERVICE LISTINGS & CORPORATE PROFILE	RATE
Service Listing with Lead Generation & Basic Corporate Profile	Custom Quote
Featured Service Listing	\$1,500
Enhanced Corporate Profile	\$1,000
Premium Corporate Profile	\$2,000

VIDEO SERVICES	RATE
Product Brochure Video	\$8,500
Tradeshaw Interview Video (up to 5 min)	\$3,200
Poster Video	\$3,800
Presentation Video	\$7,500
Customer Profile & Testimonial	\$12,000
Panel Video	\$15,000
Product Demo & Training	Custom Quote
Entertainment & 3D Animation	
Video Microsite or Console	
Commercial Video	
Video Documentary	








Specifications

WEBSITE BANNERS SPECIFICATIONS	40kb size limit, 15 sec animation limit (2 loops max.), jpg or gif, clickthrough URL
Leaderboard	728 x 90 pixels
Medium Rectangle	300 x 250 pixels
Floating Banner	980 x 45 pixels
Peel Away	100 x 100 pixels (teaser state) / 500 x 500 pixels (expanded state)
Wallpaper	1260x 590 pixels (140 px visible ad space) on each sideSet the center of image to #ffffff in color.

NEWSLETTER SPECIFICATIONS	40kb size limit, no animation, jpg only, clickthrough URL
Leaderboard	580 x 90 pixels
Primary Sponsorship	300 x 250 pixels + 80 words text
Featured Partner Sponsorship	134 x 100 pixels + 40 words text
Digital Edition Alert Sponsorship	580 x 90 pixels

Multi-channel Offerings

Pharmaceutical Outsourcing's advertising options provide a comprehensive suite of multi-channel offerings to keep your message in front of our pharma and contract pharma/outsourcing community to help achieve your marketing objectives wherever our audience connects and engages with us.

			 Brand Awareness	 Demand Generation	 Marketing Qualified Lead Generation	 Thought Leadership	 Traffic Driver	 Content Sponsorship	 Sales Qualified Lead Generation
PRINT ADVERTISING	Print Ads	p.8	●	●		●		●	
	Prime Print Options	p.8	●	●		●		●	
MEDIA CHANNELS	eNewsletter Sponsorships	p.9	●	●	●		●		
	Editorial Focus eNewsletter	p.9	●	●	●		●	●	
	Email Blasts	p.10	●	●	●		●		
	Multi-Touch Email Campaign	p.11	●	●	●		●		
	Drip Email Campaign	p.11	●	●	●		●		
	Online Display Advertising	p.12	●	●	●		●		
	Remarketing Program	p.13	●	●	●		●		
PRODUCT LISTING DIRECTORY	Service Listing	p.14	●	●			●		●
	Featured Service Listing 	p.14	●	●			●		●
	Corporate Profiles	p.15	●	●	●		●	●	●
NATIVE ADVERTISING SPONSORSHIP OPPORTUNITIES	Content Hosting	p.16	●	●	●	●	●	●	
	Enhanced Content Hub	p.17	●	●	●	●		●	
	Webinars	p.18	●	●	●	●		●	
	eBooks	p.19	●	●	●	●		●	
CONTENT CREATION SERVICES	Content Marketing Lead Generator	p.20	●	●	●	●		●	
	Surveys & Infographics Program	p.20	●	●	●	●		●	
	Facility Tours	p.20	●	●		●		●	
	Content Creation	p.21	●	●	●	●	●		
	Videos	p.22	●	●	●	●	●		

Print Advertising

Pharmaceutical Outsourcing takes pride in the quality of our printing and the options we can offer our customers. Standard ad options include full page, half page, third page, or quarter page ad. Additional prime print options available at a custom quote.

What Determines Print Advertising Effectiveness?

There are many factors that can enhance the effectiveness of the print advertising campaign, below are just a few.

- **Creative** – Is your ad creative interactive; this would include both the images and the words within the ad? Examples could include a video, smell, anything that would activate the senses of the reader. Click [here](#) to see print ads with brilliant design techniques.
- **Positioning** – Where is your ad content placed? Inside front cover? Adjacent to a page that is featured content? Is your ad positioned within relevant content so it relates to what you are selling?
- **Size of the Ad** – Does your ad get lost within the publication? Is it a full page, double page spread? Does your ad contain color?
- **QR Codes** - Does your ad include a QR code? QR codes have had a resurgence since COVID, and we continue to see this technology continue to grow in 2022.

Benefits:

	Brand Awareness		Demand Generation
	Thought Leadership		Content Sponsorship



FOCUS IN :

In today's omnichannel marketing environment, these factors cannot be ignored. For the true omnichannel experience, print is essential!

The U.S. Postal Service worked with Temple University's Center for Neural Decision Making to conduct a neuromarketing study to find the difference in human response to physical/digital media.

Neuromarketing is a scientific method that helps to explore the respondent's subconscious response as opposed to conscious answers to survey questions. This method helps to understand the actual activity deep in the brain which leads to more reliable data.

Consumers can physically browse through a magazine (and different types of print ads contained in them), grip the pages, feel the paper texture, density, and composition. More sense means more channels for ads to transmit the message into the consumer's conscious and/or subconscious mind.

Attribute	Definition	Physical	Digital
Attention	A customer's focused attention for a sustained period of time on key components of the ad		X
Review Time	The amount of time a customer spends with an ad	X	
Engagement	The amount of information the customer processes or absorbs from an ad	X	X
Stimulation	An emotional reaction to an ad	X	
Memory Retrieval Accuracy	Accurately remembering the advertising source and content	X	X
Memory Speed & Confidence	Quickly and confidently remember advertising source and content	X	
Purchase & Willingness to Pay	Whether and how much the customer is willing to pay for a product	X	X
Desirability	A subconscious desire for the product or service	X	
Valuation	The subconscious value a participant places on the product or service	X	

Prime Print Options



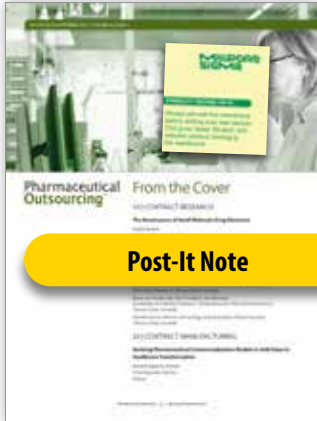
Cover Tip



Belly Band



Corporate Profile

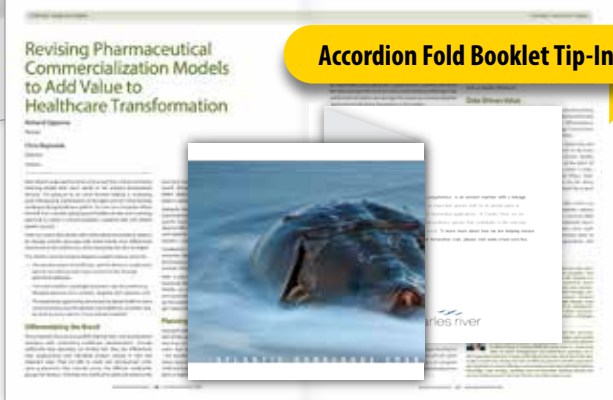


Post-It Note



Brochure

Data drives every decision in the lab, so ensuring it is accurate, relevant, and reliable is critical to support confident decisions on product quality and safety. Patients expect their medications to be safe and effective. Consequently, a drug's safety requirements extend beyond clinical trials and must be upheld through a rigorous QC testing program. As the foundation for cGMP compliance, data is an essential component of an organization's quality system. It can be challenging to securely collect, manage, and maintain data that is accurate and valid. With an increase in FDA warning letters and cGMP inspection violations, regulatory agencies are setting the expectation that organizations be proactive in their efforts at adhering to data integrity standards. Newly issued global guidance documents communicate the increasing requirements on data integrity, making many organizations aware of existing gaps and deficiencies in their data and reporting.

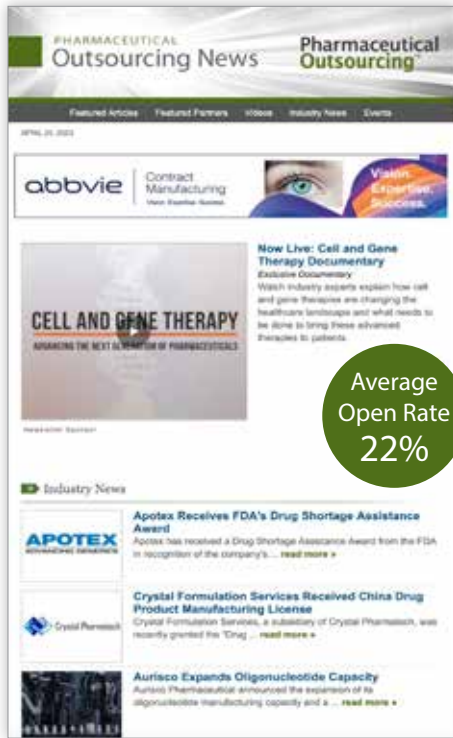


Accordion Fold Booklet Tip-In

Benefits:

- Brand Awareness
- Demand Generation
- Thought Leadership
- Content Sponsorship

eNewsletter Sponsorships



Outsourcing News eNewsletter

Pharmaceutical Outsourcing's eNewsletters are an excellent way to promote your services to a highly qualified audience. Currently, our "Outsourcing News" newsletter publishes two times a week, which offers a round-up of the top news stories, articles, whitepapers and events.

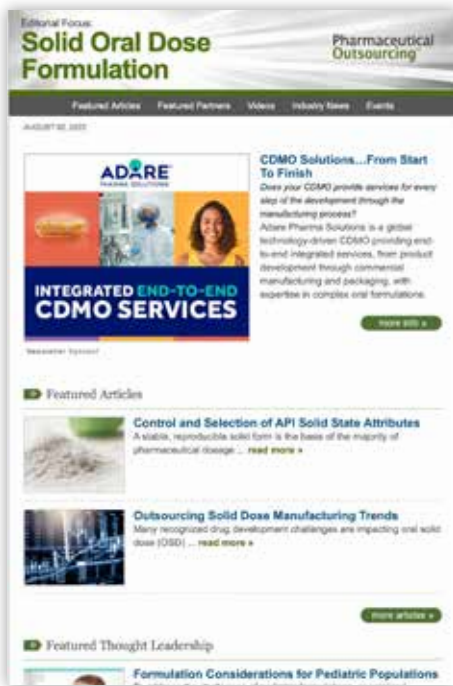
We offer three sponsorship positions:

- **Top Leaderboard** - The top leaderboard banner (580x90 pixels) position offers an opportunity for your advertisement to link back to your site.
- **Primary Sponsorship** - This native sponsorship position combines a prominent medium rectangle image (300x250 pixels) and text; a perfect spot to push whitepapers, whitepapers, press release, case studies, webinars, etc.
- **Featured Partner Sponsorship** - This native sponsorship position includes an image (134x100 pixels) and text; a perfect spot to promote your company, facilities, capabilities, and services.
- Report metrics includes total sent, views, total clicks, and CTR.

Editorial Focus eNewsletter

Pharmaceutical Outsourcing's "Editorial Focus" Newsletters are targeted to specific topics of interest to pharmaceutical and biopharm outsourcing professionals. Each Newsletter will contain the top editorial, key industry news, and more.

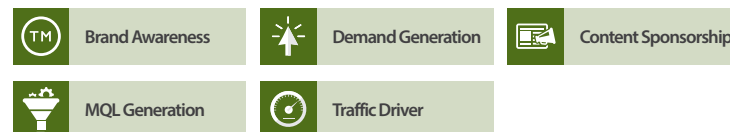
- Top Leaderboard and Primary Sponsorship positions available.
- Report metrics includes total sent, views, total clicks, and CTR.



Available Topics:

- Clinical Trials
- Manufacturing
- Cold Chain
- API
- Analytical Testing

Benefits:



Email Blasts



Pharmaceutical Outsourcing's targeted email blasts offer advertisers a quick and cost effective way to promote their contract services, content, events, announcements, and promotions. Email blasts can be targeted to specific qualified subscribers, categories and/or geographic areas depending on your campaign goals. Optimizing your marketing budget and goals is important to us, and we have the tools to make your marketing efforts a success.

Features:

- A direct line to professionals' inboxes
- Quality branding for new products and special offers
- Direct links to your websites
- Visual representation of your organization
- Recognition of your logo and branding
- Receive leads or website traffic
- Free optimized email templates are available, should your resources be limited.
- Add on: Custom template design and translation services, should you require expert consultation and development support.
- One week post deployment, will send you a report that includes the following metrics: total emails sent, open rate, views, total clicks and clickthrough rate.

Benefits:

	Brand Awareness		MQL Generation
	Demand Generation		Traffic Driver



Digital Edition Alert

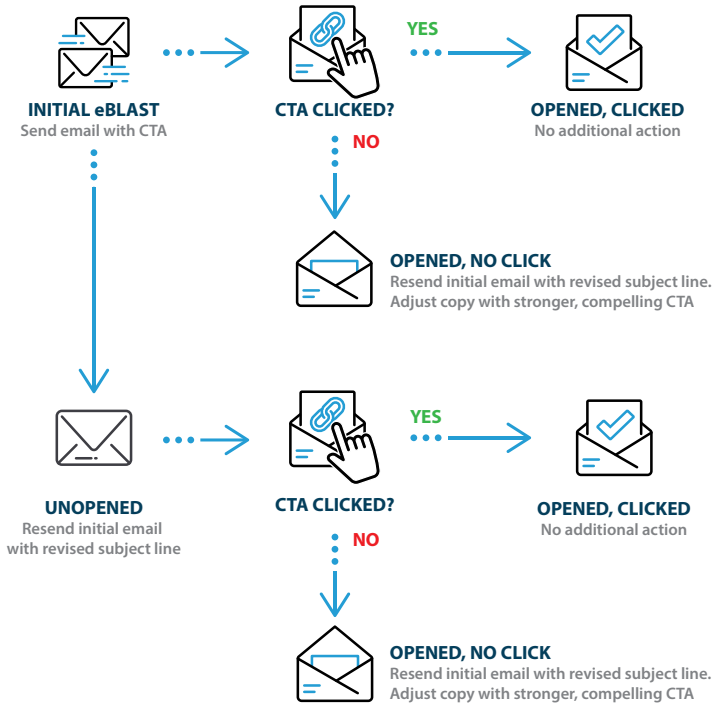
Showcasing your branding alongside Pharmaceutical Outsourcing magazine holds significant importance in the pharma industry. Our valued publication reaches a targeted audience of professionals and experts in pharma/contract/outourcing market.

Features:

- Exclusive Leaderboard Ad at the top of the digital edition alert provides provides strategic placement to ensure your message captures immediate attention, leaving a lasting impression on readers - while boosting brand visibility and elevating authority in the market.

Multi-touch Email Campaign

Re-Engagement Email Campaign



Multi-touch Email Campaigns are engagement-focused email campaigns tailored to the responses of your email audience. A multi-touch campaign delivers your message over the course of several emails based on the initial engagement of the first email to maximize overall campaign engagement.

Whether the goal is increasing company awareness, drive traffic, or increase leads - through consistent touch points, these top-of-mind campaigns will help you get there. Multi-touch programs have demonstrated an increase in email metrics such as open rates, click-through rates, and conversions. Our specialists will assist in the design of the program to increase engagement and help ensure the success of your campaign.

We offer two types of multi-touch email campaigns:

Contacts are re-engaged according to their level of interaction and campaign type.

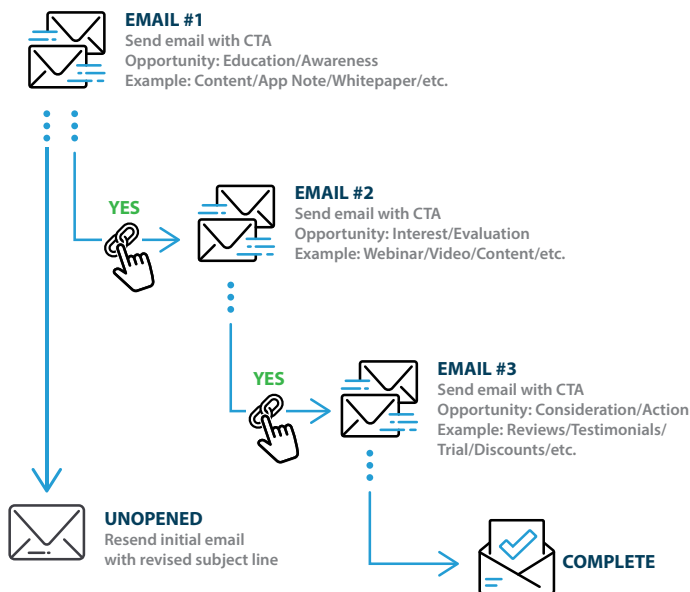
1. Re-Engagement Email Campaign

- Single creative (CTA) to be sent per campaign with re-engagement to those who:
 - » Did not open the email
 - » Opened/no click
 - » Opened/clicked
- Each name is contacted at least two times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

2. Drip Email Campaign

- Three different creatives (CTAs) to be sent per campaign:
 - » 1st Email includes a reblast to unopens
 - » 2nd Email sends a different CTA to those who engaged with the 1st Blast
 - » 3rd Email sends a different CTA to those who engaged with the 2nd Blast
- Each name is contacted at least three times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

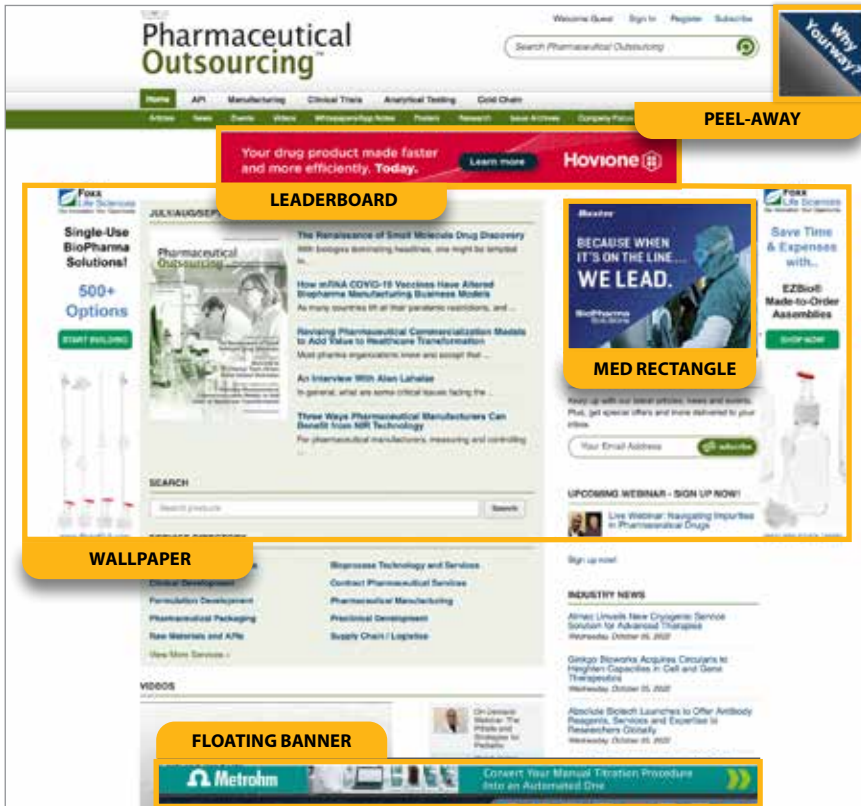
Drip Email Campaign



Benefits:

	Brand Awareness		Demand Generation
	MQL Generation		Traffic Driver

Online Display Advertising



Display ads, also referred to as banner ads, are well positioned for high visibility on our websites for best-in-class digital advertising with a variety of options that fit your budget and your business, while ensuring the best possible ROI. They grab the attention of a large network of pharmaceutical professionals who are on our website reading editorial and searching products and accessing the latest content. Display ads lead to increased branding and click-throughs for increased interaction with your brand and its products.

Available Display Ad Sizes:

- Leaderboard (728 x 90 pixels)
- Medium Rectangle (300 x 250 pixels)
- Floating Banner (980 x 45 pixels)
- Wallpaper (1260 x 590 pixels); Homepage only
- Peel-Away (500 x 500 pixels expanded); Homepage only

Subtopic Medium Rectangles

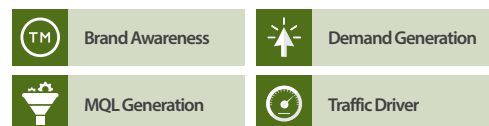
Medium Rectangle subtopic ads (300 x 250 pixels) appear under category of your choice:

- API
- Manufacturing
- Clinical Trials
- Manufacturing
- Analytical Testing
- Cold Chain

Features:

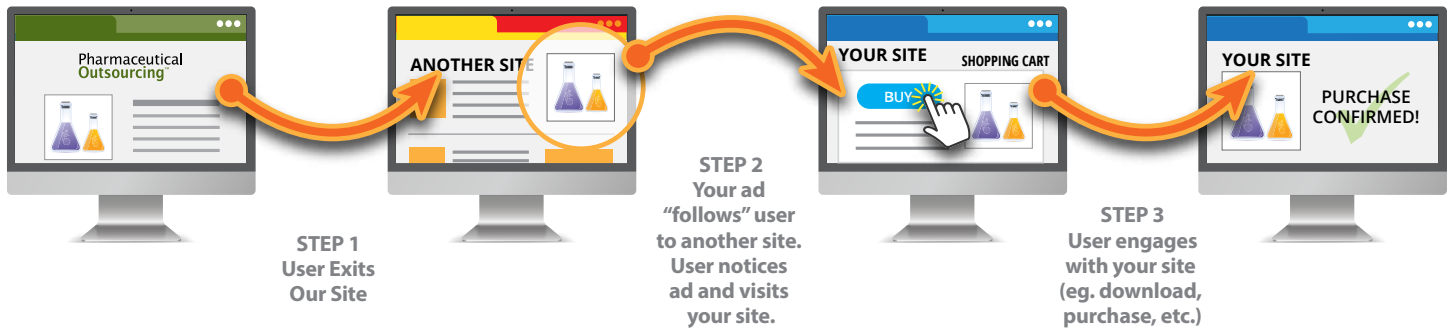
- Metrics available on display ad performance, which includes impressions delivered, clicks, and CTR.
- Custom design services are available, should you require expert consultation and development support.

Benefits:



Remarketing

Pharmaceutical Outsourcing's remarketing program allows you to show display ads to *Pharmaceutical Outsourcing* visitors across a vast network of external sites as our visitors browse on either desktop or mobile devices after leaving pharmoutsourcing.com.



Expand Your Ad Reach

- Boosted awareness: You can increase your awareness and engagement with your brand.
- Dynamic following: You can show your ads to people who've previously interacted with our site right when they're searching elsewhere and are more likely to make a purchase.
- Large-scale reach: You can reach people across their devices as they browse over 2 million websites and mobile apps.

Features:

- Minimum 25,000 impression per campaign
- Creative can be swapped once per month for campaigns running longer than a month
- Select from multiple ad sizes; maximum 3 sizes are included with each campaign.
 - » **Available size offered:**
 - Square (250 x 250 pixels)
 - Small Square (200 x 200 pixels)
 - Banner (468 x 60 pixels)
 - Leaderboard (728 x 90 pixels)
 - Inline Rectangle (300 x 250 pixels)
 - Large Rectangle (336 x 280 pixels)
 - Skyscraper (120 x 600 pixels)
 - Wide Skyscraper (160 x 600 pixels)
- Metrics available on display ad (impressions, clicks, and CTR)

Benefits:



Service Listing

Service Listing

Outsourcing professionals come to *Pharmaceutical Outsourcing's* website to research and discover services through our comprehensive database. By organizing services into easy-to-locate service categories, visitors are able to quickly find and compare services. Service listings include links to drive qualified leads to your website.

Features:

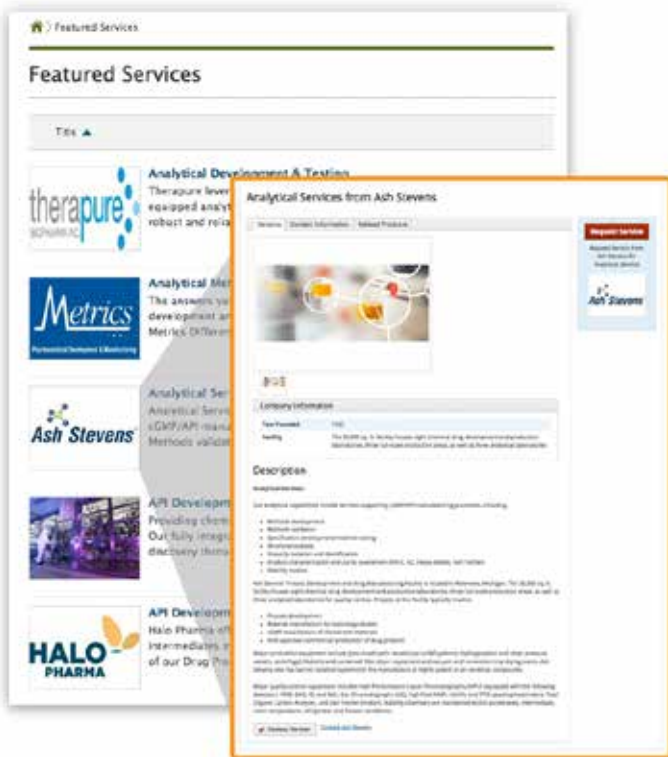
- Basic company profile with contact information
- Related product category links to your services
- Service data can be updated quarterly
- Leads delivered by email via spreadsheet as received (CRM API option available)
- Campaign metrics on service page views, clicks, and leads

Featured Service Listing

Showcase your new service or most important services through *Pharmaceutical Outsourcing's* Featured Service Program. Designed to provide maximum exposure for your service offering, each Featured Service is promoted for three months on *Pharmaceutical Outsourcing's* homepage and for one year within the Featured Service section. Metrics on the number of page views, clickthroughs and leads that each Featured Service receives are reported on a monthly basis.

Features:

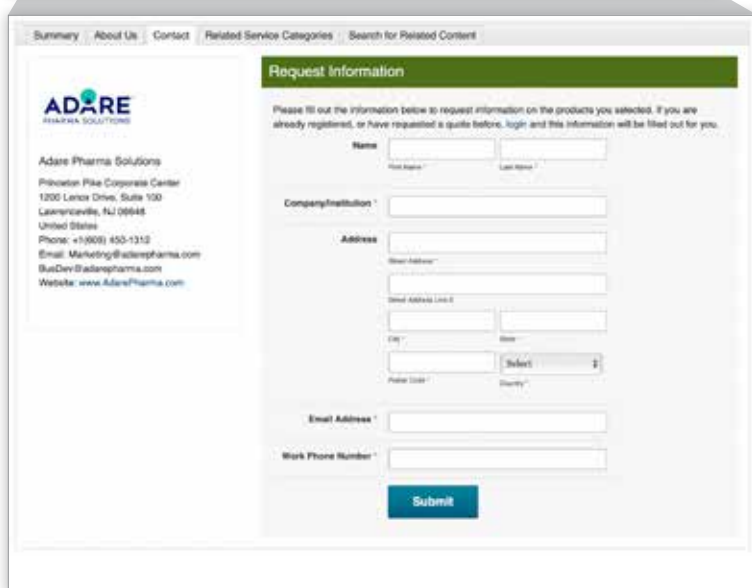
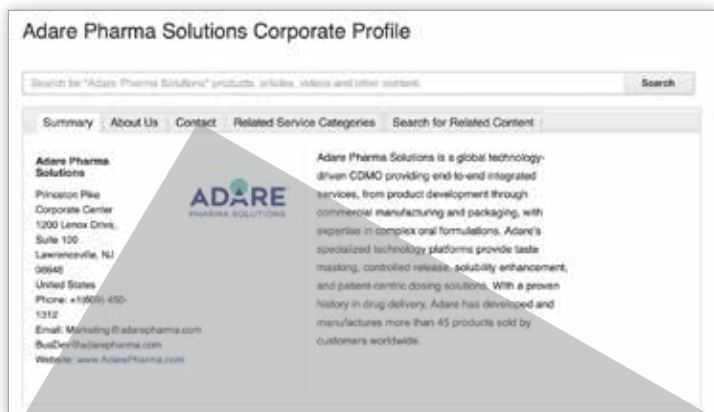
- **NEW: BONUS** - Mini Service Brochure Video included (no additional cost) May be exchanged for vendor-supplied video hosting instead.
- **Multimedia Gallery** that can include up to 5 images or video
- **Lead Generation:** request for information/service leads delivered by email via spreadsheet as received.
- **Featured Service Section:** Inclusion in a NEW dedicated Featured Service section for 12 months
- **Homepage Promotion:** Rotation within homepage carousel for 3 months
- **Sponsored Status:** Highlighted at the top of the categories in *Pharmaceutical Outsourcing* Service Directory for 12 months
- **eNewsletter Promotion:** Featured within the "Featured Service" section of 2 eNewsletters (min)
- **Reporting:** Metrics reported at the end of 12-month program; views, clicks, and leads from all channels



Benefits:

 Brand Awareness	 Demand Generation
 Traffic Driver	 SQL Generation

Corporate Profiles



Benefits:

 Brand Awareness	 Demand Generation	 MQL Generation
 Traffic Driver	 Content Sponsorship	 SQL Generation

A Corporate Profile is a powerful tool for any company looking to make their brand visible. Many visitors want more information about a company while they are exploring services within our online service directory.

We provide a wide range of custom options to help differentiate your company and reach the right audiences. Our corporate profile packages come with plenty of space for featuring your hosted content on the site as well. We offer three types of corporate profiles:

Basic Corporate Profile

Included with all service listing programs

- **Company Logo**
- **Company Address** - mailing address, website URL, and up to 2 social media links
- **Company Description** - 100 words; no hyperlinks
- **Related Service Categories** - a categories tab will include the service categories where your services are listed on the PO service directory

Enhanced Corporate Profile

All benefits of Basic Version PLUS:

- **Embedded Company Video** - send us your video and we'll embed it alongside your company description
- **Contact Form** - a contact tab includes a general request for information lead form that is tracked as a separate lead type
- **Resources** - a resources tab will include a list of your published/hosted content on the PO website.

Premium Corporate Profile

All benefits of Enhanced Version PLUS:

- **About Us** - an about us tab that includes an expanded company description along with pertinent facts about your company.
- **Interview/QA Article** - an interview by a contributing editor that will be converted into an engaging article; article will be hosted on your corporate profile.

Content Hosting

Whitepapers/App Notes > Whitepaper: Safe and efficient handling of high potent drug products

Whitepaper: Safe and efficient handling of high potent drug products



High potent drug products for e.g. oncology or hormone therapy will play an important role in innovative drug therapy in the future. The development and production of drugs with high potent active ingredients is highly complex and often must be implemented with acceleration. Handling of high potent solid dosage forms therefore is a key need of current pharmaceutical development and manufacturing. To ensure safe and efficient handling of high potency products, mastering a holistic production approach is essential. This drives a fast time-to-market for your new high potent product. Learn more in the latest whitepaper from Aenova.

Download the Document

* denotes a required field
Please fill out the information below to request information for the products you selected. If you are already registered, or have requested a quote before, login and this information will be filled out for you.

Name
First Name * Last Name *

Company/Institution *

Address
Street Address *

Street Address Line 2

City * Postal Code *
Country * State *

Work Phone Number *

E-mail Address *

Download the Document

Pharmaceutical Outsourcing website can help your company disseminate collateral, whitepapers, posters, research, drive website traffic, generate leads, and more.

Type of content hostings can include:

- Application Notes
- Whitepapers
- Technical Articles
- Posters
- Videos

Features:

- Archived for one year in dedicated section on *Pharmaceutical Outsourcing's* website
- Each asset can be associated with a product you list in our directory and if you purchase an Enhanced or Premium Corporate Profile, will be included in the Resources section within the Corporate Profile.
- Includes promotion within relevant section of one eNewsletter and one e-blast promotion
- Registration option can make this a lead-generating vehicle
- Complete contact information provided for leads generated
- Reporting of leads generated by gated content includes full contact information.

Benefits:

	Brand Awareness		Demand Generation		MQL Generation
	Thought Leadership		Traffic Driver		Content Sponsorship



Webinars

Pharmaceutical Outsourcing™ **core Rx**

The Pitfalls and Strategies for Pediatric Formulation Development
Previously Aired on May 12th, 2022

SIGN UP:

First Name *

Last Name *

Company *

Address *

City *

State *

Post Code or Zip *

Country *

Email *

Work Phone *

Job Title *

Would you like to receive more content from Pharmaceutical Outsourcing? Please select below:
Email updates, product alerts, and special offers
 Yes No

Overview

This webinar will cover an introduction to pediatric dosage forms and include a discussion pertaining to the strategies for formulation development. We will also provide information concerning the regulatory bodies and requirements for pediatric development. This will include insights into dosage forms and excipient selection as well as the data/justifications generally expected.

In this webinar you'll learn:

- Common issues and strategies for pediatric formulations development as well as some of the various resources and regulatory bodies
- Impact of age group, daily dose, and excipient acceptability
- Providing appropriate evidence to justify formulation selections

Who should attend:

- Pharmaceutical developers
- Researchers
- Doctors

Presenters

Travis Webb (Presenter)
Senior Scientist, Product Development
CoreRx
[View Biography](#)

Michael Auerbach (Moderator) Editor-in-Chief
Pharmaceutical Outsourcing

Sponsored webinars are educational and/or informational events designed to provide registrants the opportunity to learn about novel technological advances that can advance the pharmaceutical/outsourcing industry. Each webinar is produced by *Pharmaceutical Outsourcing* as a streaming audio broadcast synced with a PowerPoint presentation, offering an engaging experience that is perfect for not only positioning yourself as a thought leader, but also generating leads because we provide sponsors with the registrants contact details.

Features:

- Expert, turnkey coordination and management of event
- Hosting of on-demand archived event for twelve months
- Comprehensive promotional program includes three eBlasts, eNewsletter sponsorships, social media postings, and homepage placement
- Sponsorship includes logo placement on promotional material and two custom registration questions
- Sponsors can include content in the webinar console Resources section, making their content accessible to webinar registrants.
- Comprehensive reporting includes contact information for all registrants as well as engagement metrics including time engaged, assets downloaded from the Resources section, questions asked and polling question responses.

Pharmaceutical Outsourcing™ **core Rx**

The Pitfalls and Strategies for Pediatric Formulation Development
Previously Aired on May 12th, 2022

The Pitfalls and Strategies for Pediatric Formulation Development

Travis Webb **Michael Auerbach**

© Copyright 2022 - 2023 All Rights Reserved
Webinars Aired On May 12th, 2022. Archived On May 12th, 2022. Previous Presentations.

Overview

This webinar will cover an introduction to pediatric dosage forms and include a discussion pertaining to the strategies for formulation development. We will also provide information concerning the regulatory bodies and requirements for pediatric development. This will include insights into dosage forms and excipient selection as well as the data/justifications generally expected.

In this webinar you'll learn:

- Common issues and strategies for pediatric formulations development as well as some of the various resources and regulatory bodies
- Impact of age group, daily dose, and excipient acceptability
- Providing appropriate evidence to justify formulation selections

Who should attend:

- Pharmaceutical developers
- Researchers
- Doctors

Benefits:

	Brand Awareness		Demand Generation
	MQL Generation		Thought Leadership
	Content Sponsorship		

Content Lead Generation

Pharmaceutical Outsourcing | 

Using Participant-Focused Solutions to Accelerate Your Clinical Trials

New investigational pharmaceutical products require extensive testing on safety and efficacy before being approved for use on patients. The process is long, resource intensive, and expensive for the pharmaceutical companies sponsoring the clinical trial. It is also increasingly demanding on the participants volunteering and the medical centers that conduct the studies. Enrolling clinical trials quickly, safely, and efficiently remains paramount to success.

The core requirement of each clinical trial is the need for people to volunteer to become participants. Despite the known importance of identifying qualified volunteers, most studies fail to enroll on time. And the work does not stop with enrollment. A recent report stated that 85% of studies fail to recruit and retain enough participants¹. Such setbacks can cost millions of dollars in additional study costs. More importantly, this lost revenue causes postponements to study completion, which ultimately means the delay of treatments to patients.

How do you ensure your clinical trial is not delayed due to a shortage of volunteers, and how do you choose a partner that offers the tools, expertise, and technology to keep participants engaged and your clinical trial moving forward?

¹ Considerations For Improving Patient Recruitment into Clinical Trials. (n.d.). <https://www.clinicalleader.com/doc/considerations-for-improving-patient-0001>

TO ACCELERATE YOUR STUDIES, IT IS IMPORTANT TO HAVE A PARTNER WHO WORKS TOWARDS MEETING THESE MAIN OBJECTIVES:



Meet the Participants Where They Are

Selecting the best recruitment tactics depends on study population, timelines, and your selected study sites. Recruitment tactics at each trial site should be customized to your study goal and study population. To find qualified and interested volunteers, patient-focused recruitment materials are vital. Funds are often wasted, and unqualified volunteers are recruited when efforts are not targeted to the right population.



Enhance Site Resources and Capabilities

Processes should be streamlined for each study's needs and clinical trial sites should have the proper resources to efficiently screen, enroll, and retain participants. Resources are not limited to just people, but also the know-how, technology, and adequate bandwidth. This is crucial in enhancing the participant experience and will assist in meeting the sponsor's study goals on time.



Ensure Study Data Quality

Data entry and query resolution demands are frequently underestimated. Sponsors and clinical trial sites need to clearly communicate data goals and timelines. Additionally, trial sites should have the proper resources and tools to meet sponsor expectations.

In addition to the above - participant engagement services should focus on these five key features:

**1 Evaluate**

Determine the study-wide goals by factoring in the protocol, sponsor requirements, and sites selected

**2 Plan**

Develop a tailored strategy to achieve study goals based on the indication, protocol, patient profile, and sites selected

**3 Deploy**

Customize and implement the study plan at each site to accelerate timelines

**4 Assess**

Continually assess the performance through dedicated management and evaluation

**5 Adjust**

Make continual adjustments as needed to accommodate changes at the central or local level

At WCG, we recognize that yesterday's study challenges haven't gone away, they have gotten worse. The old way of planning and managing studies cannot keep up with today's demands and environment. Because of this, we provide solutions that address key hurdles to study acceleration, purpose-built to the needs of each study. This enables each study to be completed on time and effective treatments to reach patients faster.

[Click here to connect with an expert today and discover how WCG can accelerate your studies.](#)

Content Marketing Lead Generator

A Content Marketing Lead Generation program helps support your marketing efforts by targeting your desired audience in the awareness phase. This effective tool will help you attract, acquire, and engage your audience by honing in on the issues that are important to them

Features:

- *Pharmaceutical Outsourcing* creates two pieces of content on agreed upon topics (general)
- *Pharmaceutical Outsourcing* does topical research as well as use any company literature provided to create content
- *Pharmaceutical Outsourcing* turns content into a visual and easy to digest piece
- Piece is pushed through a variety of channels to generate leads (social media, e-newsletters, eblasts)

eBooks

Pharmaceutical Outsourcing's exclusive eBook sponsorship offers the sponsoring company the unique ability to associate your content and assets alongside the industry's trusted outsourcing content provider.

Features:

- Recap of year articles on a specific topic that *Pharmaceutical Outsourcing* covers throughout the year (API, Analytical Testing, Manufacturing, etc.)
- Choose 2 articles to recap
- Your company can embed 1-2 videos
- Include 1-2 articles or whitepapers from your company
- *Pharmaceutical Outsourcing* sends out in 1 newsletter and 1 eblast
- Can be gated for lead generation
- Custom eBooks available as well
- Contact leads delivered to you at a timeframe you select.
- End of campaign report will include total number of leads delivered as well as visit information.

Benefits:

 Brand Awareness	 Demand Generation	 MQL Generation
 Thought Leadership	 Content Sponsorship	

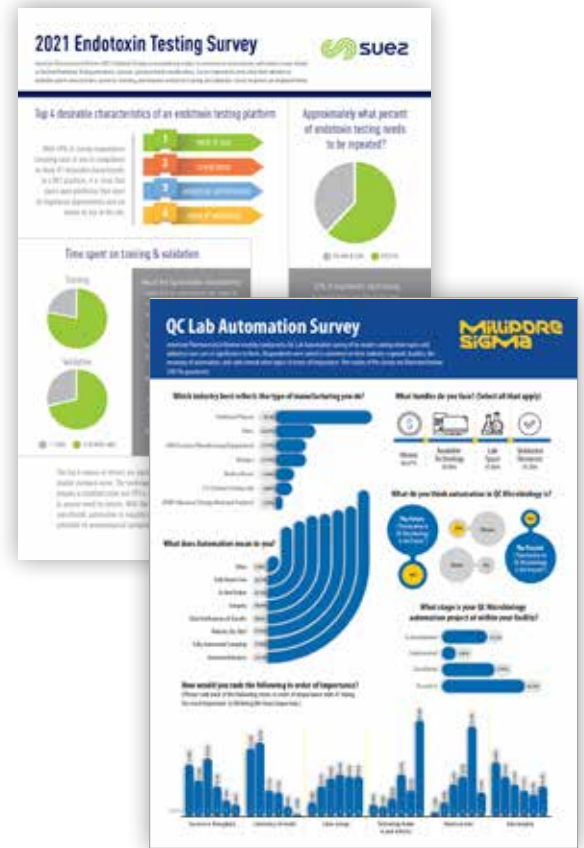
Surveys, Infographics and Facility Tour

Survey & Results Infographic Program

Let our expert research team help you make data-driven decisions with survey services that are tailored for your needs. We provide turnkey solutions including the design, analysis and reporting of surveys as well as incentive management to get results like never before!

Features:

- Your company comes up with a maximum of 12 questions on the topic of your choice
- Pharmaceutical Outsourcing* provides the following survey services:
 - » Survey programming and production
 - » Survey promotion to *Pharmaceutical Outsourcing* audience
 - » Survey data reporting (includes contact leads for only non-blind surveys that capture respective optin for survey sponsor)
 - » Incentive management and distribution
- Presentation-ready infographic (based on questions you choose to highlight in a basic one page infographic; final infographic can be included in issue of your choice)



Benefits:

	Brand Awareness		Demand Generation		MQL Generation
	Thought Leadership		Content Sponsorship		

Facility Tours

Feature your facility in a Facility Tour spotlight. Mike Auerbach, the *Pharmaceutical Outsourcing* Editor will tour your facility on-site or through video conferencing. Quotes from key executives are included. To maximize the tour time, we also send over a few questions/topics we want to focus on to make sure we cover the most important areas of your facility.

We offer two options:

1. Facility Tour Editorial
2. Facility Tour Editorial + Video

Features:

- Appears in issue of your choice (2-4 page write up)
- We promote the tour digitally with 2 e-newsletters and 1 eblast
- Video add on will be hosted in the article and linked to the editorial
- We also promote your Facility Tour through posts on LinkedIn, Facebook and Twitter



Benefits:

	Brand Awareness		Demand Generation
	Thought Leadership		Content Sponsorship

Content Creation

An Interview With...

Catalent



Ronak Savla, PharmD, PhD
Chief Scientific Affairs Manager
Catalent



Priya Batheja, PhD
Principal Scientist
Catalent

What are the main marketplace and technical issues facing companies currently developing controlled release products?

One of the major technical challenges is the delivery of poorly soluble drugs. Modified release drugs require adequate absorption throughout the gastrointestinal tract (GIT) including the colon. Identifying the ideal drug for modified release would be one with good solubility and absorption at all regions of the GIT. If poorly soluble drugs require an existing technology in addition to modified release systems, the drug loading will be low, resulting in a large dosage form or the need for multiple doses.

For poorly soluble drugs, a combination of a solubility enhancing technology such as hot melt extrusion, as well as controlled release, can result in the desired release profile and bioavailability.

Modified release products can be ideal for pediatric patients, but only if they are approved for suitable for pediatric patients. Additionally, children may be unable to swallow whole tablets and capsules. Many pediatric dosage forms such as granules or capsules or mini-tablets use modified release technology to achieve the desired profile, as well as taste masking to make these palatable.

Another challenge is achieving the desired release profile to maximize efficacy and minimize safety concerns, and to establish an in-vivo in-vitro correlation (IVIVC). Integration of pharmacokinetic mechanistic models with in vitro and in vivo studies is a scientific approach to predict modified release pharmacokinetic profile and design modified release formulations.

Do you see an increased demand for controlled release products? If so, why?

There is an increasing demand for modified release products, both in the oral and injectable spaces, with most market research studies

estimating a 14 percent compound annual growth rate (CAGR) for modified release technologies. Beyond the traditional benefits of lower dosing frequency and improved patient adherence, modified release products may enhance the safety and efficacy of drugs.

Other driving factors for growth in this area include product differentiation, competition, life cycle management and an increased focus on patient adherence.

An increasing number of products are also utilizing modified release for targeted delivery to specific areas of the colon, as well as using the technology for ultrathin tablets, drug delivery taste masking for pediatric and geriatric formulations, and for abuse prevention.

Are most controlled release products developed as such? Or, are they reformulated at a later date to extend the product's shelf life? How do companies approach this situation?

Historically, many drug products with modified release properties were initially launched as immediate release formulations with modified release formulations introduced later as lifecycle management tools. With an increased emphasis on understanding the patient, building adherence enhancement into the product and increased competition, innovators are pre-empting to launch a new chemical entity (NCE) with modified release properties. There are therapeutic areas where modified release products are becoming the standard of care, such as injectable depot formulations for the treatment of schizophrenia.

Companies should evaluate and understand the pharmacokinetics of their NCE early in development and establish whether it is likely to require multiple daily doses. This may be challenging because, as the development of modified release formulations requires a large amount of API, which may not be available during early development.

Need help creating content? *Pharmaceutical Outsourcing* can help you create content and publish it in our journal or website (you own content rights). Custom quotes available for:

- Whitepapers
- Application notes
- Full articles
- Infographics

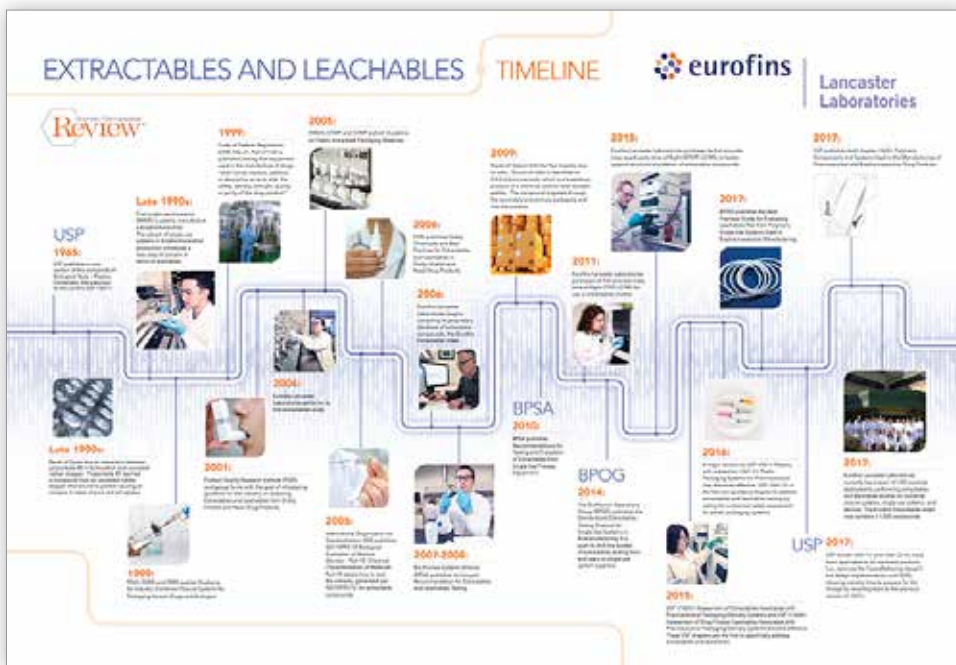
We know the best way to reach the *Pharmaceutical Outsourcing* audience is through content and scientific information. As a *Pharmaceutical Outsourcing* partner we encourage you to submit:

- Whitepapers
- Blog posts
- Supplements
- Full page interviews
- Documentaries
- Articles
- Facility Tours
- Roundtable responses

*These can be worked into your advertising program

Benefits:

	Brand Awareness		Demand Generation		MLQ Generation
	Thought Leadership		Traffic Driver		



Videos








Video Production & Services

Our award-winning in-house video team leverages talent and specialties across a spectrum of custom video styles, with the ability to deliver a truly unique video fine-tuned for an individual client's specific needs and goals.

Here are a few reasons why many leading organizations use our team for their video needs:

- **Quality**—We are highly regarded for delivering the highest quality productions in the pharma industry
- **Service**—Known for our collaborative approach and the customer service we provide at all stages of the project, from planning to filming to post-production—making sure the final video is something our clients are excited about.
- **Technical Knowledge**—Access to numerous PhDs and editorial resources relating to our marketplaces that can provide important technical perspective and talent that we leverage to help develop ideas and a storyboard that resonates with your audience and company brand.
- **Speed**—Ability to turn around projects quickly to meet your specific timetables
- **Trust**—Deep history of producing a wide range of videos for the pharma industry and for companies who demand the best and require absolute confidence in all materials
- **Complimentary Video Hosting** on *Pharmaceutical Outsourcing* website will be included for your video(s) for 12 months.
- **Anytime, Anywhere**—Creative offices in South San Francisco and Portland, OR, but we frequently travel on location all over the world depending on your specific needs.

Benefits:

 Brand Awareness	 Demand Generation
 MQL Generation	 Thought Leadership
 Traffic Driver	

Poster Videos

If you are looking for a way to get additional mileage out of your poster presentation, then poster videos are the perfect solution. These videos allow industry professionals to view presentations at their convenience.

Tradeshaw & Booth Videos

These days, it's not enough to just have a great product or service. You need proof that your company has what it takes, which is why interviews with thought leaders are so important! These videos are typically filmed at your exhibit booth using a Q&A-style format extending your trade show investment.

Facility Tour Videos

Facility tour videos showcase your company's expertise, capabilities, and key features onsite. This helps you to connect with customers and prospects, which is critical when establishing trust and credibility in today's market place!

Product Brochure Videos

Studies have shown that customers would rather watch a video about a product than read about it. Videos are much quicker and easier to digest, which means you can get your message across in a fraction of the time! Our team produce product videos that demonstrate the benefits of your products, using a compelling combination of graphics, music, and audio narration.

Customer Profile/Testimonial Video

Testimonials are a great way to show customers why your product surpasses the competition. Customer Profiles or Testimonial videos will give potential buyers an inside look at how research has been done, what people think about it when they use this particular solution and more!

Product Demo Videos

Product Demo Videos are a great way to demonstrate your product's key features. Let us create engaging videos that showcase the unique benefits of your products in order make them stand out among competitors' offerings.

Entertainment & Viral Videos

The content you produce and post online is a key component of your marketing program. We help take the guesswork out by providing award-winning, high-quality video production services that are both entertaining as well informative for audiences on any device.

3D Animation Videos

3D animation can be utilized help to illuminate the inner workings of your products and the underlying technologies that power them. Examples include molecular animation or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.

Animation Story Videos

2D animation can help to bring your technologies and story to life using unique animated characters, scenes and backdrops that we create for you. Often used in videos where education is at the forefront. We can also use humor to bring levity and emotion to these videos in a light-hearted, entertaining, yet informative way.

Video Documentary

Professionally produced, offering in-depth coverage of the most pressing topics and critical issues facing the industry. Featuring interviews with consultants, subject matter experts, and industry professionals.

Contacts

Our team is equipped with the market's leading industry service experience.
Call or email today to learn more about advertising opportunities,
or to speak with a representative!

Sales - United States & International

Tom Neely

Associate Publisher

tneely@pharmoutsourcing.com

415-610-0182

Mike Auerbach

Editor in Chief

mauerbach@comparenetworks.com

973-896-0362

Douglas Franklin

Web Content Manager

dfranklin@comparenetworks.com

Jeanely Hunt, MS, MBA

VP, Operations & Pharma Group Brand Leader

jhunt@comparenetworks.com

216-200-8022

Jennifer Campbell

Senior Art Director

jcampbell@comparenetworks.com

Andrea Coleman

Account Coordinator

acoleman@comparenetworks.com

650-200-0166

Allison Chelminiak

Layout Designer & Tradeshow Coordinator

achelminiak@comparenetworks.com

Jessica Clevenger

Senior Content Marketing Coordinator

jclevenger@comparenetworks.com

Brendan Raher

Director of Creative Services

braher@cnpg.com

Corporate Office

395 Oyster Point Boulevard, Suite 300

South San Francisco, CA 94080

650-243-5212

Website: www.pharmoutsourcing.com

Press Releases: news@pharmoutsourcing.com

Sales & General Inquiry: sales@pharmoutsourcing.com

