



The *PFQ* Buyers Guide has a proven track record of high performance. This year, we've made it even better by adding an online component.

When industry decision makers are looking for products or services, they often research their options online through search engines and industry portals like *PFQ*'s Online Buyers Guide. *PFQ*'s expanded Online Buyers Guide creates a one-stop research site to enhance your ability to get your product or service information in front of the buyer!

The 2008 *PFQ* Online Buyers Guide offers readers the most thorough, content-rich experience in the pharmaceutical buyers guide universe.

*PFQ*'s 2008 Online Buyers Guide now offers your audience the opportunity to access your application notes, data sheets, white papers, articles, case studies, corporate profiles and basic content information in a single website. Potential customers will be able to search by company or by product/service category and find you there.

## ***PFQ* Online Offering**

(with a full page advertisement in the print version)

With every full page of display advertising in *PFQ* magazine, you will be able to post up to six (6) links to your website under any of the following categories:

- Data Sheets (or information pages on your website)
  - Webinars
  - Application Notes
- White papers/Articles/Posters
  - Case Studies
  - Corporate Profiles

**In addition to your paid page of advertising in the print edition, advertisers will also receive a 125 x 125 tile ad on the *PFQ* Online Buyers Guide website.**

## IMPACT PROGRAM

Make an impact in *PFQ* and online with a multiple page advertising campaign! Buy one page at the regular price and get a second page at 50%. The cost for all subsequent display pages is \$500 each.

### Bonus Ads and Online Postings

	Online Postings	Tile Ads
First Page	6	1
Second Page	12	1
Third Page	18	1

- Additional links under Data Sheets, Webinars, Application Notes, White papers/Articles/Posters, Case Studies, Corporate Profiles are \$250 each with a minimum purchase of two (2).
- Tile Ads (125 x 125 pixels)- \$1,500 (for 12 months)
- Top Banner Ads - \$3000 (for 3 months)

### Electronic Only Package - \$5000

- Includes six (6) links in any category (Data Sheets, Webinars, Application Notes, White Papers, Case Studies, Articles/White Papers/Posters, Corporate Profiles)
- One (1) Tile ad (rotating)



## MATERIAL SPECIFICATIONS

	Ad Dimensions (width x height in inches)
Full Page Bleed	8 3/8 x 11 1/8
Full Page Non-bleed	7 x 10
2/3 Page Vertical	4 11/16 x 9 3/4
1/2 Page Island	4 11/16 x 7 1/8
1/2 Page Vertical	3 1/2 x 9 3/4
1/2 Page Horizontal	7 1/8 x 4 3/4
1/3 Page Vertical	2 1/4 x 9 3/4
1/3 Page Horizontal	7 1/8 x 3 1/16
1/3 Page Square	4 11/16 x 4 5/8
1/4 Page Vertical	3 1/2 x 4 5/8
1/4 Page Horizontal	7 1/8 x 2 1/4
Magazine Trim Size	8 1/8 x 10 7/8

### Artwork Specifications

**All ads must be submitted as a PDF or TIF file.** All files must be 4-color, (CMYK), high resolution (minimum 300 dpi) with fonts embedded. Ads provided in native application files such as QuarkXPress, InDesign, PhotoShop, Illustrator, or any other program WILL NOT BE ACCEPTED. Files accepted via: E-mail (maximum 6 mb) or larger files can be downloaded to an FTP site (call Karen Devlin at (201) 748-7789 for the address). We no longer accept advertisements on CD. All images for 4-color ads must be submitted as final, high-resolution (300 dpi) CMYK files. **Do not send JPG or GIF files.**

**All ads submitted should be suitable to print AS IS.** If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.

## 2008 RATES

Black & White	1x	3x	6x	9x	12x	18x
Full Page	\$4,960	\$4,585	\$4,260	\$3,965	\$3,620	\$2,985
2/3 Page	\$4,340	\$4,110	\$3,920	\$3,230	\$2,615	\$2,165
1/2 Page Island	\$3,680	\$3,435	\$3,185	\$2,970	\$2,470	\$2,045
1/2 Page	\$3,525	\$3,300	\$3,050	\$2,830	\$2,345	\$1,945
1/3 Page	\$2,880	\$2,535	\$2,415	\$2,220	\$2,085	\$1,730
1/4 Page	\$2,355	\$2,230	\$2,115	\$1,995	\$1,790	\$1,490
Two-Page Spread	\$7,825	\$7,475	\$7,100	\$6,815	\$6,455	\$5,885

### Send Materials to:

Carpe Diem - A Wiley Company  
Attn: Karen Devlin, kdevlin@wiley.com  
(201) 748-7789

### Supplied Inserts:

Please call Karen Devlin at  
(201) 748-7789 for shipping  
instructions.

### Additional Charges for Color

Four-Color	\$1,335
Four-Color Fractional	\$1,020
Matched Color	\$775
Process Color	\$665
Four-Color Spread	\$2,010 (no bleed charge)

### Additional Charges for Cover Position

Back Cover	\$670
Inside Front Cover	\$460
Inside Back Cover	\$350

**Terms and Conditions:** All advertising is subject to the approval of the Editors and the Publisher. No cancellations are accepted after closing dates.