ADVERTISING OPPORTUNITIES WITH

THERAPEUTIC INNOVATION & REGULATORY SCIENCE

Official Journal of DIA

All Advertising subject to DIA approval.

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x
1 page	$3,675	$3,605	$3,420	$3,250	$2,925
½ page	$2,940	$2,880	$2,740	$2,600	$2,340
¼ page	$1,765	$1,730	$1,645	n/a	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)..... $1,600

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

2014 DEADLINES

January

Space reservation due:	11/27/2013
Materials due:	12/2/2013
Inserts due:	12/9/2013

March

Space reservation due:	1/24/2014
Materials due:	1/30/2014
Inserts due:	2/6/2014

May

Space reservation due:	3/28/2014
Materials due:	4/2/2014
Inserts due:	4/9/2014

July

Space reservation due:	5/28/2014
Materials due:	6/2/2014
Inserts due:	6/9/2014

September

Space reservation due:	7/30/2014
Materials due:	8/4/2014
Inserts due:	8/11/2014

November

Space reservation due:	9/29/2014
Materials due:	10/3/2014
Inserts due:	10/10/2014

INSERTS AND OTHER HIGH IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert – 6 times the earned B&W rate
8 page insert – 8 times the earned B&W rate
Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%
Inside Back Cover	Earned B&W rate + 25%
Back Cover	Earned B&W rate + 50%
Facing Table of Contents	Earned B&W rate + 30%
Facing First Text Page	Earned B&W rate + 25%
Other specified positions	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

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DIGITAL OFFERINGS

JOURNAL WEBSITE: http://tirs.sagepub.com

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....$75 CPM
- Skyscraper (160 x 600).....$75 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

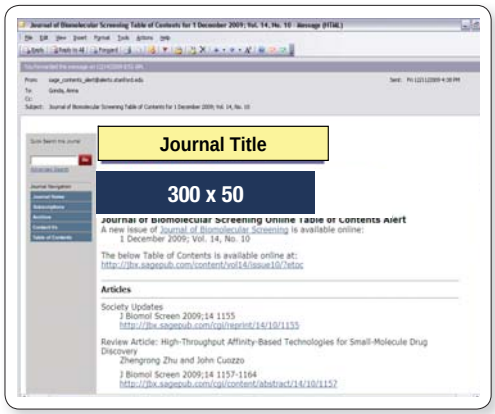
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to the full membership prior to each print issue mailing. Subject to Association approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	300 x 50	$1,250	$1,150	$1,000	$850

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



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GENERAL INFORMATION

ASSOCIATION AFFILIATION: DIA

ABOUT THE ASSOCIATION:
DIA is a neutral, nonprofit, global, professional association of nearly 18,000 members who work in every facet of the discovery, development, and life cycle management of pharmaceuticals, medical devices, and related products.

DIA is committed to the broad dissemination of information among our members, with continuously improved professional practice as the goal. DIA serves our members in a neutral, global environment that operates independent of the influence of any one organization or authority.

DIA operates as a financially independent nonprofit organization that funds itself from meeting and membership fees. The voluntary efforts of DIA members and speakers allow DIA to provide programs and publications to members at a reasonable, competitive cost.

DIA MISSION
DIA fosters innovation to improve health and well being worldwide by:

- Providing invaluable forums to exchange vital information and discuss current issues related to health products, technologies, and services;
- Delivering customized learning experiences;
- Building, maintaining, and facilitating trusted relationships with and among individuals and organizations that drive and share DIA values and mandates; and
- Offering a multidisciplinary neutral environment, respected globally for integrity and relevancy.

DIA VISION

- DIA is the global forum for knowledge exchange that fosters innovation to raise the level of health and well being worldwide.

*DIA members receive **Therapeutic Innovation & Regulatory Science** as a benefit of membership.*

ABOUT THE JOURNAL:
Therapeutic Innovation & Regulatory Science (TIRS), is the official journal of DIA, publishing bi-monthly. ***TIRS*** publishes peer-reviewed original articles and commentaries across all phases of medical product discovery, development, regulation, and use. At a time of rapid change in medical science innovation, ***TIRS*** encourages international, cross-disciplinary, translational contributions that will help inform and drive innovation and regulatory science.

Therapeutic Innovation & Regulatory Science is printed and delivered, and is also digitally delivered, to members six times a year.

TOPICS IN THE JOURNAL:

- quality manufacturing
- drug shortages
- targeted/personalized drug discovery/development/clinical use
- design of clinical trials (all phases including biostatistics)
- combination products and companion diagnostics
- biomarkers
- safety
- special populations
- collaboration among patient/advocacy groups, academia, industry, and the regulatory community
- international collaboration
- policy and bioethics
- novel tools for scientific/clinical communication
- sustainability of innovation/financial models for product development/pricing

READERSHIP:
Professionals, from entry level to expert, in the pharmaceutical, biotechnology, medical devices, government, support services/products, academia, and healthcare delivery industries.

FREQUENCY: 6 times/year

PRINT CIRCULATION: 12,890 Paid

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SPECIAL ISSUES AND BONUS DISTRIBUTION CALENDAR – 2014

ISSUE	CONFERENCE DISTRIBUTION	DATES - 2014	LOCATION	VALUE-ADDED MARKETING
March	DIA Annual EuroMeeting	March 25-27	Vienna, Austria	
May	DIA US Meeting	June 15-19	San Diego, CA	Free Counter Cards to advertisers (1/2 page and larger)
July				Free Ad Perception Reader Survey for all 1/2 page and larger advertisers

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
½ page horizontal:	7" w x 4 7/8" h	
½ page vertical:	3 3/8" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

Live matter: ¼" from trim
Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 5" x 7".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:
Steve Clark
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7078
Fax: (805) 375-5282
E-mail: steve.clark@sagepub.com

FOR ARTWORK DELIVERY:
Lindsay Bowden
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES:
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com