

2012 CSO Directory Application Form All applications are reviewed and are subject to approval before publication in the DIA CSO Directory.

www.diahome.org	CONTACT PERCON FOR CONTACTOR BUILDING
CORPORATE DISPLAY INFORMATION As it will appear in the printed edition and online	CONTACT PERSON FOR CSO LISTING* See Contact Person line below for responsibilities.
Company Name (Exactly as it should appear in the print edition and online CS CLEARLY indicate punctuation and upper/lower case.)	O. Company Name
Address	Address
City State	City State
Zip/Postal Code Country	Zip/Postal Code Country
Phone Fax	Phone Fax
Internet Address (This MUST be provided for a hyperlink to your company's well	Internet Address
Email (As it should appear in the print edition and online CSO.)	Email NOTE: ALL DIA COMMUNICATIONS will be sent to this email address. The responsible individual's personal address is required (no general company mailbox.)
Contact Person (As it should appear in the print edition and online CSO)	*Contact Person Responsible for: 1) Billing, renewal, and technical issue communications; 2) Posting narrative and 10 services online and supplying same by email to DIA.
The SUBMISSION DEADLINE for ALL M	ATERIALS needed for print is THURSDAY, NOVEMBER 15, 2012.
■ LISTING Online purchase is available for LIST	
@ US \$1,400 by credit card online. You may also your 2012 listing online.*	
Log on to http://www.diahome.org/2012CSO and follow the purinstructions. If you encounter technical difficulties in creating you please contact Tim.Hershey@diahome.org or call +215-442-61! LISTING ONLY @ US \$1,400* Your company listing will appear online and in the printed of complete payment section below. *Whether you purchase or by faxing this form to DIA, please also email your format Word document to Tim.Hershey@diahome.org. This will he your company listing to your specifications for the printed et CSO directory. All listings must be received by DIA no later to 15, 2012 to be printed in the directory. LIST OF TEN SERVICES YOUR COMPANY PROVIDES: To complete your company's listing, you must choose a main of ten services from the list on page 2 of this application. (please check appropriate box below). I have selected services online I have selected services on page 2 of this form NEW THIS YEAR!!! Bundle your advertising for the most visibilited. Listing and COLOR logo @ US \$1,800 Listing, COLOR logo & CSO Online Marketplace ad @ US \$1,800 Listing, COLOR logo & CSO Online Marketplace ad @ US \$1,800	by phone at +1.856.793.7679 or by email: Frank.Cassera@sagepub.com For preferred ad material and logo specifications, see page 4. All display ad materials should be emailed to: CSODirectory@diahome.org I am purchasing a FULL-PAGE DISPLAY AD (check one below): Baw @ US \$3,170 (net)
will be accepted after November 15, 2012. □ CREDIT CARD Fill in your credit card informat	urchase. Ads or logos that are not prepaid will not be published. NO CANCELLATIONS ion below, and fax completed application to Tim.Hershey@diahome.org at +1.215.442.619
choose ten company services.	instructions will be emailed so that you can enter/update your company narrative and
	Card # Signature
TOTAL AMOUNT DUE □ Listing □ Display Ad □ Listing & Logo □ □	□ Logo US \$ Listing, Logo & Marketplace Ad

NOTE: Please select up to TEN (10) services that your company provides. The online *DIA CSO Directory* indexes all listings by these service areas. The new and improved *DIA CSO Directory* keyword search engine will also find any other service(s) you mention in the narrative description of your company listing.

2012

ADE Evaluation/Drug Safety	Diagnostic Test Evaluation	Pharmacoeconomic/
Assessment	Digitized QTc Analysis	Pharmacoepidemiology Studies
Adverse Event Management/	Disease Management/Health	Pharmacokinetic/
Software	Outcomes	Pharmacodynamic Modeling
Advertising	Dissolution Testing	Pharmacovigilance
Analytical Assay Development	Document Management	Preclinical Development Services
and/or Laboratory Service	Drug Master File Dossiers	Process Validation
Bioanalytical Data Audits/	Efficacy Studies	Programming (Database/SAS/
Laboratory & Validation	Electronic Data Capture	etc)
Evaluation	Electronic Diary/Dictionary/	Project Management
Biological Specimen Collection/	Translator	Protocol Development
Storage/Distribution	Electronic Submissions	Publications (Books/Journals)
Cardiovascular Monitoring/	Preparation	Quality Assurance/Control
Pulmonary Diagnostics	Expert Reports	Randomization (Automated/
Case Report Forms	Formulation Development	Centralized/Vocal Computer)
Central Laboratory Services	GCP Compliance	Registries
Change Management/	Genetics Research	Regulatory Affairs/Regulatory
Implementation	GLP Compliance	Strategy
Chemistry/Manufacturing/	GMP Compliance	Regulatory Document
Controls	Health Economics	Preparation
Claims Support Studies/Safety	Histopathology/Cytology	Remote Data Entry
and Efficacy Studies	Imaging	Review Board Services
Client/Server Database	Inpatient/Outpatient Facilities	Rx to OTC Switch
Development and Migration	Intra/Internet Development	Site Performance Metrics
Clinical Pharmacology	Investigational Site/Network	Software Development &
Clinical R&D	Licensing/Acquisitions	Evaluation
Clinical Study Reports	Market Research/Product	Spirometry/Challenge Testing
Clinical Supplies/Distribution/	Communication	Stability Studies/ Testing
Packaging	Mass Spectrometry	Standard Operating Procedures
Clinical Trial Design	Medical Communications	Statistical Services/Meta Analysis
Clinical Trial Monitoring	Medical Devices/Combination	Strategic Planning and
Compassionate Use Trials	Products	Implementation
Comprehensive Drug and	Medical Information	Technology Assessment
Biologic Development	Medical Writing	Telephone Support
Computer System Validation	Metabolism Studies	Temporary Services and/or
Consulting	Microbiology Testing/Services/	Permanent Placements
Consumer Testing	Surveillance	Therapeutic Specific Research
Contract Auditing	Nonclinical Pharmacology	Toxicology
Cost Benchmarking/Financial	Nursing Services	Training
Consulting	Patient Compliance	Translations
Data Management	Patient Education	Transportation
Data Safety Monitoring Board	Patient Information Leaflets	Trial Management
Services	(PIL)/Labelling	Vaccine Development
Data Validation	Patient Recruitment	Virology
Database Conversions	Pharmaco EEG Studies	Workflow Assessment/
)	Re-engineering

Company Description Guidelines for the 2012 CSO Directory

The description you provide will often be the readers' introduction to your company. Here are some tips for writing an effective description.

Whether you purchase a listing online or by faxing this form to DIA, please also email your formatted listing as a Word document to Tim.Hershey@diahome.org. This will help us prepare your company listing to your specifications for the printed edition of the CSO Directory.

- We recommend that you first prepare your company narrative description as a separate document using the Verdana font sized at 8 pt. It is extremely important to remember that the narrative description you post online must also fit onto a standard 8.5" x 11" page in our print CSO Directory.
- FOR BEST RESULTS: After you've created your narrative description in this separate document, "copy" your description from this document and "paste" it into the text box. If the website displays the message that your description contains too many characters, please select the "OK" option to allow our website to reduce the number of characters by removing excess MSWord formatting.

After this excess formatting is removed, use the icons on the toolbar to format your text, if further formatting is required. When you are finished formatting, please "submit" your narrative description.

- Do NOT re-enter your company name, address or other contact information in this narrative description. This information is captured and presented in the Company Information section of your *CSO Directory* listing.
- If you wish, include your company slogan or other one-sentence tagline. For example: "Your approved applications are the signs of our success."
- Include a summary of your company's ACCOMPLISHMENTS. For example: "COMPANY NAME has contributed to approximately 30 major NDA, PLAs, and NDA supplements in the last five years alone. As a result, COMPANY NAME has gained worldwide recognition as a leading contract research support organization."
- Include a summary of your company's service EXPERIENCE. For example: "COMPANY NAME has XXX years experience in effectively preparing and presenting chemical, clinical and non-clinical, statistical, microbiological and pharmacokinetic data associated with drugs and biologic products."
- Include a description of the PRODUCTS and SERVICES that your company provides.
- Include other pertinent information or comments such as partnerships or other affiliations, certifications or awards, office locations, or staff credentials and qualifications. You may want to use bulleted lists to present some of this information (such as a list of awards or office locations).

See page 2 to choose the ten (10) services that best describe what your company has to offer potential clients.

Specifications for Submitting Display Ads and Logos for the 2012 CSO Directory

All listings, ads and logos must be received by November 15, 2012 to be printed in the directory.

ADVERTISEMENTS

Preferred materials:

- 1.) Files can be emailed in PDF format to: CSOdirectory@diahome.org. All PDFs must be CMYK, high resolution, with all fonts and images embedded. We will not be responsible for reproduction quality of ads supplied as RGB or low resolution.
- 2.) Ads can be supplied on disk or CD in either MAC or PC platform, along with a color proof for color ads and laser proof for black-and-white ads. If supplying QuarkXpress documents, you must include all fonts, and photos, art and logos supplied as EPS or TIF files. The Drug Information Association reserves the right to reject any ad that is not professionally prepared (e.g. typewritten copy, hand drawn art, etc.). If sending a disk, please send to Tim Hershey, DIA, 800 Enterprise Drive, Horsham, PA 19044.

 Publication Size: 8-1/4" x 10-7/8" (209 mm x 277 mm)

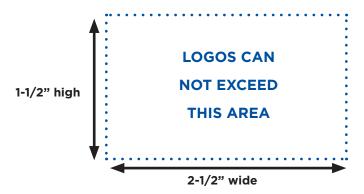
 Live
 Bleed

 Ad Page Size
 Inches (mm)
 Inches (mm)

 Full Page
 7-1/4 x 10 (184 x 254)
 8-1/2x 11-1/8 (216 x 283)

■ LOGOS (Color Only)

Logos **MUST** be prepared as CMYK color. We will not be responsible for converting spot color logos to CMYK. Logos must not exceed 1-1/2" high x 2-1/2" wide, must be high resolution 300 dpi, with all fonts and graphics embedded and/or outlined.



We can accept high resolution PDF, JPG, TIF or EPS emailed to: CSOdirectory@diahome.org.

All files must be high resolution, with all fonts and images embedded or converted to outlines. We will not be responsible for reproduction quality of logos supplied as spot color, RGB or low resolution.

• We reserve the right to size logos to fit the allotted space, as necessary, in order to maintain aesthetics and consistency. By checking the Logo box on page 1, you agree to allow DIA to resize your company logo to fit, if necessary.

MARKETPLACE AD

Ad <u>MUST</u> be prepared as RGB color. We will not be responsible for converting CMYK to RGB. Ad <u>MUST</u> be 125 pixels by 125 pixels, 72 dpi, static and no more than 30kb. All marketplace ads need to have a 1 pixel black border around the outside. Please provide as GIF or PNG.