

Inhalation

Number 2

Effective: December 1, 2008

RESEARCH
FORMULATION
PRODUCTION
PACKAGING

2009
Media File

2009 EDITORIAL CALENDAR

Shows	Issue	Editorial Closing A = Article P = Product	Issue Focus	Special Sections	Ad Bonus	Ad Closing
	February	A = November 7 P = December 12	Excipients	Instruments	White Papers	January 9
RDD Europe Preview (May19-22)	April	A = January 9 P = February 13	Product Development	Contract Test Facilities	Web Review	March 13
	June	A = March 13 P = April 10	Filling/Packaging	Nasal Delivery	Lit Review	May 15
	August	A = May 15 P = June 12	Particle Characterization	Particle Engineering	READEX	July 17
AAPS Preview (Nov. 9-12)	October	A = July 10 P = August 14	Devices	Outsourcing Services	White Papers	September 11
	December	A = September 9 P = October 16	Quality/Compliance	Capsules & Blisters	Web Review	November 13

RATES

Includes all color

Space	1×	3×	6×	12×	18×	24×	36×	48×
Spread	\$3,450	\$3,345	\$3,245	\$3,035	\$2,930	\$2,830	\$2,585	\$2,415
1 page	2,300	2,230	2,160	2,025	1,955	1,885	1,725	1,610
2/3 page	1,715	1,665	1,610	1,510	1,455	1,405	1,285	1,200
1/2-page island/diag	1,535	1,490	1,440	1,350	1,305	1,260	1,150	1,075
1/2 page	1,370	1,330	1,285	1,205	1,165	1,125	1,025	960
1/3 page	915	885	860	805	775	750	685	640
1/4 page	750	725	705	660	635	615	560	525

Inhalation features a variety of articles designed to help readers make informed decisions when selecting and using services, equipment, and other materials for the development and production of Orally Inhaled and Nasal Drug Products (OINDP). The magazine's feature articles impartially:

- Describe the results of recent research
- Compare and contrast several related technologies, material types, or equipment
- Give advice on troubleshooting existing processes
- Review emerging technologies or old technologies undergoing changes
- Present a developing theory, improved testing, or operational methods
- Review the state of the OINDP industry, including trends in delivery, business development, education, and employment

- Discuss trends in equipment design, drug delivery, formulation, regulation, or testing methods.

The editors of *Inhalation* divide most articles into two types: technical articles and industry applications.

Technical Articles

Technical articles focus on technology, equipment, and materials used in the relevant industries to formulate, manufacture, and package inhalation products. Topics include: excipients, product development, filling/packaging; particle characterization; devices; quality/compliance, and more.

Industry Applications

The common theme of these articles is their end-user perspective. These articles provide practical information on how to get the most out of equipment, what to look for in a supplier or partner, and

what upcoming regulations and industry trends will affect development projects.

Case histories describe how manufacturers have used specific techniques, materials, and equipment to solve problems. Tips articles, written by top industry experts, provide detailed practical information on specific procedures. Conference previews of meetings like RDD, AAPS, and DDL provide helpful information about professional networking and educational opportunities.

Inhalation also features a variety of other editorial sections to help readers do their jobs more efficiently and to keep them informed about the latest products and industry news, including industry news, respiratory medicine news, reviews of available products and services, people news, and a calendar of conferences, classes, and meetings relevant to the industry.

TARGET MARKET

The people responsible for the research, formulation, production, and packaging of inhalation products worldwide.

Our 3,500+ subscribers work at pharmaceutical companies, universities, R&D labs, and at supplier companies.

Our subscribers have a full range of job functions at these facilities, including R&D, QC, Engineering, and Operations.

Note to Advertisers

As an advertiser, it is important to ask yourself, and the magazines you are considering for ad placement, some tough questions.

Will the magazine's editorial format attract the kind of people I must influence to successfully market my product?

Is the editorial environment of the magazine suitable and complementary to my advertising message?

Does the editorial environment focus the readers' minds on the problems and solutions I talk about in my ads?

If I were looking for a medical product and saw an ad in the New England Journal of Medicine versus People magazine, which would I find more credible?

Likewise, which of my prospective advertising vehicles is the more authoritative and credible?

Remember the magnetic effect of editorial. Serious editorial attracts serious readers and serious buyers. It repels those individuals who are most likely to waste your time.

Inhalation provides an ideal editorial environment. It is your best choice to attract your best prospects. *Inhalation* attracts quality response and gives your advertising maximum credibility!

SPECIFICATIONS

Additional Rates

Covers: Noncancellable. Additional percentage on space costs.

Cover 2: Add 15% to earned rate

Cover 3: Add 15% to earned rate

Cover 4: Add 20% to earned rate

Special positions: 15% premium on space

Bleed: No charge

Commission & Credit

15% to agencies on space, color, and position charges. No cash discount. Net 30 days from date of invoice. Publisher reserves the right to rebill at gross if not paid within 30 days. An additional 25% fee will automatically be assessed against an account turned over for collection, plus reasonable attorney's fees when necessary.

Mechanical Requirements

Please note that *Inhalation* is delivered 100% electronically.

Trim size: 8-1/8 x 10-7/8

Number of columns: 2 and 3

Printing: Web offset

Binding method: Perfect

Dimensions: Ad page

	Inches
Full page	7 x 10
2/3	4-9/16 x 10
1/2 horizontal	7 x 4-7/8
1/2 vertical	3-3/8 x 10
1/2 island	4-9/16 x 7-1/2
1/2 diagonal	8-3/8H x 11-1/16V x 13-3/4D
1/3 square	4-9/16 x 4-7/8
1/3 vertical	2-3/16 x 10
1/3 horizontal	7 x 3-3/8
1/4	3-3/8 x 4-7/8
Bleed size:	8-3/8 x 11-1/16
Trim size:	8-1/8 x 10-7/8

Keep all vital type and images 1/4 inch from trim edges (diagonal ad — 3/4 inch from horizontal and vertical edges).

Metric

	Millimeters
Full page	178 x 254
2/3	116 x 254
1/2 horizontal	178 x 124
1/2 vertical	86 x 254
1/2 island	116 x 190
1/2 diagonal	210H x 281V x 349D
1/3 square	116 x 124
1/3 vertical	56 x 254
1/3 horizontal	178 x 86
1/4	86 x 124
1/6	56 x 124
Bleed size:	213 x 281
Trim size:	206 x 276

Keep all vital type and images 6 mm from trim edges (diagonal ad — 19 mm from horizontal and vertical edges).

Please Note: For a bleed ad, keep your live area (the vital text and visual components) within the dimensions listed above. Ads with a bleed require 3/4 inch more background at every bleed edge. Nothing critical to your ad should be included within the bleed area since this space will be trimmed during printing.

Supplying Ads

All digital files must be Mac compatible and saved in Quark Xpress, Adobe Photoshop, Adobe Illustrator, or Adobe InDesign. PDF files are to be saved according to printer specifications (PDFX1a will be accepted). All scans/images and type fonts used must be included.

File Formats

Adobe PhotoShop .tif (CMYK, layers flattened); QuarkXPress native files up to Quark 7.3.1 (all fonts and high resolution images must be included); Adobe Illustrator CS (CMYK colors, fonts converted to outlines, all linked images); PDF high resolution (embed all fonts, high-resolution CMYK images).

Microsoft applications are **not printable** and therefore are **not accepted**.

Duotone ads will be charged as 4C unless magazine specs are followed.

Proofs Required

Black & White: A clean fax, laser or matchprint. We must have a hard copy to compare to your digital file, even if sent via FTP or e-mail.

4C or 2C: Color must be saved in CMYK. For all color ads that are "color critical" we ask that a high-quality proof (matchprint) accompany your ad files. A color proof from a regular color printer is not acceptable as there are too many variables. Upon request, we can supply you with a color proof. In order to do this, ad materials must be sent in at least 1 week before ad close. This will ensure plenty of time to get the sample proof sent out to you and your approval back to us. There is a charge for all color proofs done by us. We cannot be held responsible for color unless the above instructions are followed.

Preparing Scans/Image Files

Supply high-resolution images @ 300 d.p.i. in CMYK color mode. EPS and TIFF file formats are acceptable. Supply all linked EPS/TIFF files that are used. If Quark EPS files are supplied, provide the original application files.

Additional artwork, typesetting, scanning, and any other work required to complete the ad will be charged at cost and is not commissionable.

Supplying Digital Ad Materials via FTP

We recommend that the FTP site be used only if you have a high-speed connection to the internet such as ISDN, CABLE, OR T1. A dial-up connection will transfer the files very slowly and increase the chance of corruption.

- Always use the program file extension so we can identify what program created artwork. Example: PhotoShop extensions are .tif, .eps, or .psd. Illustrator extensions are .eps or .ai. QuarkXPress extension is .qxd.
- Convert fonts to paths or outlines within supplied graphics before sending materials. This will avoid delays for missing fonts.

- Stuff or zip your ad before sending. We must be notified when something is put on the FTP site.

Tel: 651-287-5600, fax: 651-287-5678.

FTP LOG-ON INFORMATION

Host: ftp.cscpubproduction.com

ID or Login: csc_client

Password: redhook1

If you use Internet Explorer on Windows only for FTP access enter the following information:

ftp://csc_client:redhook1@ftp.cscpubproduction.com

You can now drag and drop files from your computer to the FTP site.

Publisher Policies

Rates subject to change upon notice. At the time a rate change is announced, a contract may be cancelled without incurring a short rate provided the contract rate has been earned up to the date of cancellation.

CSC Publishing reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

CSC Publishing reserves the right to refuse advertising that is, in our estimation, in bad taste, or not in keeping with the nature of *Inhalation's* editorial policy and circulation standards.

It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

Classified Advertising

Rates:	1×	6×
Per column inch	\$75	\$70

Additional color charge

2-Color \$25 per column inch

4-Color \$50 per column inch

Ad height is a minimum of 1 inch, maximum 3 inches. Increments of 1/2 inch are available. The column width is 3-1/4 inches. All classified advertising is prepaid.

Display Rates

Use ROB display rates for both black and white and color. The ad must be at least 1/4 page. Agency commission is only given on display ads 1/4 page or larger.

Categories Available

Custom Services, Reps Wanted, Reps Available, Equipment Wanted, Consultants, Professional Services, Engineering Services, Surplus Materials, Surplus Equipment, Positions Wanted, Positions Available, and others.

Regulations

Used equipment advertising is not allowed from machinery dealers.

To Order

Submit your typed ad on a separate sheet of paper with the ad heading at the top. Advertising closing is the 1st of the preceding month.

Combination Rates

Combination frequency discounts applicable with *Powder and Bulk Engineering* magazine, *Powder and Bulk Engineering International* magazine, *Powder Coating* and *Tablets & Capsules* magazine.

Contract Advertiser Advantages

What is a contract advertiser?

Any advertiser who orders 3x or more ads within a one year-period.

1. Free Hot Link
2. Free White Papers postings
3. Free 800#
4. Free List Rental—\$500 value

www.inhalationmag.com

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