

ADVERTISING GUIDELINES

Advertising To PIPA Members

Thank you for your interest in advertising to members of the Pharmaceutical Information & Pharmacovigilance Association (PIPA). Advertising to members can be via PIPELINE, a regular mailing or the PIPA website. The PIPA membership list is confidential and is not made available to advertisers and non-members of the association.

PIPA is an association of over 750 information professionals who are employed in the pharmaceutical industry. The association is managed by a Committee of up to 15 members, each of whom is employed full-time by a pharmaceutical company. PIPA work is done largely in Committee members' own time and with the cooperation and support of their employers.

Please Note: PIPA is a non-profit making organisation. External agencies who wish to advertise with PIPA must have PIPA member representation within their organisation, and may only advertise services that are of benefit to the PIPA membership. PIPA membership costs £60 per annum. For further information on joining, please visit <http://www.pipaonline.org/about/join.jsp> and contact sponsorliaison@pipaonline.org to reserve your advertisement space.

Advertising options

1. Journal

PIPELINE is produced 4 times a year in, March, June, September and December.

Adverts in 3-4 consecutive editions of **PIPELINE** will receive a 10% discount.

Adverts in 5+ consecutive editions of **PIPELINE** will receive a 15% discount.

2. Mailings

In the months when there is no journal, a mailing is sent to all PIPA members.

Members receive the mailing on the 15th day of these months. Flyers can be added to this mailing.

3. Website

Job adverts can be placed on the careers section of the website for 4 weeks*. Job advertisements sent via the mailing or journal will be automatically placed for a maximum of of 4 weeks on the PIPA website (www.pipaonline.org) from the publication date of **PIPELINE** or the mailing. Should you not wish to have your advertisement placed on the website, please notify us.

Banner advertising space is available on the careers section of the website. Events advertising can be included in the External Events section of the website. For more information please contact the Sponsor Liaison, sponsorliaison@pipaonline.org

*Extensions to the 4 weeks of advertising are available on request

Placing an advertisement with PIPA

If you wish to proceed with placing an advertisement with PIPA, please send written confirmation together with a copy of your advert and invoicing details to PIPA Sponsor Liaison, sponsorliaison@pipaonline.org

Please note that if this information is not received, advertisements or inserts will not be included. All advertisers will receive a complimentary copy of the newsletter.



Required Formats & Associated Costs

	Image Area	Format	No. copies	Cost
Journal Body				
1/2 page	125mm x 175mm landscape	High resolution (300dpi) pdf files	1	B&W £625 + VAT Colour £825 + VAT
1 page	265mm x 175mm portrait	Colour adverts should be sent on disk as High Resolution (300dpi) pdf files	1	B&W £875 + VAT Colour £1250 + VAT
Journal	A4 Approx 500-600 words of text on your service*	Microsoft Word. (If logo of company is to be included, then this should be in the format as above.)	1	£625 + VAT Advertorials
Journal covers				
Inside front or back cover	Full page only	As Above	1	Colour Only £1350 + VAT
Outside back cover	265mm x 175mm portrait	As Above	1	Colour only £1550 + VAT
Loose leaf flyers				
Up to 4 sides A4	A4 or A5	Printed inserts up to 4 sheets of ready collated paper	850	£625 + VAT (or equivalent)
5+ sides A4	A4 or A5	Printed inserts up to 4 sheets of ready collated paper	850	£875 + VAT (or equivalent)
Website				
Job adverts	A4 or A5	PDF or Microsoft Word	1	£500 + VAT or free for job adverts in mailing or Journal
Events Listing				
	Standard format required	Details available from Sponsor Liaison	1	£ 250 per event
Banners				
		Banner in .gif or .jpg format at 468 x 60 pixels. Animated banners no larger than 20k		£1200 +VAT for three months

*PIPA reserves the right to amend advertorial copy

Advertising Deadlines for 2010

Month	Type	Body of Newsletter	Loose Leaf inserts
January	Mailing	-	12th January
February	Mailing	-	11th February
March	Journal	8th February	11th March
April	Mailing	-	12th April
May	Mailing	-	12th May
June	Journal	11th May	10th June
July	Mailing	-	12th July
August	Mailing	-	12th August
September	Journal	8th August	13th September
October	Mailing	-	12th October
November	Mailing	-	11th November
December	Journal	8th November	9th December