

Advertising Guidelines

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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.

Advertising options

1. Journal

PIPELINE is produced six times a year in **February, April, June, August, October and December**. Members receive the journal on the 15th day of these months.

The journal is an A4, colour publication with three advertising options - adverts in the body of the newsletter/cover, advertorials or loose leaf flyers.

Adverts in 3-5 consecutive editions of PIPELINE will receive a 10% discount.

Adverts in 6+ consecutive editions of PIPELINE will receive a 15% discount.

2. Mailings

In the months when there is no journal (**January, March, May, July, September, November**), 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* or a banner advert can be added to selected pages of the site. Job advertisements sent via the mailing or journal will be automatically placed for a maximum 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. Advertisements must be in the specified format.

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	Apple-Mac Quark Xpress / PC Quark Xpress / Adobe InDesign / Microsoft Word / 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 Apple Mac Quark Xpress, Adobe InDesign or as high resolution (300dpi) pdf files	1	B&W £875 + VAT Colour £1250 + VAT
Journal Advertorials	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
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 (or equivalent)	A4 or A5	Printed inserts up to 4 sheets of ready collated paper	850	£625 + VAT
5+ sides A4 (or equivalent)	A4 or A5	Printed inserts up to 4 sheets of ready collated paper	850	£875 + VAT
Website				
Job adverts	A4 or A5	PDF or Microsoft Word	1	£500 + VAT or free for job adverts in mailing or Journal
Banners	Please enquire			

*PIPA reserves the right to amend advertorial copy

Advertising Deadlines for 2009

Month	Type	Body of Newsletter	Loose Leaf inserts
January	Mailing	–	12th January
February	Journal	16th January	12th February
March	Mailing	–	12th March
April	Journal	13th March	10th April
May	Mailing	–	12th May
June	Journal	15th May	11th June
July	Mailing	–	10th July
August	Journal	24th July	11th August
September	Mailing	–	11th September
October	Journal	18th September	9th October
November	Mailing	–	12th November
December	Journal	18th November	10th December