

MEDIA GUIDE

# Multimedia Advertising



Call your advertising representative, Jim Desborough at +1 703.538.7647 or email [jdesborough@fdanews.com](mailto:jdesborough@fdanews.com), today for rates and more information.

# FDAnews Media Kit

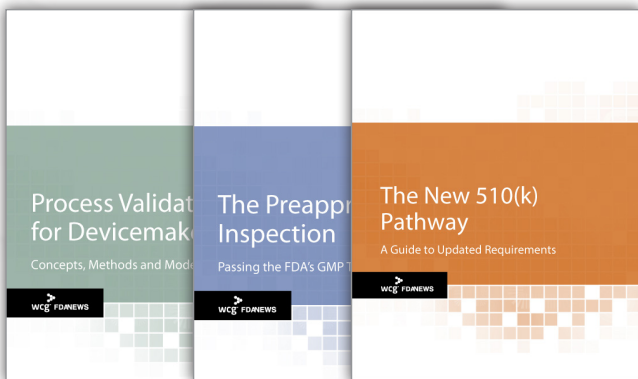
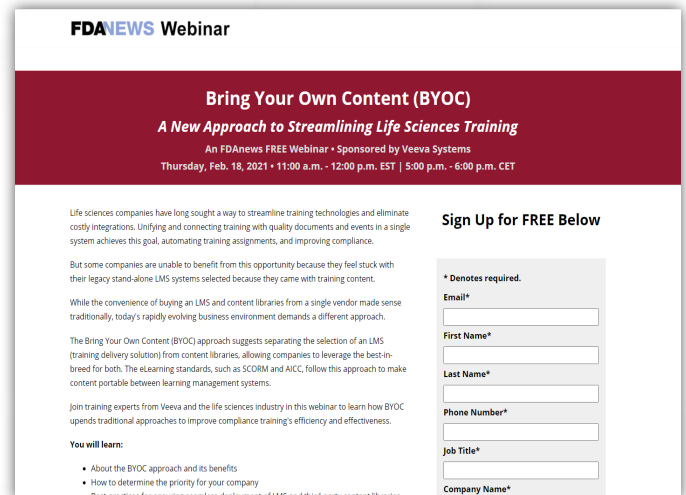
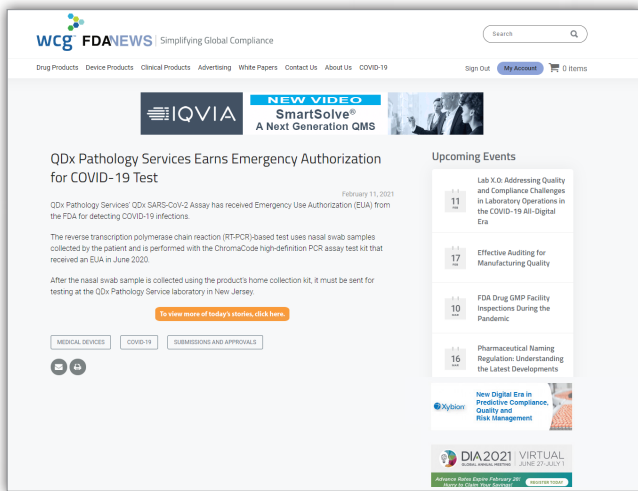
www.fdanews.com >

Looking to expand your advertising efforts and raise your profile this year?

Take advantage of opportunities to reach key audiences through FDAnews, the go-to resource for 48 years providing real-time global regulatory, legislative and business news and insights for executives in industries regulated by the U.S. Food and Drug Administration, European Medicines Agency and other regulatory bodies.

FDAnews also helps the industry stay compliant through a variety of well-received, high-profile conferences, webinars, books, white papers and database tools.

We will help you reach more than 100,000 drug and device professionals across multiple content platforms: webinars, white papers, targeted email campaigns, website ads, newsletter ads and much more.



# Thought Leadership

## Webinars

Interested in sharing your thought leadership on a hot topic? FDAnews ensures you reach the right pharmaceutical and medical device audience, through our experience of running webinars. All you need to do is send us your latest topic, selling points and speaker name. We will do the rest — efforts include the following:

- Draft a promotional email with up to two rounds of revisions
- Ensure your promotional email generates registrations by distributing it multiple times
- Promote the webinar through digital marketing — a website banner and a newsletter ad
- Distribute one press release for the webinar
- Build a landing page for registrations
- Host the webinar on your behalf
- Conduct a survey to gather attendees' feedback for your assessment

You don't have a speaker name? We can find the speaker that best suits your topic.

After the webinar, we will provide registration information such as the attendee list (highlighting who signed-up and who logged-in to listen), webinar transcript, .mp4 file and survey results.

## White Papers

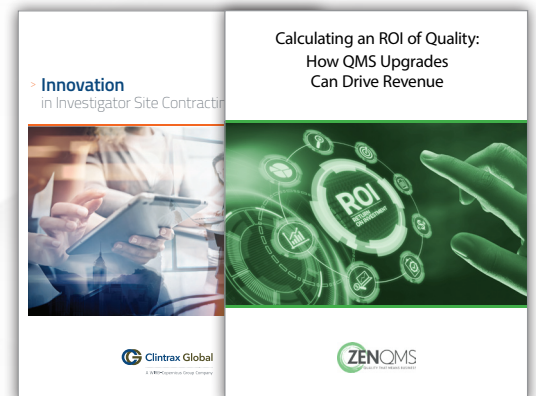
Drive engagement and generate leads while building credibility and trust with your white paper program through FDAnews. Once you supply us with your promotional email content, pdf of the white paper and advertising creative files, we will host your white paper and implement the following marketing activities:

- Send a promotional email multiple times
- Place a banner ad on our website
- Run your digital ad in our newsletter
- Build a landing page for the white paper downloads

Each week, you'll receive the demographic information collected for all leads.

Don't have the time or manpower to put together your white paper? CenterWatch has years of experience writing white papers.

The screenshot shows a registration form for a webinar. The header includes the FDAnews logo and the webinar title: "Lab X.0 Addressing Quality and Compliance Challenges in Laboratory Operations in the COVID-19 All-Digital Era". Below the title, it states "An FDAnews FREE Webinar • Sponsored by Xybion" and the date/time: "Thursday, Feb. 11, 2021 • 11:00 a.m. - 12:00 p.m. EST". The main content area contains introductory text about COVID-19 testing challenges and the benefits of digital transformation in laboratories. A "Sign Up for FREE Below" section contains a registration form with fields for Email\*, First Name\*, Last Name\*, Phone Number\*, Job Title\*, Company Name\*, State/Region\* (dropdown), Industry\* (dropdown), and Country\* (dropdown). There are also checkboxes for "Are you a resident of the EU?" and "Yes/No" options. A "Sign Up Now" button is at the bottom right.



# Email and Web Marketing

## List Rentals

An email list rental from FDAnews allows you to reach your prospective pharmaceutical and medical device customers instantly with the perfect personalized email list to match your offer. You select the list criteria and provide us with the html and text versions of your email. We'll send you a test for approval and then deliver the email.

The pharmaceutical and medical device databases include regulatory affairs, quality assurance and quality control professionals.

100K  
Total Database

5K  
Minimum Order

100% online master's; no LSAT, GMAT or GRE required  
Email not displaying correctly? [View it in your browser!](#)

HOFSTRA UNIVERSITY  
MAURICE A. DEANE SCHOOL OF LAW

Online Master of Arts (M.A.) in Health Law and Policy  
Online Master of Law (LL.M.) in Health Law and Policy

Healthcare is complicated. Legal experts are needed in a variety of settings.

[Download Brochure](#)

The healthcare industry continues to face a variety of challenges, including governmental policy changes, insurance fraud, ensuring access to care and safeguarding drug utilization.

At Hofstra Law, our Health Law and Policy programs prepare you to thrive in a variety of practice settings with the same intellectual...

## Website

Promote your brand and products across our highly visited webpages with total annual views of 2.6 million. Let our website generate new leads, support your outreach and carry your valuable messages.

Web Platform	Size	
Position/Type	w	h
Leaderboard	728 px	90 px
Box Ad (1 available in the right rail)	300 px	250 px
Box Ad (4 available in the right rail)	300 px	100 px

WCG FDANEWS | Simplifying Global Compliance

Drug Products | Device Products | Clinical Products | Advertising | White Papers | Contact Us | About Us | COVID-19

Sign Out | My Account | 0 Items

NEW VIDEO  
SmartSolve®  
A Next Generation QMS

FDA Says COVID-19 Treatment Remdesivir Shouldn't Be Compounded

February 11, 2021

Gilead Sciences' FDA-approved antiviral treatment for COVID-19, Veklury (remdesivir), should not be compounded, the FDA has warned.

The agency said it has recently learned that "various entities" are offering to sell the active pharmaceutical ingredient in remdesivir to compounders and that the products could be "substandard or counterfeit."

And even if they are not, compounders might find it hard to produce a final product that is sufficiently soluble and stable and has the right pH, the agency said.

[To view more of today's stories, click here.](#)

PHARMACEUTICALS | REGULATORY AFFAIRS

Upcoming Events

- 11 Lab X.O: Addressing Quality and Compliance Challenges in Laboratory Operations in the COVID-19 All-Digital Era
- 17 Effective Auditing for Manufacturing Quality
- 10 FDA Drug GMP Facility Inspections During the Pandemic
- 16 Pharmaceutical Naming Regulation: Understanding

New Digital Era in Predictive Compliance, Quality and Risk Management

DIA 2021 VIRTUAL  
JUNE 27-28, 2021



# Newsletters

For more than 48 years FDAnews has been the go-to resource providing real-time global regulatory, legislative and business news and insights to executives in industries regulated by the U.S. Food and Drug Administration, European Medicines Agency and other government agencies.

Our reporters track Congress, FDA, NIH, EMA and more to bring you the best insights and information possible. They are dedicated to the regulated community with timely, responsive and practical information through six publications.

Advertise with us anytime, any day, to reach our loyal readers in the drug and device industries.

- **Drug Industry Daily** reports on developments at the FDA, EMA and other key domestic and international agencies that affect the pharmaceutical industry. DID also covers Congress, the courts and key competitive topics. *Daily, 250 issues*
- **Drug GMP Report** follows the FDA and global enforcement of cGMPs and tracks 483s and warning letters. *Monthly, 12 issues*
- **International Devices & Diagnostics Monitor** provides biweekly global updates of regulatory issues facing device and diagnostics makers. *Biweekly, 24 issues*
- **The GMP Letter** covers the FDA's interpretation and enforcement of cGMPs and QSRs to ensure devicemakers' processes, procedures and controls are compliant. *Monthly, 12 issues*

Looking to increase your advertising frequency? We recommend that you place your ads in our two daily email bulletins.

- **Drug Daily Bulletin** provides brief drug-related legislative and business news updates. *Daily, 250 issues*
- **Device Daily Bulletin** provides brief device-related legislative and business news updates. *Daily, 250 issues*

**57,000+**

Pharmaceutical Industry Readers

**43,000+**

Medical Device Industry Readers

## Display Ad Specifications

Display Ads*	Size	
	w	h
Full Page	7 1/4"	9 3/4"
Half Page – Vertical	3 1/8"	9 3/4"
Half Page – Horizontal	7 1/4"	5"
Quarter Page – Vertical	3 3/8"	5"

\*Excludes **Drug Industry Daily**

### File requirements:

- Press-ready PDF files
- CMYK or grayscale (ads received in RGB will be converted to CMYK)
- Sized correctly using provided specifications
- All fonts embedded
- Photographic images saved as 300 dpi
- Line art, such as bitmapped logos and scanned text, saved as 600 dpi
- Vector-based art required

## Drug Industry Daily Specifications

Drug Industry Daily Ads**	Size	
	w	h
Horizontal Top Banner Ad	690 px	90 px
Shoulder Banner Ad	110 px	175 px

## Daily Bulletin Specifications

Daily Bulletin Email Ads**	Size	
	w	h
Horizontal Banner Ad	612 px	80 px
Text Ads	60-word description	

\*\* Not all email clients support animated banners. For all animated banners the first slide must contain all the information in case the ad freezes.

## eNewsletters Ad Pricing

- > FDAnews Device Daily Bulletin
- > FDAnews Drug Daily Bulletin

Daily Bulletin Email Ads	Pricing		
Position/Type	Weekly	Monthly	Annually
Horizontal Banner Ad	\$920.00	\$3,105.00	\$31,050.00
Text Ads	\$920.00	\$3,105.00	\$31,050.00

Not all email clients support animated banners. For all animated banners the first slide must contain all the information in case the ad freezes.

## Newsletters PDF Pricing

- > Drug GMP Report
- > International Devices & Diagnostics Monitor
- > The GMP Letter

Display Ads	Pricing			
Position/Type	1x	3x	6x	12x
Full Page	\$1,695.00	\$1,640.00	\$1,580.00	\$1,550.00
Half Page – Vertical	\$890.00	\$860.00	\$835.00	\$805.00
Half Page – Horizontal	\$890.00	\$860.00	\$835.00	\$805.00
Quarter Page – Vertical	\$570.00	\$545.00	\$520.00	\$490.00

## Email Ad Pricing

- > Drug Industry Daily (DID)

DID Email Ads	Pricing		
Position/Type	Weekly	Monthly	Annually
Horizontal Banner Ad	\$920.00	\$3,105.00	\$31,050.00
Text Ads	\$920.00	\$3,105.00	\$31,050.00

Not all email clients support animated banners. For all animated banners the first slide must contain all the information in case the ad freezes.

## FDAnews.com Pricing

Web Platform	Pricing		
Position/Type	Monthly	Quarterly	Annually
Leaderboard	\$1,725.00	\$4,150.00	\$14,375.00
Box Ad (1 available in the right rail)	\$1,035.00	\$2,875.00	\$9,200.00
Box Ad (4 available in the right rail)	\$1,035.00	\$2,875.00	\$9,200.00