

PDA NEWSBRIEF

REACH

19,000

LEADERS IN THE PHARMACEUTICAL AND  
BIOPHARMACEUTICAL COMMUNITY ACROSS THE NATION

EACH WEEK

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**PRODUCT SHOWCASES**

**Prescription drugs debate continues on Capitol Hill**  
The Washington Times  
The battle over reducing Medicare's cost for prescription drugs flared up on Capitol Hill recently as lawmakers continued to debate deficit reduction plans that could curb the program's growth. While Republicans have emphasized the successes of Medicare Part D in lowering drug costs, Democrats say drug prices are still higher here than in Europe. [MORE](#)

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**FDA grant aids manufacturing, regulatory science**  
FiercPharma Manufacturing  
The FDA is putting up \$700,000 in grant money in an attempt to improve "the manufacturing and quality knowledge base" for drug making. The funding supports a collaboration between the agency and the not-for-profit National Institute for Pharmaceutical Technology and Education on developing the FDA's Critical Path Initiative, according to a posting recently in the Federal Register. [MORE](#)

**Featured Companies**

<b>Accugenix</b> Micro ID Basics One of the most important aspects of aseptic processing in pharmaceutical, cosmetic and food industries is the control of microbiological quality. <a href="#">MORE</a>	<b>pleaseTech</b> PleaseErase PleaseErase™ is a server based Microsoft Word metadata cleanser which removes the data hidden in Microsoft Word documents. <a href="#">MORE</a>
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**FDA approves heart drug backed by Sinai doctor's research**  
Baltimore Business Journal  
A new heart drug for which a doctor at Baltimore's Sinai Hospital played a key role in developing has been approved for patient use by the Food and Drug Administration. British pharmaceutical giant AstraZeneca PLC, the drug's manufacturer, said recently that the FDA approved the use of its Brilinta medication to reduce heart attacks and cardiovascular death among adult patients with acute coronary syndrome. [MORE](#)

**Pfizer to open research center in San Francisco's Mission Bay**  
San Francisco Chronicle  
Boosting Mission Bay's goal of the San Francisco neighborhood becoming a hub for cutting-edge biotech, the world's largest drugmaker recently announced plans to establish a research center there. New York's Pfizer plans to set up its Center for Therapeutic Innovation within the next few weeks in 11,000 square feet of space at Mission Bay, it said. [MORE](#)

**Pharmaceutical Inspection Equipment**  
Dine Machinery USA, Inc.

**SOCMA offers support for free trade pacts with South Korea, Panama, and Colombia**  
BioPharm  
The Society of Chemical Manufacturers and Affiliates, also known as SOCMA, issued its support this week of the passage of pending free trade agreements with South Korea, Panama and Colombia by two Congressional committees. SOCMA is the U.S.-based trade association representing custom and batch manufacturers, including contract manufacturers of fine chemicals, pharmaceutical intermediates and active pharmaceutical ingredients. [MORE](#)

**Product Showcase**

<b>FMS Series</b> Compact. Robust. Portable. The FMS series of benchtop headspace gas analyzers are configured for product development, process development and quality control applications. Rapid measurement times allow many thousands of measurements to be made per day.	<b>Air-Crimp® WAC-1000</b> The Air-Crimp® WAC-1000 is a semi-automatic handheld tool used for crimping and de-crimping metal seals on glass and plastic vials. This tool is simple in operation and utilizes air assist, operating at low pressures.	<b>Sterile Chemical Manufacturing Division</b> Sterile Chemical Manufacturing Division has addressed the needs of the Pharmaceutical and Biotechnology industries by designing a complete range of cleaning agents and disinfectants for the Class 100 aseptic manufacturing area. WAT'S SCDM products are used at over 500 pharmaceutical and biotechnology organizations worldwide.
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MANY WAYS  
TO DELIVER YOUR  
MESSAGE  
TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E FEATURED COMPANY

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 19,000 leaders in the pharmaceutical and biopharmaceutical community (one 90 day cycle)



Leaderboard  
**\$5000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$4000/\$3500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper Top/Bottom  
**\$4000,\$3500**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$3950**

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 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company  
**\$3500**

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Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

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 sed do e

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

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PDA NEWSBRIEF, POWERED BY MULTIBRIEFS,  
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The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of 19,000 individuals working in the pharmaceutical or biopharmaceutical industry.

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