

THE SOURCE

THE MAGAZINE OF THE PLASMA PROTEIN THERAPEUTICS INDUSTRY

THE SOURCE is the global magazine of the plasma protein therapeutics industry published by the Plasma Protein Therapeutics Association (PPTA). With information on international and domestic policy issues, feature stories on patients and plasma donors, medical innovations and other critical industry information. **THE SOURCE** magazine has been touted as a must read publication for anyone interested in plasma collection, manufacturing, regulatory issues, science and medicine. Our readership includes patient groups and other key stakeholders.



THE SOURCE offers an attractive, targeted and cost-effective means of reaching decision-makers in the plasma protein industry. **THE SOURCE** is published four times a year and distributed internationally to the leaders in the plasma protein therapeutics, biopharmaceutical and biotechnology industries, patients, regulators and authorities. **THE SOURCE** reaches over 4,000 subscribers in 75 countries.

Advertising

PPTA is accepting advertising for **THE SOURCE** magazine. This is an ideal opportunity to advertise your company's products and services.

2017 Rates

Ad Type	PPTA Member	Non-Member
Half page	\$1,025	\$1,350
Full page	\$1,775	\$2,175
Inside Front Cover	\$2,450	\$4,325
Inside Back Cover	\$2,250	\$4,000
Back Cover	\$2,550	\$4,550

Publication Schedule

<u>Issue</u>	<u>Ad Material Due</u>
Spring	February 1, 2017
Summer	April 15, 2017
Fall	July 12, 2017
Winter	October 20, 2017

Material guidelines

- * Trim size [allow 0.125" bleed on all four sides]: Full = 8.5" x 11", half = 8.5" x 5"
- * Press-ready PDF [all fonts and photos embedded at 300dpi or greater]
- * Advertisements will not be printed until payment has been received. No refunds.
- * PPTA reserves the right to reject any advertising. Liability for contents of ads is assumed by the advertiser.

To view previous issues of **THE SOURCE** magazine, visit www.pptaglobal.org.

If you have any questions regarding advertising in **THE SOURCE**, please contact Diana Krueger (email: dkrueger@pptaglobal.org or call: 443-433-1107)

THE SOURCE Magazine

Advertising Order Form

Name: _____ Title: _____

Company: _____

Address: _____

City/State/Country: _____ Postal Code: _____

Email: _____ Phone: _____

PPTA Member? Yes No

Please send me membership information? Yes No

Please check the issues in which you would like to advertise:

Spring Summer Fall Winter

Please indicate type of ad:

Half-Page Full-Page Cover _____

(specify: inside front, inside back or back)

Price of Ad: \$_____(USD) Number of issues: _____

Total Cost: \$_____(USD)

Payment Method:

Invoice Credit Card, Type: __AMEX __VISA __MC

Name on Card: _____ CID#: _____

Credit Card #: _____ Expiration Date: _____

Signature: _____

All payments are final. Advertisements will not be printed until payment is received. PPTA reserves the right to reject any advertising. Liability for contents of ads is assumed by the advertiser.

Contact: Diana Krueger [dkrueger@pptaglobal.org or 443.433.1107]

The Source – 2017 Rates and Schedules

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