

THE SOURCE

THE MAGAZINE OF THE PLASMA PROTEIN THERAPEUTICS INDUSTRY

THE SOURCE is the global magazine of the plasma protein therapeutics industry published quarterly 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.



THE SOURCE offers an attractive, targeted and cost-effective means of reaching decision-makers in the plasma protein industry. **THE SOURCE** is distributed internationally to the leaders in the plasma protein therapeutics, biopharmaceutical and biotechnology industries, as well as patients, regulators and physicians. **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.

2020 Rates

<u>Ad Type</u>	<u>PPTA Member</u>	<u>Non-Member</u>
Half page	\$1,300	\$1,700
Full page	\$2,200	\$2,700
2-page Spread	\$4,500	\$5,500
Inside Front Cover	\$3,100	\$4,500
Inside Back Cover	\$2,800	\$5,000
Back Cover	\$3,200	\$5,700

Publication Schedule

<u>Issue</u>	<u>Ad Material Due</u>
Spring	February 3, 2020
Summer	May 4, 2020
Fall	August 3, 2020
Winter	October 12, 2020

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 honors a "first-come, first-served" for all ads.

PPTA reserves the right to review, and at the Association's discretion to reject, any advertising. Liability for ad content is assumed by the advertiser.

Visit www.pptaglobal.org to view **THE SOURCE** magazine.

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 **2020 Advertising Order Form**

Name: _____ Title: _____

Company: _____

Address: _____

City/State/Country: _____ Postal Code: _____

Email: _____ Phone: _____

PPTA Member? Yes No, *Check here to receive membership information*

2020 Rates

Ad Size	Member	Non-Member	Covers	Member	Non-Member
Half page	\$1,300	\$1,700	Front Inside	\$3,100	\$4,500
Full-page	\$2,200	\$2,700	Back Inside	\$2,800	\$5,000
2-page Spread	\$4,500	\$5,500	Back	\$3,200	\$5,700

NOTE: PPTA honors a “first-come, first-served” for all ads.

This order form is for 2020. A twenty percent (20%) fee will be added to the rate for placement requested for the following year. Please contact dkrueger@pptaglobal.org for more information.

Please indicate type of ad:

- Half-Page 2-Page Spread (one ad – placement: two facing pages)
 Full-Page Cover _____ (specify: Inside Front, Inside Back or Back)

Issues: Spring Summer Fall Winter

Payment Information:

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

Total Cost: \$ _____ (USD)

Payment Method: PPTA will Invoice

All payments are final. Advertisements will not be printed until payment is received. PPTA reserves the right to review, and at the Association’s discretion to reject any advertising. Liability for ad content is assumed by the advertiser.

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