



THE **IPEC INSIDER** PROVIDES NEWS AND INFORMATION TO OVER 3,000 MEMBERS OF THE PHARMACEUTICAL EXCIPIENT INDUSTRY.

TOP TEN REASONS TO ADVERTISE IN THE **IPEC INSIDER**:

1. **CREDIBLE SOURCE**

For years, our members have turned to IPEC as the informational authority of the profession. Advertising in the IPEC Insider solidifies your place among information provided to IPEC members.

2. **TARGETED DISTRIBUTION**

Advertising in the IPEC Insider allows your company to reach decision-makers. Your message will be in front of pre-qualified buyers who are looking for what you sell.

3. **OPT-IN SUBSCRIBER LIST**

Subscribers to the IPEC Insider have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4. **RELEVANT CONTENT**

Our editorial philosophy is driven by current events and relevant issues and trends that affect our subscribers the most.

5. **FREQUENCY**

Frequency builds awareness. The IPEC Insider ensures your ad will be seen bi-weekly by our 3,000 subscribers.

6. **AFFORDABLE**

Advertising in the IPEC Insider is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7. **YOUR AD WILL GET THE ATTENTION IT DESERVES**

Each issue of the IPEC Insider has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8. **IMMEDIATE RESPONSE TO YOUR AD**

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9. **EXCEPTIONAL CREATIVE SERVICES**

Our talented design team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the IPEC Insider.

10. **TRACK CAMPAIGN EFFECTIVENESS**

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

A

B

C

D

E

F

C1

ADVERTISING OPTIONS

A LEADERBOARD

This premier position in the IPEC Insider provides your company with top exposure and quality traffic.

B SKYSCRAPER/HALF SKYSCRAPER

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

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors and graphics into an eye-catching sales message for committed buyers that read the IPEC Insider.

D PRODUCT SHOWCASE

Showcase your latest product with this unique placement in the IPEC Insider and include a photo, 50-word description and a direct link to your site.

E FEATURED COMPANY AD

Integrated into the feel of the IPEC Insider, a featured company 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 in the IPEC Insider to drive traffic to your website.

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

THESE OPPORTUNITIES AND MORE ARE AVAILABLE TODAY. START GETTING IN FRONT OF MEMBERS OF THE PHARMACEUTICAL EXCIPIENT INDUSTRY NOW!

CONTACT US AT **972.402.7025**
IPEC@multiview.com

