

PERI

PHARMACEUTICAL EDUCATION & RESEARCH INSTITUTE



MARKETING OPPORTUNITIES

Bi-Annual Catalog



PERI

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PERI's Course Catalog

The PERI Course Catalog is a complete guide to the Pharmaceutical Education & Research Institute's continuing education training courses, as well as the comprehensive Programs of Study.[™]

Printed twice a year (Spring and Fall), the catalog is a valued source of training course information for more than 20,000 people and institutions involved in the Pharmaceutical Industry worldwide. With a shelf life of six months, this publication is a resource for professionals within pharmaceutical, biotech and healthcare organizations in the PERI database.

| | |
|------------------------|--------|
| By Title Total: | 20,247 |
| Clinical | 4830 |
| Director | 3720 |
| Executive | 1861 |
| Scientists | 1623 |
| Project Management | 1610 |
| Management/Legal | 1104 |
| Data Management | 759 |
| Regulatory | 822 |
| QA/Safety | 629 |
| Statisticians | 622 |
| Sales/Marketing | 451 |
| Medical/Physicians | 420 |
| Research & Development | 393 |
| Administration | 375 |
| Other Sciences | 354 |
| Auditors/Compliance | 205 |
| Academic/Govt. | 208 |
| HR/Training | 177 |
| Engineers | 84 |

What is PERI?

PERI is a not-for-profit organization that has been serving the pharmaceutical industry since 1989. Our entire operation revolves around providing the highest quality training available for the pharmaceutical and healthcare industries. The PERI staff, Board of Directors, Advisory Committees, and our expert industry Faculty strongly believe that we are **"Training Today's Professionals to Develop Tomorrow's Cures."**

Main Areas of Training:

- Clinical Sciences
- Regulatory Affairs
- Basic Research
- Project Management
- Quality Assurance/Compliance
- Pharmaceutical Medicine
- Marketing
- Finance/Licensing/Business Development
- Manufacturing/Bulk Drug Operation



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RATE CARD FOR 2003

| FREQUENCY | CIRCULATION | FULL PAGE B&W 7"X 10" | 4-COLOR CHARGE | PREFERRED POSITION COVER 2, COVER 3 | 1/2 PAGE B&W 7"X 5" |
|-----------|-------------|-----------------------------|-------------------|--|---------------------------|
| 1X | 20,000 | \$2,010 | \$1,100 | Add \$500 | \$1,410 |
| 2X | 20,000 | \$1,810 | \$1,100 | Add \$500 | \$1,250 |

Advertising Policy

1. Space reservations and ad materials are due by September 12 with approved credit (3 trade references with application). Payment terms are net 30 days from date of invoice.
2. Above rates are net; no agency discounts.
3. No cancellations are accepted with this unique advertising opportunity. If materials are not received in time for publication, advertiser must submit full payment for space reserved.
4. Contact PERI for specific rates for PMS colors, process color and metallic inks.
5. In Cover 2 or Cover 3 positions, only full page ads are accepted, either in color or B&W.
6. All ads are subject to approval by PERI and PERI reserves the right to decline advertising for any product or service it deems not acceptable or that is incompatible with PERI's mission.
7. Acceptable formats include TIFF, JPEG, EPS (text saved as curves). Images and photos should be no less than 300 dpi. A SWOP-certified color proof must be provided with the digital data. If we do not receive this proof, we cannot guarantee the accuracy of the ad and will not issue any make good ad. For questions concerning ad submissions, please contact Ellen Plaza at 703.276.0178, extension153.

