

# The Right Vehicles at the Right Time, Connected to the Right People!

Today's competitive business environment demands accurate intelligence and information to successfully guide products through the maze of regulations and compliance requirements.

• Pharmaceutical • Medical Device • Biotechnology



**FDA** info  
·com

**THE INFORMATION CONNECTION!**



# Connected With Key Decision-Makers

Finding the latest Regulatory and Compliance information has never been easier. **FDAinfo.com** is the site industry executives use to access the latest news and information. In fact, 36% of users visit the site 1 to 2 times a month —and 27% use this site 1 to 2 times each week!

## Advertisers Reap The Rewards

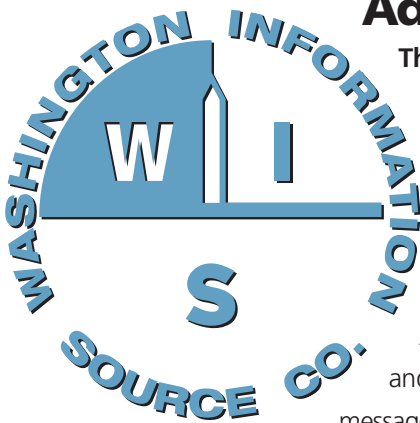
**The Washington Information Source Company (WIS)**

has established a reputation as a quality source of critical regulatory and compliance news and insights.

WIS newsletters, briefings, website and retrieval service are leading sources for senior-level managers who purchase compliance business products and services.

Advertising on the **FDAinfo.com** website, our newsletters and ExpertBriefings.com sponsorships guarantee your message will be in front of senior managers as they actively

seek information, ideas and solutions. These are the executives who make the decisions about which products and services to acquire.



### Perfect spot to advertise

- Conferences
- Seminars
- Webinars
- Products
- Services

### Subscribers' Organizations Are Regulated By FDA

- Pharmaceutical
- Drug Manufacturing
- Biotechnology
- Hospitals



# Special Topic Newsletters

## Powerful Advertising Vehicles Reaching Executives Who Can Buy Your Products and Services

**More than 12,700 executives subscribe** to our special topic newsletters for the latest regulatory, compliance, legislative and business news affecting the drug, biotechnology and medical device industries.

WIS newsletters really get around. Subscribers report their newsletters are typically read by twelve additional professionals in their organization, multiplying the exposure advertisers enjoy.

### Adverse Event Reporting News

- E-newsletter Distributed Bi-Weekly

This is the industry's exclusive source for news of adverse events, including ADR's, MDR's, vaccines, dietary supplements and vigilance regulatory news from the FDA and foreign regulatory agencies. Subscribers are able to share and distribute this newsletter within their organizations, providing your advertisement with multiple exposures to the regulatory and compliance teams.

### BioResearch Compliance Report

- Distributed Monthly, Plus Weekly e-Mail Updates

This newsletter is a leading information source for the biotechnology channel. Subscribers stay up-to-date with Good Clinical and Laboratory Practice compliance, audit, inspection and enforcement activity by FDA and NIH.

With a focus on FDA, OHRP oversight of CROs, contract, labs, sponsor/monitors, clinical investigators and IRBs, this is the newsletter senior managers turn to for reports and documents not available on the Internet.

### Inspection Monitor

- Distributed Monthly

This is the industry's source for information about inspections by the Food & Drug Administration (FDA). Senior managers count on Inspection Monitor for insight into what inspectors are looking for in pharma, device and biologics. This newsletter provides practical information that reports inspection failures and explains what to expect during follow-up inspections.

### Validation Times

- Distributed Monthly, Plus Weekly e-Mail Alerts

Senior managers subscribe to Validation Times to stay abreast of current news and insights to GMP validation, 483/warning letter analysis and tips to help them maintain compliance.

### Warning Letter Bulletin

- Distributed Monthly

Critical reading. The Warning Letter Bulletin is the industry's exclusive service summarizing FDA warning and untitled letters about what was found during inspections, categorized by industry.

The Warning Letter Bulletin details FDA activities in the medical device, blood and biologic as well as human drug and dietary supplements.





# Document Retrieval & Research Service

WIS's Record Retrieve and Research service, [www.fdadocuments.org](http://www.fdadocuments.org), gives executives instant access to more than five thousand regulatory and compliance documents including, 510(k)s, 483s, PMAs, EIRs and much more.



# ExpertBriefings.com Audio Conferences

**WIS puts the "Expert" in Expert Briefings.**

ExpertBriefings.com audio conferences address a wide range of hot topics affecting regulatory affairs, clinical research and operations.

The editors of ExpertBriefings.com invite the industry's leading experts to present analysis and interpretation of regulatory activity at FDA and other federal agencies.

ExpertBriefings.com gives sponsors the opportunity to connect with a highly interested and engaged audience who pay \$380 to \$465 to attend each conference.

## 240,000 Branding Impressions For Sponsors

Each conference is promoted with four individual e-mail alerts distributed to more than 20,000 executives inviting them to register and attend.

Audio conferences have become a preferred method for assimilating information and education, saving employers the cost of hotel rooms, travel and travel related expenses.

## Sponsors Stand Out & Get Noticed

As a sponsor your name will be prominently mentioned several times during the conference. And you'll benefit from the additional exposure with your message appearing on the CD recording of the event that goes to all participants.

- Prominently featured during the Conference
- Mentioned in all mail and e-Mail conference promotion
- Extra Exposure with logo on conference CDs

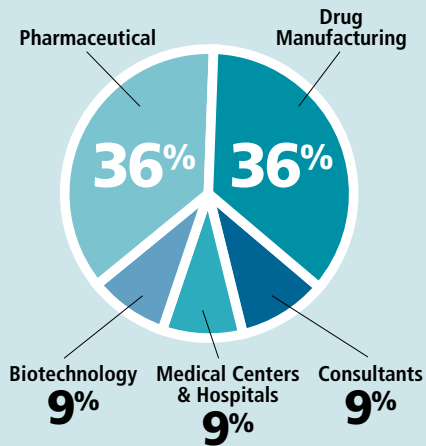
ExpertBriefings.com is a wholly owned subsidiary of Washington Information Source Company



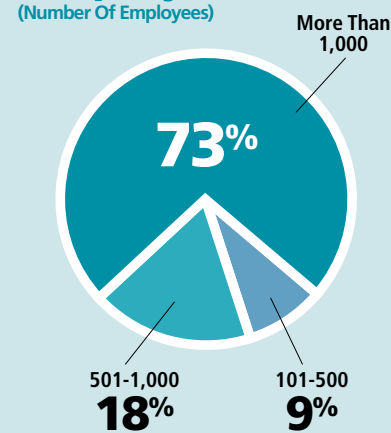
# Reach Executives With The Power To Buy!

## AUDIENCE DEMOGRAPHICS

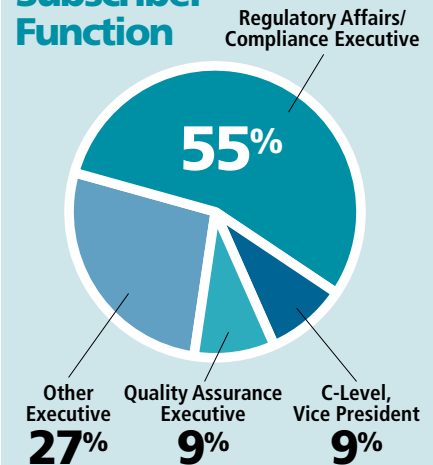
### Subscriber Industry



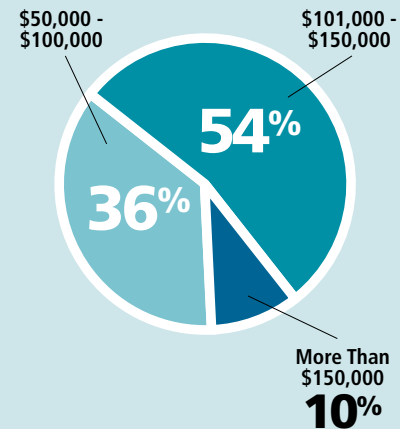
### Company Size



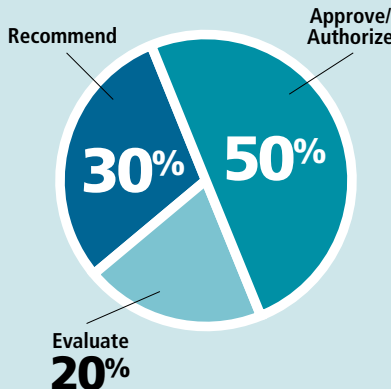
### Subscriber Function



### Subscriber Income



### Purchasing Authority



**WIS gives you** the opportunity to target and sell to the most sought-after senior-level executives who specify, recommend and purchase compliance related products and services. Advertisers can showcase their products with on-site, newsletter and e-mail advertisements, and conference sponsorships.

## On-Site Advertising (Cost per Month)

728 x 90 IMU* - (Leaderboard) ((note: this is an IAB standard size ))			
1 Month	3 Month	12 Month	24 Month
<b>\$975</b>	<b>\$925</b>	<b>\$860</b>	<b>\$730</b>
125 x 125 IMU - (Square Button)			
1 Month	3 Month	12 Month	24 Month
<b>\$350</b>	<b>\$335</b>	<b>\$310</b>	<b>\$260</b>
Choice of: 120 x 240 IMU - (Vertical Banner) OR 234 x 60 IMU - (Half Banner)			
1 Month	3 Month	12 Month	24 Month
<b>\$585</b>	<b>\$555</b>	<b>\$515</b>	<b>\$440</b>

\* IMU = Interactive Marketing Unit, A Standard of the Interactive Advertising Bureau (IAB)

## ExpertBriefings.com Conference Sponsorship

1 Conference	2 Conferences	3 Conferences
<b>\$1,000</b>	<b>\$1,800 total</b>	<b>\$2,700 total</b>

## e-Mail Alert Advertising (Cost per Email)

Email Alerts are distributed to 20,000 executives twice weekly

1 Time	3 Times	12 Times	24 Times
<b>\$300</b>	<b>\$285</b>	<b>\$260</b>	<b>\$240</b>

## Newsletter Rates (Cost per Issue)

	1 Time	3 Times	12 Times	24 Times
<b>Full Page</b> (7½" x 10")	<b>\$975</b>	<b>\$925</b>	<b>\$860</b>	<b>\$730</b>
<b>Half Page</b> (5" x 7")	<b>\$585</b>	<b>\$555</b>	<b>\$515</b>	<b>\$440</b>
<b>Quarter Page</b> (3¾" x 5" OR 2¾" x 7")	<b>\$350</b>	<b>\$335</b>	<b>\$310</b>	<b>\$260</b>

## Make A Big Impression...

and stretch your advertising budget with these specially-priced advertising packages.

### Platinum – Save 30%

- On-site Leaderboard Ad for 1-Month
- Full Page Ad in Newsletter
- One - e-Mail Alert Advertisement

### Gold – Save 20%

- On-site Vertical Banner Ad for 1-month
- Half Page Ad in Newsletter
- One - e-Mail Alert Advertisement

### Silver – Save 10%

- On-site Square Button Ad for 1-Month
- Quarter Page Ad in Newsletter
- One - e-Mail Alert Advertisement

## Expert Briefings Conference Sponsorship Package – Save 30%

- One Conference Sponsorship
- On-site Leaderboard Ad for 1-Month
- Full Page Ad in Newsletter
- One - e-Mail Alert Advertisement

**Guarantee your products and services reach your sales target!**

Contact your WIS advertising representative, or call **703.779.8777**, or e-Mail us at [fdainfo.com/adinfo](mailto:fdainfo.com/adinfo)

## Advertising Policies

### CONTRACT CONDITIONS

All advertisements for WIS publications and products ie. fdainfo.com, Expert Briefings are accepted and published by Washington Information Source Company on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements. Publisher is not liable for delays in delivery and or non delivery in the event of Acts of God, action by any gov-

ernmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card. Publisher is not responsible for errors in key numbers and Advertiser's Index and assumes no liability if for any reason an advertisement is omitted.

### COPY ACCEPTANCE

Washington Information Source Company reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise inappropriate or incompatible with the character of Washington Information Source Company Publications and

Periodicals. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

### RATE PROTECTION POLICY

We reserve the right to change rates upon notice. Contracts may be canceled at the time a change in rates becomes effective without incurring a short rate adjustment provided the contract rate has been earned up to the dates of cancellation. Uniform rates apply to all advertisers at all times.

### GENERAL RATE POLICY

Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and re-billed at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted.

### PAYMENT TERMS

Payment is due 30 days from the date of invoice receipt.



**Washington Information Source Company**

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