

**RAPS** REGULATORY AFFAIRS  
PROFESSIONALS SOCIETY

*Making better healthcare products possible*



# 2008 Media Kit

# 2008 Media Kit

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## Why RAPS?

RAPS is the one organization that brings it all together for professionals working in the global healthcare products regulatory sector. Because a RAPS membership is essential for anyone working in the profession, our members span all levels and all sectors and stay with RAPS throughout their careers.

More than 40% of RAPS members work at the director level or above—with the majority in decision-making capacities. All of our 11,000+ members are part of a **lucrative and elite marketplace**: they are highly-educated professionals working for industry, academia, research and clinical organizations—**the specific audience you want to reach!**

When you become a RAPS **sponsor, advertiser, exhibitor, or corporate partner**, your organization will **directly connect with decision makers and those with purchasing power** in the dynamic companies for which our members work—from the top multinationals to local start-ups.

No matter where our members are from, they all agree on one thing: **RAPS is an essential lifestream that keeps them connected to industry, science, fellow professionals and innovative products and services—like those offered by your organization!**

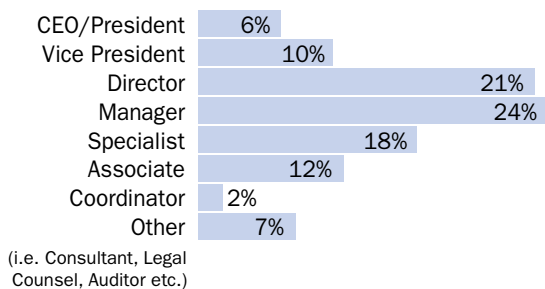


## About Our Members

Total membership: 11,000+ worldwide, 50 countries around the globe

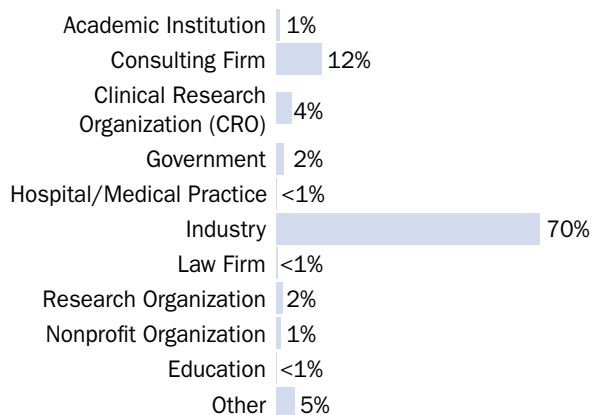
### Job Title

The typical RAPS member focuses on RA and holds a position of manager or director.

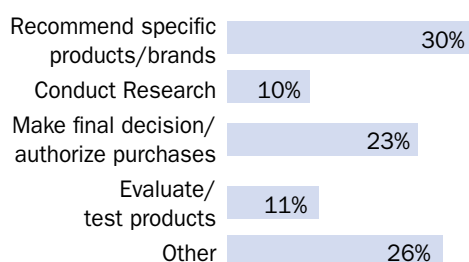


### Type of Organization

70% of members describe their organization as industry:

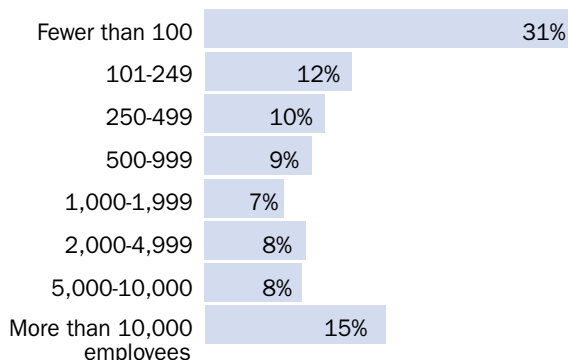


### Purchasing Power or Decision-Making

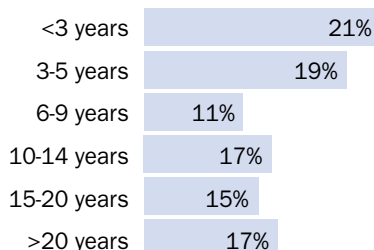


### Size of Organization

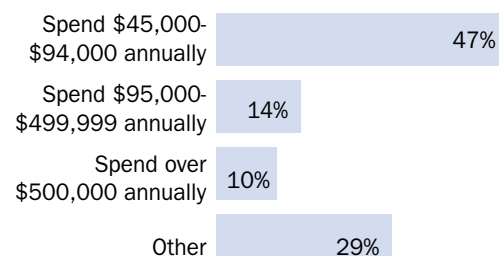
More than 30% of members work for organizations with fewer than 100 employees.



### Years as a Regulatory Professional



### Level of purchasing power



\*Membership Survey conducted in February 2005 by The Regulatory Affairs Professionals Society

## Regulatory Focus Magazine— An Authoritative Source for Regulatory Professionals

*Regulatory Focus* magazine is the official publication of RAPS, providing timely, in-depth articles on current and far-reaching global regulatory issues, as well as updates regarding RAPS programs and activities. Each month, the publication explores a particular theme with several articles offering various perspectives on the topic. Along with these feature articles, other departments of the magazine address issues regarding:

- Scientific and technological innovations
- Global legal and governmental affairs
- Professional development strategies
- Quality and compliance regulations
- Ethics

*Regulatory Focus* readers comprise the entire spectrum of healthcare product regulatory professionals, working in the areas of drugs, medical devices, biologics, biotechnology, in vitro diagnostic devices and related fields.

### 2008 Editorial Calendar

Issue	Topics	Closing Dates
January	Advertising and Promotion	16 November 2007
February	User Fees	16 December 2007
March	Pediatric Developments	16 January 2008
April	Labeling	16 February 2008
May	Follow-on Biologics	16 March 2008
June	Progress Toward Global Harmonization	16 April 2008
July	GXPs	16 May 2008
August	Postmarketing Transformation	16 June 2008
September	Leadership in Regulatory Affairs	16 July 2008
October	Product Development in Small and Medium-size Enterprises	16 August 2008
November	Risk Management	16 September 2008
December	Changing Landscape in Product Development	16 October 2008





## Print Advertising

### Regulatory Focus Display Advertising Rates and Sizes (effective 1 January 2008)

<b>4-Color Rates*</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Two-page Spread	\$4685	\$4545	\$4445	\$4215
Back Cover	\$3135	\$3025	\$2975	\$2815
Inside Front/Inside Back Cover	\$3029	\$3000	\$2805	\$2690
Full Page	\$2730	\$2640	\$2595	\$2320
1/2 Page	\$1820	\$1770	\$1695	\$1550
1/3 Page (vertical or horizontal)	\$1630	\$1610	\$1325	\$1210
1/4 Page	\$1160	\$1125	\$1105	\$1075
1/6 Page	\$ 980	\$ 940	\$ 920	\$ 725
1/12 Page	\$ 725	\$ 690	\$ 630	\$ 595

All figures in US Dollars (\$)

\*Rates also apply to black and white rates.

### RAPS 2008 Annual Conference & Exhibition

#### Advertising Rates - Onsite Program

##### Onsite Program

Back Cover	\$2300
Inside Front/Inside Back Cover	\$2085
Full Page	\$1850
1/2 Page	\$1390
1/4 Page	\$ 980

(Rates are for black and white ads only. If adding color, see color charges below)

**Space Reservation Deadline:** 3 July 2008

**Camera Ready Art/Film Deadline:** 11 July 2008

#### Color Charges:

- Standard Color (publisher's choice) \$500
- 4-color process add \$950 (if chromalin, match print or acceptable color proof is not supplied, there will be a \$75 surcharge). 4-color is required for all covers.

**Note: All rates are net and noncommissionable.**

Ads requiring a PMS color will incur an additional charge

#### Advertising Guidelines

- Publisher reserves the right to reject any advertising.
- All insertion orders are considered binding unless canceled in writing prior to closing date.
- All space reservations are due on the 20th of the second month preceding date of issue.
- All advertising materials must be received by the 1st of the month preceding date of issue.
- In the event that space is ordered and new materials are not received by the deadline, publisher reserves the right to run a previous ad of equal size. No cancellations will be accepted after the closing date.
- All rates are net and noncommissionable.
- Advertiser and/or its agency are liable for payment.
- To qualify for the frequency discounts, advertising must be placed within one calendar year of the first insertion.



## Print Specifications

- **Printing:** sheet fed, publication-grade matte stock
- **Binding:** saddle-stitched
- **Screen:** 150 lpi preferred
- **Preferred material:** Electronic format (see Electronic Artwork specs), if sending camera-ready art or film negatives, right-reading emulsion side down. Color proof is required (chromalin or match print). Supplied color laser proofs will be used as a “guide for color” and content only. Files may be submitted in Adobe Acrobat as PDFs and should include all necessary bleeds.

## How to Provide Electronic Artwork

*Regulatory Focus* is produced in InDesign CS. We can accept the following layout programs:

- InDesign
- QuarkXpress 6.0 (nothing higher)

Only ads that meet the following criteria will be accepted:

- **Resolution:** 300 dpi (high-resolution suitable for printing at actual size or larger). Line art, usually tagged as .gif, and low resolution photographs, tagged as .jpg (.jpeg), downloaded from Web sites are not acceptable.
- **PC Format:** images must be in .bmp, .psd, .tif, .pdf, .eps, .ai (Illustrator only) [Adobe InDesign does not read Illustrator .eps files], submitted via email, disk or CD-ROM. Ads must be B&W or CMYK, not RGB color\*. If sending via email, please compress artwork using .zip software. Files in .txt cannot be used. If compressed files are larger than 1mg, please send art on a CD formatted for both PC and MAC.
- **MAC Format:** images must be in .tif, .pdf, .psd, .eps (PhotoShop only), high-resolution .jpeg, .ai (Illustrator only) [Adobe InDesign does not read Illustrator .eps files]. Make sure ads are submitted in B&W or CMYK, not RGB color\*. If sending via email, please compress artwork using .zip or .sit only. Do not compress using .sitz. If compressed files are larger than 1 MB, please send art on a CD formatted for both PC and MAC.

*\*Please notify us if your ad requires PMS color.*

## Inserts

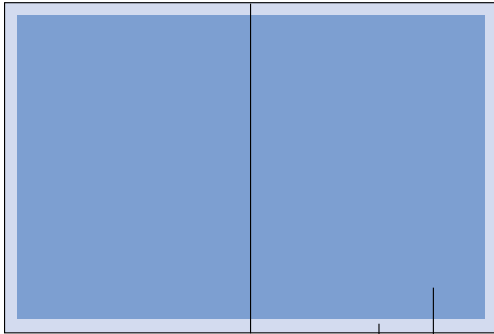
Loose insertions in *Regulatory Focus* magazine (United States recipients only) are charged a flat fee based on frequency and subject to issue availability. Call +1 301 770 2920, ext. 228, for details and guidelines.

1x	\$5000/insert
3x	\$4200/insert
6x	\$3800/insert

Inserts may not exceed one sheet, 8 1/2" x 11" and **must be printed by the advertiser.**

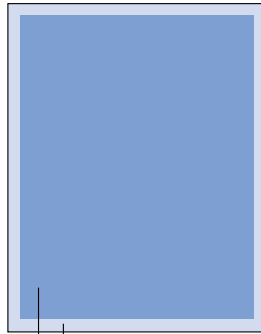
## Regulatory Focus Ad Dimensions

Measurements are width x height in inches.



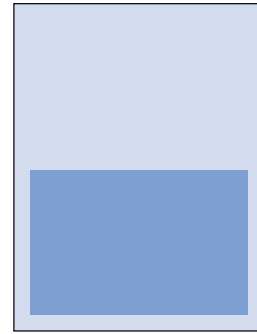
**Two-Page Spread** (with bleed)  
16.75" x 10.875" (trim)  
17" x 11.25" (bleed)

**Two-Page Spread** (to margin)  
15.875" x 10"

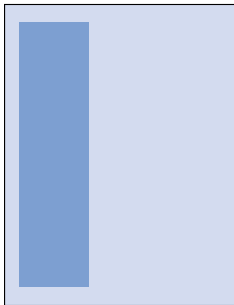


**Full Page** (with bleed)  
8.375" x 10.875" (trim)  
8.625" x 11.25" (bleed)

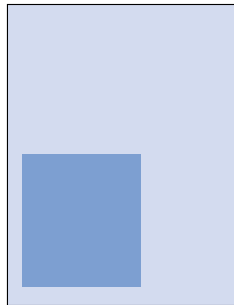
**Full Page** (to margin)  
7.5" x 10"



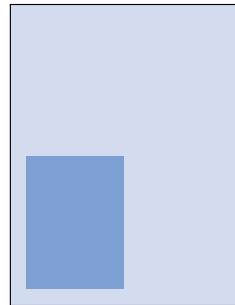
**Half Page**  
7.1875" x 4.75"



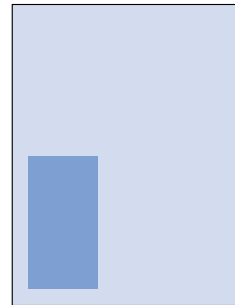
**Third Page Vertical**  
2.5" x 9.5"



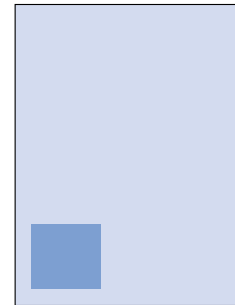
**Third Page Horizontal**  
4.25" x 4.75"



**Quarter Page**  
3.5" x 4.75"



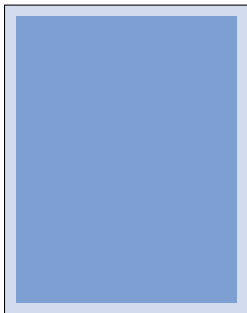
**Sixth Page**  
2.5" x 4.75"



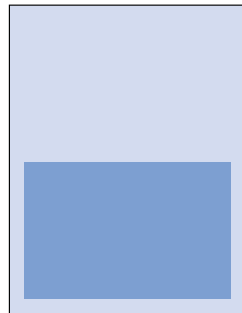
**Twelfth Page**  
2.5" x 2.3125"

## Annual Conference Program Ad Dimensions

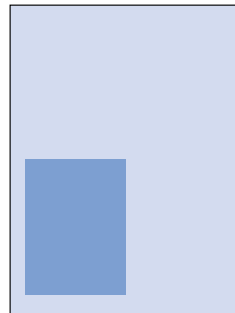
Measurements are width x height in inches.



**Full Page** (with bleed)  
8.5" x 11" (trim)  
8.75" x 11.25" (bleed)



**Half Page**  
7.5" x 4.875"



**Quarter Page**  
3.625" x 4.875"



## Conference Exhibitions

### **2008 RAPS Horizons Conference & Tabletop Exhibition**

March 2008  
San Francisco

This interactive, forward-looking educational and networking event is designed for mid- to senior-level regulatory professionals who are involved in the global research and development, manufacture, marketing and regulation of drugs, biologics and medical devices. Leaders from industry and government engage in thought-provoking discussions and explore how to effectively position regulatory affairs as a vital component of the integrated product development process through world experiences, best practices, practical applications and solutions.

### **2008 RAPS Annual Conference & Exhibition**

14–17 September  
Boston

This multi-track conference will feature more than 100 expert speakers from industry, health authorities and academia, and more than 10,000 regulatory affairs professionals from around the globe—including the decision makers, senior- and mid-level executives you want to reach. Take advantage of the opportunity to network extensively with colleagues and attendees across all product lines.

### **Onsite Career Center**

Find the right candidate for your company in the Career Center at 2008 RAPS Horizons Conference & Tabletop Exhibition and 2008 RAPS Annual Conference & Exhibition. Call us for details at +1 301 770 2920, ext. 244 or email [careerconnections@raps.org](mailto:careerconnections@raps.org).

## Sponsorships

Sponsoring is an excellent way to generate product exposure and recognition for your company. Our sponsorship packages open the door for you to support an event and/or a conference product.

### **Conference Sponsorships**

This year's sponsorship opportunities have been packaged to include: (subject to revision, not all inclusive)

#### **Exclusive Opportunities**

- Exhibitors Welcome Reception
- Keynote Address
- Conference CD
- Conference Bags
- Lanyards
- Notepads
- Post-it Pads
- Pen/Highlighter
- Badge Lanyards
- Relaxation Station

### **Annual Sponsorship Packages**

Gain visibility year-round. Become a RAPS annual sponsor and take advantage of a variety of benefits throughout the year. Let us develop a customized annual sponsorship package designed for your company!



## Weekly Update e-Newsletter

RAPS *Weekly Update* is a newsletter sent electronically to more than 9,000 regulatory professionals each week. *Update*, which connects and informs regulatory professionals globally, provides a glimpse at some of the most notable regulatory happenings with international impact.

In each issue, readers keep abreast of news related to the regulation of pharmaceuticals and medical devices. Links to the RAPS website lead to further analysis of these developments. *Update* also keeps readers informed of the latest regulatory learning and accreditation opportunities.

### Rates\*

	4x (consecutive)	8x (consecutive)	12x (consecutive)
<b>Premium Header Ad</b>	\$4000	\$7000	\$8500
<b>Standard Sidebar Ad</b>	\$3000	\$5000	\$7000

(Limit: Two sponsoring companies per email)

### Artwork Specifications\*

Measurements are width x height in pixels.

<b>Premium</b>	400 pixels x 70 pixels
<b>Standard</b>	225 pixels x 300 pixels

Include "Alt" text and URL. Logos/pictures must be saved as JPG or GIF at 72 dpi.

*\*Prices and artwork specifications subject to change.*

### Demographics

- Number of emails sent each week: Approximately 9,000
- General job titles of RAPS members: CEO/ President, VP, Director, Manager, Specialist, Associate and Coordinator
- Type of organization: 70% work for industry

*Contact us at [sponsorships@raps.org](mailto:sponsorships@raps.org) to learn how you can become a sponsor.*

### Other Opportunities

Additional opportunities exist to sponsor RAPS events and products & services. Call us at +1 301 770 2920, ext. 228, for details and pricing.



## CareerConnections

CareerConnections is the foremost online job and resume bank for regulatory professionals. With hundreds of job seekers searching the site daily, employers can post their positions and gain access to a wide pool of qualified job seekers immediately.

There are several ways to recruit employees through CareerConnections:

- Post a job online and gain access to the resume database of several hundred qualified, active job seekers.
- Purchase a prepaid annual contract and get the full benefits of the service over an extended period of time.
- Register as a participating employer at the 2008 RAPS Annual Conference Career Center.

### Packages and Rates

#### Prepaid Contracts

(1) 30-Day Job Posting	\$ 375
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- Resume search included with active job posting

(1) 60-Day Job Posting	\$ 600
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- Resume search included with active job posting

<b>Bronze Package</b>	\$1,500
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- (5) 30-day job postings
- Resume search available while job postings are active
- Job postings must be used within one year

<b>Silver Package</b>	\$3,000
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- (10) 30-day job postings
- Savings of \$75 per posting
- Resume search available while job postings are active
- Job postings must be used within one year

<b>Gold Package</b>	\$6,875
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- (25) 30-day job postings
- Savings of \$100 per posting
- Resume search available while job postings are active
- Job postings must be used within one year

<b>Platinum Package</b>	\$8,750
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- (35) 30-day job postings
- Savings of \$125 per posting
- Resume search available while job postings are active
- Job postings must be used within one year

<b>Premium Package</b>	\$9,500
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- Post an unlimited number of regulatory-related job postings over a six month period
- Resume search included
- Each job posting will remain active for 30 days

Gain an extra edge in recruiting highly-qualified professionals by taking advantage of CareerConnections' add-on features.

Hot Job for 1 week	\$200
Hot Job for 2 weeks	\$400
Hot Job for 3 weeks	\$600
Hot Job for 4 weeks	\$800

Your job posting will be prominently featured as a Hot Job on the CareerConnections homepage with a direct link to the full CareerConnections ad.

RAPS Weekly Update – 1 eNewsletter Insertion	\$150
RAPS Weekly Update – 2 eNewsletter Insertions	\$275

Have your job posting emailed to more than 9,000 regulatory professionals on the first and third Thursday of every month. *RAPS Weekly Update* eNewsletter will list your job title and location and will automatically link readers to your job posting.

## Contact Information

**Advertising:** [advertising@raps.org](mailto:advertising@raps.org)

**CareerConnections:** [careerconnections@raps.org](mailto:careerconnections@raps.org)

**Professional Development Portal:** [pdp@raps.org](mailto:pdp@raps.org)

**Regulatory Marketplace:** [ramarketplace@raps.org](mailto:ramarketplace@raps.org)

**Sponsorships:** [sponsorships@raps.org](mailto:sponsorships@raps.org)

For general questions, call +1 301 770 2920, ext. 228

### Featured Employers

Increase your company's exposure in the regulatory community. The Featured Employer 30-day option is available in the following packages:

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#### Basic Profile: US \$450

The basic profile allows employers to include your company's logo in an ad and placement in email notifications to job seekers on a rotating basis.

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#### Premium Profile: US \$600

The premium profile includes a banner ad with your company's logo, a webpage dedicated to your company's enhanced profile information, placement in email notifications to job seekers on a rotating basis and a link to your company's profile from your active job postings.

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**Artwork Specifications:** 125 x 50 pixels, .gif file (preferred)

To learn more about online job postings, opportunities packages or the add-on options, visit [careerconnections.raps.org](http://careerconnections.raps.org) or call +1 301 770 2920, ext. 244 or +1 888 491 8833 for technical issues.

## Professional Development *Portal* (PD *Portal*)

The **PD Portal** allows you to directly target actively engaged prospective customers at any of your regulatory offerings. As an online listing of face-to-face events, online courses, video/audio conferences and Webcasts, it is designed to enhance the ongoing professional development of regulatory affairs-related professionals worldwide.

Benefits:

- Increase participation at your company's offering with access to more than 11,000 motivated professionals.
- Enhance web traffic with a direct link to your website.
- Hit your target market as RAPS is the only exclusive source for regulatory professionals.
- Improve credibility with use of the official RAPS PD Portal logo on your company's website.

There are a variety of pricing options, most are annual subscriptions. For packages that offer more than one event listing, providers have up to one year from the date of purchase to utilize all listings in each package.

Single Event	\$ 500 (only valid for one-time/one event listing)
Up to 5 Events	\$1,000
Up to 10 Events	\$1,750
Up to 15 Events	\$2,250
Unlimited Events	Call RAPS for more information

Visit the PD *Portal* website at [www.raps.org/pdp](http://www.raps.org/pdp) to view current listings, to learn how you can become a provider and to get further information.

## Regulatory Marketplace

The Regulatory Marketplace ([www.raps.org/ramarketplace](http://www.raps.org/ramarketplace)) is an online resource that provides information on various regulatory-related products and services. Users can reference this online product to locate consultants or companies within the regulatory profession.

Listings are annual subscriptions and allow subscribers to provide their contact information as well as a 100-word company description summarizing their product or service. To gain additional exposure and brand recognition, subscribers can elect to choose to have their logo included in their company profile with a direct link to their homepage.

Nonadvertisers	\$350
Nonadvertisers with logo	\$550
Advertisers	\$300
Advertisers with logo	\$500

**RAPS**

REGULATORY AFFAIRS  
PROFESSIONALS SOCIETY

*Making better healthcare products possible*

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#### **About RAPS**

The Regulatory Affairs Professionals Society (RAPS) guides and supports individuals—from industry, government, academia, research and clinical organizations—to bring life-saving and life-enhancing products to the global marketplace quickly and safely.

Founded in 1976 and operating outside the political arena, RAPS provides a neutral forum on emerging science and global regulatory challenges, offering personal and professional resources to help regulatory professionals continuously improve and work smarter, faster and in compliance with regulatory models.

RAPS established the regulatory profession worldwide and brings knowledge and progress to it. By identifying scope of practice, defining core competencies, upholding professional standards, developing professional certification, and providing educational and networking opportunities, RAPS supports professionals throughout the healthcare product lifecycle.

*RAPS® is a registered trademark of the Regulatory Affairs Professionals Society.*