

p.r.n. Directory is delivered free of charge to key decision makers in Canada's Pharma Industry. Visit prnonline.ca for details.

INSTRUCTIONS

1. Complete all LISTING INFORMATION on page 1 for Primary (basic) listings and detailed Alphabetical Company Index listing.
2. Complete ADS & LISTINGS section on page 1 by filling in the Section number in which you want your listings and/or ads to appear, the Ad Code and Rate for the type of ad you wish to order, and any applicable options/rates (ie: 4 Colour, Spot Colour). (See pages 3 - 6 for Category Sections, Ad Specifications and Rates) See SAMPLE below:

Section	Ad Code	Rate
202	1/2H4Col	\$550 + \$385
202	PL	Free with Ad
410	1/4SC	\$350 + \$85
410	PL	Free with Ad
706	AL	\$100

If you wish to add Spot Colour* or 4 Colour to your ad, please indicate either **SC** or **4Col** next to the Ad Code for each applicable ad. (See example on left)
(Note: we will calculate the # of free listings and/or directories you are entitled to based on your order)

3. Complete the *p.r.n. DIRECTORY ORDERS* section on page 1 for any additional directories you wish to order.
4. Subtotal all amounts and add HST @ 13% for your total.
5. Select your PAYMENT METHOD. Sign and date where indicated to verify supplied information is correct, you have read and agree to the Terms & Conditions and for the credit card charge (if applicable). Forms must be signed, dated and returned by the deadline to reserve your advertising. Payment must be received to secure your advertising.
6. See Ad Spec Sheet (page 4) for size and material requirements. (also available on prnonline.ca)
7. Send completed form to *p.r.n. Directory*. by fax, e-mail or mail.

*Spot colour - PMS 293 C

TERMS & CONDITIONS

***All Agreements must be signed and returned by the deadline to reserve advertising.**

***Payment must be received to secure advertising.**

LISTINGS

- All listings will be placed alphabetically by sub-section in sections 1 to 7. Use the order form on page 1 to select your sub-section.
- Sub-section basic listing includes company name, street address, city, province and phone number.
- All companies with any listing or ad will also be included in the Alphabetical Company Index (Sections A1 & A2). These detailed listings also include postal code, fax number, email address, website address and up to 3 contact names with titles **OR** e-mail addresses.
- The Advertiser is responsible for providing complete and accurate information for listings.
- We reserve the right to use abbreviations or partial addresses where necessary to accommodate space constraints.
- Company Index Listings (Alphas) for non-advertisers are published free at the discretion of the Publisher. They contain company name, address, phone and fax numbers only and do not qualify for advertiser rates on *p.r.n. Directory* purchases.
- Web ads and/or logos will appear on the web page containing the advertiser's individual company record and profile, if supplied. Ads must conform to the specifications stated, regarding size and file format.

DISPLAY ADS, TABS & COVERS

- Positions will be assigned randomly with exception of Tabs and Covers.
- Rates are for space only. Electronic files must be provided for ads.
- We reserve the right to refuse any ad.

LIABILITY

- *p.r.n. Publishing Inc.* will endeavor to ensure all listings and ads are accurate and complete. However, the Publisher assumes no liability for failure to insert, or for errors in inserting any advertisement or listing.

p.r.n. Publishing Inc.

210 John Street, Suite 200, Moncton NB E1C 0B8
T: 506.867.9864 | F: 506.857.4124 | 1.877.744.4PRN(4776)
prn@healthconnect.ca | www.prnonline.ca

Supplier & Services Sections

(Tab ads, Display ads and Listings)

SECTION 1. RESEARCH, CLINICAL TRIAL & LOGISTICS

- 101 Market Research & Analysis
- 102 Clinical Trial Management
- 103 Clinical Trial Support & Services
- 104 Market Access Planning
- 105 Package Design & Assembly
- 106 Third Party Logistics
- 107 Manufacturing & Chemicals
- 108 Drug Wholesalers

SECTION 2. PLANNING, PR, REGULATORY & INFORMATION SERVICES

- 201 Consultants: Marketing / Management / Pharmaceutical
- 202 Corporate & Public Relations
- 203 Government & Regulatory Relations
- 204 Health Economics & Pharmacoeconomics
- 205 Managed Care & Reimbursement Services
- 206 Profiling & Database Management
- 207 Territory Management Systems
- 208 Executive Search Firms

SECTION 3. ADVERTISING & CREATIVE SERVICES

- 301 Advertising Agencies
- 302 Online / Mobile Advertising
- 303 Creative Development & Graphic Design
- 304 Editing & Writing: Medical / Editorial / Script / CHE
- 305 Illustration, Photography & Modelling: Medical/Product
- 306 Translation & Interpretation

SECTION 4. DIRECT MARKETING & CUSTOMER EXPERIENCE

- 401 Direct Mail Services
- 402 Direct Response & Sampling Services
- 403 List Rentals & Product Recalls
- 404 DTC Products & Services
- 405 Patient Compliance & CRM Programs
- 406 Contact Centre Services
- 407 Point of Use & Alternate Media
- 408 Promotional Materials & Packaging
- 409 Temporary & Contract Selling Services

SECTION 5. DIGITAL & PRINT

- 501 Publishing & ePublishing
- 502 Healthcare Professional Publications
- 503 Consumer Publications
- 504 Digital & Social Media
- 505 eDetailing Services
- 506 Printing & Production
- 507 Search Engine Marketing / Optimization

SECTION 6. CONSUMER, PATIENT & PROFESSIONAL EDUCATION

- 601 CHE/CME & Symposia Services
- 602 Consultants, Planners & Conference Developers
- 603 Corporate Education, Training & Development
- 604 eLearning Services
- 605 Patient Education & Information Services
- 606 Training & Presentation Materials
- 607 MAINPRO
- 608 CCCEP

SECTION 7. MEETINGS, EVENTS & MULTIMEDIA SERVICES

- 701 Corporate Communications & Events
- 702 Meeting Consultants & Organizers
- 703 Video & Event Production
- 704 Slide Production
- 705 Computer Animation & Graphics
- 706 Multimedia Design & Production
- 707 Web Development & Services
- 708 Interactive Media & Web / Pod Casting
- 709 Satellite / Video / Web Conferencing
- 710 Displays, Premiums & Incentives
- 711 Meeting & Convention Centres
- 712 Travel & Reservation Numbers

Resource Sections (Tabs only)

SECTION A1. ALPHA INDEX A - L

SECTION A2. ALPHA INDEX M - Z

SECTION P. PHARMACEUTICAL INDEX

SECTION 8. PAAB & INDUSTRY CODES

SECTION 9. FACULTIES & ASSOCIATIONS

- 901-04 Canadian Colleges & Faculties of Medicine, Pharmacy etc.
- 905-07 National, Provincial & International Health Care Associations

QUESTIONS? Call: 1-877-744-4PRN

p.r.n. Directory

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p.r.n. Directory 2012 Display Ad Specifications

**Actual
size**

**1/2 page
vertical**

2.25" W x 7.75" H



Height



1/4 page

2.25" W x 3.75" H

*** See next page for
bleed & type safety
specs for Full Page,
Tabs and Covers**

1/6 page

2.25" W x 2.5" H

1/2 page horizontal

4.75" W x 3.75" H



Width

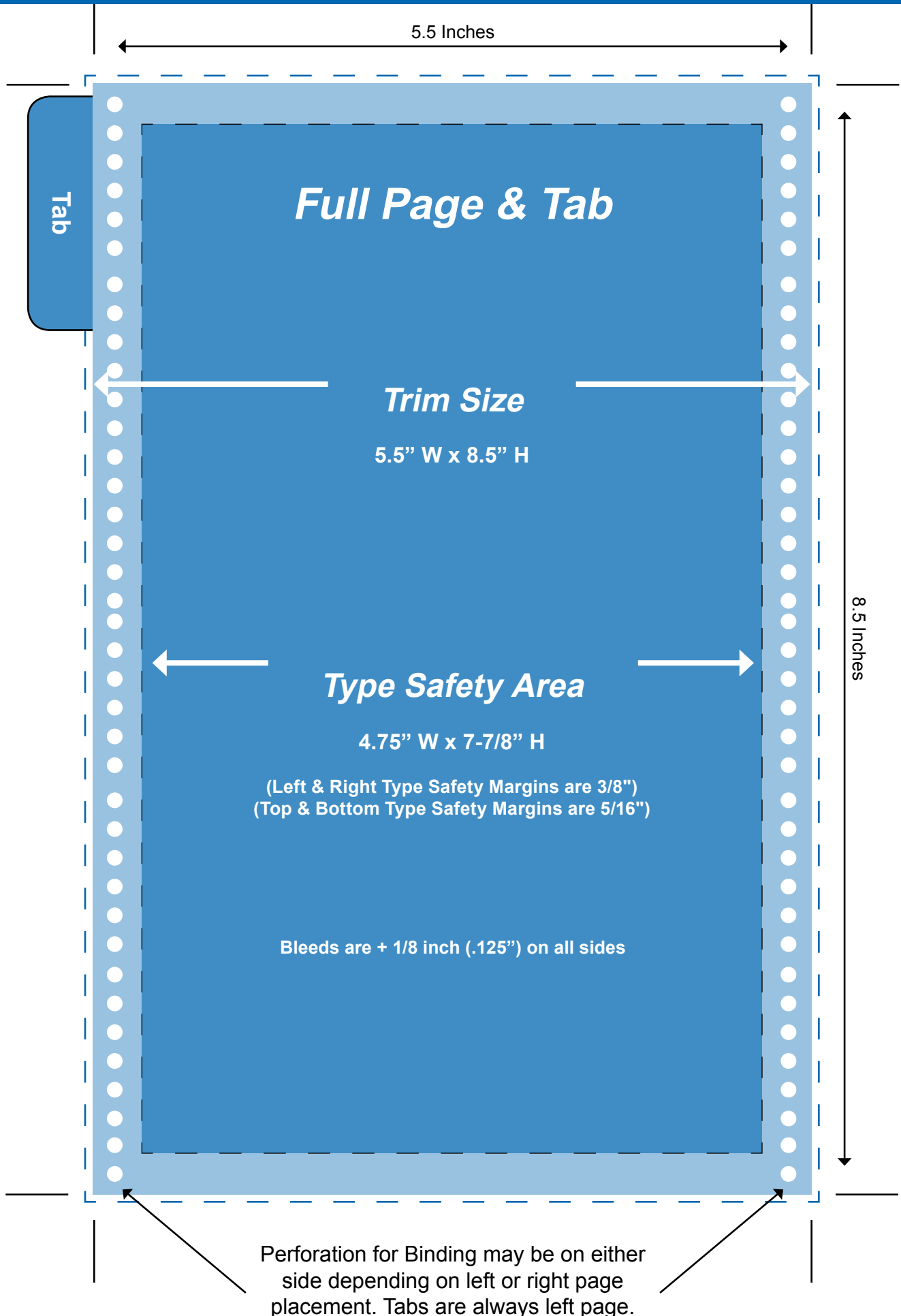


Digital artwork is required

- InDesign or PDF X1a are preferred formats.
- Ads in Quark or Illustrator for Mac are also accepted. If not providing a PDF X1a, please ensure all fonts and links are included with files.
- Ads created in other programs are subject to formatting fees (\$100 per hour).
- Files may be submitted on CD, e-mailed (smaller files) or arrangements can be made to upload to an FTP site.
- Spot colour ads must be (blue) PMS 293 C only

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p.r.n. Directory Rate Card 2012

For more information or
to place your order contact:

Jeff Legge
1-877-744-4PRN
prn@healthconnect.ca

COVERS, TABS AND FULL PAGES

Type of Ad	Ad Code	Rate	p.r.n. Directory Bonus	p.r.n. Online Bonus
Full Page (black & white)	FP	\$995	Free Listing + 2 Free Directories	Profile & Ad
Full Page (spot colour*)	FPS	\$1095		
Full Page (4 colour)	4C	\$1995	Free Listing + 3 Free Directories	
Tabs (Divider Pages)	TAB (#)	\$2995	Free 1/4 page ad + Free Listing in a section of your choice + 4 Free Directories	Profile, Ad & Banner Ad (new prnonline.ca coming soon!)
Inside Front or Back Cover	IFC, IBC	\$2995		
Outside Back Cover	OBC	\$3995		

DISPLAY ADS

Type of Ad	Ad Code	B&W	Spot Colour*	4 Colour	p.r.n. Directory Bonus	p.r.n. Online Bonus
1/6 page	1/6	\$300	+\$85	\$200	Free Listing + 1 Free Directory	Profile & Logo
1/4 page	1/4	\$350				
1/2 page vertical	1/2V	\$550	+\$85	+\$385 (no bleeds)		Profile & Ad
1/2 page horizontal	1/2H	\$550				

LISTINGS

Type	Ad Code	Rate	p.r.n. Directory Bonus	p.r.n. Online Bonus
Primary Listing	PL	\$135	Detailed Company Listing with up to 3 contacts	500 Word Company Profile
Additional Listings	AL	\$100	3-5 listings = 1 Directory 6 + listings = 2 Directories	
Additional Listings with Referral ("See our ad in Section...")	ALR	\$120		



*Spot Colour: PMS 293 C only