**Applied Clinical Trials** is the authoritative, peer-reviewed resource and thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials.

**What Sets Us Apart?**

**We are a Global Industry Publication**

*Applied Clinical Trials* delivers in-depth information about products, services and companies affecting this growing and changing industry.

**We Deliver Critical Information about the Process of Managing Clinical Trials**

Pharmaceutical, CRO, laboratory, regulatory, academic and clinical research professionals read *Applied Clinical Trials* to learn new solutions and strategies that can be immediately applied to their daily work.

**We Offer Insight into the Clinical Trials Market**

*Applied Clinical Trials* subscribers are at the intersection of pharmaceutical product development and strictly regulated medical research. We provide a forum where parties from both groups can share their needs and goals, thus collaborating and developing unique relationships in the process of studying new medicinal products.

"*Applied Clinical Trials contains all I need to know and learn.*"

—*Applied Clinical Trials* reader, June 2010
Our Audience

Circulation

With a BPA-qualified circulation of 18,250† clinical trial professionals worldwide, Applied Clinical Trials has earned the status as the industry’s most trusted source for professionals who design, initiate, manage, conduct and monitor clinical trials.

Geographical Breakout | Total BPA-Qualified Subscribers†
--- | ---
United States | 11,402
Europe | 6,000
Canada | 768
Other International | 21
US Territories | 59
**Total BPA Qualified Circulation** | **18,250**

51.6%* of our subscribers share their copy of Applied Clinical Trials with at least one other colleague, more than doubling your visibility!

“I use Applied Clinical Trials to stay current on recent trends, and to stretch my mind.”
— Applied Clinical Trials reader, June 2010


*June 2010 Readership Study Conducted by Advanstar Research Services
Applied Clinical Trials connects you to the global audience that is most receptive to your marketing message.

Reach professionals in top pharmaceutical, biopharmaceutical and biologics companies

<table>
<thead>
<tr>
<th># of Subscribers</th>
<th>Company</th>
<th># of Subscribers</th>
<th>Company</th>
<th># of Subscribers</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>361</td>
<td>Pfizer</td>
<td>184</td>
<td>AstraZeneca</td>
<td>96</td>
<td>Baxter</td>
</tr>
<tr>
<td>292</td>
<td>Merck</td>
<td>175</td>
<td>Bristol Myers Squibb</td>
<td>91</td>
<td>Genentech</td>
</tr>
<tr>
<td>262</td>
<td>Novartis</td>
<td>156</td>
<td>Amgen</td>
<td>74</td>
<td>Janssen</td>
</tr>
<tr>
<td>254</td>
<td>Sanofi-Aventis</td>
<td>146</td>
<td>Eli Lilly &amp; Co.</td>
<td>68</td>
<td>Genzyme</td>
</tr>
<tr>
<td>253</td>
<td>Abbott</td>
<td>137</td>
<td>Schering Plough</td>
<td>64</td>
<td>Novo Nordisk</td>
</tr>
<tr>
<td>222</td>
<td>Roche</td>
<td>124</td>
<td>Bayer</td>
<td>49</td>
<td>Allergan</td>
</tr>
<tr>
<td>216</td>
<td>GlaxoSmithKline</td>
<td>108</td>
<td>Johnson &amp; Johnson</td>
<td>47</td>
<td>Centocor</td>
</tr>
<tr>
<td>189</td>
<td>Wyeth</td>
<td>98</td>
<td>Boehringer-Ingelheim</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Connect with subscribers at their primary business

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Job Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>59.3%</td>
<td>Pharmaceutical/Biopharmaceutical/Biologics Company</td>
</tr>
<tr>
<td>17.6%</td>
<td>Contract Research Organization (CRO)</td>
</tr>
<tr>
<td>10.2%</td>
<td>Clinical Study/Investigative Sites (Includes Academic, Medical Research Facilities)</td>
</tr>
<tr>
<td>3.5%</td>
<td>Drug Development/Clinical Trials Consulting Company</td>
</tr>
<tr>
<td>2.6%</td>
<td>Government</td>
</tr>
<tr>
<td>41.9%</td>
<td>Research &amp; Development/Project Management (Includes Trial Design, Protocol Development)</td>
</tr>
<tr>
<td>11.8%</td>
<td>Clinical Trials Management</td>
</tr>
<tr>
<td>8.8%</td>
<td>Clinical Trials/GCP Auditing/QA/QC</td>
</tr>
<tr>
<td>7.5%</td>
<td>Corporate Management (Includes Medical Director/ Medical Affairs)</td>
</tr>
<tr>
<td>6.8%</td>
<td>Clinical Research Associate (CRA, Monitor)</td>
</tr>
<tr>
<td>5.4%</td>
<td>Regulatory Affairs/Compliance (Includes Drug Safety and Pharmacovigilance)</td>
</tr>
<tr>
<td>3.4%</td>
<td>Data Management/Analysis/Biostatistics</td>
</tr>
<tr>
<td>3.4%</td>
<td>Clinical Research Coordinator (CRC, Study Coordinator, Research Nurse)</td>
</tr>
<tr>
<td>3.4%</td>
<td>Marketing</td>
</tr>
<tr>
<td>2.8%</td>
<td>Laboratory Analysis</td>
</tr>
<tr>
<td>1.9%</td>
<td>Academic Research/Teaching</td>
</tr>
<tr>
<td>1.7%</td>
<td>Clinical Supplies/Materials/Contract Management/Outsourcing/Other</td>
</tr>
<tr>
<td>1.2%</td>
<td>IT Management</td>
</tr>
<tr>
<td>1.2%</td>
<td>Trial, Site Management Organization (TMO/SMO)</td>
</tr>
<tr>
<td>1.5%</td>
<td>Independent CRA</td>
</tr>
<tr>
<td>1.5%</td>
<td>Data Management</td>
</tr>
<tr>
<td>1.5%</td>
<td>Clinical Laboratories</td>
</tr>
</tbody>
</table>

Access professionals who perform a variety of job functions

*Publisher's Own Data, July 2010
†June 2010 BPAWW Statement. BPA Worldwide audits Applied Clinical Trials’ circulation. Go to BPA’s free searchable website at www.bpaww.com
Our top-notch audience cannot be duplicated.

Whether it’s the time they spend reading an issue, their involvement in purchasing a wide array of products and services, or how they use Applied Clinical Trials to actively seek out information on a variety of topics, our subscribers are devoted, dedicated and loyal.

**Devoted**

78.6%* of subscribers have read or looked through 3 of 4 of the last 4 issues of Applied Clinical Trials.

- 47.6% Read 4 of 4 of the last 4 issues
- 31.0% Read 3 of 4 of the last 4 issues
- 16.6% Read 2 of 4 of the last 4 issues
- 2.5% Read 1 of 4 of the last 4 issues
- 2.2% Read none of the last 4 issues

**Dedicated**

92.3%* of subscribers spend at least 30 minutes reading or looking through each issue of Applied Clinical Trials.

- 26.9% One hour or more
- 30.5% 45 minutes
- 34.9% 30 minutes
- 7.8% 15 minutes or less

**Loyal**

39.9%* of subscribers have been reading Applied Clinical Trials for at least 5 years.

- 6.4% More than 15 years
- 9.8% 11-15 years
- 23.7% 6-10 years
- 48.6% 1-5 years
- 11.5% Less than one year

86.8%* of our subscribers read or look through Applied Clinical Trials within one week of receiving their copy.

“I don’t follow other publications apart from Applied Clinical Trials.”

— Applied Clinical Trials reader, June 2010
Subscribers rely on Applied Clinical Trials as the premier resource for up-to-date information on the latest trends, emerging technologies, people and events shaping the clinical trial industry.

If they could only read one industry publication, 87.5%* of subscribers would choose Applied Clinical Trials

87.5% Applied Clinical Trials
8.5% Drug Information Journal
3.4% R&D Directions
0.5% European Pharmaceutical Contractor

Compared to other industry publications…*

91.5% of subscribers state that Applied Clinical Trials offers the best information about clinical trials
86.2% of subscribers state that Applied Clinical Trials is the industry leader in providing information about clinical trials
79.9% of subscribers state that Applied Clinical Trials is a reliable and authoritative source

86.7%* of our subscribers would be extremely or very likely to refer Applied Clinical Trials to a colleague or co-worker.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Clinical Trials</td>
<td>86.7%</td>
</tr>
<tr>
<td>Drug Information Journal</td>
<td>36.6%</td>
</tr>
<tr>
<td>R &amp; D Directions</td>
<td>16.7%</td>
</tr>
<tr>
<td>European Pharmaceutical Contractor</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

*June 2010 Readership Study Conducted by Advanstar Research Services
Our readers are an active audience who buy, recommend or approve the purchase of an array of products and services for their organization. When you advertise in *Applied Clinical Trials*, you can be assured that your campaign will be seen by the industry’s top decision makers.

84.0%* of *Applied Clinical Trials* subscribers are involved in the decision-making process for the purchase of products and services for their organization.

- **21.8%** Primary decision-maker
- **18.9%** Makes decisions as part of a committee
- **16.0%** Not involved in the decision-making process
- **43.3%** Recommends, influences, or passes information to the decision-maker

**Our subscribers utilize the industry’s top products and services**

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CROs</td>
<td>46.8%</td>
</tr>
<tr>
<td>Education/trainers</td>
<td>38.2%</td>
</tr>
<tr>
<td>EDC (Electronic Data Capture)</td>
<td>34.0%</td>
</tr>
<tr>
<td>Regulatory services</td>
<td>32.9%</td>
</tr>
<tr>
<td>Clinical supplies</td>
<td>32.6%</td>
</tr>
<tr>
<td>Subject recruitment</td>
<td>31.8%</td>
</tr>
<tr>
<td>Laboratories</td>
<td>30.2%</td>
</tr>
<tr>
<td>Information technology</td>
<td>24.8%</td>
</tr>
<tr>
<td>Partnerships</td>
<td>18.7%</td>
</tr>
<tr>
<td>Packaging/labels</td>
<td>13.9%</td>
</tr>
<tr>
<td>Marketing</td>
<td>13.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

**Our subscribers take action as a result of viewing advertisements in *Applied Clinical Trials***

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited a company’s website</td>
<td>65.7%</td>
</tr>
<tr>
<td>Discussed the advertisement with others</td>
<td>30.9%</td>
</tr>
<tr>
<td>Filed the advertisement for future reference</td>
<td>18.3%</td>
</tr>
<tr>
<td>Recommended the product or service</td>
<td>16.3%</td>
</tr>
<tr>
<td>Contacted the advertiser via e-mail</td>
<td>11.5%</td>
</tr>
<tr>
<td>Contacted the dealer, supplier, or representative</td>
<td>7.0%</td>
</tr>
<tr>
<td>Purchased a product or service</td>
<td>4.8%</td>
</tr>
<tr>
<td>Contacted the advertiser via telephone</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

*June 2010 Readership Study Conducted by Advanstar Research Services
++2007 Readership Study Conducted by Advanstar Research Services
Applied Clinical Trials is the authoritative, peer-reviewed resource and thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials. Industry professionals learn effective and efficient solutions to strategic and tactical challenges within the tightly regulated, highly competitive pharmaceutical environment.

Top-Notch Authors
Our authors—who share their knowledge and offer practical experiences with our readers—are executives, managers, and investigators who are involved in every stage of clinical trials from study design and protocol development, to data management, subject recruitment, budget negotiations, and site monitoring.

Esteemed Editorial Advisory Board
Our Editorial Advisory Board ensures the credibility and accuracy of our content through their expertise. The Board members come from all walks of the industry—CROs, IRBs, regulatory agencies, technology and pharmaceutical companies—and have experience with clinical trials management, design, GCP, recruitment, data management, and informed consent and monitoring, among other fields. These international experts offer their mastery to review manuscripts, suggest topics, and advise editors on industry issues. Through their contributions, our readers benefit by receiving credible, practical, and relevant articles and commentaries in the publication.

First-Class Columnists
Columnists based in Washington DC and Brussels keep our readers updated on the latest clinical trials legislation and regulations from the European Union headquarters, and from regulatory agencies including EMA, FDA, and NIH. Technology Viewpoint and Clinical Trial Insights columnists share ideas for using new tools and methods to improve the speed and accuracy of clinical research.

Columns
View from Washington
A monthly discussion and coverage of the effects of latest government legislation, regulations, guidance and challenges to the clinical trials industry.

View from Brussels
A monthly discussion and coverage of latest events, and EU regulations that affect the clinical trials industry in Europe.

Technology Viewpoint
Ideas about technology tools and their application in the clinical trials industry.

Clinical Trial Insights
A discussion on challenges, research and surveys affecting the clinical trials environment.

A Closing Thought
Insightful opinions and information from thought leaders in the clinical trials community.

“Information in Applied Clinical Trials is useful and applicable to my work, and ACT is very in tune with future changes.”
— Applied Clinical Trials reader, June 2010
2011 EDITORIAL CALENDAR

JANUARY

Ad Close: December 17
Material Due: December 22

HIGHLIGHT
Issues Behind Complex Trials
CROs, sponsors and investigative sites face increased workloads because of more complex protocols involved in clinical trials, as well as increased regulatory requirements. This issue highlights how workloads are presently being managed and outlines different strategies. 

Insert: Mid-Size CROs: Crisis or Opportunity?

SUPPLEMENT
eClinical Trials Polybagged with the February issue

BONUS DISTRIBUTION
CBI 6th Annual Cardiovascular Risk Assessment Summit
January 26-27, Alexandria, VA

EFGCP Annual Conference
February 1-2, Budapest, Hungary

THERAPEUTIC CORNER
Obesity

FEATURED COLUMN
Clinical Trials Insights
In January, March, May, July, September, and November

E-NEWSLETTER
Lab Views

FEBRUARY

Ad Close: January 18
Material Due: January 24

HIGHLIGHT
Predictive Analytics
Who can predict the future? In clinical trials, predictive analytics software is being used to accurately profile performance in subject recruitment, project management, and vendor selection. This issue will discuss predictive analytics and how to better use existing historical data, as well as current data for quicker analysis.

BONUS DISTRIBUTION
DIA Electronic Data Management
February 15-17, National Harbor, MD

HIMSS
February 21-24, Orlando, FL

CBI 7th Annual Forum on Late Phase Research
February 23-24, London, UK

THERAPEUTIC CORNER
Cardiology

FEATURED COLUMN
Technology Viewpoint
In February, April, June, August, and October

E-NEWSLETTER
Oncology Trials Update
CRO News

MARCH

Ad Close: February 18
Material Due: February 23

HIGHLIGHT
Registries and Periapproval
As patient registries and observational studies become more important in the postmarketing drug program, it becomes a necessity to plan for implementation earlier in the clinical trials stage. This issue looks at what is required in registries, what sponsors can do to achieve registry goals and how registries fit into the overall portfolio plan.

SUPPLEMENT
Partnerships in Clinical Trials Polybagged with the March issue

BONUS DISTRIBUTION
ICR Annual Conference
March 21-22, Brighton, UK

DIA EuroMeeting
March 28-30, Geneva, Switzerland

IIR Partnerships in Clinical Trials
March 30 - April 1, Phoenix, AZ

DIA/FDA CDER/CBER Computational Science Annual Meeting
March, Arlington, VA

THERAPEUTIC CORNER
Cystic Fibrosis

FEATURED COLUMN
Clinical Trials Insights
In January, March, May, July, September, and November

E-NEWSLETTER
eClinical News

APRIL

Ad Close: March 18
Material Due: March 23

HIGHLIGHT
Global Trials
China, India, Latin America, and Eastern Europe continue to grow as regions to conduct clinical trials. This issue will focus on the regulatory requirements, as well as strategies to successful global planning and management.

Insert: CROs in Asia
(Emerging Markets)

BONUS DISTRIBUTION
CBI 6th Annual Forum on Clinical Trial Registries and Results Databases
April 27-28, Philadelphia, PA

ACRP Annual Meeting
April 29 - May 3, Seattle, WA

THERAPEUTIC CORNER
Alzheimer's Disease

FEATURED COLUMN
Technology Viewpoint
In February, April, June, August, and October

E-NEWSLETTER
Lab Views
CROs in Asia

MONTHLY COLUMNS: VIEW FROM WASHINGTON / VIEW FROM BRUSSELS
Our top-notch audience cannot be duplicated.

Whether it’s the time they spend reading an issue, their investment in purchasing a wide array of products and services, or how they use Applied Clinical Trials to actively seek out information on a variety of topics, our subscribers are devoted, dedicated and loyal.

86.8% of subscribers have read Applied Clinical Trials 26 or more times in the past year. 86.8% of subscribers have read Applied Clinical Trials 26 or more times in the past year. 86.8% of subscribers have read Applied Clinical Trials 26 or more times in the past year.

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30.5% have read 1 of 4 of the last 4 issues of Applied Clinical Trials.

23.7% have read 2 of 4 of the last 4 issues of Applied Clinical Trials.

22.3% have read 3 of 4 of the last 4 issues of Applied Clinical Trials.

15.8% have read all of the last 4 issues of Applied Clinical Trials.

86.8% have read Applied Clinical Trials within the past week of receiving their copy.
e-Solution Broadcast

A customized HTML and text formatted e-mail blast includes live hyperlinks, your company logo, image, description, and contact information. Your message will be embedded into Applied Clinical Trials’ e-Solution Broadcast e-mail template and will deploy to selects you have chosen from our subscriber base under the brand name of Applied Clinical Trials magazine.

Webcasts

Applied Clinical Trials’ webcast program is a moderated online panel discussion conducted as a live event and/or prerecorded for on-demand playback through an interface that can display slides and audio, streaming video, and an array of interactive features such as polling, chat and much more. Our webcast platform does not require any software downloads that frequently block access to these popular broadcasts.

In the past 12 months, 60.4% of Applied Clinical Trials subscribers spent at least 3 hours* attending web seminars or webcasts geared to professionals in their industry.

Podcasts

Applied Clinical Trials’ audio podcast is a digital recording formatted like a radio call-in show which can be listened to through a media player on our website without any special software, or by adding the audio feed to be automatically delivered to you online via a news service (i.e. iTunes, My Yahoo, Newsgator) for on-demand playback on laptops, PCs and a host of mobile devices.

Whitepaper Lead Generation

Applied Clinical Trials’ whitepaper e-Library is a feature of www.AppliedClinicalTrialsOnline.com, hosting whitepapers and technical application notes submitted by the industry’s leading solution providers.

Advertising Rates:
Contact your sales representative.

*June 2010 Readership Study Conducted by Advanstar Research Service
Focused Supplements

Applied Clinical Trials delivers focused supplements dedicated to providing clinical trial professionals with in-depth information about products, services and companies affecting the industry. These special supplements provide readers with additional resources, and provide advertisers with targeted ways to reach readers who are looking for products and services that will better their businesses.

**eClinical Trials**
*Polybagged with the February 2011 issue*
This special supplement covers all aspects of data, content, and trial management software in clinical trials. Also included is a software directory with valuable information about companies providing IT products.

**Partnerships in Clinical Trials**
*Polybagged with the March 2011 issue*
Applied Clinical Trials is proud to be the official media sponsor of IIR’s Partnerships in Clinical Trials conference, taking place March 30 – April 1, 2011 in Phoenix, AZ. This focused supplement will contain helpful information covering: meetings content, conference-at-a-glance, speakers, and the show floor plan.

**Oncology & Clinical Trials**
*Polybagged with the May 2011 issue*
This special supplement covers some of the most dynamic aspects of modern oncology clinical research.

**Cardiac Safety in Clinical Trials**
*Polybagged with the October 2011 issue*
In December 2008, the FDA initiated guidance on evaluating cardiovascular risk in new antidiabetic therapies to treat Type II diabetes, and drugs in other therapeutic areas including neurology and oncology require postmarket surveillance on their long-term cardiac effects. To ensure cardiac safety data is adequately addressed in clinical trials, sponsors are increasing cardiac evaluations as part of their protocols. This supplement looks at the current trends for cardiac safety in clinical trials.

**Print and Bonus Distribution:**
All polybagged with the issue. See Editorial Calendar for bonus distribution.

**Advertising Rates:**
Contact your sales representative to learn about discounted rates.

Insert Series

The Applied Clinical Trials’ Insert Series tackles a challenging, controversial, or newsworthy issue in clinical trials, from the unique perspectives of the thought-leaders in that market. This year, Applied Clinical Trials will revisit IRBs and Patient Reported Outcomes (PRO). New topics to the Insert Series this year will target the CRO market, specifically in emerging regions and the mid-size market; and the Central Lab and Biomarker market.

**Mid-Size CROs: Crisis or Opportunity?**
This Insert Series will offer perspectives from mid-size CROs.

**CROs in Asia (Emerging Markets)**
This Insert Series will provide CROs and service providers the opportunity to highlight how they can address sponsors needs in Asia and emerging markets.

**IRBs: After Accreditation**
This Insert Series showcases IRBs that are taking their industry forward.

**Trends in Central Labs/Biomarkers 2011**
This Insert Series is new this year to offers a unique opportunity to hear about trends in this market for the next decade.

**Patient Reported Outcomes**
Read what thought-leaders have to offer sponsors in regard to hearing the patient’s voice in this Insert Series.
Applied Clinical Trials’ electronic audience consists of highly-desired professionals who have requested to receive electronic information from Applied Clinical Trials. Utilize multiple advertising platforms to accelerate brand awareness and lead generation, increase traffic to your website and position your campaign for success.

**Website**

AppliedClinicalTrialsOnline.com is a comprehensive website that provides clinical trial professionals with relevant information that can be immediately applied to their work. Viewers frequently visit the site to access technology updates, current product releases, latest FDA news, articles and other critical information applicable for managing clinical trials. Advertising opportunities include: leaderboards, banners, skyscrapers, box ads, button ads, and sponsored links.

**e-Newsletters**

Applied Clinical Trials offers specialized e-newsletters with editorial and sponsor content aimed at different areas of the industry, providing targeted opportunities for advertisers looking to reach specific segments with relevant and impactful messages. Advertising opportunities include: banner or text positions, half skyscrapers and marketplace listings.

**Lab Views**

*E-mailed in January, April, July, and October*

- Laboratory outsourcing issues, core labs, centralized labs and regional labs
- Imaging
- Biomakers
- Diagnostics
- Cardiology, EKG/ECG labs
- New products and services
- Lab marketplace

**CRO News**

*E-mailed in February, May, August, and November*

- The latest alliances
- Financial information
- Business deals and developments
- People news
- Events
- New products and services
- CRO marketplace

**eClinical News**

*E-mailed in March, June, September, and December*

- Latest business transactions
- Technology vendors chosen
- People news
- Case studies
- New technologies and applications
- New products and services
- eClinical Marketplace

**Oncology Trials Update**

*E-mailed in February and August*

- Links to the latest news and articles specific to conducting a clinical trial in oncology
- Drugs in development
- Phase news
- Subject recruitment
- CRO-specific oncology information
- Imaging uses in oncology

**CROs in Asia**

*E-mailed in April and October*

- Latest news in Asia
- Company news
- Drug news
- FDA updates
- Interviews

**Cardiac Safety Update**

*E-mailed in May and November*

- Links to the latest news and articles that impact cardiac safety in drug development
- Cardiac safety services and updates from third-party providers and CROs
- Phase news on drugs with important cardiac safety issues
- Clinical trial needs for cardiac safety
- FDA updates

**Advertising Rates:** Contact your sales representative.
DIA Special Double Issue Incorporating Exhibitor Profiles

Bound into the June 2011 issue

Generate interest for your products and services before, during, and after DIA. This issue will be used by our readers to plan their schedule for DIA's annual event, taking place June 19-22, 2011 in Chicago, IL.

Ad Performance Study

Free for advertisers in the July 2011 issue

In today's environment, gaining the attention of your prospects has become increasingly difficult. As print magazines remain the primary message vehicle for advertising, you will continue to face the challenge of how to improve the effectiveness of your ad campaign. Applied Clinical Trials has partnered with Readex Research to obtain subscriber feedback about your advertising presentation and message. If you run a full page, spread, half page, or fractional page ad in the July 2011 issue of Applied Clinical Trials, you will receive a complimentary bound report that provides an in-depth analysis of the advertisement and its recall effectiveness.

7th Annual Directory & Buyers Guide

Polybagged with the August 2011 issue

Applied Clinical Trials' Directory & Buyers Guide is an indispensable resource for clinical trial professionals worldwide who design, initiate, conduct and monitor clinical trials. It’s packed with listings from more than 1,300 companies, including contact information and service and product descriptions, all in a convenient, easy-to-read format. You can choose to run a listing only, or add impact to your presence with a display ad.

Listing Categories Available:
- Clinical Packaging
- Consulting
- CROs
- Contract Research Services
- IRBs
- Information Technology
- Laboratories
- Laboratory Supplies
- Subject Recruitment
- Training and Education
- Other Services and Products

More than 18,000 global clinical trials professionals refer to our Directory & Buyers Guide again and again for their purchasing decisions and needs throughout the year. This supplement is polybagged with the August issue of Applied Clinical Trials and distributed at more than 30 industry events from August 2011 through July 2012.

Advertising: Standard rate card applies

Print Distribution: Polybagged with the August 2011 issue of Applied Clinical Trials

Bonus Distribution: Distributed at ALL industry events that Applied Clinical Trials attends from August 2011 through July 2012

17th Annual Resource Guide and Corporate Profile Issue

December 2011

The 17th Annual Resource Guide and Corporate Profile is full of references for clinical trials professionals, including an education and training directory, directory of professional societies and associations, CDISC glossary of clinical research terminology, glossary of acronyms, internet resources, and a 2012 calendar of events. Purchase your corporate profile in this issue to become a part of this essential resource for clinical trials professionals. You can choose to purchase a listing only, or add impact to your presence with a display ad.

Advertising: Standard rate card applies, plus discounted corporate profiles

Bonus Distribution: Distributed at ALL industry events that Applied Clinical Trials attends in 2012