



BRINGING QUALITY TO THE  
BUSINESS OF CLINICAL RESEARCH





DIGITAL MEDIA



Reach a targeted, highly qualified audience with a credible partner. With over 13,000 members and 35,000 qualified non-members, the ACRP contact list is vast and available for limited use by sponsors seeking to deliver a message and call to action to professionals in the industry.

“ We are very pleased by the results. Thank you for helping generate so much interest and buzz around our event.”

ROSEMARIE

## TARGET AUDIENCES

Clinical Research Coordinators  
Clinical Research Associates/Monitors  
Investigators

## REACH

7,300+  
4,200+  
1,100+

## 1X PRICING

Full List \$3500;  
Target List pricing  
available upon  
request.

Contact:  
Tammy B. Workman, CEM  
[tworkman@acrpnet.org](mailto:tworkman@acrpnet.org)  
+1.703.254.8112



Leverage the credibility and reach of ACRP's thriving social media community to deliver your message to industry professionals seeking products, services, and career opportunities.



*The best part about social media is that you can do a lot with just a little bit of budget."*

DONNE TORR, HOOTSUITE

## AUDIENCE

Facebook  
LinkedIn Page  
LinkedIn Group  
LinkedIn Announcement  
Twitter

## REACH

12,500+  
4,100+  
61,000+  
61,000+  
3,100+

## 1X PRICING

\$2000 Facebook  
\$1000 LinkedIn Page Post  
\$3500 LinkedIn Group Post  
\$4500 LinkedIn Group Announcement  
\$1000 Twitter

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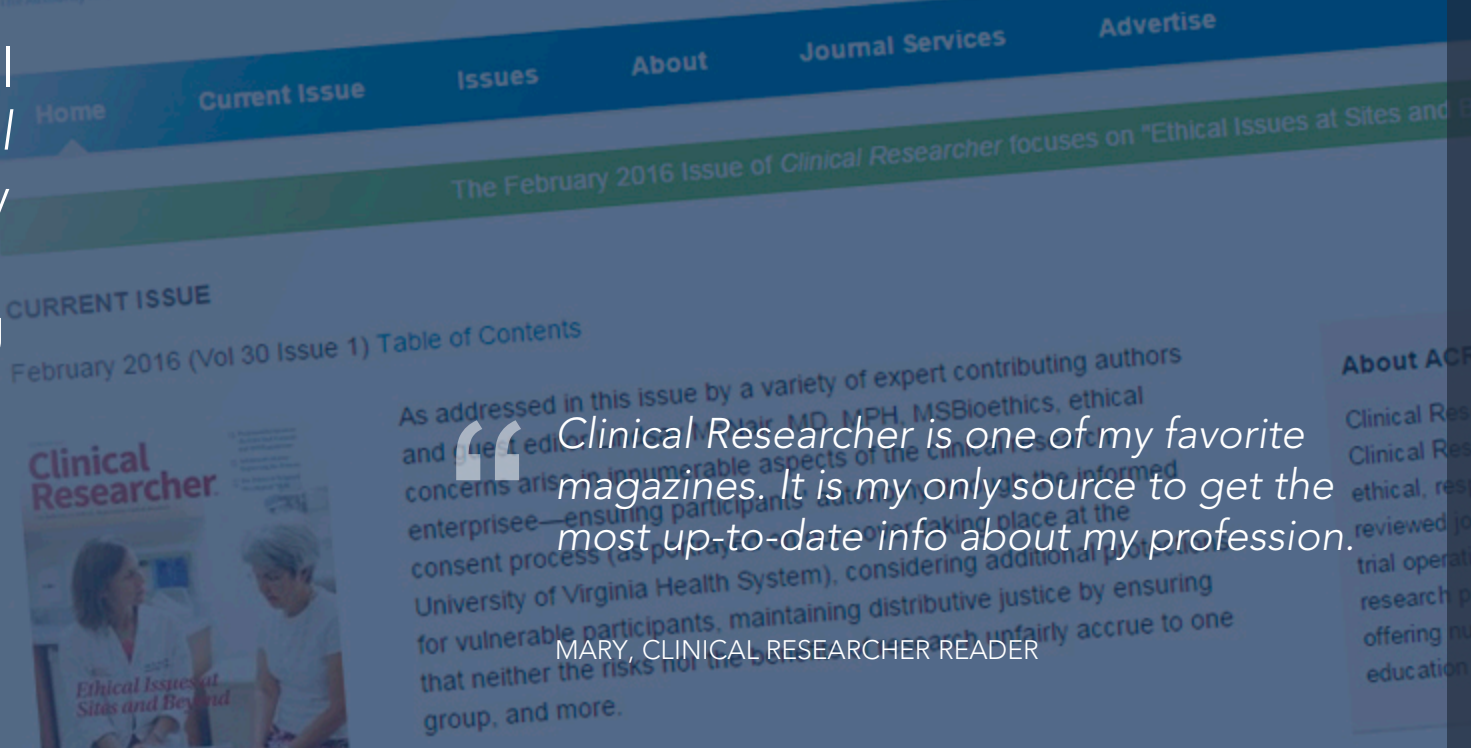
*Inquire about Package Pricing*





**Clinical  
Researcher™**  
The Authority in Ethical, Responsible Clinical Research

Reach an engaged audience of clinical research professionals through *Clinical Researcher's* new website. A great way to supplement your print advertising and get the most from your marketing resources.



CLINICAL RESEARCHER ONLINE

## AUDIENCE

ACRP Members  
Non-Member Professionals

## REACH

3,100+ Page Views Per Month  
5+ Page Views Per Visit  
5+ Minutes Spent Per Visit  
564 Visits Per Month  
364 Unique Users Month

## 1X PRICING

\$1200 Top Leaderboard (728x90)  
\$1200 Banner (300x250)

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Reach more than 45,000 clinical research professionals who visit ACRP's website every month!

THE ASSOCIATION OF CLINICAL RESEARCH PROFESSIONALS

ABOUT ACRP

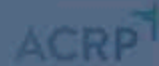
MEMBERSHIP

NEWS & EVENTS

CONTACT

LOGIN

JOIN



RESOURCE CENTER

PROFESSIONAL DEVELOPMENT

MEETING & EXPO

NETWORKING

BUSINESS SOLUTIONS



Join ACRP Today and Excel in Clinical Research

Join more than 13,000 professionals from around the world who rely on ACRP for their clinical research solutions. Discover how ACRP Membership can help you!

EXPLORE MEMBERSHIP

CERTIFICATION

Get Certified

Earn the flagship certification in clinical research

Exam Preparation

Prepare for exam success with resources like

Stay Certified

Keep the designation you worked so hard for!

## AUDIENCE

ACRP Members  
Non-Member Professionals

## REACH

384,000+ Page Views Per Month  
5+ Page Views Per Visit  
5+ Minutes Spent Per Visit  
71,000+ Visits Per Month  
39,000+ Unique Users Month

## 1X PRICING

\$3500 HP Leaderboard (728x90)  
Rotating Banner Options:  
\$2000 Leaderboard (728x90)  
\$1500 Half Page (300x600)  
\$1200 Banner (300x250)

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Interject your own message into a robust Online Community where lively intra-discussions are taking place among ACRP members including workplace solutions, ACRP Chapters and Interest Groups activities.

ACRP Online Community

Clinical Research Professionals Open Forum

Latest Discussion Posts



RE: Oncology subject accrual rates

By Jeffrey Kessler 1 hour ago  
Thanks Fred. I appreciate the help. 4% surprises me as a national average. I certainly would have expected higher since clinical trials have so much more respect as a potential 1st line therapeutic option. .... Jeffrey...



RE: consent for shared information with a research...

By Rebecca Morgan-Boud 19 hours ago  
We would not do a consent if it is just to disclose contact information to an external researcher to learn about a study, but we would do a HIPAA authorization for contact information. We have also given patients information...

Latest Shared Files



Protocol training logs

By Gresh Mark one month ago



RE: CTMS Clinical Trial Management Systems

By Diane Kachel one month ago



RE: CTMS Clinical Trial Management Systems

By Diane Kachel 2 months ago

## AUDIENCE

ACRP Members

## REACH

18,800+ Page Views Per Month  
3+ Page Views Per Visit  
3+ Minutes Spent Per Visit  
6,000+ Visits Per Month  
2700+ Users Per Month

## 1X PRICING

\$1200 Top Leaderboard (728x90)  
\$1200 Right Skyscraper (125x800)

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Reach clinical research professionals through ACRP's new digital publication! CRbeat (formerly the ACRP Wire) is a free weekly e-newsletter providing updates from the ACRP blog, breaking clinical trials news, and featured content from *Clinical Researcher*, ACRP's award-winning journal.



## AUDIENCE

ACRP Members  
Non-Member Professionals,  
Students and Stakeholders in  
allied fields

## REACH

18,000+  
20% Open Rate  
4% Clickthrough Rate

## 1X PRICING

\$1200 (468x60)\*

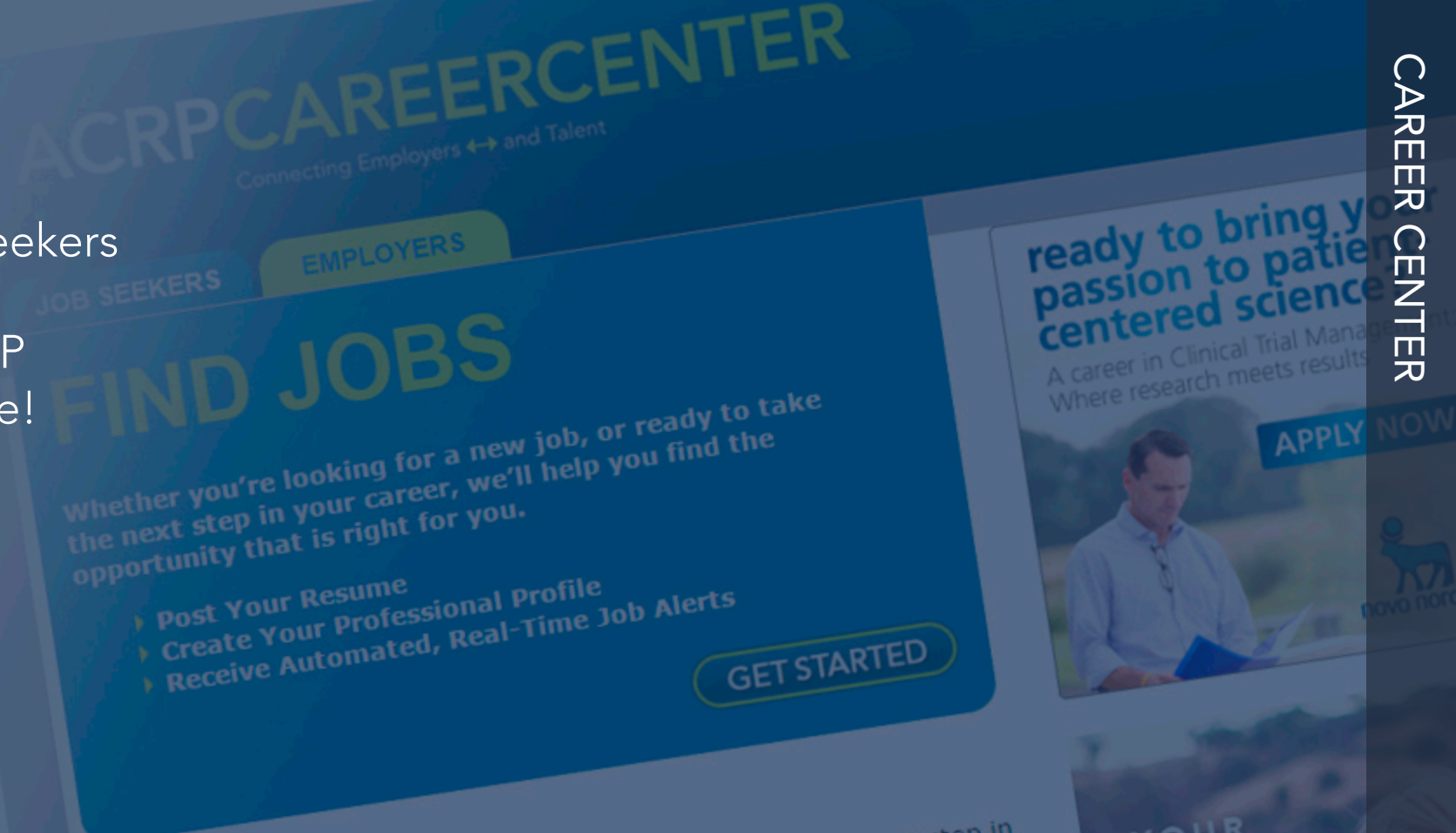
*\*limited of three banners per weekly  
eNewsletter*

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Tell your recruiting story to job seekers with a digital ad in the ACRP Career Center. Reach ACRP Members and non-members alike!



## AUDIENCE

ACRP Members  
Non-Member Professionals

## REACH

17,000+ Page Views Per Month  
4+ Page Views Per Visit  
3+ Minutes Spent Per Visit  
3,600+ Visits Per Month  
2,100+ Unique Users Month

## 1X PRICING

\$1200 Leaderboard (728x90)

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Connect with job seekers in a series of Virtual Career Fairs throughout the year. This online format provides an easy and efficient way to identify and chat live with candidates from the comfort of your office.

ACRP can also customize a Talent Acquisition Package for you, to include a variety of channels.



## ACRP VIRTUAL CAREER FAIR

September 22, 2016 12:00 PM to 4:00 PM Eastern Daylight Time (EDT)

REGISTER NOW

OR



REGISTER WITH LINKEDIN

[Are you an exhibitor? Register here.](#)

### AUDIENCE

ACRP Members  
Non-Member Professionals

### 1X VCF PRICING

Bronze Employer \$1750  
Silver Employer \$1950  
Gold Employer \$2150

*Ask About Private Career Fairs starting at \$5500 and custom Talent Acquisition Packages For Your Organization*

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PRINT MEDIA





Tell your story to 13,000+ clinical research professionals every other month with creative advertising opportunities in *Clinical Researcher*, ACRP's flagship publication.



*Clinical Researcher is one of my favorite magazines. It is my only source to get the most up-to-date info about my profession.*

MARY, CLINICAL RESEARCHER READER



## READERSHIP

Chief Executives  
Clinical Directors  
Clinical Investigators  
CRAs/Monitors  
CRCs/Coordinators  
Data Managers

Inspectors  
Medical Monitors  
Medical Writers  
Pharmacists  
Pharmaceutical Physicians  
Principal & Sub-Investigators

Project Managers  
Quality Managers/Auditors  
Regulatory Affairs Managers  
Site Managers  
Trainers  
And More

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Your brand message will deliver to 13,000+ clinical research professionals who continually rank *Clinical Researcher* as their number one ACRP Member Benefit.

“ I learn from the articles every time I read *Clinical Researcher*. Sometimes I read them two or three times.

SUSAN, CLINICAL RESEARCHER READER



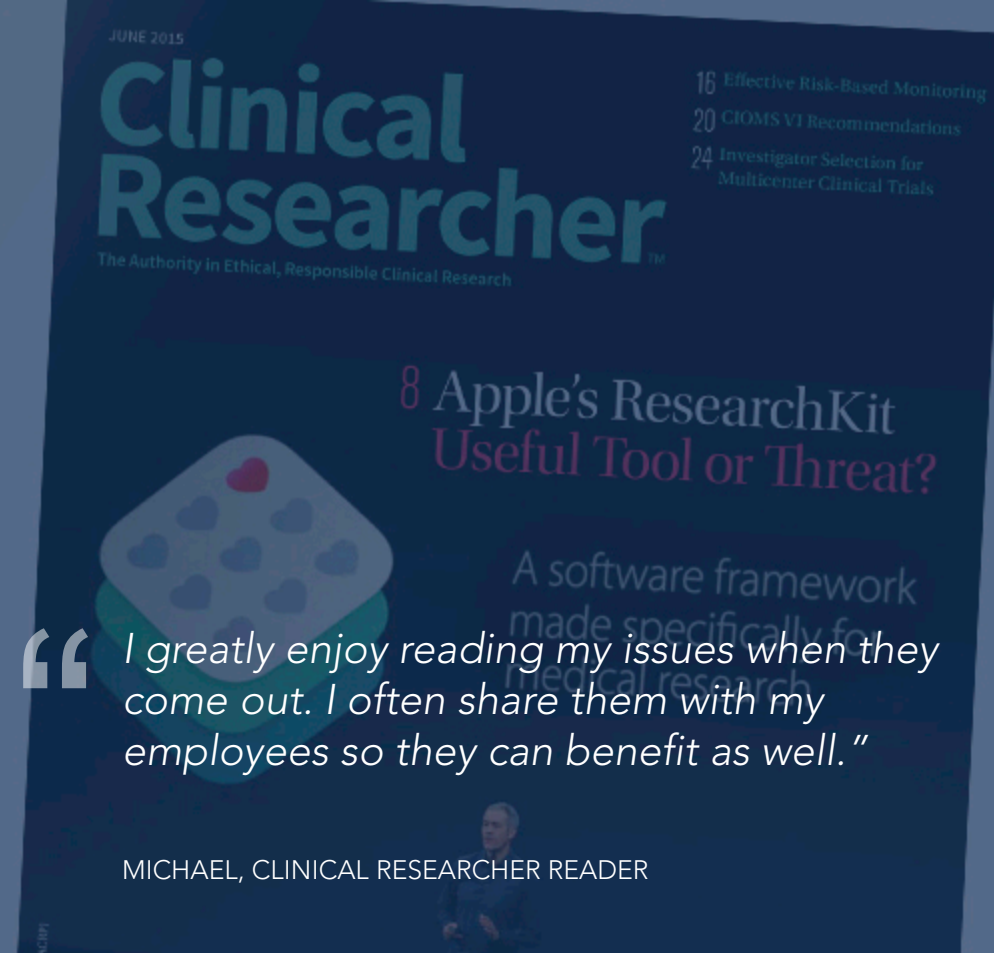
## BY THE NUMBERS

- 87% of Readers Say *Clinical Researcher* Relevant to Professional Needs
- 75% of Readers Read at Least Half of the Year's Issues
- 97% of Readers Say *Clinical Researcher* is Primary Source of Information
- 74% of Readers Save *Clinical Researcher* for Future Reference
- 81% of Readers Discuss Articles or Ads with Colleagues

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Reach your market effectively and efficiently in *Clinical Researcher*, which is ranked by 97% of readers as their primary source of information for their professional and industry.



## NET ADVERTISING RATES

Print Ads	1x	4x	6x
Cover 2	\$3328	\$3185	\$3107
Cover 3	\$3068	\$2912	\$2847
Cover 4	\$3406	\$3263	\$3185
Center Spread	\$5460	\$5018	\$4784
Full Page	\$2730	\$2509	\$2392
½ Page Horizontal	\$1781	\$1703	\$1560
¼ Page Vertical	\$1365	\$1248	\$1144

Editorial Calendar		Reservation	Materials Due
FEB	Education	Dec. 16	Dec. 19
APR	Technology	Feb. 24	Feb. 27
JUN	Quality in Clinical Research	May 1	May 3
AUG	Sites	Jun. 30	Jul. 7
OCT	Regulatory/Compliance	Aug. 25	Aug. 28
DEC	Careers	Oct. 27	Oct. 30

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Maximize your investment in *Clinical Researcher* with out-of-the-box, premium advertising opportunities that put your brand message front and center. *Literally.*

“Clinical Researcher is the only research journal I read. Great up-to-date information in every issue.”

LAURIN, CLINICAL RESEARCHER READER



## PREMIUM OPPORTUNITIES

Belly Band	\$8000
Cover Tip	\$8000
Blow-In Insert	\$6000
3M Post-It Note	\$10000
Polybagged Outsert	\$6000

## PRICING

\*Pricing includes production

Call to reserve specific issue dates. Advance Production Schedules will apply

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Break the traditional advertising mold and deliver your unique message with an Advertorial in *Clinical Researcher*. Advertorials give your advertising a “look and feel” of editorial content, increasing engagement and credibility.

## Things move fast in the pharmaceutical industry.



The MS in Clinical Research Organization and Management program offered both flexibility and a rigorous curriculum, and eventually piqued Dean's interest in entrepreneurship. Shortly after he graduated from the program in 2014, he decided to leave his position at Auxilium to launch his own clinical research consulting firm, Dean Clinical Consulting.

"While I was at Auxilium I was already putting what I learned each day into practice. And now, as a consultant, having that degree on my CV is absolutely essential," said Dean.

In the future, Dean plans to launch his own Contract Research Organization (CRO), ClinTrix International, with a partner in Texas; a venture he says Drexel helped prepare him for.

"Drexel's program offered courses that are essential to both my consulting work and new CRO - classes such as Pharmaceutical Law and Pharmacovigilance cover issues that come up every day," said Dean. "What I learned has helped me immensely."

For professionals like Brian Dean—a former clinical research manager for Auxilium Pharmaceuticals (now Endo International) whose career in the pharmaceutical industry has taken him all over the world, doing pharmaceutical trials—mastering the fast-changing industry trends is imperative.

"In clinical and pharmaceutical research, you can always learn more with how often and quickly things change," said Dean.

Dean knew that a graduate degree would be the best way to gain the skills needed to be successful in the pharmaceutical industry. But with a hectic travel schedule, he knew he would need a program that allowed the flexibility to attend online.

As an employee of a Drexel Online partner organization, Dean was able to receive significant tuition savings to participate in the Drexel University College of Medicine's Master's in Clinical Research Organization and Management program.

The articles in *Clinical Researcher* are insightful and helpful as a means to keep current in this ever-changing landscape.

JESSICA, CLINICAL RESEARCHER READER

### 3 EASY STEPS

1. Choose from Two Design Templates\*
2. Write Your Editorial Content\*
3. Send Your Files

### 1X PRICING

\$2730\*

\*Templates and content guidelines provided

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## MATERIALS

Sponsor to deliver information at least 72 hours in advance of requested distribution date:

- Email Content (following outline provided in [‘sponsored’ template](#)), including:
  - Headline Text (Limited to 65 Characters)
  - Body Text and Links (Body Copy Limited to 300 Words Maximum)
  - Company Logo (240 pixels x 240 pixels maximum in .png format)
  - Content must be provided in Word .doc format
- Email Subject Line, which will be appended with the following text:
  - “, via ACRP Sponsor” SPONSOR\_NAME  
(Example: Register for Our Course, via ACRP Sponsor Company Name)

## MATERIALS CON’T

- Email Sender/From is always ‘ACRP’ [news@acrpnet.org](mailto:news@acrpnet.org)
- Distribution List in .csv Format
- Designated Sponsor Contact Email Address

## TIMELINES & DELIVERY

Within 24-36 hours of receipt of materials, ACRP will assemble and distribute a test email for sponsor review and approval.

After sponsor approval is communicated, final email will be scheduled for delivery at agreed-upon date during normal business hours (8:30am-5:00pm, EST) to audience distribution list and designated sponsor contact.

Contact:  
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[tworkman@acrpnet.org](mailto:tworkman@acrpnet.org)  
+1.703.254.8112

## FACEBOOK

Unlimited characters. Sponsor to provide necessary materials, including post text, link, and any accompanying images. Images must be formatted at 1,200 x 1,000 pixels, in .png format, for optimal feed display.

Note: Post will be appended with "On behalf of SPONSOR NAME:" text before client text.

## LINKEDIN

Unlimited characters. Sponsor to provide necessary materials, including post text, link, and any accompanying images. Images must be formatted at 1,200 x 1,000 pixels, in .png format, for optimal feed display.

Note: Post will be appended with "SPONSORED:" text before client text.

## TWITTER

Sponsor to provide necessary materials, including post text, link, and any accompanying images. Images must be formatted at 1,200 x 600 pixels, in .png format, for optimal feed display.

Character limit is 129, with spaces, for posts that do not contain images.

Character limit is 106, with spaces, for posts that contain images.

Note: Post will be appended with "SPONSORED:" text before client text.

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## SIZE REQUIREMENTS

### FOR ACRP WEBSITE

ACRP's website ([www.acrpnet.org](http://www.acrpnet.org)) features a responsive design that optimizes delivery of creative across devices, including mobile phones and tablets.

- 300 x 250 pixels
- 300 x 600 pixels (also requires 300 x 250 pixel creative for mobile/tablet)
- 728 x 90 pixels (also requires 300 x 50 pixel creative for mobile/tablet)

### FOR CR BEAT

- 468 x 60 pixels

### FOR THE ONLINE COMMUNITY

- 728 x 90 pixels (also requires 300 x 50 pixel creative for mobile/tablet)
- 125 x 800 pixels

### FOR THE CAREER CENTER

- 728 x 90 pixels (also requires 300 x 50 pixel creative for mobile/tablet)

## FILE TYPE REQUIREMENTS

Digital ads must be provided to scale (30KB max) and submitted in one of the following types:

- JPEG
- GIF (animated versions allowed)
- PNG

If booking 300 x 600 pixel OR 728 x 90 pixel positions, please note two file sizes must be submitted: one for desktop delivery and one for mobile and tablet delivery.

## LINKS

Please provide URL for click-thru.

Submit all materials via email to [tworkman@acrpnnet.org](mailto:tworkman@acrpnnet.org).

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## SIZE REQUIREMENTS

Trim Size: 8.375" x 10.875"

Bleed Area: Add 1/8" all around

Live Area: Keep copy and images at least 3/8" away from trim.

Ad Sizes	Width	Depth
Full Page (includes bleed)	8.625"	11.125"
2-Page Spread (includes bleed)	17"	11.125"
½ Page Horizontal (no bleed)	7.375"	4.625"
¼ Page Horizontal (no bleed)	3.5"	4.623"
Resource Center Ad (no bleed)	2.312"	4"

Editorial Calendar		Reservation	Materials Due
FEB	Education	Dec. 16	Dec. 19
APR	Technology	Feb. 24	Feb. 27
JUN	Quality in Clinical Research	May 1	May 3
AUG	Sites	Jun. 30	Jul. 7
OCT	Regulatory/Compliance	Aug. 25	Aug. 28
DEC	Careers	Oct. 27	Oct. 30

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For items below that can bleed, add 1/8" all around for accurate trim.

Belly Band Sizes	Width	Depth
Live Area (safe copy)	16.908"	5.75"
Trim Size (add bleeds)	18.033"	5.75"

Blow-In Insert Sizes	Width	Depth
Minimum Size (add bleed)	6.375"	6.5"
Maximum Size (add bleed)	3.5"	5"

Cover Tip Size	Width	Depth
Trim Size (add bleed)	7.5"	5"

Post-It Note Size	Width	Depth
Trim Size (no bleed)	3"	2.875"

Polybagged Outsert Sizes	Width	Depth
Minimum Size (add bleed)	4"	6"
Maximum Size (add bleed)	8.375"	10.875"



## AD SUBMISSION OPTIONS

### FTP

Host: transport.tgdcom.com

Username: Client

Password: FTPTGD

Place the ad file in the TransportFiles/ACRP folder and notify Tammy Workman at [tworkman@acrpnet.org](mailto:tworkman@acrpnet.org) once your file is uploaded.

### Email

You may also email your press-ready PDF to [tworkman@acrpnet.org](mailto:tworkman@acrpnet.org).

Contact:  
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## AD SUBMISSION REQUIREMENTS

- Do not include a bleed or printer's marks with fractional ads.
- Include crop marks on full-page bleed ads.
- PDF, EPS, or TIFF print-ready files ONLY.
  - PDF Requirements: Must be high-resolution, print-ready PDF. All images must be at least 300 dpi. All fonts must be embedded.
  - EPS Requirements: Scale 100%, 300 dpi minimum. Embed all images and convert all fonts to outlines.
  - TIFF Requirements: Scale 100%, 300 dpi minimum for halftones, 1200 dpi for line art. Flatten layers. DO NOT use compression and do not embed color profiles.
- Color: All ads reproduce in CMYK color only.
- Laser or inkjet proofs are acceptable for proofing only, but cannot be used to guarantee color. Publisher is not responsible for color matching.



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[www.acrpnet.org](http://www.acrpnet.org)