

# THE SOURCE

THE MAGAZINE OF THE PLASMA PROTEIN THERAPEUTICS INDUSTRY



**THE SOURCE** is the global magazine of the plasma protein therapeutics industry published by the Plasma Protein Therapeutics Association (PPTA). With information on international and domestic policy issues, feature stories on patients and plasma donors, medical innovations and other critical industry information. **THE SOURCE** magazine has been touted as a must read publication for anyone interested in plasma

collection, manufacturing, regulatory issues, science and medicine. Our readership includes patient groups and other key stakeholders.

**THE SOURCE** offers an attractive, targeted and cost-effective means of reaching decision-makers in the plasma protein industry. **THE SOURCE** is published four times a year and distributed internationally to the leaders in the plasma protein therapeutics, biopharmaceutical and biotechnology indus-

## Advertising

PPTA is accepting advertising for **THE SOURCE** magazine. This is an ideal opportunity to advertise your company's products and services.

Rates		
Ad Type	PPTA Member	Non-Member
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Half page	\$1,000	\$1,300
Inside Front Cover	\$2,400	\$4,200
Inside Back Cover	\$2,200	\$3,900
Back Cover	\$2,500	\$4,400

## Publication Schedule

Issue	Ad Material Due
Spring	January 19, 2015
Summer	April 20, 2015
Fall	August 24, 2015
Winter	November 2, 2015

## Material guidelines

- \* Trim size [allow 0.125" bleed on all four sides]: Full = 8.5" x 11", half = 8.5" x 5"
- \* Press-ready PDF [all fonts and photos embedded at 300dpi or greater]
- \* Advertisements will not be printed until payment has been received. No refunds.
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If you have any questions regarding advertising in **THE SOURCE**, please contact Diana Krueger (email: [dkrueger@pptaglobal.org](mailto:dkrueger@pptaglobal.org) or call: 443-433-1107)