

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 industries, patients, regulators and authorities. **THE SOURCE** reaches over 4,000 subscribers in 75 countries.

Advertising

PPTA is accepting advertising for
THE SOURCE magazine.

This is an ideal opportunity to advertise
your company's products and services.

2018 Rates

Ad Type	PPTA Member	Non-Member
Half page	\$1,025	\$1,350
Full page	\$1,775	\$2,175
Inside Front Cover	\$2,450	\$4,325
Inside Back Cover	\$2,250	\$4,000
Back Cover	\$2,550	\$4,550

Publication Schedule

<u>Issue</u>	<u>Ad Material Due</u>
Spring	February 5, 2018
Summer	April 16, 2018
Fall	July 16, 2018
Winter	October 15, 2018

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.
- * PPTA reserves the right to reject any advertising. Liability for contents of ads is assumed by the advertiser.

To view previous issues of **THE SOURCE** magazine, visit www.pptaglobal.org.

If you have any questions regarding advertising in **THE SOURCE**,
please contact Diana Krueger (email: dkrueger@pptaglobal.org or call: 443-433-1107)