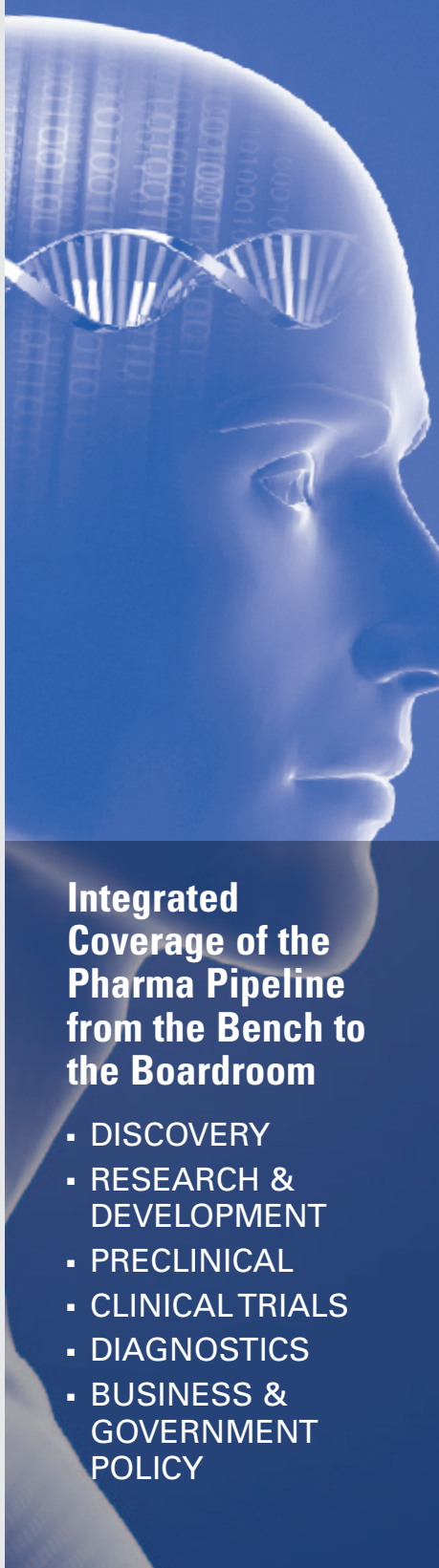


# DDN NEWS

PHARMA, BIOTECH & LIFE SCIENCE



## **Integrated Coverage of the Pharma Pipeline from the Bench to the Boardroom**

- DISCOVERY
- RESEARCH & DEVELOPMENT
- PRECLINICAL
- CLINICAL TRIALS
- DIAGNOSTICS
- BUSINESS & GOVERNMENT POLICY

**2014 MEDIA KIT**

From publishing our first edition in January 2005 to celebrating our tenth year in 2014, *DDNews* continues its dedication to delivering the news of technology and business in the pharmaceutical, life science and biotechnology industries.

For *DDNews*, a story lead or news announcement is just the starting point for our editors. From here, they hit the phones and conduct interviews with the principals involved in a story—and often those not directly involved—giving an outside perspective. They dig to get the “story behind the story,” always with a keen eye toward how the story affects the industry.

Knowing that people get their information from more than one source, we offer 15 fully integrated “touch points” to deliver our industry news to our readers.

Our monthly print edition, which has a circulation base of 32,500 drug-discovery research professionals throughout North America, delivers news that is specific to the pharma/biotech/life science industries. Our digital edition reaches an additional 5,000 subscribers around the globe – for a total of 37,600.

## DDNews Cancer Research News

*DDNews* Cancer Research News – launched in 2011 – houses all of our reporting on the latest oncology research news, trends and resources. This standalone website showcases all of our cancer-related coverage, features some of the industry’s oncology leaders and serves as a bridge between the reader and the cancer community. In addition, a special RSS feed puts readers just one click away from our up-to-the-minute cancer-related headlines.

## DDNews Online

*DDNews* Online is our twice-monthly; opt-in, subscription-based e-newsletter reaching more than 82,000 subscribers worldwide. This e-newsletter covers breaking business stories as well as recent significant research findings, while giving subscribers a gateway to major industry conferences and events.

## DDNews Website

And of course there is the *DDNews* website, a fully integrated, online news portal housing all of our in-depth content, industry resources, product literature, white papers and archived print issues. With EditConnect and AdvConnect features, we provide our readers with links to additional editorial and product resources that don’t always make it to the print edition. *DDNews*’ web usage last year generated more than 8.2 million downloaded pages.

The readers of *DDNews*’ various vehicles include senior management; lab managers; group leaders, VP/Directors of R&D, principal investigators and scientists in pharma/biopharma/ biotech companies; research professionals in academia involved in pharma R&D; CROs; government agencies; and clinical trials consultants/companies. We will continue to invest in these important news vehicles as our audience continues to grow and the industry continues to evolve.

## GLOBAL INTEGRATED MARKETING

### MONTHLY NORTH AMERICA PRINT EDITION



### INTERNATIONAL DIGITAL EDITION



### E-CONFERENCES

### WEBINARS

### FOCUS GROUPS

### CUSTOM HTML'S

### BI-WEEKLY NEWSLETTER

- Top-5 Stories
- E-Table of Contents

### FULLY INTEGRATED WEBSITE

- Whitepapers/ Application Notes
- Research Portals
- Oncology News Website
- Online Video

# Circulation Demographic Analysis

JOB TITLE	TOTAL	PERCENT OF TOTAL
Academic Department Head/Chair	500	1.3%
Business Development/Finance/Legal	1,728	4.6%
CEO/President/Executive	3,042	8.1%
Consultant	1,456	3.9%
Group or Section Leader	3,241	8.6%
Lab Directory/Lab Mgr/Dept Mgr	4,254	11.3%
Principle Investigator	2,249	6.0%
Production/Process Engineer	439	1.2%
Professor/Instructor	1,700	4.5%
Purchasing Agent/Manager	224	0.6%
Research Assistant/Grad Student/Post Doc	1,757	4.7%
Research Diretory/VP of Reserch	3,469	9.2%
Research Scientist	13,063	34.8%
Other	467	1.2%

FIELD & DISCIPLINE	TOTAL	PERCENT OF TOTAL
Bioanalytical Chemistry	14,287	38.0%
Biochemistry	15,415	41.0%
Cell Biology	13,648	36.3%
Clinical Diagnostics	13,535	36.0%
Development/Manufacturing	12,595	33.5%
Genomics/Genetics	12,144	32.3%
Medicinal/Organic Chemistry	14,062	37.4%
Microbiology	12,821	34.1%
Molecular Biology	11,166	29.7%
Neuroscience	15,641	41.6%
Oncology	11,354	30.2%
Pharmacology	10,377	27.6%
Proteomics/Protein Chemistry	5,827	15.5%
Toxicology	5,715	15.2%
Other	4,511	12.0%

PRODUCTS USED	TOTAL	PERCENT OF TOTAL
ADME/TOX	11,242	29.9%
Assay Development	17,182	45.7%
Bioinformatics	16,731	44.5%
Cellular Analysis	17,859	47.5%
Cell/Tissue Culture	17,069	45.4%
Chromatography	24,439	65.0%
Crystallography	16,581	44.1%
DNA Sequencing	17,558	46.7%
Electrophoresis	15,114	40.2%
Epigenetics	21,732	57.8%
Flow Cytometry	16,092	42.8%
Fluorescence	17,596	46.8%
Gene Expression	16,806	44.7%
Genotyping	17,295	46.0%
HPLC	18,837	50.1%
HTS	17,220	45.8%
Image Analysis	16,769	44.6%
Immunology	14,250	37.9%
Label Free Detection	14,889	39.6%
Mass Spectroscopy	23,724	63.1%
Micro Arrays	15,753	41.9%
Microplate Analysis	17,182	45.7%
Nucleic Acid/ Oligos	16,393	43.6%
PCR	17,709	47.1%
qPCR	17,032	45.3%
Protein Expression	16,129	42.9%
Proteomics	16,656	44.3%
Purification	17,220	45.8%
RNAi/saran	16,881	44.9%
Stem Cell	21,807	58.0%
Translational Research	17,032	45.3%

INDUSTRY	TOTAL	PERCENT OF TOTAL
Pharmaceutical	13,673	36.4%
Biopharmaceutical	4,657	12.4%
Biotech	9,368	24.9%
Consulting firms	963	2.6%
Contact Research Manufacturing	658	1.8%
Government	1,157	3.1%
Clinical Research/Hospital/Medical Center	2,031	5.4%
Private Research/Independent	741	2.0%
University/College	4,137	11.0%
Other	204	0.5%

# Circulation Geographic Analysis

NORTH AMERICA	TOTAL	PERCENT OF TOTAL
Canada	497	1.3%
United States	32,599	86.7%
Mexico	172	.5%
	<b>33,268</b>	<b>88.5%</b>

EUROPE	TOTAL	PERCENT OF TOTAL
Austria	39	.1%
Belgium	115	.3%
Czech Republic	17	0%
Denmark	53	.1%
Finland	67	.2%
France	322	.9%
Germany	275	.7%
Greece	73	.2%
Hungary	45	.1%
Ireland	56	.1%
Italy	188	.5%
Netherlands	109	.3%
Norway	14	0%
Poland	25	.1%
Portugal	34	.1%
Russian Federation	10	0%
Spain	167	.4%
Sweden	97	.3%
Switzerland	133	.4%
Turkey	21	.1%
United Kingdom	956	2.5%
Other	36	.1%
	<b>2,852</b>	<b>7.6%</b>

CENTRAL/SOUTH AMERICA	TOTAL	PERCENT OF TOTAL
Argentina	14	0%
Brazil	58	.2%
Chile	22	.1%
Colombia	8	0%
Costa Rica	3	0%
Ecuador	2	0%
Nicaragua	2	0%
Panama	2	0%
Peru	2	0%
Other	17	0%
	<b>129</b>	<b>.3%</b>

ASIA/PACIFIC	TOTAL	PERCENT OF TOTAL
Afghanistan	3	0%
Australia	119	.3%
China	75	.2%
Hong Kong	52	.1%
India	346	.9%
Indonesia	20	.1%
Malaysia	80	.2%
New Zealand	31	.1%
Philippines	20	.1%
Republic Of Korea	133	.4%
Singapore	89	.2%
Taiwan	44	.1%
Thailand	34	.1%
Other	14	0%
	<b>1,063</b>	<b>2.8%</b>

AFRICA/MIDDLE EAST	TOTAL	PERCENT OF TOTAL
Egypt	75	.2%
Iran	6	0%
Iraq	3	0%
Israel	39	.1%
Jordan	13	0%
Lebanon	2	0%
Saudi Arabia	17	0%
South Africa	103	.3%
Other	19	.1%
	<b>277</b>	<b>.7%</b>

<b>TOTAL</b>	<b>37,589</b>	<b>100%</b>
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\* All USA copies are print edition, all others delivered digitally.

## Reach at Top Biotech Companies

Rank*	Company	Print Subscribers	e-News Subscribers	Global HQ Base
1	Roche	813	1,840	Switzerland
2	Amgen	930	1,774	USA
3	Gilead Sciences	576	765	USA
4	Novo Nordisk	132	239	Denmark
5	Biogen Idec	343	1,064	USA
6	Celgene	283	520	USA
7	Shire PLC	61	219	UK
8	UCB	33	187	Belgium
9	CSL	19	149	Australia
10	Grifols SA	8	19	Spain
11	Actelion	26	96	Switzerland
12	Ipsen	4	9	France
13	Vertex Pharmaceuticals	267	486	USA
14	Regeneron Pharmaceuticals	125	219	USA
15	Elan	186	243	Ireland
16	Alexion Pharmaceuticals	214	238	USA
17	Cubist Pharmaceuticals	134	254	USA
18	United Therapeutics	78	115	USA
19	LFB Group	14	31	France
20	Alkermes	59	184	USA
21	The Medicines Co	24	43	USA
22	Questcor Pharmaceuticals	15	64	USA
23	BioMarin Pharmaceutical	31	53	USA
24	Biocon Limited	16	105	India
25	Onyx Pharmaceuticals	102	83	USA
26	ViroPharma	77	158	USA
27	PDL BioPharma	44	77	USA
28	Dendreon	23	37	USA
29	Acorda Therapeutics	15	35	USA
30	Swedish Orphan Biovitrum	16	28	Sweden
31	Emergent BioSolutions	86	104	USA
32	Spectrum Pharmaceuticals	23	51	USA
33	Seattle Genetics	14	49	USA
34	Galapagos NV	3	9	Belgium
35	Medivation	15	85	USA
36	Bavarian Nordic AS	2	8	Denmark
37	SciClone Pharmaceuticals	22	46	USA
38	NPS Pharmaceuticals	17	49	USA
39	Cangene Corp	7	21	Canada
40	3SBio	5	11	China
41	Enzo Biochem	44	121	USA
42	Isis Pharmaceuticals	65	96	USA
43	Optimer	11	30	USA
44	Zeltia SA	3	8	Spain
45	MorphoSys AG	12	23	Germany
46	AMAG Pharmaceuticals	74	121	USA
47	Array Biopharma	19	65	USA
48	Genmab AS	3	7	Denmark
49	Nektar Therapeutics	41	80	USA
50	Anika Therapeutics	23	42	USA

\*Rank based on worldwide sales (Valid September 1, 2013)

## Reach at Top Pharmaceutical Companies

Rank*	Company	Print Subscribers	e-News Subscribers	Global HQ Base
1	Johnson & Johnson	1,326	2,165	USA
2	Pfizer	1,696	2,256	USA
3	Novartis	856	1,652	Switzerland
4	Sanofi SA	1,286	3,378	France
5	Merck & Co.	1,156	2,145	USA
6	GlaxoSmithKline	1,088	2,264	UK
7	Abbott Laboratories	869	1,965	USA
8	Roche	813	1,840	Switzerland
9	Bayer	359	1,054	Germany
10	AstraZeneca	1,531	2,325	UK
11	Eli Lilly and Co.	873	1,756	USA
12	Teva Pharmaceutical Industries	267	793	Israel
13	Boehringer Ingelheim	746	1,275	Germany
14	Bristol-Myers Squibb	1,064	2,260	USA
15	Amgen	930	1,774	USA
16	Takeda Pharmaceutical Co.	55	313	Japan
17	Merck KGaA	44	176	Germany
18	Baxter International	93	307	USA
19	Astellas Pharma	31	47	Japan
20	Daiichi Sankyo	11	50	Japan
21	Gilead Sciences	576	765	USA
22	Novo Nordisk	132	239	Denmark
23	Otsuka Holdings	12	32	Japan
24	Mylan Laboratories	46	108	USA
25	Eisai	53	210	Japan
26	Actavis	62	262	USA
27	Allergan	98	299	USA
28	Biogen Idec	343	1,064	USA
29	Celgene	283	520	USA
30	Servier	7	11	France
31	Shire PLC	61	219	UK
32	Forest Laboratories	59	216	USA
33	UCB SA	33	187	Belgium
34	CSL Ltd	19	149	Australia
35	Manarini	10	26	Italy
36	Mitsubishi Tanabe Pharma	4	19	Japan
37	Hospira Inc	27	51	USA
38	Kyowa Hakko Kogyo	8	14	Japan
39	Valeant	26	57	Canada
40	Dainippon Pharma	3	17	Japan
41	Fresenius	19	28	Germany
42	Endo Pharmaceuticals	68	231	USA
43	Shionogi & Co.	4	9	Japan
44	Purdue	27	97	USA
45	Lundbeck	67	129	Denmark
46	Warner Chicott Plc	15	26	USA
47	Grifols	8	19	Spain
48	Stada AG	6	23	Germany
49	Galderma	15	32	Switzerland
50	Ranbaxy Laboratories	17	48	India

\*Rank based on worldwide sales (Valid September 1, 2013)

# EDITORIAL PLANNER

## JANUARY

### Issue Focus/ Special Topics:

- Diabetes/  
Metabolic Disease

### Bonus Distribution:

- PepTalk
- Molecular Medicine  
Tri-Conference

## FEBRUARY

### Issue Focus/ Special Topics:

- Biologics
- Pittcon Show Feature
- Readex Study

### Bonus Distribution:

- ToxExpo
- X-GeCongress
- BioPharm Asia

## JULY

### Issue Focus/ Special Topics:

- Cell Biology

### Bonus Distribution:

- Next GeDX Summit

## AUGUST

### Issue Focus/ Special Topics:

- Nanomedicine
- Readex Study

### Bonus Distribution:

- ELRIG
- Pharma Outsourcing
- MipTec

## MARCH

### Issue Focus/ Special Topics:

- AACR Show Feature

### Bonus Distribution:

- AACR
- Bio Therapeutics
- World OrphaDrug  
Congress
- Bio-IT World

## APRIL

### Issue Focus/ Special Topics:

- Point-Of-Care  
Diagnostics

### Bonus Distribution:

- Experimental Bio
- PEGS
- BioMarker World  
Congress

## SEPTEMBER

### Issue Focus/ Special Topics:

- ASHG Show Feature

### Bonus Distribution:

- ASHG
- NIH Research Festival

## OCTOBER

### Issue Focus/ Special Topics:

- Neuroscience

### Bonus Distribution:

- Neuroscience
- GDDIS
- Discovery on Target

## MAY

### Issue Focus/ Special Topics:

- ISSCR Show Feature
- Readex Study

### Bonus Distribution:

- ISSCR
- ASM
- TIDES
- BIO
- World Pharma Congress

## JUNE

### Issue Focus/ Special Topics:

- Cancer

## NOVEMBER

### Issue Focus/ Special Topics:

- Disease Modeling
- Cell Biology  
Show Feature
- Readex Study

### Bonus Distribution:

- Cell Biology

## DECEMBER

### Issue Focus/ Special Topics:

- PepTalk 2015  
Show Feature

### Bonus Distribution:

- PepTalk
- Antibody Engineering

# Advertising Rates

## Rate card #10

TABLOID PAGE	1-x	4-x	6-x	8-x	12-x	18-x	24-x
Tab Spread	\$16,220	\$15,130	\$14,290	\$13,620	\$13,060	\$12,660	\$12,230
1/2 Tab Spread	\$12,120	\$11,330	\$10,760	\$10,280	\$9,890	\$9,610	\$9,300
Tab Page	\$9,100	\$8,720	\$8,230	\$7,990	\$7,670	\$7,440	\$7,230
1/2 Tab Page	\$7,080	\$6,680	\$6,200	\$6,070	\$5,880	\$5,710	\$5,550
1/3 Tab Page	\$5,490	\$5,240	\$4,980	\$4,820	\$4,620	\$4,520	\$4,450

STANDARD PAGE	1-x	4-x	6-x	8-x	12-x	18-x	24-x
Standard Spread	\$13,790	\$12,940	\$12,320	\$11,760	\$11,330	\$11,040	\$10,690
Standard Page	\$7,670	\$7,050	\$6,850	\$6,580	\$6,280	\$6,130	\$6,000
2/3 Standard Page	\$6,500	\$6,120	\$5,830	\$5,600	\$5,440	\$5,280	\$5,150
1/2 Standard Page	\$5,550	\$4,920	\$5,030	\$4,830	\$4,700	\$4,560	\$4,470
1/3 Standard Page	\$3,490	\$3,280	\$3,130	\$3,000	\$2,890	\$2,810	\$2,730
1/4 Standard Page	\$3,020	\$2,850	\$2,710	\$2,610	\$2,530	\$2,470	\$2,390
1/6 Standard Page	\$2,550	\$2,420	\$2,310	\$2,240	\$2,150	\$2,120	\$2,070
Cover Banner	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	————	————

### TERMS AND CONDITIONS:

Cancellation of any contract requires 60 days written notice.

### AGENCY COMMISSION:

Standard 15% agency discount is given to recognized agency on space charges only if paid within 30 days of invoice date.

All page rates are gross and include 4-color.

INSERTS & IMPACT PIECES	Net per
4 page insert – Standard supplied	\$14,490 net
2 page insert – Standard supplied	\$7,940 net
2-color belly band	\$23,160 net
4-color belly band	\$23,720 net
Full page cover tip on	\$12,660 net
Gatefold	\$29,190 net

SPECIAL POSITIONS	Earned rate plus
Cover 2	15%
Cover 3	10%
Cover 4	20%
Consecutive fraction ads	15%
All other guaranteed positions	10%

### Digital non-USA edition

	PER TAB PAGE	TAB SPREAD	ISSUE SPONSORSHIP*
Net	\$1,690	\$2,810	\$5,620

\*Issue sponsorship includes opening message with your logo, one tab spread or two single tab ads.



# Electronic Advertising Opportunities

## Web Advertising

Various ad sizes are available on the home page and news pages. Ads are placed in rotation. Maximum three deep rotation.



### ADVERTISING RATES (NET)

Ad Size	One Month	3 months per month	6 months per month	12 months per month
125 x 125	\$2,490	\$1,870	\$1,620	\$1,370
120 x 90	\$1,870	\$1,250	\$990	\$740
120 x 240	\$2,740	\$1,990	\$1,750	\$1,500
*468 x 60	\$3,730	\$2,620	\$2,360	\$2,110
**468 x 60	\$2,940	\$2,240	\$2,010	\$1,770

### REQUIREMENTS:

Banners must be in GIF or Animated GIF format only. Banner size as noted above. Banners must be no larger than 20kb in size. No transparent GIF's or SWF accepted.

\*Leaderboard \*\*Footer banner.

## E-Newsletter

Our biweekly e-newsletter keeps readers around the world informed of late breaking news, updates, analysis, upcoming industry events, and commentary.

Distributed the second and fourth Wednesday of each month to 82,000 plus qualified recipients.



### ADVERTISING RATES (NET)

Ad Size	1x-5x	6x-11x	12x-17x	18x-23x	24x
120 x 90	\$1,930	\$1,620	\$1,330	\$1,150	\$1,030
120 x 600	\$3,210	\$2,900	\$2,540	\$2,290	\$1,930
468 x 60	\$3,870	\$3,500	\$3,210	\$2,950	\$2,540

### REQUIREMENTS:

Banners must be in GIF or Animated GIF format only. Banner size as noted above. Banners must be no larger than 20kb in size. No transparent GIF's or SWF accepted.

## Whitepapers

3 Month Posting ..... \$1,600 net (per unit)

## E-Top 5 Stories

Leaderboard (468 x 60) ..... Exclusive: \$3,460 (net)

Shared: \$3,150 (net)

Skyscraper (120 x 60) ..... Shared: \$2,880 (net)

### REQUIREMENTS:

Banners must be in GIF or animated GIF format only. Banner size as noted above. Banners must be no larger than 20kb in size.

No transparent GIF's or SWF accepted. Distributed by e-mail to 82,000 plus qualified recipients.

**Shared:** DDNews editor picks subjects, shared sponsorship.

**Exclusive:** client picks subject area, sole sponsorship.





## DDNews Cancer Website

Banners	One Month	3 months per month	6 months per month	12 months per month
125 x 125	\$1,870	\$1,620	\$1,370	\$1,160
120 x 90	\$1,250	\$990	\$740	\$630
120 x 240	\$1,990	\$1,750	\$1,500	\$1,270
*468 x 60	\$2,620	\$2,360	\$2,110	\$1,790
**468 x 60	\$2,240	\$2,110	\$1,770	\$1,500

\*Leaderboard

\*\*Footer banner

### 3 Month Video Posting

\$2,000 (net)



# Electronic Advertising Opportunities

## E-Products & Services

A quarterly showcase of new products and services, available with an optional imbedded three minute video/product demonstration link. Distributed by e-mail to 82,000 plus qualified recipients.

### E-PRODUCTS & SERVICES (PER UNIT)

Standard Unit .....	\$1,060 (net)
Unit With Video .....	\$1,690 (net)



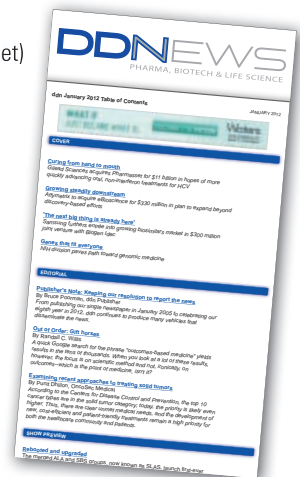
## E-Table of Contents

Leaderboard 468 x 60 . \$3,460 (net)

### REQUIREMENTS:

Banners must be in GIF or Animated GIF format only. Banner size as noted above. Banners must be no larger than 20kb in size. No transparent GIF's or SWF accepted.

Distributed by e-mail to 82,000 plus qualified recipients.



## Custom HTML E-mails

Get your product custom message out to the DDNews subscriber. Cost is based on the number of print ads running in the print edition of DDNews.

### RATES PER MAILING

Up to 5,000 .....	\$2,500 (net)
5,000 to 6,500 .....	\$3,000 (net)
6,500 to 8,000 .....	\$3,500 (net)
8,000 to 10,000 .....	\$4,000 (net)

Mailings larger than 10,000 will be quoted

\$500 net charge for split copy and/or headline per split.

# Production Specifications

## Bleeds

	width x height (inches)	
Tab Page	10-7/8 x 14-1/8 10-5/8 x 13-7/8	bleed trim
Half Tab–Horiz.	10-7/8 x 7-3/16 10-5/8 x 6-15/16	bleed trim
Half Tab–Vert.	5-1/2 x 14-1/8 5-1/4 x 13-7/8	bleed trim
1/3 Tab–Horiz.	10-7/8 x 5-5/8 10-5/8 x 5-3/8	bleed trim
1/3 Tab–Vert.	3-9/16 x 14-1/8 3-5/16 x 13-7/8	bleed trim
Tab Spread	21-1/2 x 14-1/8 21-1/4 x 13-7/8	bleed trim
Standard Page	8-3/8 x 10-7/8 8-1/8 x 10-5/8	bleed trim
Standard Spread	16-1/2 x 10-7/8 16-1/4 x 10-5/8	bleed trim

## Non-bleeds

	width x height (inches)
Tab Spread	20-1/4 x 12-7/8
Tab Page	9-5/8 x 12-7/8
Half Tab–Horiz.	9-5/8 x 6-5/16
Half Tab–Vert.	4-5/8 x 12-1/2
1/3 Tab–Horiz.	9-5/8 x 4-7/8
1/3 Tab–Vert.	2-13/16 x 12-7/8

## Standard Pages

	width x height (inches)
Spread (non-bleed)	15 x 10
Page (non-bleed)	7 x 10
2/3 Page	4-9/16 x 10
1/2 Page–Island	4-9/16 x 7-1/2
1/2 Page–Horiz.	7 x 4-7/8
1/2 Page–Vert.	3-3/8 x 10
1/3 Page–Vert.	2-3/16 x 10
1/3 Page–Square	4-9/16 x 4-7/8
1/4 Page–Vert.	3-3/8 x 4-7/8
1/6 Page–Vert.	2-3/16 x 4-7/8

## MECHANICAL SPECS

- Acceptable digital file formats: PDF or composite TIFF or EPS files with pictures/art and fonts embedded.
- Bleed ads should have 1/8-inch bleed on all sides and crop marks should be offset by 12 pts.
- All pictures should be at least 300 dpi at printed size for CMYK and grayscale; 600 dpi for line art.
- Total ink density not to exceed 260%. 110 line screen.
- All color is CMYK. PMS or spot colors are not accepted.
- Please send color proofs at 100%. Without a proof, *DDNews* cannot be held responsible for the optimum outcome of color. SWOP Standards apply.

## E-MAIL AD MATERIALS

To ads@ddn-news.com include the advertiser's name and issue date in the subject line.

## FTP AD MATERIALS

For instructions go to [www.ddn-news.com/ftp](http://www.ddn-news.com/ftp)

## 2014 Production Schedule

Issue Date	Space Closing	Materials Date
January 2014	December 2	December 6
February 2014	January 6	January 10
March 2014	February 3	February 7
April 2014	March 3	March 7
May 2014	April 7	April 11
June 2014	May 5	May 9
July 2014	June 2	June 6
August 2014	July 7	July 11
September 2014	August 4	August 8
October 2014	September 2	September 5
November 2014	October 6	October 10
December 2014	November 3	November 7

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## Advertising Sales Representatives

### **NORTHEAST**

#### **OLD RIVER PUBLICATIONS**

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