

UPDATE

Food and Drug Law Institute



Media Kit 2017

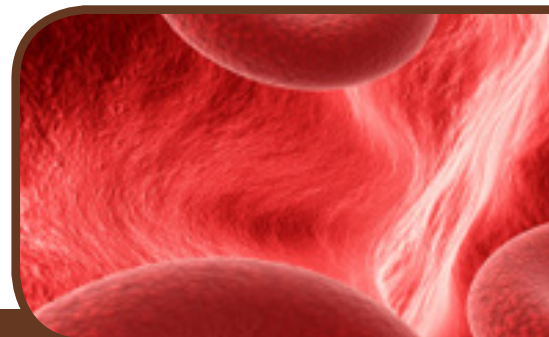
Why advertise in *Update* magazine?

Update is your gateway to increasing market share. Our accomplished readers are in executive management and have significant purchasing power.

With a circulation of more than 7,500, *Update* covers the latest developments in law, regulation, and policy relating to food, drugs, animal drugs, biologics, diagnostics, cosmetics, dietary supplements, medical devices, and tobacco. Our multi disciplinary readers include manufacturers, suppliers, law firms, consulting organizations, and government employees.



Food and Drug Law Institute
1155 15th Street, NW, Suite 910
Washington, DC 20005
www.fdpi.org



Update Readership

63% Manufacturers, Suppliers, and Distributors

29% Attorneys, Consultants, and Service Providers

8% Academics, Government Officials, Public Interest Associations

Published six times a year by the Food and Drug Law Institute since 1982, *Update* is the premier bimonthly magazine in the field of food and drug law. It is also distributed at FDLI conferences.



Editorial topics include:

- Informative articles on new laws and regulations affecting regulated industry
- Helpful features on regulatory compliance and marketing
- Insightful analyses by legal experts on leading industry topics
- Articles written by regulatory and elected officials

Deadlines

To reserve ad space, please contact **Judy Rein**

Director, Publications | 202-222-0905 | jer@fdli.org

JAN/FEB

[Food]
Materials Due:
1/18/2017

MAR/APR

[Multi-Sector Focus]
Materials Due:
3/13/2017

MAY/JUN

[Annual Conference]
Materials Due:
5/22/2017

JUL/AUG

[Advertising & Promotion
Spotlight on Tobacco]
Materials Due:
7/21/2017

SEP/OCT

[Advertising & Promotion
Spotlight on Tobacco]
Materials Due:
9/15/2017

NOV/DEC

[Enforcement]
Materials Due:
10/16/2017

FDLI Members have multiple interests.

59% Drugs

11% Veterinary Medicine

35% Medical Devices

11% Dietary Supplements

25% Biologics

7% Cosmetics

17% Food

7% Tobacco

12% Diagnostics

Note: Numbers add up to more than 100% because of members with multiple interests.

Ad Submission

Email Judy Rein, jer@fdli.org with the final ad and the requested size.

Advertising Specifications

Ad Sizes and Dimensions

| | Width | Height |
|-----------------------|-------|--------|
| Full Page Bleed | 8.75" | 11.25" |
| Full Page (non-bleed) | 7.5" | 10" |
| 1/2-Page Horizontal | 7.5" | 5" |
| 1/2-Page Vertical | 3.75" | 10" |
| 1/4-Page | 3.75" | 5" |
| 1/8-Page | 3.75" | 2.5" |

Note: Publication Trim Size: 8.5" x 11".
Bleed dimensions include an additional 1/8" on all sides.



Advertising Rates

Update Magazine

| Display Rates | 1x | 3x | 6x |
|---------------|---------|---------|---------|
| Full-Page | \$2,032 | \$1,932 | \$1,728 |
| 1/2-Page | \$1,675 | \$1,590 | \$1,424 |
| 1/4-Page | \$810 | \$770 | \$685 |
| 1/8-Page | \$495 | \$450 | \$395 |

| Cover Rates | 1x | 3x | 6x |
|--------------|---------|---------|---------|
| Outside Back | \$2,576 | \$2,448 | \$2,192 |
| Inside Front | \$2,264 | \$2,152 | \$2,068 |
| Inside Back | \$2,264 | \$2,152 | \$2,068 |

All advertisements are subject to the approval of the Publisher.

Advertiser indemnifies the Food and Drug Law Institute (FDLI) against losses or liabilities arising from any advertising. FDLI assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay FDLI any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising space reservation deadline. All premium positions are non-cancelable.

File Requirements

- Please supply only TIFF, EPS, or PDF print-ready files.
- TIFF images should be 100%, 300 dpi min. for halftones, 1200 dpi for line art.
- EPS files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 dpi or better and all fonts must be embedded.
- Media Accepted: CDs, DVDs, and digital files submitted via FTP. Submitted media will not be returned unless requested.



Food and Drug Law Institute
1155 15th Street, NW, Suite 910
Washington, DC 20005

www.fdpi.org