ADVERTISING OPPORTUNITIES WITH
THERAPEUTIC INNOVATION & REGULATORY SCIENCE
Official Journal of DIA
All Advertising subject to DIA approval.

2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$3,865</td>
<td>$3,785</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$2,980</td>
</tr>
<tr>
<td>½ page</td>
<td>$3,090</td>
<td>$3,030</td>
<td>$2,785</td>
<td>$2,645</td>
<td>$2,380</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,855</td>
<td>$1,815</td>
<td>$1,670</td>
<td></td>
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</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)................................................................. $1,600

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

2017 DEADLINES

<table>
<thead>
<tr>
<th>January</th>
<th>Space reservation due: 11/22/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Materials due: 12/1/2016</td>
</tr>
<tr>
<td></td>
<td>Inserts due: 12/12/2016</td>
</tr>
<tr>
<td>March</td>
<td>Space reservation due: 1/26/2017</td>
</tr>
<tr>
<td></td>
<td>Materials due: 2/2/2017</td>
</tr>
<tr>
<td></td>
<td>Inserts due: 2/13/2017</td>
</tr>
<tr>
<td>May</td>
<td>Space reservation due: 3/27/2017</td>
</tr>
<tr>
<td></td>
<td>Materials due: 4/3/2017</td>
</tr>
<tr>
<td></td>
<td>Inserts due: 4/12/2017</td>
</tr>
<tr>
<td>July</td>
<td>Space reservation due: 5/24/2017</td>
</tr>
<tr>
<td></td>
<td>Materials due: 6/1/2017</td>
</tr>
<tr>
<td></td>
<td>Inserts due: 6/12/2017</td>
</tr>
<tr>
<td>September</td>
<td>Space reservation due: 7/27/2017</td>
</tr>
<tr>
<td></td>
<td>Materials due: 8/3/2017</td>
</tr>
<tr>
<td></td>
<td>Inserts due: 8/14/2017</td>
</tr>
<tr>
<td>November</td>
<td>Space reservation due: 9/28/2017</td>
</tr>
<tr>
<td></td>
<td>Materials due: 10/5/2017</td>
</tr>
<tr>
<td></td>
<td>Inserts due: 10/16/2017</td>
</tr>
</tbody>
</table>

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Earned B&amp;W rate + 35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Facing Table Of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS
Target the mailing list of your choice by sponsoring subscriptions to the journal.
GENERAL INFORMATION

ASSOCIATION AFFILIATION

DIA is the global forum for knowledge exchange that fosters innovation to raise the level of health and well-being worldwide. DIA is a neutral, nonprofit organization with its global center located in Washington, DC, US and with regional offices covering North and South America (Horsham, Pennsylvania, US); China (Beijing); Europe, Middle East & Africa (Basel, Switzerland); India (Mumbai); and Japan (Tokyo).

DIA MISSION

DIA fosters innovation to improve health and well being worldwide by:
• Providing invaluable forums to exchange vital information and discuss current issues related to health products, technologies, and services;
• Delivering customized learning experiences;
• Building, maintaining, and facilitating trusted relationships with and among individuals and organizations that drive and share DIA values and mandates; and
• Offering a multidisciplinary neutral environment, respected globally for integrity and relevancy.

DIA VISION

• DIA is your essential partner in catalyzing knowledge creation and sharing to accelerate health product development.

DIA members receive Therapeutic Innovation & Regulatory Science as a benefit of membership.

ABOUT THE JOURNAL

Therapeutic Innovation & Regulatory Science (TIRS) is the official scientific journal of DIA that strives to advance medical product discovery, development, regulation, and use through the publication of peer-reviewed original and review articles, commentaries and letters to the editor across the spectrum of converting biomedical science into practical solutions to advance human health.

Therapeutic Innovation & Regulatory Science is printed and delivered, and is also digitally delivered, to members six times a year.

TOPICS IN THE JOURNAL

• Biostatistics
• Clinical Trials
• Product Development and Innovation
• Global Perspectives
• Policy
• Regulatory Science
• Product Safety
• Special Populations

READERSHIP

Professionals, from entry level to expert, in the pharmaceutical, biotechnology, medical devices, government, support services/products, academia, and healthcare delivery industries.

FREQUENCY: Six times/year
PRINT CIRCULATION: 8,810 Paid.

2017 SPECIAL SECTIONS

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBD</td>
<td>Right to Try</td>
</tr>
<tr>
<td>TBD</td>
<td>Clinical Pharmacology</td>
</tr>
</tbody>
</table>

Additional Special Sections may be finalized throughout the year, please contact your SAGE Representative for details.
2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DIA Annual EuroMeeting, March 29-31, Glasgow, United Kingdom</td>
<td>Contact SAGE Representative for details</td>
</tr>
<tr>
<td></td>
<td>DIA US Meeting, June 18-22, Chicago, IL</td>
<td>Contact SAGE Representative for details</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8” w x 10 7/8” h

- Non-Bleed
  - Full page: 7” w x 10” h
  - ½ page horizontal: 7” w x 4 7/8” h
  - ½ page vertical: 3 3/8” w x 10” h
  - ¼ page vertical: 3 3/8” w x 4 7/8” h
- Bleed
  - 8 5/8” w x 11 1/8” h

- Live matter: ¼” from trim
- Linescreen: 133-150

B&W Ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter.

All live copy should be no closer than ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS
Final size of all BRCs must be 5” x 7”.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

DIGITAL ADVERTISING DISCLAIMER:
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING
Steve Clark
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7078
Fax: (805) 375-5282
Email: steve.clark@sagepub.com

FOR ARTWORK DELIVERY
Sajeevi Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
Email: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145
Email: reprint@sagepub.com

FOR REPRINT AND SUPPLEMENT SALES
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
Email: reprint@sagepub.com