



2009 CSO Directory Application Form

All applications are reviewed and are subject to approval before publication in the DIA CSO Directory.

CONTACT INFORMATION

As it will appear in the print edition and online CSO

Company Name (Exactly as it should appear in the print edition and online CSO. CLEARLY indicate punctuation and upper/lower case.)

Address

City State

Zip/Postal Code Country

Phone Fax

Internet Address (This MUST be provided for a hyperlink to your company's website.)

email (As it should appear in the print edition and online CSO.)

Contact Person (As it should appear in the print edition and online CSO)

BILLING/RENEWAL INFORMATION

Please indicate if same as Contact Information on left

Company Name

Address

City State

Zip/Postal Code Country

Phone Fax

Internet Address

email (For billing and renewal communications) NOTE: This email address will be used to communicate with advertisers regarding print schedule, technical issues, etc. and should be the responsible individual's personal address rather than your company's general delivery mailbox.)

Contact Person (For billing and renewal communications)

The **SUBMISSION DEADLINE** for ALL materials needed for print is **OCTOBER 14, 2009.**

LISTING / B&W LOGO

Online purchase is available for LISTING ONLY – US \$1,300 by credit card online.

Log on to <http://www.diahome.org/DIAHome/Exhibits/PurchaseCSOListing.aspx> and follow the purchase instructions.

If you encounter technical difficulties in creating your company's listing, please contact Jean.Zane@diahome.org or 215-442-6185.

- LISTING ONLY @ US \$1,300 – I am using this form to purchase a listing that will appear online and in the printed edition, and I have completed the payment section below.
- B&W LOGO @ US \$310 – I would like to add a company logo, black & white only, to my listing that will appear in the printed edition (logos do not appear online) and I have completed the payment section below. (See page 4 for specifications.*)

DISPLAY AD

To reserve space for a full-page display ad opposite your company's listing in the printed CSO Directory, please contact Frank Vivian by phone at 267-893-5675 or email: fvivian@ki-lipton.com

For preferred ad material and logo specifications, see page 4 of this application. All display ad materials should be emailed to Sherrie.Longello@diahome.org. Black & white logos should be emailed to diacsologos@diahome.org.

- I am purchasing OR I have already purchased a listing and would also like to reserve space for:
 - Full-page display ad, black & white @ \$3,095 (net)
 - Full-page display ad, 4 color @ \$4,580 (net)

PAYMENT

NOTE: Payment by credit card MUST accompany this purchase. Ads or logos that are not prepaid will not be published. NO CANCELLATIONS will be accepted after October 31, 2009.

- CREDIT CARD Fill in your credit card information below, and fax your completed application to Jean Zane at 215-442-6199. When your order has been processed, your login instructions will be emailed so that you can enter/update your company narrative and choose ten company services.

Visa Master Card AMEX Exp. Date _____ Card # _____

Name of Cardholder _____ Signature _____

TOTAL AMOUNT DUE (listing, display ad, logo) US \$ _____

Company Description Guidelines for the 2009 CSO Directory

The description you provide will often be the readers' introduction to your company.

Here are some tips for writing an effective description.

- We recommend that you first prepare your company narrative description as a separate document using the Verdana font sized at 8 pt. It is extremely important to remember that the narrative description you post online must also fit onto a standard 8.5" x 11" page in our print CSO Directory.
- **FOR BEST RESULTS:** After you've created your narrative description in this separate document, **"copy"** your description from this document and **"paste" it into the text box**. If the website displays the message that your description contains too many characters, **please select the "OK" option** to allow our website to reduce the number of characters by removing excess MSWord formatting.

After this excess formatting is removed, use the icons on the toolbar to format your text, if further formatting is required. When you are finished formatting, please **"submit"** your narrative description.

- Do NOT re-enter your company name, address or other contact information in this narrative description. This information is captured and presented in the Company Information section of your CSO Directory listing.
- If you wish, include your company slogan or other one-sentence tagline. For example: "Your approved applications are the signs of our success."
- Include a summary of your company's ACCOMPLISHMENTS. For example: "COMPANY NAME has contributed to approximately 30 major NDA, PLAs, and NDA supplements in the last five years alone. As a result, COMPANY NAME has gained worldwide recognition as a leading contract research support organization."
- Include a summary of your company's service EXPERIENCE. For example: "COMPANY NAME has XXX years experience in effectively preparing and presenting chemical, clinical and non-clinical, statistical, microbiological and pharmacokinetic data associated with drugs and biologic products."
- Include a description of the PRODUCTS and SERVICES that your company provides.
- Include other pertinent information or comments such as partnerships or other affiliations, certifications or awards, office locations, or staff credentials and qualifications. You may want to use bulleted lists to present some of this information (such as a list of awards or office locations).

See page 3 to choose the ten (10) services that best describe what your company has to offer potential clients.

NOTE: Please select up to TEN (10) services that your company provides. The online DIA CSO Directory indexes all listings by these service areas. The new and improved DIA CSO Directory keyword search engine will also find any other service(s) you mention in the narrative description of your company listing.

2009

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| <input type="checkbox"/> ADE Evaluation/Drug Safety Assessment | <input type="checkbox"/> Document Management | <input type="checkbox"/> Pharmacokinetic/Pharmacodynamic Modeling |
| <input type="checkbox"/> Adverse Event Management/Software | <input type="checkbox"/> Drug Master File Dossiers | <input type="checkbox"/> Pharmacovigilance |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Efficacy Studies | <input type="checkbox"/> Preclinical Development Services |
| <input type="checkbox"/> Analytical Assay Development and/or Laboratory Service | <input type="checkbox"/> Electronic Data Capture | <input type="checkbox"/> Process Validation |
| <input type="checkbox"/> Bioanalytical Data Audits/Laboratory & Validation Evaluation | <input type="checkbox"/> Electronic Diary/Dictionary/Translator | <input type="checkbox"/> Programming (Database/SAS/etc) |
| <input type="checkbox"/> Biological Specimen Collection/Storage/Distribution | <input type="checkbox"/> Electronic Submissions Preparation | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Cardiovascular Monitoring/Pulmonary Diagnostics | <input type="checkbox"/> Expert Reports | <input type="checkbox"/> Protocol Development |
| <input type="checkbox"/> Case Report Forms | <input type="checkbox"/> Formulation Development | <input type="checkbox"/> Publications (Books/Journals) |
| <input type="checkbox"/> Central Laboratory Services | <input type="checkbox"/> GCP Compliance | <input type="checkbox"/> Quality Assurance/Control |
| <input type="checkbox"/> Change Management/Implementation | <input type="checkbox"/> Genetics Research | <input type="checkbox"/> Randomization (Automated/Centralized/Vocal Computer) |
| <input type="checkbox"/> Chemistry/Manufacturing/Controls | <input type="checkbox"/> GLP Compliance | <input type="checkbox"/> Registries |
| <input type="checkbox"/> Claims Support Studies/Safety and Efficacy Studies | <input type="checkbox"/> GMP Compliance | <input type="checkbox"/> Regulatory Affairs/Regulatory Strategy |
| <input type="checkbox"/> Client/Server Database Development and Migration | <input type="checkbox"/> Health Economics | <input type="checkbox"/> Regulatory Document Preparation |
| <input type="checkbox"/> Clinical Pharmacology | <input type="checkbox"/> Histopathology/Cytology | <input type="checkbox"/> Remote Data Entry |
| <input type="checkbox"/> Clinical R&D | <input type="checkbox"/> Imaging | <input type="checkbox"/> Review Board Services |
| <input type="checkbox"/> Clinical Study Reports | <input type="checkbox"/> Inpatient/Outpatient Facilities | <input type="checkbox"/> Rx to OTC Switch |
| <input type="checkbox"/> Clinical Supplies/Distribution/Packaging | <input type="checkbox"/> Intra/Internet Development | <input type="checkbox"/> Site Performance Metrics |
| <input type="checkbox"/> Clinical Trial Design | <input type="checkbox"/> Investigational Site/Network | <input type="checkbox"/> Software Development & Evaluation |
| <input type="checkbox"/> Clinical Trial Monitoring | <input type="checkbox"/> Licensing/Acquisitions | <input type="checkbox"/> Spirometry/Challenge Testing |
| <input type="checkbox"/> Compassionate Use Trials | <input type="checkbox"/> Market Research/Product Communication | <input type="checkbox"/> Stability Studies/Testing |
| <input type="checkbox"/> Comprehensive Drug and Biologic Development | <input type="checkbox"/> Mass Spectrometry | <input type="checkbox"/> Standard Operating Procedures |
| <input type="checkbox"/> Computer System Validation | <input type="checkbox"/> Medical Communications | <input type="checkbox"/> Statistical Services/Meta Analysis |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Medical Devices/Combination Products | <input type="checkbox"/> Strategic Planning and Implementation |
| <input type="checkbox"/> Consumer Testing | <input type="checkbox"/> Medical Information | <input type="checkbox"/> Technology Assessment |
| <input type="checkbox"/> Contract Auditing | <input type="checkbox"/> Medical Writing | <input type="checkbox"/> Telephone Support |
| <input type="checkbox"/> Cost Benchmarking/Financial Consulting | <input type="checkbox"/> Metabolism Studies | <input type="checkbox"/> Temporary Services and/or Permanent Placements |
| <input type="checkbox"/> Data Management | <input type="checkbox"/> Microbiology Testing/Services/Surveillance | <input type="checkbox"/> Therapeutic Specific Research |
| <input type="checkbox"/> Data Safety Monitoring Board Services | <input type="checkbox"/> Nonclinical Pharmacology | <input type="checkbox"/> Toxicology |
| <input type="checkbox"/> Data Validation | <input type="checkbox"/> Nursing Services | <input type="checkbox"/> Training |
| <input type="checkbox"/> Database Conversions | <input type="checkbox"/> Patient Compliance | <input type="checkbox"/> Translations |
| <input type="checkbox"/> Diagnostic Test Evaluation | <input type="checkbox"/> Patient Education | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Digitized QTc Analysis | <input type="checkbox"/> Patient Information Leaflets (PIL)/Labelling | <input type="checkbox"/> Trial Management |
| <input type="checkbox"/> Disease Management/Health Outcomes | <input type="checkbox"/> Patient Recruitment | <input type="checkbox"/> Vaccine Development |
| <input type="checkbox"/> Dissolution Testing | <input type="checkbox"/> Pharmaco EEG Studies | <input type="checkbox"/> Virology |
| | <input type="checkbox"/> Pharmacoeconomic/Pharmacoepidemiology Studies | <input type="checkbox"/> Workflow Assessment/Re-engineering |

Specifications for Submitting Ads and Logos for the 2009 CSO Directory

ADVERTISEMENTS

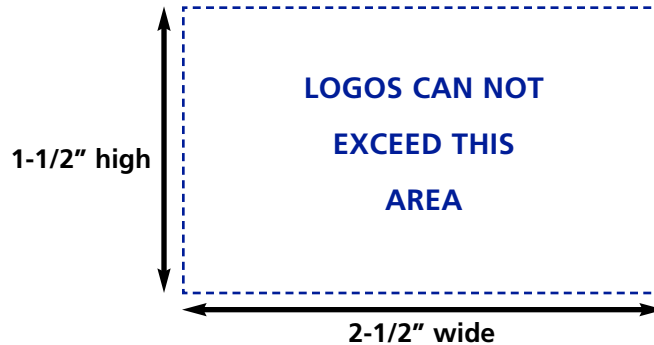
Preferred materials:

- 1.) Files can be emailed in PDF format to: Sherrie.Longello@diahome.org. If emailed, you **MUST** fax a copy of your ad to Sherrie Longello 215-442-6199. **All PDFs must be CMYK, high resolution, with all fonts and images embedded. We will not be responsible for reproduction quality of ads supplied as RGB or low resolution.**
- 2.) Ads can be supplied on disk or CD in either MAC or PC platform, along with a color proof for color ads and laser proof for black-and-white ads. If supplying QuarkXpress documents, you must include all fonts, and photos, art and logos supplied as EPS or TIF files. The Drug Information Association reserves the right to reject any ad that is not professionally prepared (e.g. typewritten copy, hand drawn art, etc.). If sending a disk, please send to Sherrie Longello, DIA, 800 Enterprise Road, Horsham PA 19044, USA.

Publication Size: 8-1/4" x 10-7/8" (209 mm x 277 mm)		
Ad Page Size	Live Inches (mm)	Bleed Inches (mm)
Full Page	7-1/4 x 10 (184 x 254)	8-1/2 x 11-1/8 (216 x 283)

LOGOS

Logos **MUST** be prepared as black and white. We will not be responsible for converting color logos to black and white. Logos must not exceed 1-1/2" high x 2-1/2" wide, must be high resolution (300 dpi), with all fonts and graphics embedded and/or outlined.



We can accept high resolution PDF, JPG, TIF or EPS emailed to: diacsologos@diahome.org. **All files must be black and white (or grayscale), high resolution, with all fonts and images embedded. We will not be responsible for reproduction quality of logos supplied as RGB, CMYK, or low resolution.**

* We reserve the right to size logos to fit the allotted space, as necessary, in order to maintain aesthetics and consistency. By checking the B & W Logo box on page 1, you agree to allow DIA to resize your company logo to fit, if necessary.