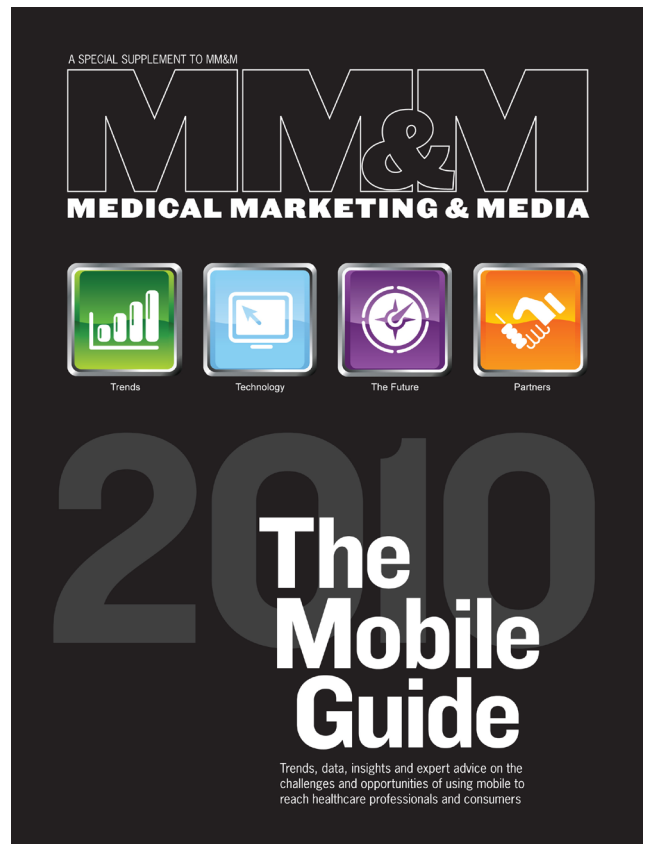
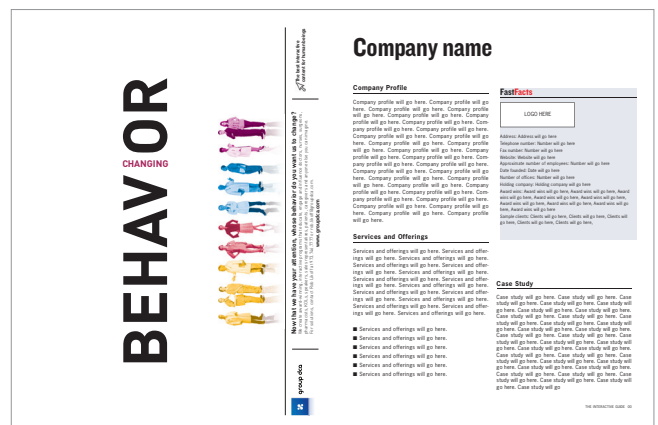


EMMA

The Mobile Guide 2011 is a special supplement to MM&M, covering the key trends in mobile marketing and communications for the pharmaceutical and healthcare audiences. Coverage will focus on both the healthcare professional and patient audiences, and will include the biggest players and innovators, the latest technology and apps, data and trends, case studies and a wealth of practical advice on spending wisely, integrating mobile efforts with other channels, measuring ROI and succeeding in the mobile space.



Placement Details: The Mobile Guide, which will be mailed with the June issue of MM&M, will also feature a showcase of companies involved in healthcare mobile marketing and communications, including agencies, media companies and technology providers. Showcased companies and their capabilities within this exclusive and relevant editorial will receive a 4-color, double page spread within The Mobile Guide. This includes a full page display ad along with a full page to communicate services and offerings, company profile, contact details, and a case study.



4-color, double-page spread: \$6,975 (Net)
Ad Close: April 26, 2011
Text/Logo Due: May 2, 2011
Display Ad Due: April 28, 2011

For advertising opportunities, contact:
 Cole Razzano at 646-638-6141, cole.razzano@haymarketmedia.com;
 or Greg Zalka at 646-638-6027, greg.zalka@haymarketmedia.com

Left Page Size
8.25 X 10.875"

Gutter at 8.25"

Total Display Area 8.25 x 10.875"

Please add additional 1/8 (.125) bleed
on all sides. Supply on disk.

Right Page Size
8.25 X 10.875"

TheInteractiveGuide 00

Full Company name

Company Profile

Since its launch in 2004, Health CME has offered innovative, flexible opportunities for physicians and licensed health professionals to earn free continuing medical education credit.

The program incorporates the production quality and expertise of Communications, the clinical expertise of the nation's leading authorities on some of today's most relevant CME topics, the reach of the Health television network and a user-friendly Web site for physicians and health professionals, HealthCME.com. Health CME is a program of Health Media Enterprises, which includes the Health and FitTV television networks and online assets including discoveryhealth.com, as well as Discovery's first stand-alone VOD service, Health On-Call. Health Media Enterprises is part of Communications, Inc., the No. 1 nonfiction media company reaching more than 1.5 billion people in over 170 countries. Through TV and digital media, 100-plus worldwide networks currently include Channel, TLC, Travel Channel, Animal Planet and Health.

Services and Offerings

Health CME includes a 55-minute commercial-free CME program airing numerous times throughout the accreditation period on Health. Along with distribution on the cable network, it is also available by downloaded Podcast, viewing online on the Web site via high-speed Internet connection or through an ordered DVD—all free of charge.

- Branded and unbranded websites
- Webcasts/videocasts/podcasts
- E-mail marketing
- 2-D and 3-D animations
- DVDs and CD-ROMs
- Web analytics
- Usability testing

Upon viewing the program, individuals seeking credit can log on to the Web site, quickly register, take the CME test and print their certificate. Also available on the Web site are references, faculty profiles and downloadable graphics and resources

FASTFACTS

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Address: 123 Fact Avenue, Suite 123,

New York, NY 11000

Phone: 555-654-555

Fax: 555-388-555

Email: info@fastfacts.com

Website: www.fastfacts.com

New Business Contact: Your Name, CEO,

Managing Director

Year Founded: 1969

Employees: 85

Holding Company: if applicable

Sample Clients: will be listed here, will be listed here, will be listed here, will be listed here

for use in practice. Other innovations will include online case studies and opportunities for greater interactivity among the faculty and physician participants, as well as a greater emphasis on outcomes measurement.

Case Studies

Current programs available for credit include: Type 2 Diabetes; New Treatment Strategies; Bariatric Surgery; Weighing the Options; Type 2 Diabetes: A Case for Cardiovascular Intervention; HPV and Cervical Cancer: Managing the Risk; Eat Right, Live Right...The Power of Simple Steps; Managing the Link between Depression and Pain; and The Premenstrual Continuum, Improving Diagnosis and Treatment. Several others are planned to premiere in 2007, including programs on Restless Legs Syndrome, Insulin Initiation, Anticoagulation, Childhood Obesity and the Global Epidemic of Diabetes.

Production Specs: Please supply ad artwork as per sizes above, as PDF, InDesign, or Quark Xpress files. Please include all artwork and fonts used. Please provide text for agency description for the categories listed above as a Microsoft Word file. The type will be formatted by MM&M **according to the template shown above.** Please inquire with your sales representative in regards to category substitutions if needed.