

## RESOURCE GUIDE RATES 2011

### Cost-effective access to key decision makers

Medical Marketing & Media is a leading publication that serves marketing and communications professionals within the pharmaceutical and healthcare industry. Promoting your company and its services to a targeted audience, delivering access to a BPA audited base of 14,750. **MM&M's Resource Guide** section is the ideal combination of targeted reach and frequency, at a low out-of-pocket cost. **The Resource Guide** offers the most cost-effective access to key decision makers, ensuring that your company has a month presence in the magazine as well as a logo, company description and a link to your website online for as little as \$299 a month. The **MM&M Resource Guide** is a must for any company seeking a response driven section to maximize exposure and the potential for new business.

**RxConnex™**  
LMS for  
Life Science Companies  
*Get a Demo*  
Train Stakeholder Groups  
Speakers, Contract Sales,  
Customers, Physicians  
No IT support required  
No capital expenditure  
MedComm resellers welcome  
www.modevity.com/Lms

### OPTION A

■ 1.6 x 1.33

#### Rate:

- 6 issues (\$350 per month) \$2,102
- 12 issues (\$299 per month) \$3,592

### AD CONTACT INFORMATION

**Color:** No additional charge—  
PMS will be converted to process.  
**File format:** Digital  
**E-mail ad file to:** Ada Figueroa,  
ada.figueroa@haymarketmedia.com

### CONTACT THE MM&M OPPORTUNITIES TEAM:

**Ty Bartholomew**  
Account Executive  
ty.bartholomew@haymarketmedia.com  
646-638-6015

### Reach today's time starved Physicians

and HCPs with efficient, effective, multifaceted, personal/non-personal outsourcing solutions.

Alliance & Ashfield, part of the United Drug group of companies, are leading providers of cost-effective outsourced solutions.

Call Jacqui Finegan at  
**215-347-1182** or email  
**info@physicianreach.us.com**



### OPTION B

■ 1.6 x 2.83

#### Rate:

- 6 issues (\$452 per month) \$2,714
- 12 issues (\$364 per month) \$4,368

**GPII Anatomicals®**  
Digital Scan  
Solid Model  
Product  
**Anatomical Models**  
• High Quality  
• Anatomically Correct  
• Customizable  
Phone: 847.615.8900  
Fax: 847.615.8920  
www.gpianatomicals.com

### OPTION C

■ 1.6 x 4.33

#### Rate:

- 6 issues (\$592 per month) \$3,552
- 12 issues (\$503 per month) \$6,042