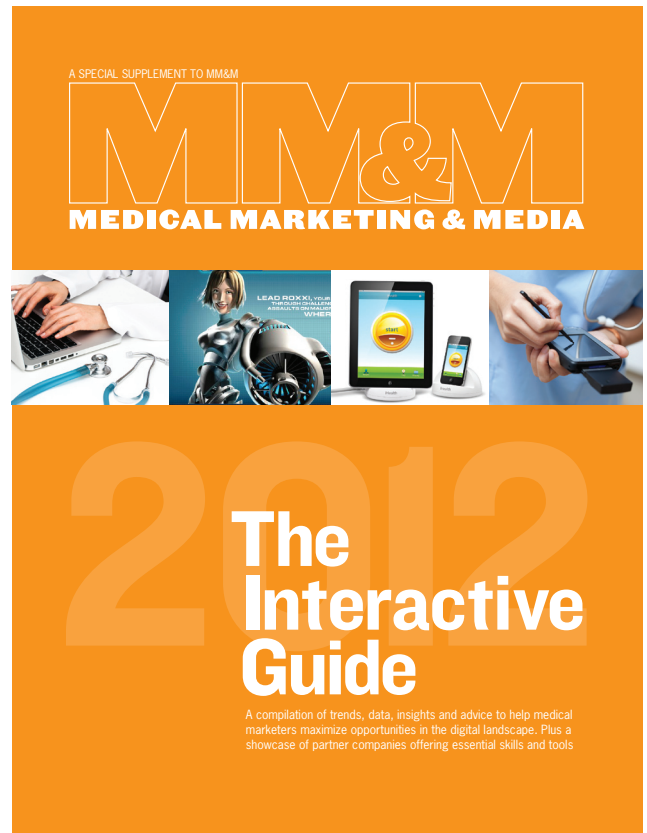


ROADS

An invaluable guide to the digital landscape for pharmaceutical marketers, featuring practical advice and techniques from the experts, plus a showcase of interactive marketing companies and the services they offer.



Placement Details: The Interactive Guide is a special supplement to MM&M, covering the key trends in digital pharmaceutical marketing, including the biggest players, the key innovators, the latest technology and a wealth of expert thinking and practical advice on overcoming roadblocks, spending wisely and succeeding in the digital space. The Interactive Guide will be published and distributed with the February 2013 issue of MM&M and available online as a digital edition.

Editorial Topics will Include:

- Market overview — the trends and the numbers
- Digital media
- Mobile marketing, communications and apps
- Patient education
- Social media
- FDA guidelines/regulations update
- Marketing to HCPs
- Predictions for the year ahead

Showcased companies will receive a 4-color, double-page spread within the Interactive Marketing Companies Showcase. This includes a full-page display ad along with a full page listing to communicate services and offerings, company profile, contact details and an example of capabilities.

4-color, double-page spread: \$7,200 (Net)

Ad Close: January 4, 2013

Text/Logo Due: January 4, 2013

Display Ad Due: January 4, 2013

For advertising opportunities, contact:

Brittany Thompson at 646-638-6152, brittany.thompson@haymarketmedia.com;
Doreen Gates at 267-477-1151, doreen.gates@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.

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

LOGO ON WHITE

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,
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.

Right Page Size
8.25 X 10.875"

TheInteractiveGuide 00

Production Specs: Please supply display ad artwork as per sizes above, as a PDF file. 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. Logo must be supplied as a 300 DPI JPEG or Illustrator EPS file. Word count must not exceed 375. A maximum of 3 proofs will be provided for artwork submitted on deadline. Artwork that is late will receive a proof as a courtesy with no changes allowed. Please inquire with your sales representative in regards to category substitutions if needed.