

2015 MEDIA KIT

MPR

The right dose
of information
eMPR.com



Maximize exposure, shape medical decision making,
and deliver results with MPR

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"MPR is innovative and always trying to come up with new opportunities. They are willing to establish a good partnership for carrying out campaigns to our target audiences."

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MPR

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Discounts & Promotional Opportunities

PRINT + DIGITAL = 10% OFF ENTIRE PLAN

ADD-AN-EDITION PROGRAM*

When you advertise in *MPR* and run the same product in another *MPR* publication (PA/NP, Pharmacists, Pediatricians) you will receive a discount dependent on the number of publications you run in.

- 2 edition buy = 10%
- 3 edition buy = 15%
- 4 edition buy = 20%

*full run only; other discounts may not apply.

EXTRA BRIEF SUMMARY POLICY

There will be NO additional space charges for any additional brief summary space that must run in *MPR* beyond the brief summary space running in A-size journals

PREMIUM POSITIONS

- **Cover 2:** 25%
- **Cover 4:** 50%
- **Section Index:** 25%
- **Other:** 10%

SPLIT RUN POLICY*

<50% of circulation = 50% discount; anything >50% will receive discount equal to "percentage of circulation not reached"

*\$1500 plate change fee applies; no other discounts; other restrictions may apply

HAYMARKET CORPORATE DISCOUNT

Individual pharmaceutical companies and their subsidiaries may qualify for this additional discount based on their total gross spending in either 2014 or 2015. The amount of the discount when combining total gross spending for *Oncology Nurse Advisor*, *The Clinical Advisor*, all *MPR* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *Renal & Urology News*, *Psychiatry Advisor*, *Endocrinology Advisor*, and *Neurology Advisor* using 2015 rates is calculated after combo, continuity and special discounts are applied.

\$ 250,000 – \$ 750,000	@ 2%
\$ 750,001 – \$1,500,000	@ 3%
\$1,500,001 – \$2,500,000	@ 5%
\$2,500,001 – \$3,500,000	@ 7%
\$3,500,001 +	@ 10%

ANNUAL-CONTRACT OPTION

5% discount on 2015 ad rates for all space contracted and paid for by January 31, 2015. Contracts must stipulate the product(s), ad-unit size, colors, frequency, and specific dates of insertion in all editions.

IMPORTANT NOTE: In some instances, these discounts are mutually exclusive. Contact your Account Manager for details.

MPR®

Primary care physicians refer to *MPR* over 12.5 million times a month¹

CIRCULATION

Distributed nationally by controlled circulation to office-based physicians in the following AMA- and AOA-registered specialties:

General practice	4,227
Family medicine	57,891
Internal medicine	57,155
Osteopathic medicine	13,740
Cardiology	8,327
Gastroenterology	3,344
Allergy/Immunology	1,316
TOTAL	146,000

PRINT FREQUENCY: Monthly

CLOSING DATES

Space Reservations and Cancellations:

On or about the 1st day of the month preceding issue date. Mails by the 15th of the month.

Ad Materials: Due by the first week of the month preceding issue date.

Line Ads: 1st day of the month preceding issue date.

BONUS DISTRIBUTION

American Academy of Family Physicians' (AAFP) Annual Meeting and Multiple Pri-Med Conferences.

PRICING & BILLING

2015 Ad Rates

Black & White

Frequency	1 Page
1x	\$13,880
6x	\$13,640
12x	\$13,500
24x	\$13,240
36x	\$13,040
48x	\$12,810
60x	\$12,740
72x	\$12,620
96x	\$12,410
120x	\$12,300
144x	\$12,180
192x	\$11,950
240x	\$11,780
300x	\$11,600
360x	\$11,480
420x	\$11,360

Color

4-Color Charge	\$3,820
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EXTRA COPY PROGRAM REACH

Reach other clinicians via direct mail or rep delivery

MPR extra copies

- Option to include logo on front cover and back cover ad
- **Pricing:** See your Account Manager for more information

Want exclusivity for an audience?

- Secure an *MPR* Semi-Custom Exclusive Edition and reach your target audience
- Premium covers and therapeutic subsection takeover
- Offers specialty exclusivity
- See your Account Manager for more details



AUDIENCE PENETRATION¹

- 86% of *MPR* users indicate they used the publication in the past 7 days
- 67% of users report using the publication in the past 24 hours
- 81% of users keep *MPR* in their office
- 51% of users keep their old copies of *MPR*; 21% pass it along to a colleague

HIGHLIGHTS²

- 41% more ad page exposures than leading journal
- A Top 5 reach among medical/surgical, multispecialty, and non-journal media

1. Kantar Media Professional Health, 2013 *MPR* Physician Usage Survey.
2. Kantar Media Professional Health, December 2013. Medical/Surgical, Multispecialty & Non-Journal Media Study.



Double your exposure with LINE ADS
across the bottom of the drug monograph pages

Line Ad Packages
(15 ads per issues)

- **4 color:** \$7,560 per issue
- **2 color:** \$5,900 per issue
- **Free Line Ads:** All display ads get 5 free black & white line ads

MPR Pediatricians' Edition®

Used by pediatricians more than 3.8 million times per month¹

CIRCULATION

Included below is the full universe of office-based physicians specializing in pediatrics.

Pediatrics	38,064
TOTAL	38,064

PRINT FREQUENCY

Semiannually

- Spring/Summer issue mailed in April
- Fall/Winter issue mailed in September

CLOSING DATES

Issue	Ad Close	Materials
Spring/Summer (April)	March 30	April 1
Fall/Winter (September)	October 21	October 23

BONUS DISTRIBUTION

Bonus distribution at the American Academy of Pediatrics (AAP) Annual Meeting.

PRICING & BILLING

2015 Ad Rates

Black & White

Frequency	1 Page
1x	\$11,730
6x	\$11,430
12x	\$11,150
24x	\$10,910
36x	\$10,690
48x	\$10,450
60x	\$10,240
72x	\$10,040
96x	\$9,880
120x	\$9,720
144x	\$9,580

Color

4-Color Charge	\$2,860
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EXTRA COPY PROGRAM REACH

Reach other clinicians via direct mail or rep delivery

MPR extra copies

- Option to include logo on front cover and back cover ad
- **Pricing:** See your Account Manager for more information



AUDIENCE PENETRATION¹

- More than 9 out of 10 physicians reported receiving the *MPR Pediatricians' Edition*
- Of those reported receiving the edition, 97% indicated that they use it
- 60% of users refer to *MPR* 30 to 60 times a month

HIGHLIGHTS

- Abbreviated drug monographs for more than 1,500 prescription and OTC product formulations organized into 18 therapeutic sections
- New Products and Newlines on pediatric pharmaceuticals and drug therapy
- Children's Dosing field highlighted for easy referencing
- Clinical charts on immunization guidelines and pediatric treatment regimens

1. Glickman Research Associates, 2011 *MPR* Pediatrician Usage Survey.

★ Double your exposure with LINE ADS across the bottom of the drug monograph pages **Line Ad Packages (15 ads per issues)**

- **4 color:** \$7,560 per issue
- **2 color:** \$5,900 per issue
- **Free Line Ads:** All display ads get 5 free black & white line ads

MPR Pharmacists' Edition®

Pharmacists use *MPR* more than 4.1 million times per month to verify prescriptions¹

CIRCULATION

Chain (Pharmacist-in-Charge)	35,995*
Independent (Pharmacist-in-Charge)	16,312*
Headquarter Executives	320
TOTAL	52,627

* SK&A Verified by name

PRINT FREQUENCY

Quarterly

- Mailed mid-month in February, May, September, and November

CLOSING DATES

Issue	Ad Close	Materials
Spring (February)	January 21	January 28
Summer (May)	April 23	April 30
Fall (August)	August 18	August 24
Winter (November)	October 15	October 20

PRICING & BILLING

2015 Ad Rates

Black & White

Frequency	1 Page
1x	\$11,000
6x	\$10,820
12x	\$10,670
24x	\$10,410
36x	\$10,270
48x	\$10,140
60x	\$10,050
72x	\$9,940
96x	\$9,720
120x	\$9,660
144x	\$9,560

Color

4-Color Charge	\$2,860
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EXTRA COPY PROGRAM REACH

Reach other clinicians via direct mail or rep delivery

MPR extra copies

- Option to include logo on front cover and back cover ad
- Pricing:** See your Account Manager for more information



AUDIENCE PENETRATION¹

- 57% of users indicate they used the publication in the past 7 days
- 32% of users keep the current edition on the counter
- 50% of users keep the publication in the pharmacy bookcase

HIGHLIGHTS

- Abbreviated drug monographs for more than 2,300 prescription and OTC product formulations organized into 19 therapeutic sections. Includes generic availability information.
- New Products reviews recent FDA approvals
- Generics newlines indicate what products are now available generically
- Newslines provide brief reviews of advances and developments in prescription and OTC products

1. E.T. Media Research, 2011 Survey of Usage of *MPR Pharmacists' Edition*



Double your exposure with LINE ADS across the bottom of the drug monograph pages

Line Ad Packages (15 ads per issues)

- 4 color:** \$7,560 per issue
- 2 color:** \$5,900 per issue
- Free Line Ads:** All display ads get 5 free black & white line ads

MPR Nurse Practitioners' Edition® and MPR Physician Assistants' Edition®

Used over 15.6 million times per month by PAs and NPs¹

CIRCULATION

Nurse Practitioners	56,286
Physician Assistants	47,397
TOTAL	103,683

PRICING & BILLING

2015 Ad Rates

Black & White

Frequency	1 Page
1x	\$9,870
6x	\$9,710
12x	\$9,610
24x	\$9,380
36x	\$9,250
48x	\$9,130
60x	\$9,070
72x	\$8,940
96x	\$8,750
120x	\$8,670
144x	\$8,600
192x	\$8,510

Color

4-Color Charge	\$2,860
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EXTRA COPY PROGRAM REACH

Reach other clinicians via direct mail or rep delivery

MPR extra copies

- Option to include logo on front cover and back cover ad
- **Pricing:** See your Account Manager for more information



PRINT FREQUENCY

Quarterly

- Mailed mid-month in February, May, August, and November

CLOSING DATES

Issue	Ad Close	Materials
Spring (February)	January 20	January 22
Summer (May)	April 16	April 21
Fall (August)	July 22	July 28
Winter (November)	October 13	October 16

BONUS DISTRIBUTION

Bonus distribution at the AANP National Conference, AAPA Annual Conference, and several national NP and PA conferences.

★ Double your exposure with LINE ADS across the bottom of the drug monograph pages **Line Ad Packages (15 ads per issues)**



AUDIENCE PENETRATION¹

- 81% of PA/NP users indicate they used the publication in the past 7 days
- 67% of users report using the publication in the past 24 hours
- 77% of users keep MPR in their office
- 47% of users keep their old copies of MPR; 36% pass it along to a colleague

HIGHLIGHTS

- Abbreviated drug monographs for more than 2,300 prescription and OTC product formulations organized into 19 therapeutic sections
- New Products reviews to keep clinicians up to date on medications recently made available
- Newlines provide brief reviews of advances and developments in pharmaceuticals and drug therapy
- Clinical charts designed for use at the point-of-care

1. Kantar Media Professional Health, 2013 MPR Physician Assistants & Nurse Practitioners' Usage Survey.

Specifications & Mechanical Requirements

MECHANICAL SPECIFICATIONS

Full-page Mechanical Requirements

Requirements	Width	Depth
Trim Size	5 ¼"	8 ¼"
Live Area	4 ¾"	7 ¾"
Bleed	5 ½"	8 ½"

Full-page Mechanical Requirements

Requirements	Width	Depth
⅓ Page	3 ⅜"	7 ¾"
½ Page Vertical	2 ⅜"	7 ¾"
½ Page Horizontal	4 ¾"	3 ¾"
⅓ Page Vertical	1 ½"	7 ¾"
⅓ Page Horizontal	4 ¾"	2 ½"
Line Ads	4 ½"	½"

Bleed Sizes: Add ⅛" all around.

Type of Binding: Perfect

Reproduction Requirements:

See Acceptable Ad Formats.

Disposition of Reproduction Material:

Reproduction material will be held one year from date of last insertion and then destroyed, unless specifically instructed otherwise.

ACCEPTABLE AD FORMATS

These formats are for all publications and are listed in the order of preference.

Specifications

- PDF/X-1a files recommended
- Please supply PDFs as single pages. Export settings can be found here: <http://www.rdonnelley.com/prepress/prepare/indesign/export-pdf.aspx>.

Belly Bands



FOLD IN SPECS

Trim Size: 16 ½" x 3" (flat)

Stock: 100# white gloss coated text

Color: 4/0 process over black, bleed

Binding: glue tipped to a specific page

Pricing Includes: standard postage to polybag with edition

Amount	Price	Per Unit
2,500	\$6,750	\$2.70
5,000	\$10,500	\$2.10
10,000	\$18,000	\$1.80
15,000	\$25,500	\$1.70
20,000	\$33,000	\$1.65
25,000	\$40,250	\$1.61
30,000	\$47,700	\$1.59
40,000	\$62,800	\$1.57
50,000	\$75,000	\$1.50
75,000	\$107,250	\$1.43
100,000	\$135,000	\$1.35
150,000	\$192,000	\$1.28

- Include standard trim and bleed marks (outside of live and bleed areas).

For digital ad specs, please visit:

empr.com/digitaladspecs

ROB materials to:

Kathleen Grinder, Haymarket Media
114 W. 26th St. 4th Fl, New York, NY 10001
mpr.prodmgmr@haymarketmedia.com



WRAP AROUND SPECS

Trim Size: 14" x 3" (flat)

Stock: 100# white gloss coated text

Color: 4/0 process over black, bleed

Binding: glue tipped around book

Pricing Includes: standard postage to polybag with edition

Amount	Price	Per Unit
2,500	\$6,225	\$2.49
5,000	\$8,700	\$1.74
10,000	\$12,600	\$1.26
15,000	\$15,750	\$1.05
20,000	\$19,000	\$0.95
25,000	\$22,000	\$0.88
30,000	\$24,900	\$0.83
40,000	\$27,600	\$0.69
50,000	\$33,500	\$0.67
75,000	\$45,000	\$0.60
100,000	\$55,000	\$0.55
150,000	\$75,000	\$0.50

INSERTS

Trim: 5.25" x 8.25" (Production must be contacted for supplied inserts)

Stock: 100# text

Color: 4/4

Binding: perfect bound with edition

Pricing Includes: postage

OUTSERTS See your Account Manager for more information

Cover Tips



2-PAGE COVER TIPS

Trim: 5.25" x 8.25"

Stock: 100# text

Color: 4/0

Binding: glue tipped to cover

Pricing Includes: polybag and postage with edition

Amount	Price	Per Unit
2,500	\$5,250	\$2.10
5,000	\$7,830	\$1.57
10,000	\$11,340	\$1.13
15,000	\$14,175	\$0.95
20,000	\$17,100	\$0.86
25,000	\$19,800	\$0.79
30,000	\$22,410	\$0.75
40,000	\$24,840	\$0.62
50,000	\$30,150	\$0.60
75,000	\$40,500	\$0.54
100,000	\$49,500	\$0.50
150,000	\$67,500	\$0.45



DIGITAL THAT MAKES A DIFFERENCE

- Maximize exposure
- Reach engaged healthcare professionals who rely on eMPR.com throughout their daily workflow for its robust offering of up-to-date drug information plus effective and efficient clinical tools
- Reach: 473,000+ unique visitors each month.
- Engagement: 3,300+ new site registrants per month

“MPR offers point-of-care exposure and repeat exposures. Its family of publications and multichannel products reaches so many target audiences.”

eMPR.com

More than 1 million page views per month

WHAT'S NEW IN 2015

- BrandInsights (HCP Level Data)
 - Measure in real time the content your target audience engages with and the actions they take after they engage
- BrandConnect (Native Advertising)
 - Deliver your messaging within MPR's editorial/content stream for increased engagement
- Premium Side Bar Ads
 - High impact ad units sit outside the content of a page to be 100% viewable at all times
- Tiered Pricing
 - Scaled pricing now available for section sponsorships and subsection takeovers

COMBINATION HAYMARKET DISCOUNT

Any 2 Haymarket sites	2.5%
Any 3 Haymarket sites	5%

ADDITIONAL FEES

Expandable or video banners	5%
Half-page ad (300x600)	10%
Geotargeted campaigns (available based on estimated inventory to the selected geographies)	10%

SUPPORTED AD UNITS

Most IAB Rising Star ads accepted



Leaderboard 728x90



Medium Rectangle 300x250



Half Page 300x600



Slim IMU (3:1 Rectangle) 300x100



Navigation Bar Ad 1000x30

Online Opportunities	cpm	price (net/net)
Run of Site (ROS) Banner Ads <ul style="list-style-type: none"> 50,000 impressions/month to any visitor of the site (Physicians, Nurse Practitioners, Physician Assistants, Pharmacists, other) A minimum of two ad units is required 	\$90	\$4,500/mo
🎯 Profession-Targeted Banner Ads <ul style="list-style-type: none"> Impressions served only to the validated profession of your choice (Physician, NP, PA, Pharmacists, Nurses, etc) A minimum of two ad units is required 	\$110	Example: 50,000 impressions/mo to 50,000 NP/PAs = \$5,500/mo
🎯 Specialty-Targeted Banner Ads <ul style="list-style-type: none"> 50,000 impressions/month to validated physicians within a specific specialty (eg, pediatrics, OB/GYNs, cardiology) Campaigns targeted to other professions (eg, NP, PA, Pharmacists) may be available based on inventory. Some professions (Pharmacists and Nurses) are self-reported A minimum of two ad units is required 	\$170	Example: 25,000 impressions/mo to 25,000 Cardiologists = \$4,250/mo
🎯 List-Match Targeted Banner Ads <ul style="list-style-type: none"> Match your list to MPR's list of validated physicians or other Healthcare Professionals (HCPs) Impressions delivered will be determined by list match A minimum of 2 ad units is required NOTE: Creation of a unique list by combining data points (eg, multiple professions and/or specialties, prescribing data, ICD-9 or CPT codes, etc) will be billed at the List-Match Targeted Banner Ad price plus costs to create the list. 	\$230	Example: 10,000 impressions/mo to target list match of 10,000 HCPs = \$2,300/mo
NEW BrandInsights (List-Match HCP Level Data) <ul style="list-style-type: none"> Measure in real time what content HCPs or your audience engages with and see the actions they take after they engage to develop or validate new audiences Can be used to identify engagements within a single marketing message or to evaluate different messages Specs available upon request 		Contact account manager
NEW Premium sidebar ads <ul style="list-style-type: none"> High impact ad sits outside of the content page on the right and/or left Scrolls with the readers so it is 100% viewable at all times 		25% premium on banner ad rate
Content Posting + Media <ul style="list-style-type: none"> Post your pre-approved promotional webcasts, podcasts, supplements, clinical studies, whitepapers, etc 100% exclusivity on posting page Promote content with actionable links beside relevant monographs Specs available upon request 	Flat rate	Video/Audio: \$1,575/mo Static: \$1,050/mo Media: \$3,700/mo
NEW BrandConnect (Native Advertising) <ul style="list-style-type: none"> Post educational supplements, whitepapers, videos and webcasts, etc. in MPR's editorial style within the flow of our content for increased engagement 25,000 native ad impressions, 250 page views to content, 1,000 companion display impressions 100% exclusivity on content posting page Promote content with actionable links Specs available upon request 	Flat rate	\$5,500/2 weeks

Contextual Opportunities	cpm	price (net/net)
Therapeutic Subsection Takeover + Monograph Sponsorship <ul style="list-style-type: none"> Exclusive sponsorship of a single subsection (100% SOV within a therapeutic subsection) Impressions delivered are dependent on subsection traffic Sold on a first-come, first-served basis each month Each brand retains the right to place an ad on its own monograph 	Flat rate	Tier 1: \$10,500 Tier 2: \$8,400 Tier 3: \$6,300
Run-of-Section + Monograph Sponsorship <ul style="list-style-type: none"> Sponsorship of a Therapeutic Section Ad appears only within the Therapeutic Section Non-exclusive, except on monograph page Subsection Takeover takes precedence Impressions delivered are dependent on section traffic Each brand retains the right to place an ad on its own monograph 	Flat rate	Tier 1: \$4,785 Tier 2: \$3,300 Tier 3: \$2,000
Clinical Chart Sponsorship <ul style="list-style-type: none"> 100% SOV on MPR's popular and highly used clinical chart references 	Flat rate	\$1,000/mo
MonographPLUS <ul style="list-style-type: none"> Promote your brand with actionable links at the point the prescriber is viewing your drug monograph <ul style="list-style-type: none"> 150 characters and up to 6 lines in your monograph Plain text only; no bold, underline, italics, or different fonts 	Flat rate	\$550/mo or \$1,050/mo combo buy of web+app
Video Embedding <ul style="list-style-type: none"> Embed pre-approved promotional or educational webcasts and videos beside relevant monograph(s) 	\$130 CPM or Flat rate	\$130 CPM for run of section sponsorship \$1,575 brand monograph sponsorship
Search Key Words <ul style="list-style-type: none"> 100% SOV on the Search Results Page for up to 3 key words 		Free value add with any digital campaign
Home Page Opportunities		
Home Page Takeover (Roadblock) <ul style="list-style-type: none"> 100% SOV...own all ad inventory on home page for 1 day Cannot run at same time as Home Page Peel ad, unless same brand buys both Available for maximum 2 weeks each month A minimum of 2 ad units is required 	Flat rate	\$3,000/day
Prestitial <ul style="list-style-type: none"> 100% SOV...sits "over" the site, and all pages are routed through the ad Appears once per visitor per 24 hours e-Newsletter days are highest traffic days 	Flat rate	\$3,750/day \$15,000/week (7 days for price of 4; 105K impressions)
Text Ads		
ROS Text Ads <ul style="list-style-type: none"> Client provides 1 text ad, which appears on every page of the site Use as a resource to drive clinicians to specific offerings (samples, study reprint, trial recruitment, adherence programs) Use your Google Search Ad for copy 	N/A	\$595/mo



ON THE MOVE WITH MOBILE

- Catch the attention of busy healthcare professionals on the move **throughout their day**, and when it matters most – at the point of care, at the point of decision making
- Reach: 368,000+ downloads
- Engagement: 245,000+ unique app opens per month
- 89% of HCPs say drug reference apps are important to their clinical decision making
 - 55% of users refer to the MPR app multiple times a day

“Expertise. That is what I like most about MPR. They have a highly qualified staff that brings value to campaigns.”

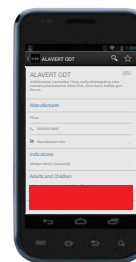
MPR App

Greater than 1.2 million page views a month

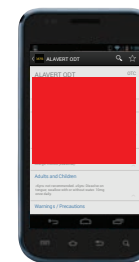
WHAT'S NEW IN 2015

- Clinical Chart Sponsorship
 - MPR's popular clinical charts are now available on the app. Place your ad against these charts for highly contextually-relevant messaging.
- Tiered Pricing
 - Scaled pricing now available for section sponsorships and subsection takeovers

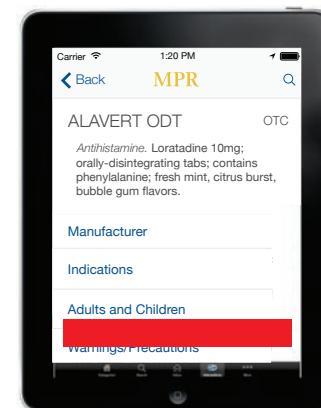
SUPPORTED AD UNITS



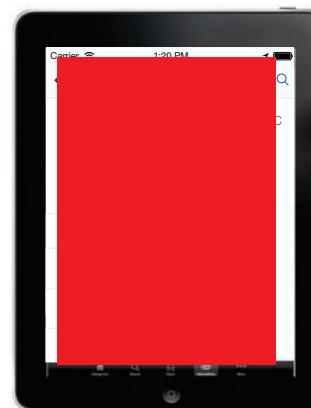
Standard 320x50



Smartphone prestitial
300x250



Standard 728x90



App prestitial
748x1024 (portrait)



App prestitial
1024x748 (landscape)

Online Opportunities	cpm	price (net/net)
Run of App Banner Ads <ul style="list-style-type: none"> 50,000 impressions/month to any visitor of the site (Physicians, Nurse Practitioners, Physician Assistants, Pharmacists, other) 100% SOV on any page at any given time SSM Sponsorship ad placements takes precedent over Run-of-App ads Create your own mobile ad or use the approved copy from your Google text ad(s) We can create "Click to Dial" ads that connect to a phone number of your choice <p><i>We recommend that your mobile ads link to a mobile optimized Web site or landing page.</i></p>	\$90	\$4,500/mo
Profession-Targeted Mobile Ads <ul style="list-style-type: none"> Impressions served only to the validated of your choice (Physician, NP, PA, Pharmacists, Nurses, etc) 	\$110	Example: 50,000 impressions/mo to 50,000 MDs = \$5,500/mo
Specialty-Targeted Mobile Ads <ul style="list-style-type: none"> Impressions to validated physicians within a specific specialty (eg, pediatrics, OB/GYNs, cardiology) Campaigns targeted to other professions (eg, NP, PA, Pharmacists) may be available based on inventory. Some professions (Pharmacists and Nurses) are self-reported 	\$170	Example: 25,000 impressions/mo to 25,000 Pediatricians = \$4,250/mo
List-Match Mobile Ads <ul style="list-style-type: none"> Match your list to MPR's list of validated physicians and HCPs. Impressions delivered will be determined by list match NOTE: Creation of a unique list by combining data points (eg, multiple professions and/or specialties, prescribing data, ICD-9 or CPT codes, etc) will be billed at the List-Match Targeted Banner Ad price plus costs to create the list. 	\$230	Example: 10,000 impressions/mo to target list = \$2,300
Mobile Prestitial <ul style="list-style-type: none"> 100% SOV Appears once per visitor per 24 hours 	Flat rate	\$1,130/day
MobileConnections <ul style="list-style-type: none"> Profession-Targeted Push Notifications <ul style="list-style-type: none"> Impressions served only to the validated profession of your choice (MD, NP, PA, Pharmacists, Nurses, etc) Out-of-app push notifications sent to target audience to drive user to your sponsored message. Text copy will reside in the News box along with external links provided (product/company site, PI) Sponsored message is automatically pushed to the top of the News box every 5 days for the duration of the campaign Impressions delivered will be determined by profession selected 	\$115	Example: 50,000 impressions/mo to 50,000 MDs = \$5,750/mo
MobileConnections <ul style="list-style-type: none"> Specialty-Targeted Push Notifications <ul style="list-style-type: none"> Impressions to validated physicians within a specific specialty (eg, pediatrics, OB/GYNs, cardiology) Out-of-app push notifications sent to target audience to drive user to your sponsored message. Text copy will reside in the News box along with external links provided (product/company site, PI) Sponsored message is automatically pushed to the top of the News box every 5 days for the duration of the campaign Impressions delivered will be determined by specialty selected 	\$180	Example: 25,000 impressions/mo to 25,000 OB/GYNs = \$4,500/mo

🎯 = TARGETED OPPORTUNITY

Physicians validated against AMA file; NP, PA against NPI number.

Online Opportunities (continued)	cpm	price (net/net)
Mobile Connections <ul style="list-style-type: none"> List-Match Push Notifications <ul style="list-style-type: none"> Match your list to MPR's list of validated physicians or other Healthcare Professionals (HCPs) Out-of-app push notifications sent to target audience to drive user to your sponsored message. Text copy will reside in the News box along with external links provided (product/company site, PI) Sponsored message is automatically pushed to the top of the News box every 5 days for the duration of the campaign Impressions delivered will be determined by list match 	\$218	Example, 5,000 impressions/mo to target list = \$1,090/mo
Contextual Opportunities		
Therapeutic Subsection Takeover + Monograph Sponsorship <ul style="list-style-type: none"> Exclusive sponsorship of a single subsection (100% SOV within a therapeutic section) Impressions delivered are dependent on subsection traffic Sold on a first-come, first-served basis each month 	Flat rate	Tier 1: \$10,500 Tier 2: \$8,400 Tier 3: \$6,300
Run-of-Section/Subsection + Monograph Sponsorship <ul style="list-style-type: none"> Sponsorship of a Therapeutic Section and Subsection Ad appears only within the Therapeutic Section Non-exclusive, except on monograph page Impressions delivered are dependent on section traffic Each brand retains the right to place an ad on its own monograph 	Flat rate	Tier 1: \$4,785 Tier 2: \$3,300 Tier 3: \$2,000
MonographPLUS <ul style="list-style-type: none"> Promote your brand with actionable links at the point the prescriber is viewing your drug monograph <ul style="list-style-type: none"> 150 characters and up to 6 lines in your monograph Plain text only; no bold, underline, italics, or different fonts 	Flat rate	\$550/mo or \$1,050/mo combo buy of web+app
Search Key Words <ul style="list-style-type: none"> 100% SOV on the Search Results Page for up to 3 key words 		Free value add with any digital campaign

MPR e-Mail Opportunities

More than 97,000 opted-in healthcare professionals



HIGHLIGHTS

- Free, opt-in weekly e-Mail newsletters
 - MPR Daily Dose
 - MPR First Look
 - MPR Spotlight
- Offer the latest pharmaceutical product news, written in the same concise and informative manner as *MPR*
- Contain new products, news, the latest drug updates (with links to important monograph updates on our website) and CME spotlight.

EDITORIAL E-NEWSLETTERS

MPR Daily Dose

Distributed every evening to over 97,000 opted-in HCPs. The MPR Daily Dose delivers a not-to-be missed recap of the day's top news and trending articles to keep HCPs up to date.

MPR First Look

Highlighting new products available on the market, MPR First Look notifies HCPs of a new therapeutic options and features a comprehensive slideshow and drug monograph to familiarize HCPs with proper prescribing of new drugs.

MPR Spotlight

Distributed monthly to over 70,000 opted-in HCPs. It delivers resources focused on specific disease states and conditions to allow for highly relevant, contextual messaging.

2015

- January: Musculoskeletal Disorders
- February: American Heart Month
- March: National Colorectal Cancer Awareness Month
- April: Sexually Transmitted Infections Awareness Month
- May: Mental Health Month
- June: National Headache Awareness Week (1st to 7th)
- July: Skin Cancer
- August: National Immunization Month
- September: National Childhood Obesity Awareness Month
- October: National Breast Cancer Awareness Month
- November: American Diabetes Month
- December: World AIDS Day (1st)

SUPPORTED AD UNITS

Use your web ads on MPR e-Newsletters! MPR supports animated GIFs in e-Mail and we can include ISI as "text" below a 300x250 ad unit, in a uniquely formatted e-Mail that allows you to use your web ads on newsletters!



Leaderboard 728x90



Skyscraper 120x600



Rectangle 300x360



Medium Rectangle 300x250



Double IMU 300x600



Resource Center 728x400



Ad with full ISI 728xcorresponding height

e-Newsletter Opportunities	cpm	price (net/net)
Editorial e-Newsletters <ul style="list-style-type: none"> • 97,000+ opted-in validated HCPs <ul style="list-style-type: none"> — Daily Dose — First Look (weekly) — Spotlight (monthly) 		\$2,650 per email/day. See your Account Manager for bulk discounting details. Text Ads: \$525
Specialty Targeted e-Newsletters <ul style="list-style-type: none"> • Deliver your ad to just the specialty you want to reach • Ads run on existing editorial e-Newsletter; content is not changed 		\$2,310
Sponsored Spotlight e-Newsletter <ul style="list-style-type: none"> • Disease-specific content from the MPR website • 100% SOV—only your advertising appears on the newsletter 		\$5,780

MPR Conference Coverage & e-Mail Marketing

MPR has the proven ability to deliver messages across a variety of media options



HIGHLIGHTS

MPR has two ways to deliver messages and content through targeted delivery channels. Live Digital Conference Coverage is a great way to be part of the latest scientific findings. Targeted e-Mail Marketing Programs can reach HCPs with the right message, at the right time.

MPR FIRST REPORT: LIVE DIGITAL CONFERENCE COVERAGE

- Multisponsored digital-advertising opportunity; editorial coverage will appear concurrently on all Haymarket sites that are relevant
- Ideal program to reach HCPs that cannot attend in-person or cannot attend all the sessions they would like to

- Haymarket editorial staff will report on innovative, late-breaking news presented at the conference
- Guarantees: 150,000 impressions for full 1-year campaign. Bulk of impressions to be delivered in the first 3 months.
- Advertisers must supply all 4 digital-ad positions
- Haymarket will do all promotion pre- and post-conference to improve online attendance by e-Mail blasts and other online promotion

Conference Coverage Opportunities	cpm	price (net/net)
First Report <ul style="list-style-type: none"> • Reach HCPs that cannot attend in person or attend all sessions • Contextual messaging against innovative, late breaking news presented at the conference 	N/A	\$40,000/per advertiser max 4 advertisers per conference

E-MAIL MARKETING PROGRAMS

- E-Mail marketing provides timely and cost-effective message delivery
- Use MPR to target your "called on" or "no see" HCPs
- Quickly measure ROI, including e-Mails delivered, bounces, opens, click-throughs, etc
- Include specific links to your branded site/portal
- MPR has the proven ability to deliver messages across a variety of media options

E-newsletter Coverage Opportunities	cpm	price (net/net)
MPRxPress <ul style="list-style-type: none"> • Distribute pre-approved material to target list of HCPs • Leverage the strength of MPR to cut through the inbox clutter • Note: Additional fees apply if newsletter needs legal review, tracking codes added, etc • See Account Manager for required specs 	N/A	Set-Up Fee \$1,500 + \$0.35 per name; sponsor provides content; list-matching charges apply Minimum: \$3,000 list fee
MPRAAlert		Haymarket creates content; consult Account Manager for details and pricing

Custom Solutions

Your "go-to" strategic partner for highly impactful custom medical communications programs



MPR single sponsored print edition

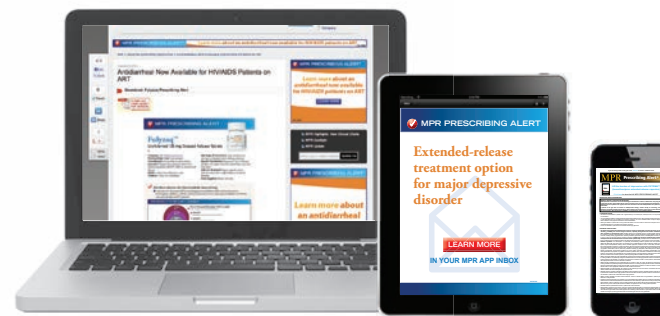
HIGHLIGHTS

- Integrate promotional messages into trusted clinical context
- Deploy via proven distribution channels
- Leverage trusted brands & third-party credibility

WEB DATABASE SOLUTIONS

- iframe solutions
- Microsite development
- Clinical calculators

For more detailed information on each of these products and additional custom solutions, please contact the Publisher for a Fact Sheet



MPR Integrated Prescribing Alert



MPRxPress Direct Mail & Email

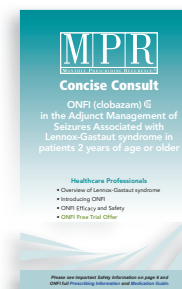


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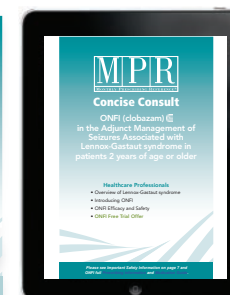
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