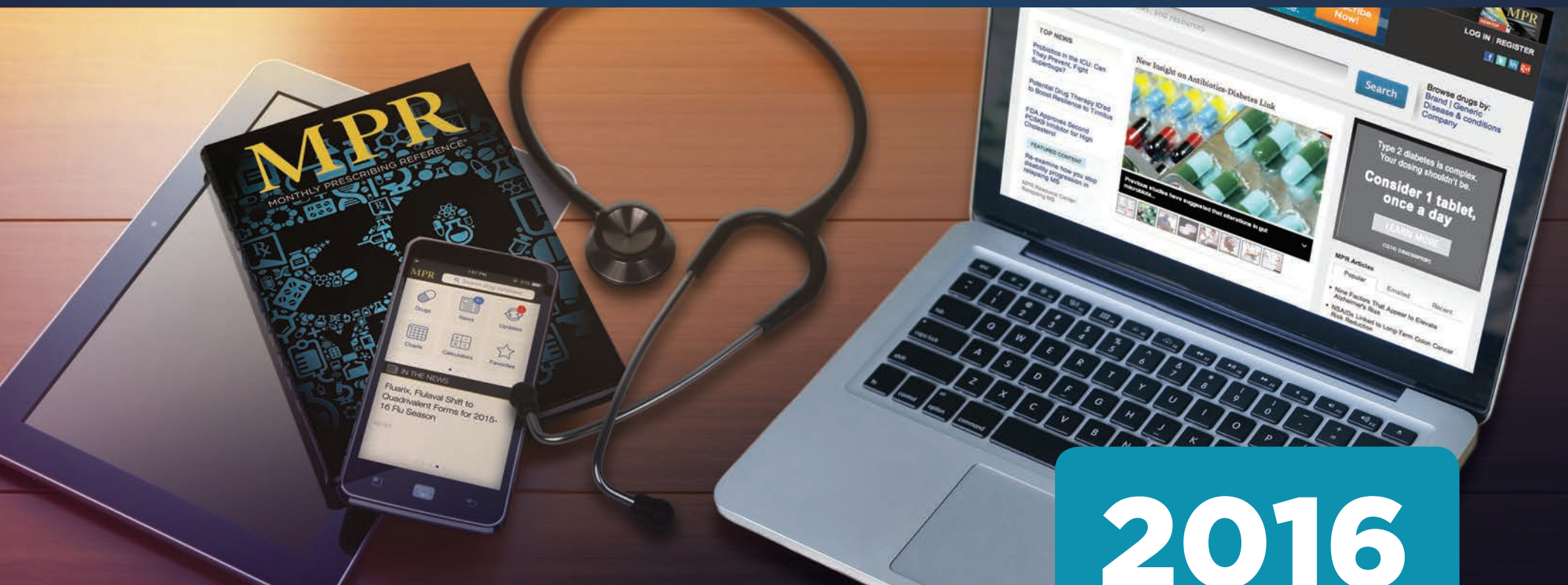


MPR

The right dose
of information
eMPR.com



2016 MEDIA KIT

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

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Publishing

MPR

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OVERVIEW

Maximize Reach and Market Penetration with MPR

Legacy

- MPR is one of the top used drug information resources, trusted by healthcare professionals for 30 years.

Reach

- Access over 1.4 million HCPs including physicians, nurse practitioners, physician assistants, pharmacists, and other allied healthcare professionals across all specialties throughout their daily workflow

Audience Penetration¹

- #1 most used drug information resource across all channels (print, online, mobile) by office-based primary care physicians
- #3 most used resource across all specialties, office and hospital

Source: 1. Kantar Media Professional Health. Non-Journal Media Study. June 2015.

7 AM



9 AM



5 PM



7 PM



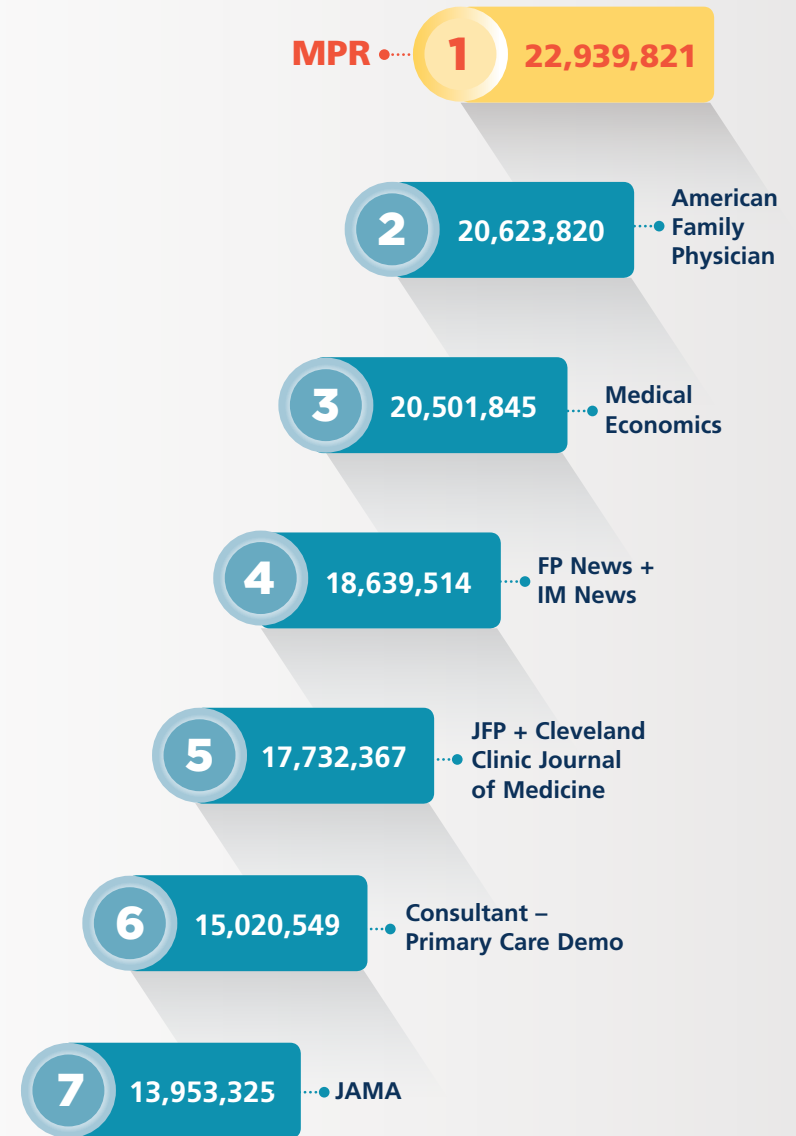
OVERVIEW

Print That Performs: MPR

- Primary Care and Specialty Editions of MPR enable your brand to achieve wide reach and high frequency of exposure in your target markets
- MPR's unique editorial categorization places your ad at the right place at the right time to influence product selection when prescribers are actively thinking about your brand's indication
- MPR print editions are collectively used over 31 million times each month by subscribers¹⁻⁴
- 16% of all old issues are passed to a colleague for up to an additional 5 million uses per month¹
- MPR Ad Awareness Study shows an average 78% improvement in correct message and product association in users exposed to advertising in MPR print issues⁵ which can be associated with a direct impact on prescriptions



MPR Print Users Generate More Prescriptions*



Source: 1. Kantar Media Professional Health. MPR Physician Usage Survey, January 2015. 2. Kantar Media Professional Health. MPR Physician Assistant and Nurse Practitioner Usage Survey, February 2015. 3. Glickman Associates, 2011 MPR Pediatrician Usage Survey. 4. E.T. Media Research, 2011 Survey of Usage of MPR Pharmacists' Edition. 5. Harvey Research, Inc. MPR Ad Awareness Study, October 2014.

*Prescriptions per prescriber per year. Source: Kantar Media Professional Health, PC-Office Standard Ranking Report with Rx's. December 2014.

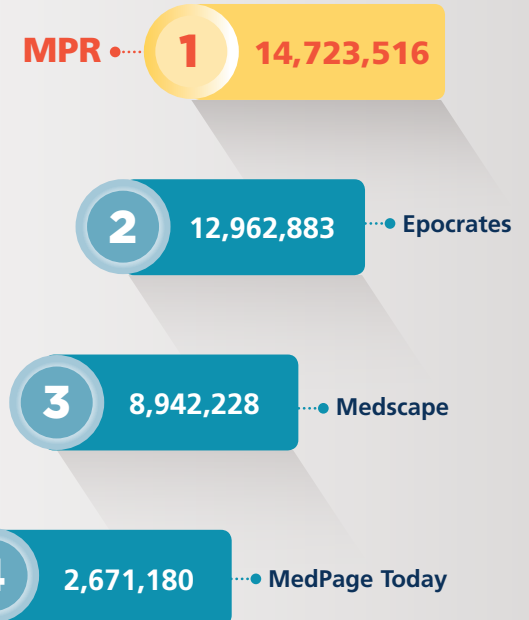
OVERVIEW

Digital That Makes a Difference: eMPR.com & MPR App

- Reach engaged HCPs across all specialties who rely on the MPR website and app **throughout their daily workflow** for the robust offering of up-to-date drug information plus effective and efficient clinical tools
- More than 535,000+ unique users each month and nearly 2 million page views



MPR Digital Users Generate More Prescriptions*



*Prescriptions per prescriber per year.
Source: Kantar Media Professional Health, PC-Office Standard Ranking Report with Rx. December 2014.

SPECIAL OFFERS

Discounts & Promotional Opportunities

Take advantage of these premium offers and discounts

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

Any split run campaigns reaching a targeted audience will incur pass-through royalty and list match fees per issue.

Rental and Royalty Fees:

| | | |
|----------------|----------|-------------|
| AMA/AOA rental | \$8.00/m | \$75.00 min |
|----------------|----------|-------------|

| | | |
|--------------|-----------|--------------|
| NP/PA rental | \$75.00/m | \$375.00 min |
|--------------|-----------|--------------|

| | |
|-------------|-----------|
| AMA Royalty | \$22.50/m |
|-------------|-----------|

| | |
|-------------|-----------|
| AOA Royalty | \$24.75/m |
|-------------|-----------|

Prescriber Data Royalty Fees:

| | | |
|---------------------|------------|--------------|
| Selected by Product | \$150.00/m | \$750.00 min |
|---------------------|------------|--------------|

| | | |
|-------------------|------------|--------------|
| Selected by Class | \$100.00/m | \$600.00 min |
|-------------------|------------|--------------|

These rates apply to both MD/DO's and NP/PAs.

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*, *Neurology Advisor*, *Clinical Pain Advisor*, *Infectious Disease Advisor*, and *Cardiology 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 2016 ad rates for all space contracted and paid for by January 31, 2016. 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.



PRINT PUBLICATIONS

MPR Monthly Prescribing Reference®

Primary care physicians refer to MPR over 11.3 million times a month

PRICING & BILLING

2016 Ad Rates

Black & White

| FREQUENCY | 1 PAGE |
|-----------|----------|
| 1x | \$14,300 |
| 6x | \$14,050 |
| 12x | \$13,910 |
| 24x | \$13,640 |
| 36x | \$13,440 |
| 48x | \$13,200 |
| 60x | \$13,130 |
| 72x | \$13,000 |
| 96x | \$12,790 |
| 120x | \$12,670 |
| 144x | \$12,550 |
| 192x | \$11,310 |
| 240x | \$11,140 |
| 300x | \$11,950 |
| 360x | \$11,830 |
| 420x | \$11,710 |

Color

4-Color Charge \$3,940

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.



MPR MONTHLY SECTION USAGE

| Therapeutic Sections | MPR | Therapeutic Sections | MPR | Therapeutic Sections | MPR |
|--------------------------|-----------|---------------------------|---------|-----------------------------|---------|
| Cardiovascular Diseases | 1,624,696 | Respiratory Tract | 706,682 | Ophthalmic Disorders | 341,346 |
| Dermatological Disorders | 882,745 | Infectious Diseases | 705,556 | Allergic Disorders | 309,098 |
| Endocrine Disorders | 882,659 | Musculoskeletal Disorders | 646,334 | Poisoning & Drug Dependence | 249,134 |
| Gastrohepatic Disorders | 864,301 | Urological Disorders | 629,512 | Immunization | 215,689 |
| Pain Management | 805,246 | OB/GYN | 606,513 | Nutrition | 140,567 |
| Psychiatric Disorders | 774,265 | Neurological Disorders | 584,813 | Otic Disorders | 123,386 |
| TOTAL | | 11,329,823 | | | |

Source: Kantar Media Professional Health. MPR Physician Usage Survey, January 2015.

PRINT PUBLICATIONS

MPR Nurse Practitioners' & Physician Assistants' Editions®

Referenced over 11.8 million times per month by nurse practitioners and physician assistants

NOW AVAILABLE
in A Size for
Larger Ads
and Increased
Visibility

PRICING & BILLING

2016 Ad Rates

Black & White

| FREQUENCY | 1 PAGE |
|----------------|----------|
| 1x | \$10,170 |
| 6x | \$10,010 |
| 12x | \$9,900 |
| 24x | \$9,670 |
| 36x | \$9,530 |
| 48x | \$9,410 |
| 60x | \$9,350 |
| 72x | \$9,210 |
| 96x | \$9,020 |
| 120x | \$8,940 |
| 144x | \$8,860 |
| 192x | \$8,770 |
| Color | |
| 4-Color Charge | \$2,950 |

CIRCULATION

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

PRINT FREQUENCY

Quarterly

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

CLOSING DATES

| Issue | Ad Close | Materials |
|-------------------|------------|------------|
| Spring (February) | January 19 | January 26 |
| Summer (May) | April 14 | April 21 |
| Fall (August) | July 21 | July 28 |
| Winter (November) | October 18 | October 25 |

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

BONUS DISTRIBUTION

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



MPR MONTHLY SECTION USAGE

| Therapeutic Sections | NP & PA |
|--------------------------|-----------|
| Cardiovascular Diseases | 1,470,036 |
| Infectious Diseases | 1,114,561 |
| Dermatological Disorders | 1,009,030 |
| Respiratory Disorders | 971,405 |
| Psychiatric Disorders | 896,670 |
| Pain Management | 883,004 |
| Gastrohepatic Disorders | 838,494 |

| Therapeutic Sections | NP & PA |
|---------------------------|---------|
| OB/GYN | 793,913 |
| Endocrine Disorders | 713,050 |
| Musculoskeletal Disorders | 570,366 |
| Urological Disorders | 490,072 |
| Allergic Disorders | 446,255 |
| Neurological Disorders | 432,577 |
| Ophthalmic Disorders | 315,919 |

| Therapeutic Sections | NP & PA |
|-----------------------------|---------|
| Nutrition | 226,559 |
| Metabolic Disorders | 182,588 |
| Poisoning & Drug Dependence | 166,412 |
| Immunization | 139,999 |
| Otic Disorders | 124,255 |

TOTAL 11,785,164

Source: Kantar Media Professional Health. MPR Physician Assistant and Nurse Practitioner Usage Survey, February 2015.

PRINT PUBLICATIONS

Double Up with The Clinical Advisor

Maximize Reach and Exposures to NPs and PAs

The Clinical Advisor Power Play

- Leverage the #1 most widely read journal for NPs and PAs coupled with the #1 most used drug reference to own this audience
- The Clinical Advisor Power Play
 - Pricing (will utilize Clinical Advisor's 12x continuity rate for 1 full page + 4 color charge)



Total expanded circulation reach of

182,242



#1 in Reach + #1 for Exposures = A Powerful Solution to Maximize Messaging to NPs and PAs

| RANK | PUBLICATION | USERS/READERS | AVERAGE PAGE EXPOSURES | AVERAGE AD PAGE EXPOSURES |
|------|---------------------------------|----------------|------------------------|---------------------------|
| 1 | The Clinical Advisor | 271,444 | 136,112 | 124,950 |
| 2 | Clinician Reviews | 212,085 | 108,328 | 99,445 |
| 3 | Consultant-Clinicians' Edition | 206,680 | 105,856 | 97,175 |
| 4 | MPR NP + PA Editions | 192,535 | 414,530 | 380,538* |
| 5 | JAAPA + Nurse Practitioner | 191,221 | 94,423 | 86,680 |
| 6 | Journal for Nurse Practitioners | 136,878 | 59,530 | 54,648 |
| 7 | The Nurse Practitioner | 106,535 | 47,162 | 43,294 |
| 8 | JAAPA | 84,686 | 47,261 | 43,385 |

*Estimated based on 0.918 average rate of change among journals from average page to average ad page exposures
Source: Kantar Media Professional Health. Physician Assistant/Nurse Practitioner Readership Survey. June 2015.

Now more than ever, the Clinical Advisor Power Play is easy to execute as MPR NP and PA Editions have changed to A-size publications

PRINT PUBLICATIONS

MPR Pediatricians' Edition®

Used by pediatricians more than 3.8 million times a month

PRICING & BILLING

2016 Ad Rates

Black & White

| Frequency | 1 Page |
|----------------|----------|
| 1x | \$12,090 |
| 6x | \$11,780 |
| 12x | \$11,490 |
| 24x | \$11,240 |
| 36x | \$11,020 |
| 48x | \$10,770 |
| 60x | \$10,550 |
| 72x | \$10,350 |
| 96x | \$10,180 |
| 120x | \$10,020 |
| 144x | \$9,870 |
| Color | |
| 4-Color Charge | \$2,950 |

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 June
- Fall/Winter issue mailed in October

CLOSING DATES

| Issue | Ad Close | Materials |
|-----------------------|--------------|-----------|
| Spring/Summer (June) | May 24 | May 31 |
| Fall/Winter (October) | September 28 | October 5 |



MPR MONTHLY SECTION USAGE

| Therapeutic Sections | PEDs | Therapeutic Sections | PEDs | Therapeutic Sections | PEDs |
|--------------------------|---------|----------------------|---------|-----------------------------|--------|
| Dermatological Disorders | 901,096 | Allergic Disorders | 224,161 | Otic Disorders | 68,973 |
| Respiratory Disorders | 422,458 | Ophthalmic Disorders | 196,092 | Oral Health | 60,629 |
| Infectious Diseases | 408,274 | Pain Management | 166,870 | Endocrine Disorders | 51,730 |
| Central Nervous System | 336,520 | Nutrition | 159,082 | Poisoning & Drug Dependence | 34,208 |
| Gastrohepatic Disorders | 285,625 | OB/GYN | 125,430 | Cardiovascular Disease | 30,871 |
| Immune System | 228,333 | Urological Disorders | 75,648 | Musculoskeletal Disorders | 24,474 |

TOTAL 11,329,823

Source: Glickman Research Associates, 2011 MPR Pediatrician Usage Survey.

PRINT PUBLICATIONS

MPR Pharmacists' Editions®

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

PRICING & BILLING

2016 Ad Rates

Black & White

| Frequency | 1 Page |
|----------------|----------|
| 1x | \$11,330 |
| 6x | \$11,150 |
| 12x | \$11,000 |
| 24x | \$10,730 |
| 36x | \$10,580 |
| 48x | \$10,450 |
| 60x | \$10,360 |
| 72x | \$10,240 |
| 96x | \$10,020 |
| 120x | \$9,950 |
| 144x | \$9,850 |
| Color | |
| 4-Color Charge | \$2,946 |

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
 - March
 - June
 - September
 - December

CLOSING DATES

| Issue | Ad Close | Materials |
|-------------------|-------------|-------------|
| Spring (March) | February 9 | February 17 |
| Summer (June) | May 11 | May 18 |
| Fall (September) | August 17 | August 24 |
| Winter (December) | November 14 | November 21 |



MPR MONTHLY SECTION USAGE

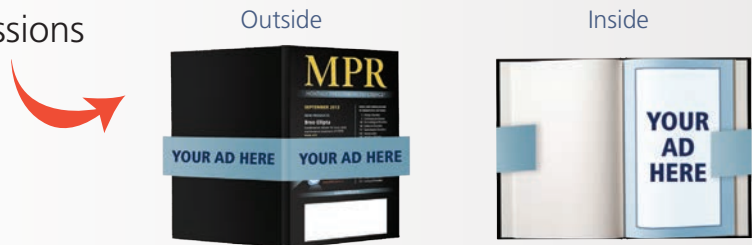
| Therapeutic Sections | RPh | Therapeutic Sections | RPh | Therapeutic Sections | RPh |
|------------------------------|---------|---------------------------|---------|-----------------------------|--------|
| Cardiovascular Disease | 536,083 | Nutrition | 262,462 | Poisoning & Drug Dependence | 86,438 |
| Central Nervous System | 495,784 | Respiratory Disorders | 207,862 | Oral Health | 72,480 |
| Gastrohepatic Disorders | 354,667 | Urological Disorders | 168,656 | Immune System | 62,285 |
| Dermatological Disorders | 334,923 | Allergic Disorders | 162,754 | Otic Disorders | 31,781 |
| Pain Management | 315,117 | Musculoskeletal Disorders | 161,677 | Diagnostic Agents | 16,825 |
| Infectious Diseases | 282,937 | Ophthalmic Disorders | 159,934 | Oncology | 10,277 |
| Endocrine Disorders | 265,212 | OB/GYN | 135,917 | | |
| TOTAL 4,125,131 | | | | | |

Source: E.T. Media Research, 2011 Survey of Usage of MPR Pharmacists' Edition.

BELLY BANDS

Drive Users Directly to Your Ad

- A high impact MPR belly band is the first thing HCPs see when they receive a copy of MPR and drives the user directly to your brand’s messaging
 - Fold-in bellyband leads directly to ad, providing multiple impressions per target, per deployment
 - Can be used at conferences as a booth traffic driver
 - Pricing for the new A-Size Nurse Practitioners’ Edition and Physician Assistants’ Edition will remain the same



DIGEST-SIZE WRAP AROUND SPECS

Trim Size: 14" × 3" (flat)
Stock: 100#
Color: 4/0
Binding: glue tipped around book
Pricing Includes: standard postage to polybag with edition

A-SIZE WRAP AROUND SPECS

Trim Size: 5 1/2" × 17 1/8"
Stock: 100#
Color: 4/0
Binding: glue tipped around book
Pricing Includes: standard postage to polybag with edition

| AMOUNT | PRICE | PER UNIT |
|---------|----------|----------|
| 2,500 | \$6,410 | \$2.56 |
| 5,000 | \$8,960 | \$1.79 |
| 10,000 | \$12,980 | \$1.30 |
| 15,000 | \$16,220 | \$1.08 |
| 20,000 | \$19,570 | \$0.98 |
| 25,000 | \$22,660 | \$0.91 |
| 30,000 | \$25,645 | \$0.85 |
| 40,000 | \$28,430 | \$0.71 |
| 50,000 | \$34,505 | \$0.69 |
| 75,000 | \$46,350 | \$0.62 |
| 100,000 | \$56,650 | \$0.57 |
| 150,000 | \$77,250 | \$0.52 |

DIGEST-SIZE FOLD IN SPECS

Trim Size: 16 1/2" × 3" (flat)
Stock: 100#
Color: 4/0
Binding: glue tipped to a specific page
Pricing Includes: standard postage to polybag with edition

A-SIZE FOLD IN SPECS

Trim Size: 5 1/2" × 18"
Stock: 100#
Color: 4/0
Binding: glue tipped to a specific page
Pricing Includes: standard postage to polybag with edition

| AMOUNT | PRICE | PER UNIT |
|---------|-----------|----------|
| 2,500 | \$6,950 | \$2.78 |
| 5,000 | \$10,815 | \$2.16 |
| 10,000 | \$18,540 | \$1.85 |
| 15,000 | \$26,265 | \$1.75 |
| 20,000 | \$33,990 | \$1.70 |
| 25,000 | \$41,455 | \$1.66 |
| 30,000 | \$49,130 | \$1.64 |
| 40,000 | \$64,685 | \$1.62 |
| 50,000 | \$77,250 | \$1.55 |
| 75,000 | \$110,465 | \$1.47 |
| 100,000 | \$139,050 | \$1.39 |
| 150,000 | \$197,760 | \$1.32 |

OUTSERTS & EXTRA COPY PROGRAM

Extend Your Reach with MPR

Outserts & Polybagging

- Engage with your audience before they even open their copy of MPR

Extra Copy Program

- Reach other clinicians via direct mail or rep delivery
- Option to exclusively sponsor a semi-customized issue of MPR to your target audience

Pricing

- See your account manager for more information

Semi-
customized
issue





Be Noticed with MPR

- Deliver your message to a targeted audience at a fraction of the cost of direct mail with cover tips and inserts
- Full and partial cover tips will now be available for MPR NP and PA Editions

2-PAGE COVER TIPS

Trim: 5.25" × 8.25" for MPR monthly, Pharmacists', and Pediatricians' Editions and 7 ¾" × 10 ½" for Nurse Practitioners' and Physician Assistants' Editions

Stock: 100#

Color: 4/0

Binding: glue tipped to cover

Pricing Includes: polybag and postage with edition

PARTIAL COVER TIP

Trim: 5" × 5" to 7 ½" × 7 ¼"

Stock: 100#

Color: 4/0

Binding: glue tipped to cover

Pricing Includes: polybag and postage with edition

INSERTS

Trim: 5.25" × 8.25" for MPR monthly, Pharmacists', and Pediatricians' Editions and 7 ¾" × 10 ½" for Nurse Practitioners' and Physician Assistants' Editions

Stock: 100#

Color: 4/4

Binding: perfect bound with edition

Pricing Includes: postage

FULL RUN PRICING

2-Page Insert

2 × earned B&W Rate

4-Page Insert

4 × earned B&W Rate

Larger Inserts

Contact account manager

| AMOUNT | PRICE | PER UNIT |
|---------|----------|----------|
| 2,500 | \$5,405 | \$2.16 |
| 5,000 | \$8,065 | \$1.61 |
| 10,000 | \$11,680 | \$1.17 |
| 15,000 | \$14,600 | \$0.97 |
| 20,000 | \$17,615 | \$0.88 |
| 25,000 | \$20,395 | \$0.82 |
| 30,000 | \$23,080 | \$0.77 |
| 40,000 | \$25,585 | \$0.64 |
| 50,000 | \$31,055 | \$0.62 |
| 75,000 | \$41,715 | \$0.56 |
| 100,000 | \$50,985 | \$0.51 |
| 150,000 | \$69,525 | \$0.46 |

| AMOUNT | PRICE | PER UNIT |
|---------|----------|----------|
| 2,500 | \$2,876 | \$1.15 |
| 5,000 | \$4,250 | \$0.85 |
| 10,000 | \$6,100 | \$0.61 |
| 15,000 | \$6,679 | \$0.45 |
| 20,000 | \$8,000 | \$0.40 |
| 25,000 | \$9,500 | \$0.38 |
| 30,000 | \$10,200 | \$0.34 |
| 40,000 | \$11,200 | \$0.28 |
| 50,000 | \$12,383 | \$0.25 |
| 75,000 | \$15,000 | \$0.20 |
| 100,000 | \$17,550 | \$0.18 |

*2-Page insert is 1 page double-sided

PRODUCTION REQUIREMENTS

Print Specifications & Mechanical Requirements

DIGEST SIZE MECHANICAL SPECIFICATIONS

| Full-page Mechanical Requirements | Width | Depth |
|-----------------------------------|-------|-------|
| Trim Size | 5 ¼" | 8 ¼" |
| Live Area | 4 ¾" | 7 ¾" |
| Bleed | 5 ½" | 8 ½" |

A-SIZE MECHANICAL SPECIFICATIONS

| Full-page Mechanical Requirements | Width | Depth |
|-----------------------------------|-------|-------|
| Trim Size | 7 ¾" | 10 ½" |
| Live Area | 7 ¼" | 10" |
| Bleed | 8" | 10 ¾" |

Bleed Sizes: Add ¼" 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

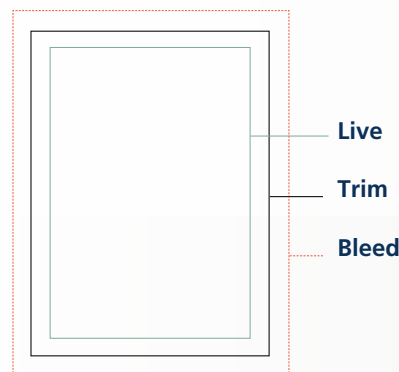
These formats are for all publications and are listed in the order of preference.

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

ROB materials to:

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



eMPR.com and the MPR App

Reach our multi-specialty audience of 1.4 million HCPs across all professions



More than 500,000 average unique visitors a month on eMPR.com generating 1.2 million monthly page views



Downloaded over 370,000 times, the MPR App has more than 3,000 unique visitors a day generating 790,000 monthly page views



What's New in Digital

Display Banner Media

- **Programmatic Buying**
 - Reach your target audience across the Haymarket network with HCP-level data reporting
- **Targeted Prestitals**
 - High conversion prestitals targeted to your audience or contextually placed
- **70% Viewability Standards**
 - Haymarket will guarantee a standard 70% viewability score
- **MPR App 30th Anniversary Edition**
 - Content sponsorship availability beyond point-of-care drug information

Customized Offerings

- **BrandConnect +PLUS**
 - Asset syndication bundled with a multi-touchpoint marketing plan directed at targeted audiences
- **Advisor Channels**
 - Delivering key content and perspectives from KOLs to drive deeper engagement with clinical information supporting brand messaging
- **Behavioral Triggered Messaging**
 - Deliver custom emails to HCPs actively engaged with drug information or content relevant to your product



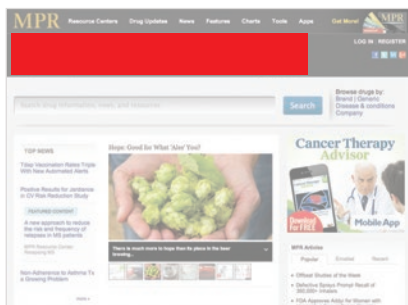
eMPR.com Opportunities and Rates

| ONLINE OPPORTUNITIES | CPM | SPONSORSHIP (NET/NET) |
|--|---|---|
| Run of Site (ROS) | \$95 | |
| Profession-Targeted | \$125 | |
| Specialty-Targeted | \$192 | |
| List-Match-Targeted | \$260 | |
| Geo-Targeted | 0.5x premium on banner ad rate | |
| HCP Level Data | 2x targeted banner ad rate | |
| NEW Programmatic Buying (includes HCP Level Data) | ROS: \$105 Profession-Targeted: \$199 Specialty-Targeted: \$315 List-Match Targeted: \$425 | |
| Homepage Takeover (Roadblock) | | \$1,500/day or \$6,000/week or \$21,000/month |
| Prestitial Ads (ROS) | | \$52,500/month |
| Prestitial Ads (Targeted) | \$375 | |
| ROS Text Ads | | \$600/month |

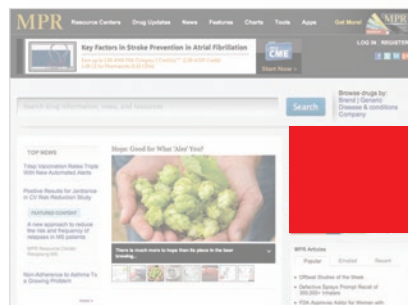


SUPPORTED AD UNITS

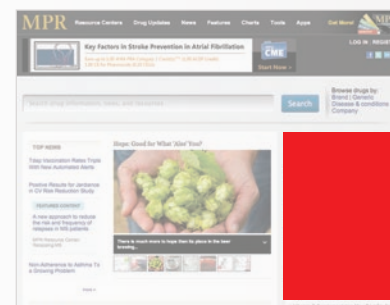
Most IAB Rising Star ads accepted



Leaderboard 728x90



Medium Rectangle 300x250

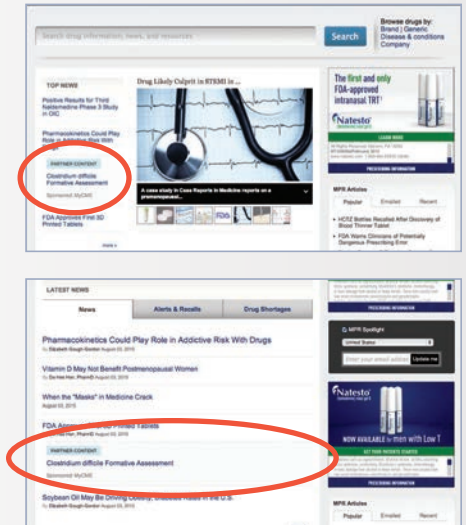


Half Page 300x600

eMPR.com Opportunities and Rates

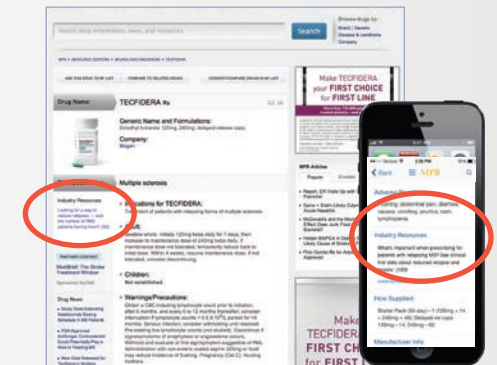
| CONTEXTUAL OPPORTUNITIES | SPONSORSHIP (NET/NET) |
|--|---|
| Run of Section (25% SOV) + Monograph Sponsorship | Tier 1: \$5,000/month Tier 2: \$3,500/month Tier 3: \$2,100/month |
| Therapeutic Subsection Takeover (100% SOV) + Monograph Sponsorship | Tier 1: \$10,500/month Tier 2: \$8,400/month Tier 3: \$6,300/month |
| Run of Section Prestitials | Tier 1: \$565/day or \$2,260/week Tier 2: \$280/day or \$1,120/week Tier 3: \$120/day or \$480/week |
| Run of Section Text Ads | Tier 1: \$400/month Tier 2: \$300/month Tier 3: \$150/month |
| BrandConnect (Native Advertising) | \$5,500/2 weeks |
| Clinical Chart Sponsorship | \$1,000/month |
| MonographPlus | \$570/month or \$1,100/month combo buy of web + app per monograph |
| Search Key Words Sponsorship | Free value add with any digital campaign, up to 3 key words |

BrandConnect



Post pre-approved content or media in MPR's editorial style within the flow of our content for increased engagement.

MonographPLUS



Promote your brand with actionable links at the point the prescriber is viewing your drug monograph.

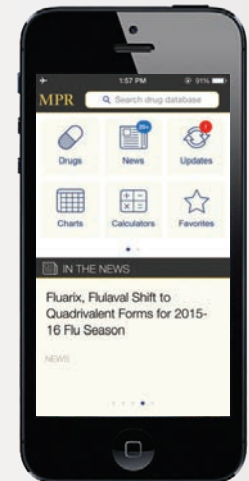
DIGITAL MEDIA

MPR App Opportunities and Rates

| ONLINE OPPORTUNITIES | CPM | SPONSORSHIP (NET/NET) |
|--|---|------------------------------|
| Run of App (ROA) | \$95 | |
| Profession-Targeted | \$125 | |
| Specialty-Targeted | \$192 | |
| Geo-Targeted | 0.5x premium on banner ad rate | |
| NEW Programmatic Buying (Includes HCP Level Data) | ROS: \$105 Profession-Targeted: \$199 Specialty-Targeted: \$315 List-Match Targeted: \$425 | |
| Homepage Takeover (Roadblock) | | \$1,500/day |
| Prestitial Ads (ROS) | | \$3,750/day or \$15,000/week |
| Prestitial Ads (Targeted) | \$375 | |



| CONTEXTUAL OPPORTUNITIES | SPONSORSHIP (NET/NET) |
|--|--|
| Run of Section (25% SOV) + Monograph Sponsorship | Tier 1: \$5,000/month Tier 2: \$3,500/month Tier 3: \$2,100/month |
| Therapeutic Subsection Takeover (100% SOV) + Monograph Sponsorship | Tier 1: \$10,500/month Tier 2: \$8,400/month Tier 3: \$6,300/month |
| BrandConnect (Native Advertising) | \$5,500/2 weeks |
| MonographPlus | \$570/month or \$1,100/month combo buy of web + app |



MPR e-Newsletters

- MPR e-newsletters reach over 400,000 healthcare professionals across all professions and specialties daily

MPR Daily Dose

- Distributed every evening, 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.
 - Average open rate of 13.85%
 - Average CTO of 19.3%
 - Pricing
 - » Circulation list of 400,000+ HCPs: \$5,000 per e-newsletter
 - » Target list: \$1,000 minimum per newsletter or receive discount equal to percentage of circulation not reached if spend is greater than \$1,000
 - » Bundled pricing available: Please see your MPR account representative

MPR Spotlight

- Distributed monthly or on a sponsored basis, the MPR Spotlight delivers resources focused on specific disease states and conditions to allow for highly relevant, contextual messaging.
 - Average open rate of 13.6%
 - Average CTO of 21.6%
 - Pricing
 - » Circulation list of 400,000+ HCPs: \$5,800 per e-newsletter
 - » Single-sponsored, client-selected topic: \$7,000 per e-newsletter



2016 SPOTLIGHT SCHEDULE

- January: Infectious Disease
- February: American Heart Month
- March: National Sleep Awareness Week (2nd to 8th)
- April: Allergy
- May: Mental Health Month
- June: National Headache Awareness Week (1st to 7th)
- July: Dermatology
- August: National Immunization Month
- September: World Alzheimer's Month
- October: Respiratory Care Week (25th to 31st)
- November: American Diabetes Month
- December: World AIDS Day (1st)

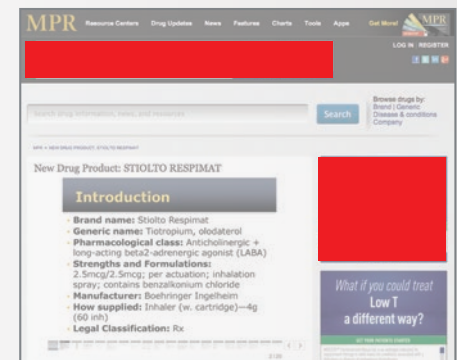
MPR First Look Product Launch Package

- Highlighting new products available on the market, the MPR First Look package alerts HCPs of new therapeutic options at or near the time of product launch
- Package includes sponsorship of:
 - First Look e-newsletter
 - Comprehensive new product slideshow
 - New product drug monograph
- Pricing: \$5,800 for 1-month package

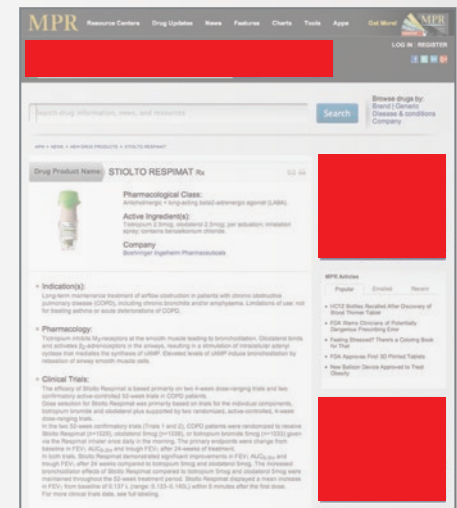
First Look e-Newsletter



New Product Slideshow



New Product Write-Up



MPR First Report

Live Conference Coverage

- Be a part of the latest scientific findings and deliver key messaging to highly engaged HCPs during MPR's live coverage of breaking news and data presented at scientific sessions across all therapeutic areas
- 200,000 impressions for the first 3 months served via daily live coverage as well as daily recap e-newsletters
 - Minimum 2 ad units; static newsletter ads must be provided or goal must be adjusted
- Pricing
 - \$40,000



Online Banner Specs

DESKTOP WEB

| DIMENSIONS | FRIENDLY/RISING STAR NAME | INITIAL FILE SIZE | POLITE FILE SIZE | RICH MEDIA | THIRD PARTY AD SERVED | SITE SERVED .SWF | SITE SERVED STATIC IMAGE | SIDEBAR COMPATIBLE | EXPANDABLE | EXPANDABLE DIRECTION | BORDER | HTML5 ACCEPTED | FLASH VERSION | FRAME RATE | ANIMATION/ LOOPING | WMODE | Z-INDEX | ACCEPTED VENDORS |
|---------------------------|--------------------------------------|-------------------|------------------|------------|-----------------------|----------------------------------|--------------------------|--------------------|------------|----------------------|------------|----------------|----------------------|------------|--------------------|----------|------------------|------------------|
| 728×90 | Leaderboard | 50k | 100k | Yes | Yes | Yes | Yes | No | 2× | Down | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 2,000,000 | All |
| 300×250 | Box Ad/Sidekick | 50k | 100k | Yes | Yes | Yes, except for sidekick | Yes | Yes | 2× | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 1,000,000 | All |
| 300×600 | Half Page/Filmstrip | 50k | 100k | Yes | Yes | Yes, except for filmstrip | Yes | Yes | 2× | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 1,000,000 | All |
| 300×250 | Box Ad/Sidekick (SIDEBAR) | 50k | 100k | Yes | Yes | Yes, except for sidekick | Yes | Yes | 2× | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 3,000,000 | All |
| 300×600 | Half Page/Filmstrip (SIDEBAR) | 50k | 100k | Yes | Yes | Yes, except for filmstrip | Yes | Yes | 2× | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 3,000,000 | All |
| 300×1050 | Portrait Ad | 50k | 100k | Yes | Yes | No | Yes | Yes | n/a | n/a | 1px | Yes | n/a | n/a | Unlimited | 0 | 1,000,000 | All |
| 950×90 | Slider Ad | 50k | 100k | Yes | Yes | No | Yes | No | n/a | n/a | n/a | Yes | n/a | n/a | Unlimited | 0 | 1,000,000 | All |
| 640×480, 300×250, 300×600 | Interstitial/ Prestitial | 100k | n/a | Yes | Yes | Yes | Yes | No | n/a | n/a | n/a | Yes | 10.1 or under | 24 | 30 seconds | 0 | 1,000,000 | All |

NOTES:

- Standard turnaround time is three days upon receipt of creative.
- Submitted creative is subject to approval by Haymarket Media, Inc.
- All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels
- Site served SWF must be flash version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: <http://getclicktag.com/get-clicktag-code/>
- All audio must be user initiated (via click). Expandables must be “click to expand” or “roll to expand” with a 1sec delay. Any expanding or out of page media must have a clearly visible close button or “X”
- HTML5 creative must be third party served

MOBILE WEB

| DIMENSIONS | FRIENDLY/RISING STAR NAME | FILE SIZE | RICH MEDIA | THIRD PARTY AD SERVED | SITE SERVED STATIC IMAGE | HTML5 ACCEPTED | ANIMATION | ACCEPTED VENDORS | FLASH ACCEPTED |
|---------------------|---------------------------|-----------|------------|-----------------------|--------------------------|----------------|-----------|------------------|----------------|
| 728×90 - Tablet | Leaderboard | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |
| 300×600 | Half Page | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |
| 300×250 | Box Ad | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |
| 300×50 - Smartphone | Mobile Leaderboard | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |
| 320×50 - Smartphone | Mobile Leaderboard | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |

Mobile Banner and Email Specs

MOBILE APPS

| DIMENSIONS | FRIENDLY/RISING STAR NAME | FILE SIZE | RICH MEDIA | THIRD PARTY AD SERVED | SITE SERVED STATIC IMAGE | HTML5 ACCEPTED | ANIMATION | ACCEPTED VENDORS | FLASH ACCEPTED | EXPANDABLE |
|-----------------------|---|-----------|------------|-----------------------|--------------------------|----------------|-----------|------------------|----------------|-----------------|
| 728 x 90 - Tablet | Full Page Flex, Pull, Slider, Filmstrip | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No | |
| 300 x 50 - Smartphone | Full Page Flex, Pull, Slider, Filmstrip | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No | 320 x 480 (max) |
| 320 x 50 - Smartphone | Mobile Leaderboard | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No | |

NOTES:

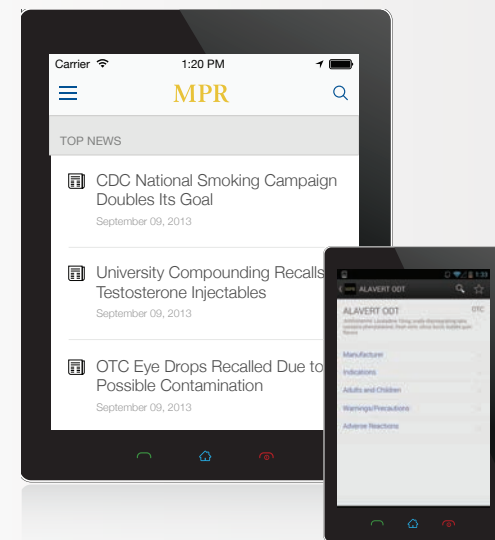
- Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.
- For most third party ad servers sending over a noscript standard tag is acceptable.
- DFA and Pointroll users must send over a 1 x 1 and click tracker.
- Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.

EMAIL NEWSLETTERS

| DIMENSIONS | FRIENDLY/RISING STAR NAME | FILE SIZE | RICH MEDIA | THIRD PARTY AD SERVED | SITE SERVED STATIC IMAGE | HTML5 ACCEPTED | ANIMATION | ACCEPTED VENDORS | FLASH ACCEPTED |
|------------|---------------------------|-----------|------------|-----------------------|--------------------------|----------------|-----------|------------------|----------------|
| 300 x 250 | Box Ad | 40k | No | Yes | Yes | No | Yes | All | No |
| 728 x 90 | Leaderboard | 40k | No | Yes | Yes | No | Yes | All | No |
| Text | n/a | n/a | No | Yes | n/a | n/a | n/a | n/a | n/a |

NOTES:

- Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.
- For most third party ad servers sending over a noscript standard tag is acceptable.
- DFA and Pointroll users must send over a 1 x 1 and click tracker.
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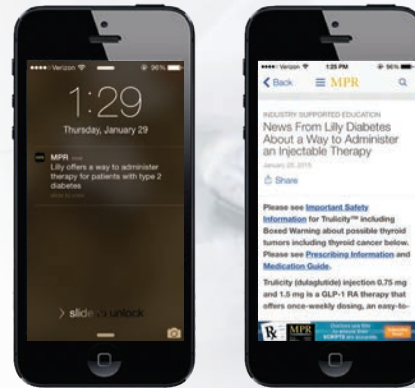
Customized Offerings

- MobileConnections
 - Push notification and content posting/asset syndication
- MPRxpress
- BrandConnect +*PLUS*
 - Asset syndication bundled with a multi-touchpoint marketing plan directed at targeted audiences
- Advisor Channels
 - Delivering key content and perspectives from KOLs to drive deeper engagement with clinical information supporting brand messaging
- Behavioral Triggered Messaging
 - Deliver custom emails to HCPs actively engaged with drug information or content relevant to your product



MobileConnections

- Directly deliver your content to a specific audience of your choice. Sponsored message can contain up to 5 links to additional resources and assets
- Client to provide:
 - Push notification copy (recommended: 110 characters)
 - Subject line for newsfeed (recommended 100 characters; max 350)
 - Sponsored content: No character limit, though it is advised to keep it under 1,000 words. HTML5 enabled and can contain graphics
 - Links: up to 5 links with tracking codes
 - Images: Max width of 664 pixels
No limit to number of images
- Pricing: \$5,000/month
 - 200,000 push notifications deployments per wave
 - Average 1.2% CTR to content
 - Content resides within our news streams for increased engagement



MPR_xpress

Digital: Custom E-Blasts

- Leverage MPR's legacy and reach to effectively deliver your product messaging directly into your target audiences' to build value, ensure that your brand stays top-of-mind, and drive conversion
- Pricing
 - Email
 - Setup fee: \$1,500 per wave
 - List fee: \$0.35/name per wave
 - » Minimum: \$2,000 per wave not inclusive of setup fee



Print: Direct Mailers

- Leverage MPR's legacy and reach to effectively deliver your product messaging directly into your target audiences' to build value, ensure
- Pricing
 - » See account manager
 - » Includes custom envelope



CUSTOM SOLUTIONS

BrandConnect *+PLUS*

- Asset syndication of existing, pre-approved content (video or static) through Haymarket's networks and channels
- Multi-touchpoint marketing plan that efficiently connects Haymarket's audiences with client materials
- Can be targeted to profession, specialty or list match
- HCP level data provided (name, profession, specialty, NPI#, address)

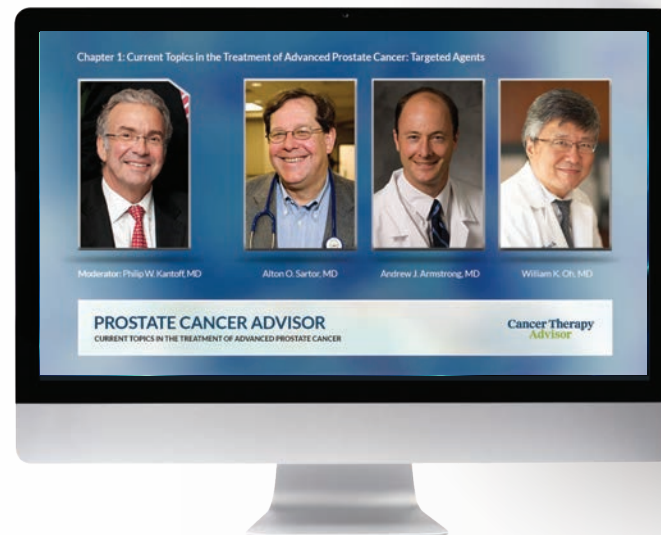


BrandConnect +PLUS drives deeper engagements to deliver more than 1.185 million touchpoints
Pricing: \$125,000 for 6 month package. A 50% discount!

| MARKETING TACTIC (6 MONTH PLAN) | RATE CARD PRICING |
|---|---------------------------|
| Setup and hosting fee | \$5,000 |
| 25,000 ROS impressions per month driving users to landing page | \$13,500 |
| BrandConnect native ads | \$33,000 |
| Weekly newsletter sponsorship | \$120,000 |
| 3 MPRxpress e-blasts (assuming 30K target list) | \$36,000 |
| Triggered e-mails that deliver client supplied messaging to visitors (assuming 1K visitors) | \$45,000 at \$45 per send |
| HCP-level data on visitors (assuming 1K visitors) | \$6,000 |
| TOTAL COST AT RATE CARD: | \$258,500 |

Advisor Channels

- Identify key content channels on MPR that offer an opportunity to provide HCPs with more in-depth clinical information
- Haymarket provides all marketing to the Advisor Channel
- Engage a “channel specific” section editor to provide guidance on content
 - Peer-to-peer, KOL multimedia product
 - Expert *Perspectives interviews*
 - Clinical *Viewpoints interviews*
 - Disease specific news, features, treatment charts and drug monographs
- 50% SOV advertising sponsorship
- Ads can be targeted to your list
- HCP-level data provided on all ads



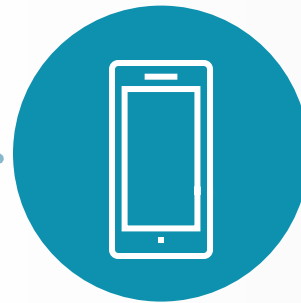
Advisor Channels

Sponsorship provides a cost-effective, targeted, strategic message placement with multiple touchpoints to key targets

**1 year of banner ads
with minimum 50% SOV
on desktop channel**



**1 year of banner ads
with minimum 50% SOV
in mobile channel**



**Banner ad rotation in
monthly
Advisor e-Newsletter**



- Modest increase over traditional “section sponsorship” on sites, for significantly more impressions, mobile opportunities, digital edition and data
- Pricing: \$200,000

MPR The right dose
of information
eMPR.com

114 West 26th Street, 4th Floor, New York, NY 10001
Tel: (646) 638-6000 Fax: (646) 638-6119
eMPR.com