

PMD

Pharmaceutical Marketers Directory

For more information, contact:

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ENHANCED LISTINGS

Option A: \$1,450 - Billboard

An Option A listing in the *Pharmaceutical Marketers Directory* maximizes your visibility online and in print with a 3-for-one brand power: billboard, logo and live logo listing that can be updated all year in PMD's Marketplace. Your corporate logo and billboard ad will appear within the pages of the annual print edition of PMD and a 4-color logo in your PMD Marketplace category section online. Your PMD Marketplace online ad will be uploaded immediately and provide months of extended value to your media buy. Update your online listing all year long and drive traffic to your web site. Receive a 10% discount when you order a copy of the all-new PMD! The print billboard/logo will appear in the 2012/13 PMD.

PRINT

- 100-word company and/or product description
- Gray tinted panel
- Black/White Logo
- Bold text entries

ONLINE

- Color logo
- Company name and contact information highlighted and in bold
- Email link
- 100 word company description

The Willow Group, Inc.
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The Willow Group, a global qualitative and quantitative consultant and market research agency, has been providing enhanced insight to the healthcare industry for over 15 years. We offer a client-focused approach with exceptional knowledge and passion for conducting domestic and global studies in the pharmaceutical, medical device and diagnostic areas. With a thorough understanding of our clients business questions and information needs, we translate research conclusions and implications into actionable insights for business decisions. Turn to us next time you need quality value-added insight to reduce the risk in your critical decision making.

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■ Bob Jansen, VP, Commercial Operations
■ Larry Sietz, VP, Marketing & Publishing Services
■ Giulio Zuanetti, European Sales Director,
011-39-02-4234562

Throughout the pharmaceutical life cycle you face critical decisions. Which targets should I pursue? How do I best position my product? What's the best way to educate my audience? Are there competitive threats emerging? Wolters Kluwer Pharma Solutions has amassed the industry's best resources to help you answer these questions.

Y Brand
1180 Avenue of the Americas
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■ Vince Parry, President
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Y offers clients the simplest way to put a comprehensive strategic branding plan into action anywhere in a brand's life cycle. With extensive

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The Zitter Group is a leading managed market insight resource. ZIG's major areas of expertise are syndicated managed markets research in biologics, oncology and benefit design; syndicated payer message tracking; prior authorization tracking and analysis; simulated P&T sessions; custom market research and strategy; and advisory programs including steering committees and Webcasts.

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Company Profile Key Staff In the Media

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Option B: \$920 - Logo Exposure

An Option B listing in the Pharmaceutical Marketers Directory maximizes your visibility within the pages of the annual print edition of PMD and in your category section online. Your corporate logo draws immediate attention to your listing amongst your competitors within your business category. One year of logo branding above your listing in print and an immediate upload online will provide months of extended value to your media buy. Update your online listing all year long and receive a 10% discount when you order a copy of the all-new PMD! The print logo will appear in the 2012/13 PMD.

PRINT

- 75-word company and/or product description
- Black/White logo
- Bold text entries

ONLINE

- Color logo
- Company name and contact information highlighted and in bold
- Email link
- 75 word company description

Option C: \$650 - Bold Exposure

An Option C listing in the Pharmaceutical Marketers Directory provides a great opportunity to stand apart from your category competitors in print and online. Your company name will appear in boldface type in print (PMD 2012/13) and immediately online in PMD's Marketplace. Your ad will be prominently displayed on the page in category searches online. This option includes an online link to your company website and allows you to update your online listing all year long!

PRINT

- 50-word company and/or product description
- Corporate name in large bold type
- Bold text entries

ONLINE

- 50-word company and/or product description
- Corporate name in large bold type
- Bold text entries