

PMD

Pharmaceutical Marketers Directory

For more information, contact:

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CATEGORY LEADER 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 2014/15 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
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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
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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. ZTG'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 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 2014/15 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

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Medical marketing services, including database management, complete nursing, physician, surgeon, dental, and allied medical database, e-mail broadcast fulfillment, complete letter ahap services, TV, radio, custom video, media production and placement.

aptilon offers the most extensive online physician access tools connecting targeted physicians with your content and services. **ReachNet™ Physicians Access Channel** leverages 35+ owned and partner websites and 450,000+ opt-in, accessible physicians, capturing them when

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ThePMD > Directory > Business Partners > Sales Force Company/TeleServices > Aptilon

Aptilon

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Company Profile Key Staff In the Media

Aptilon enables pharmaceutical, biotech and medical device companies to effectively reach, message, connect and interact with more than 500,000 US physicians on the Internet and over mobile devices via multiple access channels. Its innovative service offerings provide targeted impressions and interactions through: video and mobile detailing, ReachNetSM Physician Access Channel, the DMD database and permission-based email services. Top US pharmaceutical companies and respected healthcare organizations have adopted Aptilon's solutions to market to and engage leading physicians.

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 2014/15) 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

VoxMed
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■ Henry Guay, CEO/Founder, ext. 107
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■ Alex de Carvalho, VP/Founder
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VoxMed is a worldwide online community where healthcare professional and organizations discuss and advance the practice and knowledge of medicine. VoxMed allows authenticated physicians, pharmacists, and nurses to discuss clinical symptoms, treatments, and prevention; to share opinions or seek advice from Key Opinion Leaders; to lead discussions and groups on any medical topic; and to collaborate and share information about orphan diseases. VoxMed is the trusted platform where physicians may communicate.

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WebMD is the most recognized and trusted brand of health information and the leading provider of health information services, serving consumers, physicians, healthcare professionals, employers and health plans through our public and private online portals and health-focused publications.

The WebMD Health Network is the largest and most recognized collection of websites on the Internet serving patients, physicians, and health-care professionals. The WebMD Health Network includes WebMD, Medscape from WebMD, MedlinePlus from WebMD, eMedicine from WebMD, eMedicineHealth from WebMD, RxList from WebMD, HealthTap from WebMD and Drugs.com. For more than a decade, the WebMD

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WebMD Health is the first online home for consumer Health Activists, social media's most active 10 percent - passionate about helping others lead healthier lives. Health Activists are influencers, organizers, connectors, leaders and contributors who meet at WebMD Health, then carry knowledge, content and relationships back to the health social Web. In addition, WebMD Health Activist Social Network is the trusted community liaison to pharmaceutical and health marketers, familiar with professional opinion leader programs. Marketers engage the Activist Social Network through market research, educational programs, innovative sponsorships, contributor education panels, collaborative content development, widget distribution and more.

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ThePMD > Directory > Business Partners > E-Health Sites > VoxMed

VoxMed

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Company Profile Key Staff

VoxMed connects healthcare professionals worldwide. The first online community where physicians, pharmacists and nurses discuss and advance the practice and knowledge of medicine. VoxMed allows authenticated members to discuss clinical symptoms, treatments, and prevention; to share opinions or seek advice from Key Opinion Leaders; to lead discussions and groups on any medical topic; and to collaborate and share information about orphan diseases. VoxMed is the trusted platform where physicians communicate and have exclusive interaction with drug/treatment experts from partnering pharmaceutical firms. Health care industry companies can engage the community through market research and surveys, continuing medical education programs, e-conferences, advisory boards, e-detailing, advertising, sponsorships, and more.