

PMD

Pharmaceutical Marketers Directory

For more information, contact:

→ Suzanne Besse, Assoc. Publisher
561.665.6022 • Suzanne.Besse@ThePMD.com

2012/13 Rates ONLINE ADVERTISING

www.ThePMD.com

	Home Page	Marketplace
Leaderboard	\$5,000	\$3,500
Large Box	\$3,500	\$2,000
Navigation Bar	\$2,000	\$1,100
Video	\$5,000	\$750
Logo Listing	–	\$675
Boldface Listing	–	\$475

The screenshot displays the PMD website interface. At the top left is the PMD logo and tagline. A navigation bar includes links for Browse Categories, Browse Companies, Browse Products, Agency Showcase, Marketplace, Advertise, and Get Listed. A search bar is prominently featured. Below the navigation, there are several featured listings and news items. On the right side of the interface, there are advertisements for Kantar Media and a Whitepaper Library section.

Featured Listings

- WorldOne**: WorldOne specializes in fieldwork/online panels for pharmaceutical/healthcare industries, providing qualitative/quantitative data collection services, with offices on four continents, in over 80 countries through the Americas, Europe and Asia Pacific.
- CAHG**: Interactive Marketing Practice Discipline Strategic e-Innovation That Closes the Loop on Customer Relationship Management: CAHG is embracing our rapidly changing marketing environment. We are leading the way to give brands the competitive advantage. We create strategic global e-solutions for healthcare professionals, patients, and consumers. Our expertise is in strategically partnering with ...
- GenR | MEDIA**: GenR Media GenR offers a suite of programs designed to educate, captivate, and stimulate audiences in the healthcare community. Clients include pharmaceutical companies, medical education agencies and associations/institutions. GenR specializes in Websites, CD-ROMs and DVDs, social media, case studies, e-details, mobile apps, video captures and much more. Engage digital. Generate response.
- forte**: Hobart Forte Hobart Forte is the only communications partner you'll find who is completely dedicated to helping you navigate the rapidly changing realities of payer market dynamics. We've assembled an elite team of managed markets strategists who have walked in your payer customers' shoes. Our unprecedented strategic strength enables us to deliver ...

Off the Wire

- FDA Accepts Genentech's New Drug Application For Vismodegib in Advanced Form of Skin Cancer**: The Vismodegib Application Has Been Granted Priority Review
- Oceana Therapeutics Announces Definitive Agreement to be Acquired by Salix Pharmaceuticals**: All Cash Transaction Valued at \$300 Million
- NeurogesX Reports Positive Phase 2 Results for NGX-1998 for Treatment of Postherpetic Neuralgia**: Study Results Support 5 Minute Application of Topical Liquid Capsaicin Formulation
- Silence Therapeutics Provides Corporate and Development Update**

KANTAR MEDIA
Professional & Consumer Health Multimedia Insights
Competitive Ad Spend & Images
Audience Measurement
Behavioral Insights
Contact Dave Emery at dave.emery@kantarmedia.com or 847.375.5071.

Whitepaper Library

- Expand Your Skills and Marketability With a USF Internet Marketing Certificate- 100% Online: Enhance your performance in your current role and expand your oppor...
- How SunTrust Bank Wove Event Detection into an Effective Event-based Marketing Program: Truly understanding your customer means not just listening to what ...

Terms And Instructions:

- Web advertisement cancellations and transfers can only be accepted by the Advertiser in writing, and if the request is received by Haymarket Media not less than 2 weeks before due date.
- All ad materials must be received by June 15th.