

# PMD

Pharmaceutical Marketers Directory

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## 2014/15 Rates ONLINE ADVERTISING

www.ThePMD.com

	Home Page	Marketplace
Leaderboard	\$5,000	\$2,500
Large Box	\$3,500	\$1,950
Navigation Bar	\$5,000	\$1,750
Video	\$3,750	\$750
Logo Listing	–	\$675
Boldface Listing	–	\$475

The screenshot shows the PMD website homepage. At the top left is the PMD logo and tagline 'Pharmaceutical Marketers Directory'. A banner for 'Within3' features the text 'The future of HCP collaboration is unfolding today.' with contact info '855-WITHIN3' and 'within3.com'. Below the banner is a navigation menu with options: 'Browse Categories', 'Browse Companies', 'Browse Products', 'Agency Showcase', 'Marketplace', 'Advertise', and 'Subscribe'. A search bar is present with the text 'Search people, products or companies \*' and a 'SEARCH' button. A note states: '\*Search is a subscriber only benefit. Users without a subscription can browse The PMD data by category or company.' The main content area is divided into three columns: 'Featured Listings' with entries for Elsevier Business Intelligence, Kovak-Likly Communications, and Remedy's Healthy Living; 'Latest from ReFresh' with profiles for High Climber and Workspace; and 'More from ReRefresh' with a sign-up link. A 'People News' section lists updates for Teva, Boston Scientific, and Incyte. On the right side, there are three promotional boxes: 'KANTAR MEDIA' (Professional & Consumer Healthcare Research), 'Whitepaper Library' (TrialCard Insights), and 'PHASE V' (Unifying Scientific Assets).

**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.