

PMD

MEDIA KIT

2015/16

Pharmaceutical
Marketers Directory

2015/2016 Directory | ThePMD.com | Annual Data License

SpotlightOn | ReFRESH e-newsletter



...The Pharma Connection

2015/2016 PMD, the directory and ThePMD.com

The way to do business has changed enormously but then again...it hasn't. People you want to make a business connection with still need to find you and when they are looking for an expert, product or service in healthcare they turn to the industry's coveted resource. The PMD is powerful marketing delivered in print and online at ThePMD.com. The PMD provides multiple advertising channels from digital, lead generation to brand presence at an economical 12-month price.

PMD Annual Data License

Make the PMD database your database. The PMD licensing option affords you the opportunity to create new business connections and import PMD data into your internal database. It provides you with flexibility and networking opportunities that can grow your business. With over 8,000 changes and 3 updates a year, PMD data will save you thousands of dollars in staff research time. There is no place else to go for 25,000 verified industry contacts in pharmaceutical, biopharm, medical device and diagnostics, advertising agencies, publishers and support companies.

Price: Based upon data requested.

PMD SpotlightOn...

Deliver your content information, insights and new strategies of interest to PMD's business connections. Broadcasted with the PMD brand, these two promotion venues give clients the opportunity to send new and vital news on products and services, corporate messages or new business models that will deliver insight and awareness to PMD's audience.

Reach: 25,000 pharmaceutical executives

Price: \$1,250 per broadcast

PMD ReFRESH

PMD's monthly e-newsletter that contains interesting and well-read stories about people in the industry, plus a large sampling of the new names and titles that are added to the PMD database each and every month.

Reach: 25,000

Banner and tower ad units: \$1,250 per issue

PMD Featured Listings

Be front and center on ThePMD.com home page with a featured listing. Full color logo with link to your expanded PMD listing and a clickable URL for detailed information on your products and services.

Price: \$1,500 for 12 months of exposure

* PMD Listing Profile *

ADVERTISING OPPORTUNITIES

www.ThePMD.com

Billboard: \$1,450

PRINT

- Black and white logo above company listing
- Gray tinted panel highlighting your entire listing
- 5 staff names, titles and e-mail addresses
- 100-word company description
- 2 free additional standard listings

Internet: www.triplefin.com
Production Manager: Elizabeth Graham 646-638-6096
e-mail: info@triplefin.com

CAHG
We grow leaders™

CAHG
An Omnicom Group Company

Chicago Office:
Until August 1, 2013
211 E Chicago Avenue, Suite 1600
Chicago, IL 60611
312-664-5310
Fax: 312-669-7232

After August 1, 2013
225 N Michigan Avenue
Chicago, IL 60611

New York Office:
220 E 42nd Street, Suite 500
New York, NY 10017
646-428-2000
Fax: 646-428-6001
Internet: cahg.com

President and Chief Executive Officer
Scott Cotherman
scott.cotherman@cahg.com
312-475-2500

CAHG is a global, full-service integrated healthcare marketing and communications agency that provides brand acceleration services throughout a brand's lifecycle from compound development to patent expiry. CAHG is the only healthcare communications company with a dominant presence in the three largest talent markets in the industry New York, Chicago, and San Francisco allowing CAHG clients to tap into top talent across geographies and practice disciplines.

Clinical Trials Practice
EVP, CFO and COO
Dennis Hoppe
dennis.hoppe@cahg.com
312-475-3445

Bringing Enrollment Success to Difficult Trials:
CAHG specializes in driving enrollment success by helping clients navigate the increasing number of trial-related challenges. Our expertise includes completing difficult-to-enroll trials in a broad range of therapeutic areas across the globe; partnering with clients to explore best-in-class approaches to recruiting, attracting, and maintaining patients; and collaborating with each site to develop and execute an enrollment plan that fits its unique situation.

Interactive Marketing Practice
EVP, Chief Creative Officer
Robin Shapiro
robin.shapiro@cahg.com
312-475-2508

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 solutions for healthcare professionals, patients, and consumers. Our expertise is in strategically partnering with clients and developing measurable market moving interactive solutions at every phase of a brand's life. CAHG is one of the first agencies to develop and deploy tablet PC presentations in the US for pharmaceutical clients, and we have now expanded our expertise to the iPad and other mobile platforms.

Scientific Insight and Solutions Practice
SVP, Director, Medical Affairs
Paul J. Pfeiderer, PhD
paul.pfeiderer@cahg.com
646-428-8995

A Worldwide Innovator in Medical Education:
CAHG specializes in the development of comprehensive message platforms, scientific branding, advocacy development, and

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ONLINE

- Color logo
- 5 staff names, titles and e-mail addresses
- 100 word company description
- Clickable URL
- Google Map detail

ThePMD > Directory > Agencies > Full Service > CAHG

CAHG

An Omnicom Group Company
225 N. Michigan Avenue
Suite 1420
Chicago, IL 60601
Tel: 312-297-6700
Fax: 312-297-6701
Web Site: www.cahg.com

Company Profile Key Staff In the Media

CAHG is a global, full-service integrated healthcare marketing and communications agency that provides brand acceleration services throughout a brand's lifecycle from compound development to patent expiry. CAHG is the only healthcare communications company with a dominant presence in the three largest talent markets in the industry New York, Chicago, and San Francisco allowing CAHG clients to tap into top talent across geographies and practice disciplines.

CAHG has a half-century of experience building dominant global pharmaceutical brands in virtually every disease category, a track record of brand-building success that is unmatched in the industry.

Discover where CAHG can lead your brand at cahg.com/learn

Banner + Logo \$1,250

PRINT

- Black and white logo above company listing
- Jumbo banner on same page as listing
- 5 staff names, titles and e-mail addresses
- 100-word company description
- 2 free additional standard listings

Internet: www.accessresponse.com
President: Jonathan H. Weiss
jweiss@accessresponse.com

A full-service medical marketing firm founded in 1982 to help companies communicate with medical and allied healthcare professionals through mission-appropriate media and services: broadcast e-mailing, and lead generation and fulfillment.

AlphaScrip
INCORPORATED

AlphaScrip, Inc.
4647 N. 32nd Street, Suite 240
Phoenix, AZ 85018
Internet: www.alphascrip.com
e-mail: info@alphascrip.com

President: Richard W. Kennedy 602-840-9506
kennedy@alphascrip.com

flexible and scalable. These include Free Starter Vouchers and Sample Vouchers, Patient Rebates, Co-Pay Discount Cards, e-Vouchers at the point of sale (i.e., Voucher on Demand), Patient Compliance and Loyalty Programs, Internet Voucher Delivery, Wireless Mobile Couponing, e-prescribing platform offerings and Patient Assistance Programs. AlphaScrip also provides production, fulfillment, database management and call center services, and AlphaScrip's Client Reporting System is a powerful, comprehensive tool that can be customized to meet the specific market research needs of its clients' product management and marketing teams.

Please see our banner ad below

AnswersMedia, Inc. 312-421-0113
39 N. Racine Avenue, #200
Chicago, IL 60607
Internet: www.answersmediainc.com
e-mail: info@answersmediainc.com
Chief Executive Officer: Jeff Bohannon
jeh@answersmediainc.com

AnswersMedia makes it easy and cost effective for companies to connect with their customers and employees - anytime and anywhere. Our background is broadcast TV and interactive production. We are experts

We Build Programs That Generate More Prescriptions for Your Brand.
1.800.664.6864

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ONLINE

- Color logo
- Breadcrumb banner on same webpage as listing
- 5 staff names, titles and e-mail addresses
- 100 word company description
- Clickable URL
- Google Map detail

AlphaScrip We Build Programs That Generate More Prescriptions for Your Brand.
1.800.664.6864 | WWW.ALPHASCRIP.COM [CLICK HERE](#)

ThePMD > Directory > Media > Alternative & DTC Media > AlphaScrip, Inc.

AlphaScrip, Inc.

4647 N. 32nd Street, Suite 240
Phoenix, AZ 85018
Tel: 602-840-9506
800-664-6864
Fax: 602-840-9508
Web Site: www.alphascrip.com
Email: info@alphascrip.com

Company Profile Key Staff

The pioneer in the development of electronic processing of pharmacy voucher claims over two decades ago, today AlphaScrip continues to lead the way in the design and administration of pharmacy-based sampling, rebate and co-pay discount voucher and card programs that offer pharmaceutical manufacturers a variety of powerful, technology-based marketing tools to generate more prescriptions for their brands. AlphaScrip combines an open pharmacy network that reaches 100% of independent and chain pharmacies in the U.S. with a secure, state-of-the-art electronic claims processing system to deliver a wide range of innovative, cost-effective programs and services that are reliable, flexible and scalable. These include Free Starter Vouchers and Sample Vouchers, Patient Rebates, Co-Pay Discount Cards, e-Vouchers at the point of sale (i.e., Voucher on Demand), Patient Compliance and Loyalty Programs, Internet Voucher Delivery, Wireless Mobile Couponing, e-prescribing platform offerings and Patient Assistance Programs. AlphaScrip also provides production, fulfillment, database management and call center services, and AlphaScrip's Client Reporting System is a powerful, comprehensive tool that can be customized to meet the specific market research needs of its clients' product management and marketing teams.

Related Directory Listings

We are also listed under:
Business Partners
Custom Products
Marketing Communications
Packaging & Sample Fulfillment
Sales Force Company/TeleServices
Technology

* PMD Listing Profile *

ADVERTISING OPPORTUNITIES

www.ThePMD.com

Logo Category Leader: \$920

PRINT

- Appears first in a category
- Black and white logo above company listing
- 5 staff names, titles and e-mail addresses
- 75-word company description
- 2 free additional standard listings

IntraMed

IntraMed Educational Group 212-614-3800
877-994-6872

230 Park Avenue South
5th Floor
New York, NY 10003-1566
Internet: www.intramedgroup.com

Managing Partner: Ruben Gutierrez 212-614-3835
ruben.gutierrez@intramedgroup.com

VP/Director, Client Services: Alissa Sklover 212-614-3870
alissa.sklover@intramedgroup.com

IntraMed is one of the most established names in medical education worldwide. It is a full-service agency, offering a unique combination of strategy, service, and content. Over decades of operation, IntraMed remains at the forefront of innovative educational solutions, from developing scientific communications to positioning and disseminating them to the most appropriate audience. IntraMed is proud of maintaining

Informa Healthcare Communications 212-520-2777
52 Vanderbilt Avenue
New York, NY 10017
Internet: www.informa.com

Owner: Sue Ratnay 212-520-2773
sue.ratnay@informa.com

With expertise in custom healthcare publishing and CME-CPD, Informa Healthcare Communications helps clients transform valued primary content into the knowledge that shapes medical practice. Core competencies include strategic publication support, product life cycle and marketing support, and CME-CPD and training. Services include medical writing, consumer and practitioner education, virtual conferences, and CME-CPD.

Intensive Care Communications, Inc. 410-585-1522
3626 Fortis Lane
Baltimore, MD 21215
Internet: www.intensivecarecomm.com
e-mail: alissa@intensivecarecomm.com

President: Michael S. Altus, PhD, LS
443-742-3730

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ONLINE

- Appears first in a category
- Color logo
- 5 staff names, titles and e-mail addresses
- 75-word company description
- Clickable URL
- Google Map detail

IntraMed Educational Group

230 Park Avenue South
5th Floor
New York, NY 10003-1566
Tel: 212-614-3800
877-994-6872
Fax: 212-568-6978
Web Site: http://www.intramedgroup.com

IntraMed Educational Group

230 Park Avenue South
5th Floor
New York, NY 10003-1566
Tel: 212-614-3800
877-994-6872
Fax: 212-568-6978
Web Site: www.intramedgroup.com

Company Profile **Key Staff**

IntraMed is one of the most established names in medical education worldwide. It is a full-service agency, offering a unique combination of strategy, service, and content. Over decades of operation, IntraMed remains at the forefront of innovative educational solutions, from developing scientific communications to positioning and disseminating them to the most appropriate audience. IntraMed is proud of maintaining the highest educational and professional standards in its contacts with clients and the healthcare community. IntraMed offers a complete spectrum of medical education solutions, including: providing the highest level of medical content and strategy support in all commercial activities through our experienced strategic and medical affairs team; extending message reach and impact using different vehicles such as print or other media, and using innovative technology to bring science to life, whether multimedia or online initiatives; building strong advocacy and relationships with KOLs and associations; expanding message opportunities through publication strategy and planning; and executing grassroots brand support through speakers.

Related Directory Listings

We are also listed under:
Business Partners
Marketing Communications

Bold Exposure: \$650

PRINT

- Corporate name in large bold type
- 4 staff names, titles and e-mail addresses
- 50-word company description
- 1 free additional standard listing

Annals of Internal Medicine 800-823-1546
190 N. Independence Mall West
Philadelphia, PA 19106-1572
Association: American College of Physicians
Internet: www.annals.org
e-mail: www.annals.org/cgi/feedback

Editor: Christine Laine, MD, FACP
claine@acponline.org 215-351-2610
Director, Advertising Sales: Kevin Bolam 215-351-2440
kbolam@acponline.org
Classified Advtg. Account Exec.: Margaret Gardner 215-351-2768
mgardner@acponline.org
Classified Advtg. Account Exec.: Maria Fitzgerald 215-351-2667
mfitzgerald@acponline.org
Classified Advtg. Sales Associate: Marian Monchals 215-351-2728
mmonchals@acponline.org
Business Manager: Brian Barker 215-351-2662
bbarker@acponline.org

Group Practice Journal 703-838-0033
One Prince Street
Alexandria, VA 22314-3318
Association: American Medical Group Association
Internet: www.amga.org

Publisher: Donald W. Fisher, PhD
VP, Publications: Fred Haag 703-842-0763
fhaag@amga.org
Director, Publications & Comm.: Thomas Platt 703-842-0763
tflat@amga.org

JAAPA: Journal of the American Academy of Physician Assistants 646-638-6000
A Haymarket Media, Inc. publication
114 W. 26th Street
4th Floor
New York, NY 10001
Publishing Company: Haymarket Media, Inc.
Internet: www.jaapa.com
Chief Executive Officer: Lee Maniscalco 646-638-6071

Please see our ad on the Featured Pubs • Publishers • Single-Sponsored Pubs divider

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ONLINE

- Appears second in a category after logo listings
- Corporate name in large bold type
- 4 staff names, titles and e-mail addresses
- 50-word company description
- Clickable URL
- Google Map detail

Group Practice Journal

One Prince Street
Alexandria, VA 22314-3318
Tel: 703-838-0033
Fax: 703-546-1890
Association: American Medical Group Association
Web Site: www.amga.org

Group Practice Journal

One Prince Street
Alexandria, VA 22314-3318
Tel: 703-838-0033
Fax: 703-546-1890
Association: American Medical Group Association
Web Site: www.amga.org

Key Staff **In the Media**

Publisher: Donald W. Fisher, PhD
VP, Publications: Fred Haag
Email: fhaag@amga.org Phone: 703-842-0763 Ext. 329
Director, Publications & Comm.: Thomas Platt
Email: tflat@amga.org Ext. 328

2015/2016 Rates

DISPLAY ADVERTISING

www.ThePMD.com

Advertising Size	Black & White	2 Color	4 Color
Data Divider	–	\$7,690	\$8,885
Classified Divider	–	\$5,620	\$6,815
Page	\$3,170	\$4,125	\$5,320
2/3 page	\$2,630	\$3,585	\$4,780
1/2 page	\$2,300	\$3,255	\$4,450
1/3 page	\$1,725	\$2,680	\$3,875
1/4* data only	\$1,410	\$2,365	\$3,560
1/6 page	\$1,205	\$2,160	\$3,355
Business Card	\$730	\$1,685	\$2,880
Jumbo Banner (per page)	\$520	\$600	\$675
Banner (per page)	\$260	\$315	\$365
Banner/Logo Combo	\$1,240	\$2,195	\$3,390
Banner/Boldface Combo	\$1,055	\$2,010	\$3,205

→ → → Opposite Divider = 25% premium

Cover Rates - 4 Color

Second:	\$10,635
Third:	\$10,240
Fourth:	\$10,920
Spine:	\$11,820
Cover Name Label:	\$11,820

NOTE: All PMS color should be converted to 4-color process for printing purposes.

AD Material DEADLINE: All digitally formatted material due March 31st.


ADVERTISEMENT ORDERS: Insertion orders are required from all advertisers prior to insertion. Written confirmation of copy, other instructions and cancellation is required. New advertisers must pay in advance by check, cash or American Express, Visa, or MasterCard. Other advertisers will be billed the month of publication. The account is payable within 30 days of issue.

CANCELLATION: Requests must be received in writing at least 2 weeks prior to the copy/artwork deadline.

2015/16 Rates

AGENCY CREATIVE SHOWCASE

www.ThePMD.com



PMD
Pharmaceutical Marketers Directory

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is unfolding today. 855-WITHIN3 within3.com


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ThePMD > Agency Showcase


Agency Showcase

Agencies display web, print and mobile design work while providing an in-depth outline of their capabilities.


[Click here for an alphabetical list of companies](#)




Centron
Creative that's strategic. Strategy that's creative. At Centron, you don't get one without the other. With over 200 years of collective experience, we know that brand communication is most persuasive when creativity and strategic insight come together. Take a look at our work. It's illuminating, heroic, reassuring, rejuvenating, comforting, liberating, ...



Concentric
Healthcare is evolving. We're evolving healthcare brands. Concentric Pharma Advertising is focused on achieving the clinical and commercial potential of specialty pharmaceutical brands through an integrated, multi-channelled approach. We strive to engage and enhance customer connectivity, creating a single idea that is relevant, drives educated healthcare decisions and builds a ...




FingerPaint Marketing
FingerPaint is a fully integrated advertising agency. Equal parts offline and online. Employee-owned and inspired. Headquartered in Saratoga Springs, New York, with a satellite office in Wayne, Pennsylvania, our mission is to bring back to advertising and marketing the same creative purity we had as kids. When people responded to ...



HCB Health


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
Forrester Report: Evaluating Your B2B eCommerce Development:
Designed to help companies assess their B2B eCommerce maturity, thi... 
iPad in Business: Apps in

ThePMD > Directory > Agencies > Full Service > Centron

Centron

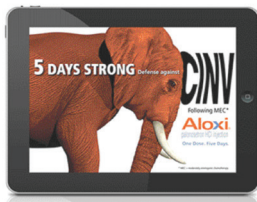
A Healthstar Vivacis Global company
1745 Broadway
New York, NY 10019
Tel: 646-722-8900
Fax: 646-722-8988
Web Site: www.centroncom.com
Email: info@centroncom.com



Company Profile | Key Staff | In the Media

Creative that's strategic. Strategy that's creative. At Centron, you don't get one without the other. With over 200 years of collective experience, we know that brand communication is most persuasive when creativity and strategic insight come together. Take a look at our work. It's illuminating, heroic, reassuring, rejuvenating, comforting, liberating, supportive, challenging, refreshing, and always meaningful.

Company Resources
Samples of Our Work



Full Creative Package

\$1,395

One year online and print


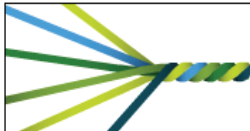


- Enhanced logo listing in print
- Full color logo online
- Agency contact information
- Agency staff, titles and e-mail addresses
- ClicableAgency URL
- Agency capabilities profile
- Creative work showcased
- Google Map detail

2015/16 Rates

DIGITAL ADVERTISING RATES

www.ThePMD.com

Size	Placement	Annual Cost
Leaderboard (728 x 90)	ThePMD.com Home Page	\$5,000
IMU (300 x 250)	ThePMD.com Home Page	\$3,500
Featured Profile	ThePMD.com Home Page	\$1,500
Agency Showcase	Featured on the navigation bar	\$1,295
Leaderboard (728 x 90)	Marketplace Home Page	\$2,500
IMU (300 x 250)	Marketplace Home Page	\$2,100
Leaderboard	Business Category	\$1,950
IMU	Business Category	\$1,500







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* Search is a subscriber only benefit. Users without a subscription can browse The PMD data by category or company.


Featured Listings



Frontline Medical Communications, Inc.




PSKW
PSKW is the innovation driver in biopharma loyalty marketing. We develop, execute, and manage (1) co-pay assistance initiatives using an array of tangible and virtual distribution channels, and (2) digital relationship tools that enhance physician/patient dialogue and help drive compliance and adherence. Co-Pay Assistance Initiatives: PSKW created the co-pay assistance industry and ...




PDQ Communications, Inc.
PDQ Communications is a healthcare communications company, assisting pharmaceutical manufacturers and others to update healthcare professionals with product

Latest from ReFresh



July High Climber
Diana Witt, SVP, managing director, Giant




July Workspace
Deborah Lotterman, chief creative officer, LehmanMillet

WHAT PHYSICIANS WANT!

Results of the NEW Sermo Survey...

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