

# 2008 Pharmaceutical Media Kit: Online Branding and Advertising to Healthcare Professionals

## CHANNELS

Medcompare is leading online destination and advertising solution for medical products and pharmaceuticals. Each advertising channel is designed for a specific marketing goal: brand exposure, education, or lead generation.

## Advertisements

Rich media advertising offers the most visibility on Medcompare. Skyscrapers and/or Rich Media Rectangles can be found on all Medcompare pages. Include full-motion graphics and interactive features to guarantee a higher response.

## E-mail Launch

Send an e-mail about your products to our registered medical professionals. Through Medcompare, users "opt" to receive pharmaceutical product information, announcements, and promotions via e-mail from third parties.

## Drug Guide

Provide more information about a drug by creating a Drug Guide listing. Listings include a drug profile, image, section targeting, placement in targeted weekly newsletters, request information form, and a link to your web page.

## Video

Integrate streaming video into your marketing campaign to teach doctors about a drug and its benefits. Place your existing videos on Medcompare or have Medcompare's video production team create one for you.

## Newsletters

Increase your brand visibility by sponsoring a Medcompare e-mail newsletter. Our targeted newsletters are sent to thousands of physicians weekly, and are customized to each medical specialty.

## CME

These educational events can take many forms including live symposia, physician roundtables, dinner meetings, ad boards, and large, full day or longer events. These can be done on a stand-alone basis but usually done in conjunction with a major meeting such as AHA. Physicians are invited to attend a didactic presentation on a specific topic by key opinion leaders in the field. This usually consists of 4-6 doctors presenting for approximately one and a half hours. The presentations are developed by the presenters under direction of the faculty chair. CME events are shot, edited and produced by the CompareNetworks video team. All videos are hosted online through our education event/ CME site, [acuitymedicaleducation.com](http://acuitymedicaleducation.com)

## SERVICE

Medcompare offers an influential online medium for advertisers to increase exposure to a distinct medical professional audience. Our users prescribe medications, work in a hospital or private practice, and visit Medcompare at least once a week.

## User Focused

Medcompare is created for doctors, by doctors. Our editorial team comprises of physicians from all over the world, and in every major specialty. By staying physician focused we are able to provide a user-friendly service and maintain a dedicated audience.

## Engaged Audience

Medcompare targets healthcare professionals: physicians, nurse practitioners, surgeons, ophthalmologists, orthopedists, cardiologists, urologists, and neurologists. Engaged users come to Medcompare from top academic and community hospitals, private practices and research institutions.

## Greater Reach

Visibility is crucial to generating awareness and developing customer loyalty. Medcompare is sure to get your brand noticed. Medcompare utilizes search engine optimization, industry partnerships, and pay-per-click advertising to gather such an impressive and targeted audience.

## Measured Performance

Unlike print, online advertising has quantifiable results which allows for greater campaign optimization and increased ROI. Medcompare monitors impressions and clickthroughs, so you know exactly how many users saw your ad, and responded.

## CONTACT

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