

THE Clinical Advisor

A PEER-REVIEWED FORUM FOR NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS



2016 MEDIA KIT

PRINT | WEB | MOBILE | CUSTOM

* The Clinical Advisor is #1 in readers and exposures among journals reaching the combined NP/PA audience. (Source: © Kantar Media, Physician Assistant/Nurse Practitioner, 2015, Table 101 and Table 201)

GENERAL INFO



STAFF

Group Publisher: Thomas P. Hennessy

(646) 638-6085 • tom.hennessy@haymarketmedia.com

National Account Manager: Alison McCauley

(646) 638-6098 • alison.mccauley@haymarketmedia.com

Production Director: Ada Figueroa

(646) 638-6065 • ada.figueroa@haymarketmedia.com

Advertising Coordinator/Billing: Gretchen Pangilinan

(646) 638-1813 • gretchen.pangilinan@haymarketmedia.com

Circulation Manager: Paul Silver

(646) 638-6063 • paul.silver@haymarketmedia.com

Editor: Colby Stong

(646) 638-6078 • colby.stong@haymarketmedia.com

Senior Editor: Sandhya George

(646) 638-6076 • sandhya.george@haymarketmedia.com

Associate Digital Content Editor: Hannah Dellabella

(646) 638-6083 • hannah.dellabella@haymarketmedia.com

Group Art Director,

Haymarket Medical: Jennifer Dvoretz

Production Editor: Kim Daigneau

Editorial Director: Kathleen Tulley

Sr. Vice President, Digital Products &

Medical Magazines: Jim Burke

Sr. Vice President,

Medical Communications: John Pal

CEO, Haymarket Media, Inc.: Lee Maniscalco

CLASSIFIED ADVERTISING

Neil Swager, Career Center Representative

Phone: (866) 376-0949, ext. 7067

E-mail: nswager@associationcareernetwork.com

AGENCY COMMISSION

15% — withdrawn if not paid within 30 days of invoice date

CASH DISCOUNT

None

EARNED RATES

Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *The Clinical Advisor*, *Cancer Therapy Advisor*, all MPR titles, *McKnight's Long-Term Care News*, and *Oncology Nurse Advisor* within the current 12-month period. All insertions in the full-run edition, nurse practitioner edition, physician assistant edition, and special splits count toward earned frequency rates. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine the earned rate. Second cover is sold only in combination with the opposite page.

HAYMARKET PREPAYMENT DISCOUNT

Haymarket will give a 5% discount on 2016 ad rates for all 2016 space contracted in 2015. Call publisher for details.

HAYMARKET CORPORATE DISCOUNT

Individual pharmaceutical companies and their subsidiaries may qualify for this additional corporate discount, based on their total gross spending in either 2015 or 2016. Total gross spending is the combined amount spent (using 2015 rates) for *The Clinical Advisor*, *Oncology Nurse Advisor*, *Cancer Therapy Advisor*, all MPR titles, *McKnight's Long-Term Care News*, *Assisted Living* and *Renal & Urology News*.

Total Gross Dollars	Percent Discount Off Gross
\$250,000 - \$750,000	2.0%
\$750,001 - \$1,500,000	3.0%
\$1,500,001 - \$2,500,000	5.0%
\$2,500,001 - \$3,500,000	7.0%
\$3,500,001 +	10.0%

CONTENTS

2. Editorial
3. Print
4. Advertising Rates
7. Inserts
8. Production
9. Cover Tips
10. Belly Bands
11. What's New in Digital
12. Web
14. Mobile
15. Brand Connect *+Plus*
16. Advisor Channels
17. Email
18. Conference Coverage
19. *The Clinical Advisor* Summit
20. Custom Solutions

THE Clinical Advisor

PUBLISHED BY

Haymarket Media, Inc.

114 West 26th Street, 4th Floor

New York, NY 10001

Phone: (646) 638-6000 Fax: (646) 638-6113

MISSION

The Clinical Advisor focuses on improving the skills of nurse practitioners (NPs) and physician assistants (PAs) by delivering comprehensive updates on handling the most common conditions seen in primary care, including news updates, commentary, and a wide variety of clinical advice across print, digital, and live events.

Professional Interactivity

Through e-mail correspondence, as well as reader response forms, NPs and PAs share clinical pearls, ask questions, and maintain a dialogue with their colleagues in the “Advisor Forum” section.

Other Editorial Features

“Clinical Challenge” walks the practitioner through actual cases to help hone the skills needed for accurate diagnoses and successful treatments. “Newsline” reports on the latest clinical research presented in the leading medical journals, at medical conferences, and from other sources. In “Dermatology Clinic,” “Dermatologic Look-Alikes,” and “Derm Dx,” readers are tested on their ability to identify skin diseases. “Stat Consult,” an evidence-based medicine department, gives readers a quick review of common conditions. “Legal Advisor” offers practical tips on matters of law and presents malpractice cases that teach valuable lessons for avoiding or dealing with litigation. “Alternative Meds Update” informs readers about the herbs and supplements that many of their patients either use or ask about. Each issue includes a free CME/CE component through which readers can earn up to 1.0 credit every month.

CONTINUOUS RESEARCH

The content of *The Clinical Advisor* is driven by market research. Every month, a random sample of 500 NPs and PAs is sent a copy of the publication along with a detailed questionnaire asking them to rate each feature and regular department on a scale of 1 to 6. For example, if an article on lung cancer scores 3 or lower, the editors would consider discontinuing that topic from future coverage. In this way, the editors keep in touch with the needs of readers and are able to provide highly relevant material.

HIGH READERSHIP

The Clinical Advisor has consistently achieved outstanding readership scores from NPs and PAs. The most recent Kantar Media Professional Health surveys Table 101 and 201 rank *The Clinical Advisor* #1 in readers and exposures among journals reaching the combined NP/PA audience.¹ With its low CPM based on number of high readers and exposures, *The Clinical Advisor* is an outstanding buy.

ACTIVE EDITORIAL BOARD

The Clinical Advisor maintains high editorial standards with its active board of contributing editors from across the nation. These distinguished clinicians are not just names on the masthead; they play an important role in ensuring a professional product by participating in the editorial process and peer review.

1. © Kantar Media, Physician Assistant/Nurse Practitioner 2015, Table 101 and Table 201.

FACTS ON NPs AND PAs

Nurse Practitioners

Nurse practitioners (NPs) are advanced practice registered nurses, licensed to provide health care in all 50 states and held to the same legal and ethical standards of care as physicians. Licensed as NPs and registered nurses, they follow the rules and regulations of the Nurse Practice Act of the state in which they work. NPs are dedicated to bridging the gaps in health care to meet the needs of patients. As licensed independent practitioners, NPs work autonomously and in collaboration with physicians. NPs work in both rural and urban settings and provide health care to people of all ages in such diverse environments as private office practices, clinics, hospitals, long-term-care facilities, schools, state and local health departments, and managed-care facilities.

Physician Assistants

Physician assistants (PAs) are midlevel clinicians who, under the supervision of licensed physicians, conduct physical examinations, assist in surgery, counsel on preventive health, diagnose and treat illnesses, and write prescriptions. PAs are found in all areas of medicine. More than 50% practice primary care — that is, family and internal medicine, pediatrics, and obstetrics and gynecology. Two-thirds of PAs practice in metropolitan areas and one-third practice in rural communities.

FULL-RUN CIRCULATION

140,000 NPs and PAs

CIRCULATION BREAKDOWN

Nurse Practitioners — 100,000

Physician Assistants — 40,000

A total of 140,000 U.S. NPs and PAs will receive each issue of *The Clinical Advisor* in the year 2016. To receive the publication, NPs and PAs must have graduated from an accredited program. There are no age restrictions to receive *The Clinical Advisor*.

CLOSING DATES

Issue	Ad Closing	Materials
January	December 10	December 16
February	January 11	January 15
March	February 9	February 16
April	March 8	March 14
May	April 6	April 12
June	May 5	May 11
July	June 7	June 13
August	July 11	July 15
September	August 8	August 12
October	September 7	September 13
November	October 7	October 13
December	November 8	November 14

ISSUANCE

Monthly, for total of 12 issues

EDITORIAL/ADVERTISING RATIO

Average is approximately 50% advertising and 50% editorial.

COVERAGE

The Clinical Advisor is available in two national editions—*The Clinical Advisor: A Peer-Reviewed Forum for Nurse Practitioners* and *The Clinical Advisor: A Peer-Reviewed Forum for Physician Assistants*. Advertisers have the option of placing ads in both editions or inserts in either one.

MEMBER

Business Press Association (BPA), Association of Medical Media (AMM)



BONUS DISTRIBUTION

Issues of *The Clinical Advisor* will be distributed at these meetings in 2016:

National Association of Pediatric Nurse Practitioners (NAPNAP)
Atlanta, GA • March 16-19, 2016 (March Issue)

The Clinical Advisor Summit
Orlando Florida • April 7-9, 2016 (March Issue)

American Academy of Physician Assistants
San Antonio, TX • May 14-18, 2016 (May Issue)

American Association of Nurse Practitioners
San Antonio, TX • June 21-26, 2016 (June Issue)

Nurse Practitioner Symposium
Keystone, CO • July 7-10, 2016 (June Issue)

The AANP Specialty and Leadership Conference
Rosemont, IL • September 22-25, 2016 (September Issue)

NPACE (Nurse Practitioner Associates for Continuing Education)
New Orleans, LA • March 11-14, 2016 (February Issue)
Orlando, FL • April 3-6, 2016 (March Issue)
Phoenix, AZ • May 5-6, 2016 (April Issue)
Cape Cod, MA • June 27-29, 2016 (June Issue)
Indianapolis, IN • September 11-14, 2016 (August Issue)
Myrtle Beach, FL • October 5-8, 2016 (September Issue)
Boston, MA • November 4-7, 2016 (October Issue)

Pri-Med South, West, Southwest, East, and Mid-West meetings
(January, April, June, September, and October Issues)

ADVERTISING RATES

RATES

Full-Run Black-and-White Page Rates

Frequency	1 Full Page	2/3 Page	1/2 Page	1/3 Page
1 x	\$6,690	\$6,030	\$5,030	\$3,370
6 x	\$6,500	\$5,830	\$4,870	\$3,280
12 x	\$6,320	\$5,750	\$4,790	\$3,190
24 x	\$6,120	\$5,510	\$4,620	\$3,130
36 x	\$5,930	\$5,340	\$4,480	\$3,060
48 x	\$5,650	\$5,100	\$4,280	\$2,890
60 x	\$5,610	\$5,090	\$4,230	\$2,870
72 x	\$5,590	\$5,080	\$4,220	\$2,860
96 x	\$5,580	\$5,040	\$4,190	\$2,830
120 x	\$5,470	\$4,970	\$4,100	\$2,790
144 x	\$5,390	\$4,850	\$4,060	\$2,740
192 x	\$5,330	\$4,820	\$4,030	\$2,720
240 x	\$5,310	\$4,790	\$4,000	\$2,700
300 x	\$5,230	\$4,740	\$3,980	\$2,660
360 x	\$5,200	\$4,670	\$3,940	\$2,620
420 x	\$5,180	\$4,650	\$3,920	\$2,610

Full-Run Color Rates Per Page

4-color	\$2,900
PMS-matched color	\$2,510
Standard color	\$1,950
Metallic color	\$2,740
4-color & standard color	\$4,770
4-color & PMS	\$5,310

COVER RATES

Bleed: No extra charge

Covers

Back cover — \$12,940

Second cover (minimum two-page spread required) — First page costs \$10,980. Second or third page is billed at the regular earned rate.

Positions: Earned B&W rate plus 10%; color extra



ADVERTISING RATES

★ THE CLINICAL ADVISOR POWER PLAY

- Leverage the #1 most widely read journal for NPs and PAs coupled with the #1 most used drug reference to own this audience.
- The NP/PA Power Play bundled pricing represents an incredible value: It includes placements in both *The Clinical Advisor* and *MPR* (NP edition & PA edition) at *The Clinical Advisor* 12x continuity rate for **BOTH** placements. This represents a 55% discount off the 12x published *MPR* black-and-white rate!

Size	All Frequencies*
1 Full Page	\$9,000
2/3 Page Vertical	\$8,040
1/2 Page Horizontal/Vertical	\$6,540
1/3 Page Vertical	\$4,000

*Combination rates inclusive of *The Clinical Advisor* NP edition and PA edition



POWER PLAY NOTES

- To qualify, advertisers must run the same ad in *The Clinical Advisor* within the same quarter the ad runs in the *MPR* NP/PA editions
- Must run same creative ad in all publications



In 2016
MPR NP & PA
editions will be a
journal-size ("A" size)
publication

Combined Circulation
243,683

Unique Reach
182,242

Total Unduplicated Reach
293,129

ADVERTISING RATES

THE CLINICAL ADVISOR 12-ISSUE AND 10-ISSUE, FULL-RUN, SAME-PRODUCT CONTINUITY RATE

Full-Run Black-and-White Page Rates

12-Issue Same-Product Continuity Rate New Product Launch/New Business Program

Size	All Frequencies
1 Full Page	\$4,500
2/3 Page Vertical	\$4,020
1/2 Page Horizontal/Vertical	\$3,270
1/3 Page Vertical	\$2,000

10-Issue Same-Product Continuity Rate

Size	All Frequencies
1 Full Page	\$4,850
2/3 Page Vertical	\$4,360
1/2 Page Horizontal/Vertical	\$3,610
1/3 Page Vertical	\$2,470

DISCOUNT PROGRAMS

New Product Launch/New Business Program

Save over 29% off the 12X published black-and-white rate. Any new product launch and any new business (established brands that haven't advertised in the past 12 months) qualify for our 12X continuity rate, regardless of whether your ad runs 12 times.

12X Continuity

Save over 29% off the 12X published black-and-white rate. Available for any product that advertises in *The Clinical Advisor* for 12 issues in 2016 (or fiscal year).

10X Continuity

Save over 23.5% off the 12X published black-and-white rate. Available for any product that advertises in *The Clinical Advisor* for 10 issues in 2016 (or fiscal year).

Qualifications

- Ads must be for the same product and advertise full-run.
- Minimum ad size is one full-page unit.
- Earned corporate discounts are calculated after deducting the continuity incentives.

COMBINED RATE PROGRAM

Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *The Clinical Advisor*, *Cancer Therapy Advisor*, all MPR titles, *McKnight's Long-Term Care News*, and *Oncology Nurse Advisor* within the current 12-month period. All insertions in the full-run edition, NP edition, PA edition, and special splits count toward earned frequency rates. A spread counts as two insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine the earned rate.



INSERTS

FULL RUN INSERTS

- Charged page for page at earned black-and-white rates.
- Continuity 12x full-run inserts: Charged page for page at Continuity 12x black-and-white page rate.
- Continuity 10x full-run inserts: Charged page for page at Continuity 10x black-and-white page rate.

INQUIRIES:

For inquiries regarding ROB, inserts, and insertion orders, contact: ada.figueroa@haymarketmedia.com, 646-638-6065



DEMOGRAPHIC EDITIONS (INSERTS ONLY)

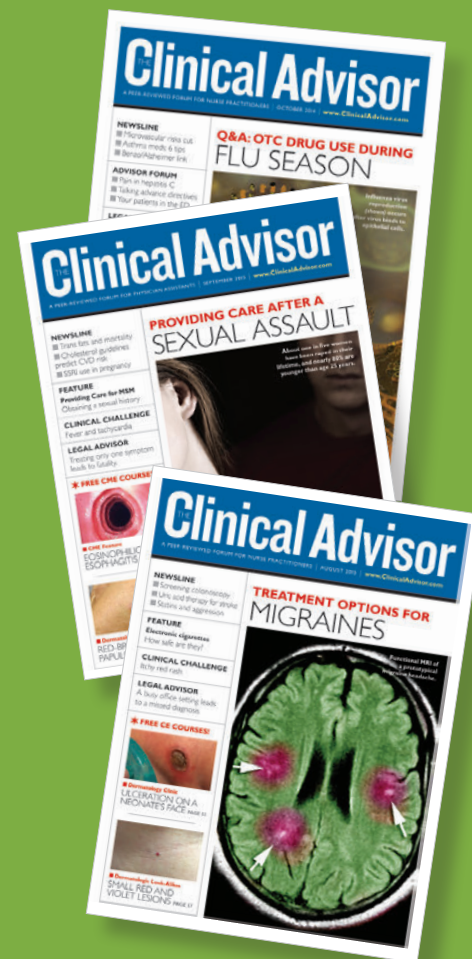
Ad units for the demographic editions of *The Clinical Advisor for Nurse Practitioners* and *The Clinical Advisor for Physician Assistants* are limited to inserts only.

Insert page rate for *The Clinical Advisor for Nurse Practitioners*

Frequency	Per Page
1x	\$6,660
6x	\$6,480
12x	\$6,160
24x	\$5,890
36x	\$5,750
48x	\$5,460
60x	\$5,410
72x	\$5,400
96x	\$5,390
120x	\$5,290
144x	\$5,180
192x	\$5,110
240x	\$5,090
300x	\$5,040
360x	\$5,000
420x	\$4,990

Insert page rate for *The Clinical Advisor for Physician Assistants*

Frequency	Per Page
1x	\$3,500
6x	\$3,410
12x	\$3,350
24x	\$3,270
36x	\$3,260
48x	\$3,170
60x	\$3,160
72x	\$3,150
96x	\$3,140
120x	\$3,130
144x	\$3,110
192x	\$3,090
240x	\$3,080
300x	\$3,070
360x	\$3,060
420x	\$3,000



PRODUCTION

MAILING LIST HOUSES

NP and PA circulation compiled by DMD Inc., Rosemont, IL.

INSERT INFORMATION

Availability: Full-size, single leaf (two pages), and up are accepted.

Acceptance: Paper and insert sample must be submitted to the publisher for approval.

Insert quantity:

- Full-run, including spoilage: 144,200
- NP edition, including spoilage: 103,000
- PA edition, including spoilage: 41,200

Inserts due: 23rd of the month preceding publication

Stacking: Inserts should be furnished to R.R. Donnelley/ Long Prairie brick-stacked on pallets in 6" lifts with all unit lifts facing one direction. Cartons should be used when the nature of the insert or card does not permit brick-stacking or if additional protection of the material is required.

Pallets: Pallets should be 40" wide and 48" long and are not to be packaged higher than 40" from the floor-to pallet top. Pallets must be waterproof-wrapped and securely banded with a minimum of two bands in each direction. Not to exceed 2,000 lb gross weight.

Identification: Contents of the pallets must be clearly identified and flagged on at least two sides with the following information: Publication name, issue date, CSR name, gross weight, net weight, key number (if any), skid number; number per skid, number per cartons, supplier's name. Affix a sample of the insert on all four sides of the pallet.

CHARGES AND OTHER INFORMATION

Delivered size: 8" × 10 ¾"

Trim: 7 ¾" × 10 ½"

Furnished inserts are billed at the black-and-white space rate frequency earned and are commissionable. Special mechanical charges are not commissionable. Ad files will be held for 13 months only.

AD FILES

Full page

Live area: 7 ¼" × 10"

Trim: 7 ¾" × 10 ½"

Bleed: 8" × 10 ¾" ROB

Half page

Non-bleed/live: 6 7/8" × 5"

Bleed: 7 1/8" × 5 ¼" ROB

Materials due: 20th of month preceding publication

Spread: Supply as single pages

Binding: Perfect bound

Include standard trim, bleed and center marks in all separations, and no marks included in the live image area. CD ROM and contract color proof of the file should be sent to: Ada Figueroa, Haymarket Media Inc., 114 West 26th St., 4th Fl, New York, NY 10001

SPECIFICATIONS

Print

- PDF/X-1a. Single pages.
- The version should be either 1.3 or 1.4.
- PDF/X-1a export preset recommended.
- All high-resolution images and fonts must be included.

SHIPPING

All materials should be shipped to:

R.R. Donnelley

100 Banta Road

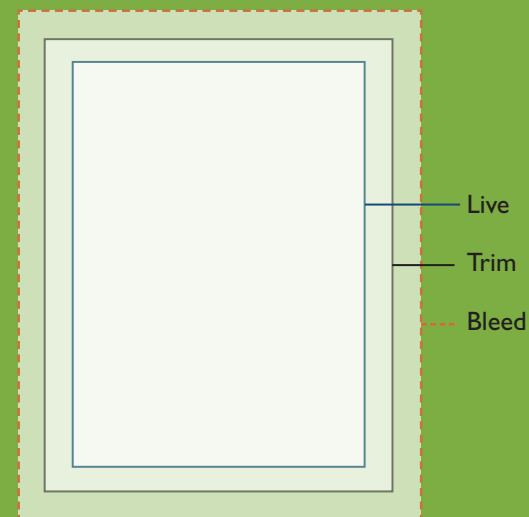
Long Prairie, MN 56347

Attn: Sarah Erickson (for *The Clinical Advisor*)

The plant will receive material Monday through Friday, 7:00 a.m. to 2:30 p.m., Central Time Zone.

CONTACT:

For inquiries regarding ROB, inserts, and insertion orders contact ada.figueroa@haymarketmedia.com
646-638-6065



COVER TIPS

PUBLISHER PRINTED

Amount	Full-Sized Price	Partial Price
5,000	\$9,400	\$8,600
10,000	\$10,950	\$10,200
25,000	\$14,000	\$13,000
50,000	\$20,000	\$18,625
75,000	\$25,750	\$24,000
100,000	\$31,375	\$29,750
140,000	\$36,200	\$34,450

Trim: 7 3/4" x 10 1/2" (full sized),
5" x 5" to 7 1/2" x 7 1/4" (partial)

Stock: 80# coated text

Color: 4/0*

Binding: glue tipped to cover

Due: 20th of month prior to publication

Full Run Quantity: 144,200

File Format: PDF/X-1a with accompanying 4/color proof

Labeling: Paper label will be affixed to the polybag on the front cover

Pricing Includes: printing, affixing, polybag, and postage with edition

Digital File And Color Proof To:

The Clinical Advisor

114 West 26th St., 4th Fl, New York, NY 10001

Attn: Ada Figueroa, 646-638-6065

ada.figueroa@haymarketmedia.com

* 4 Color printing on reverse side is available, see publisher for rates

CLIENT SUPPLIED

Amount	Full-Sized Price	Partial Price
5,000	\$8,625	\$7,050
10,000	\$10,075	\$8,450
25,000	\$13,250	\$11,000
50,000	\$19,250	\$16,000
75,000	\$25,000	\$20,750
100,000	\$30,500	\$25,750
140,000	\$35,250	\$28,950

Trim: 7 3/4" x 10 1/2" (full sized),
5" x 5" to 7 1/2" x 7 1/4" (partial)

Stock: 80#

Binding: glue tipped to cover

Due: 23rd of month prior to publication

Full Run Quantity: 144,200

Pricing Includes: affixing, polybag, and postage with edition

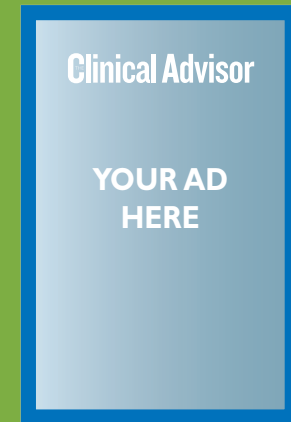
Deliver To:

RR Donnelley

100 Banta Road, Long Prairie, MN 56347

Attn: Sarah Erickson, 320-732-7436

Full Sized



Partial



BELLY BANDS

FOLD IN – CLIENT SUPPLIED

Amount	Price
5,000	\$11,375
10,000	\$17,450
25,000	\$34,000
50,000	\$63,000
75,000	\$91,000
100,000	\$124,000
140,000	\$158,450

Trim: 5 1/2" x 18"

Binding: glue tipped to a specific page

Pricing Includes: affixing, polybag, and postage with edition

FOLD IN – PUBLISHER PRINTED

Amount	Price
5,000	\$13,600
10,000	\$19,700
25,000	\$37,500
50,000	\$68,250
75,000	\$98,500
100,000	\$131,500
140,000	\$168,450

Trim: 5 1/2" x 18"

Binding: glue tipped to a specific page

Stock: 80# **Color:** 4/0

Pricing Includes: printing, affixing, polybag, and postage with edition

WRAP AROUND – CLIENT SUPPLIED

Amount	Price
5,000	\$7,850
10,000	\$9,450
25,000	\$13,250
50,000	\$20,000
75,000	\$26,750
100,000	\$33,500
140,000	\$37,700

Trim: 5 1/2" x 17 1/8"

Binding: glue tipped around book

Pricing Includes: affixing, polybag, and postage with edition

WRAP AROUND – PUBLISHER PRINTED

Amount	Price
5,000	\$9,850
10,000	\$11,950
25,000	\$16,750
50,000	\$25,500
75,000	\$34,000
100,000	\$44,000
140,000	\$49,700

Trim: 5 1/2" x 17 1/8"

Binding: glue tipped around book

Stock: 80# **Color:** 4/0

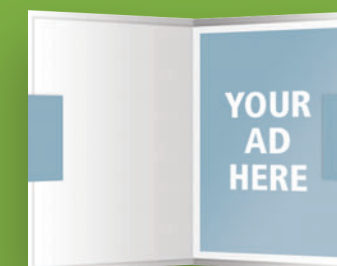
Pricing Includes: printing, affixing, polybag, and postage with edition

FOLD IN

Outside



Inside



WRAP AROUND



WHAT'S NEW IN DIGITAL



DISPLAY BANNER MEDIA

Programmatic Buying

- Reach your target audience across the Haymarket network with HCP-level data reporting

Targeted Prestitials

- High-conversion prestitials targeted to your audience or contextually placed

70% Viewability Standards

- Haymarket will guarantee a standard 70% viewability score on desktop ads

CUSTOMIZED OFFERINGS

BrandConnect +PLUS

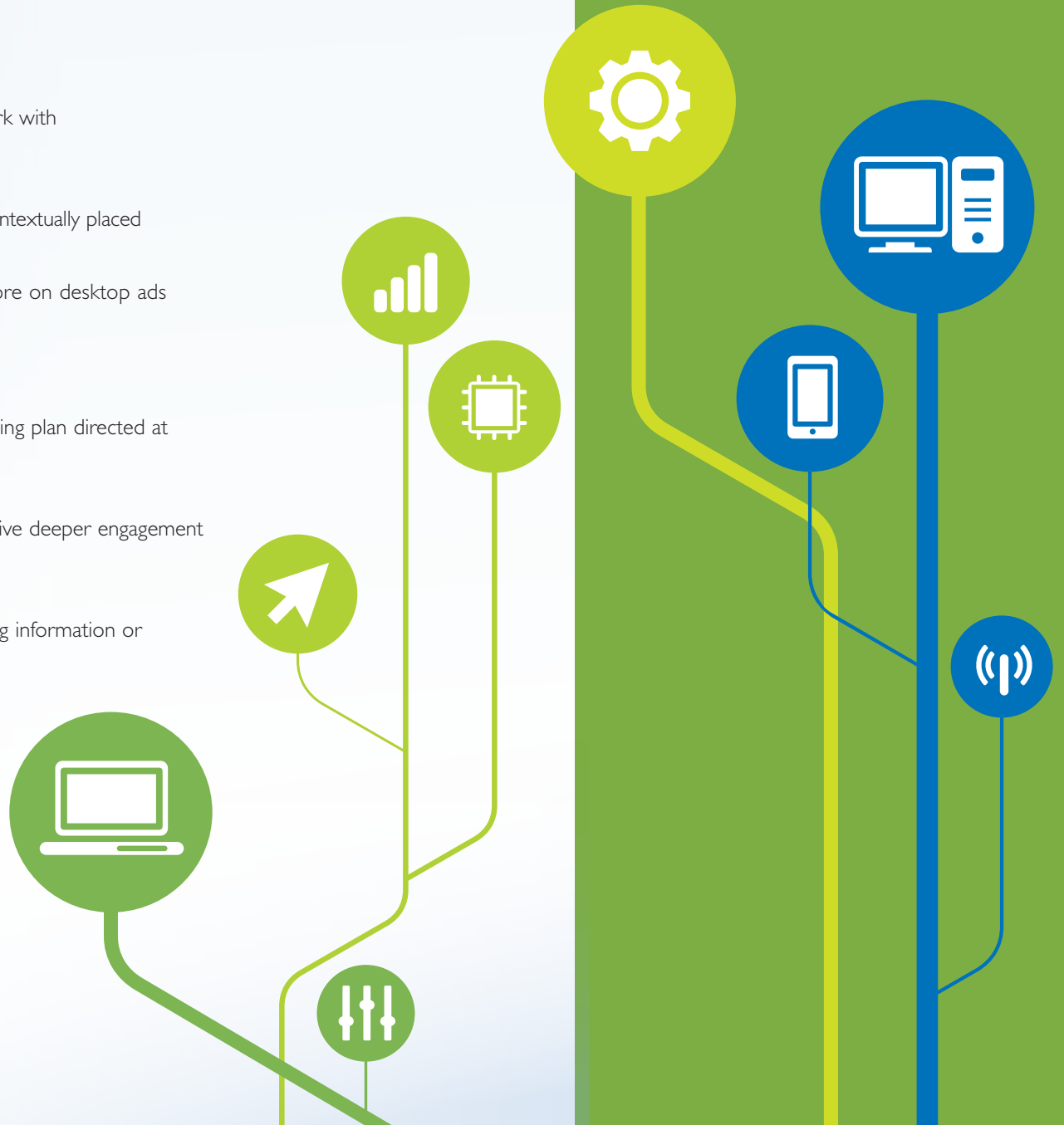
- Asset syndication bundled with a multi-touchpoint marketing plan directed at targeted audiences

Advisor Channels

- Delivering key content and perspectives from KOLs to drive deeper engagement with clinical information supporting brand messaging

Triggered Messaging

- Deliver custom emails to HCPs actively engaged with drug information or content relevant to your product

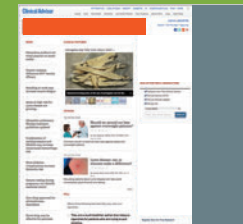


Online Opportunities		CPM (net/net)	Price (net/net)
Run of Site (ROS) Banner Ads¹	<ul style="list-style-type: none"> 50,000 impressions/month to any visitor of the site (Nurse Practitioners, Physician Assistants, Physicians, Nurses, Pharmacists, etc.) More impressions than 50,000 per month are available 70% viewability 	\$75	\$3,750/month
Professionally Targeted Banner Ads¹	<ul style="list-style-type: none"> 50,000 impressions/month to validated NPs and/or PAs; other professions are excluded 70% viewability 	\$93	\$4,650/month
Specialty-Targeted Banner Ads¹	<ul style="list-style-type: none"> Serve ads to validated NPs and PAs in a unique specialty (cardiology, surgery, etc.) 50,000 impressions/month (dependent on the number of specialists on the site) Creation of a unique list by combining data points (e.g., multiple professions and/or specialties, prescribing data, IDC-9 or CPT codes, etc) will be billed at the List Match Targeted Banner Ad price plus pass through costs to create the list 70% viewability 	\$150	\$7,500/month
List-Match Targeted Banner Ads¹	<ul style="list-style-type: none"> Match your list to <i>The Clinical Advisor's</i> list of validated NPs and PAs Deliver your ads to only the NPs and PAs you are targeting or that your reps can't get in to see Delivers 50,000 impressions/month (dependent on the results of list match) Creation of a unique list by combining data points (e.g., multiple professions and/or specialties, prescribing data, IDC-9 or CPT codes, etc) will be billed at the List Match Targeted Banner Ad price plus pass through costs to create the list 70% viewability 	\$226	\$11,300/month
Geo-Targeted Campaigns Run of Site (ROS)²		0.5x premium on banner ad rates	
HCP-Level Data – Professionally Targeted Campaigns³		\$186	
HCP-Level Data – Specialty Targeted Campaigns³		\$300	
HCP-Level Data – List Matched Targeted Campaigns³		\$452	
New: Programmatic Buying (Includes HCP Level Data)		ROS: \$75 Profession-Targeted: \$160 Specialty-Targeted: \$260 List-Match Targeted: \$370	
Native Advertising		Sponsorship (net/net)	
Brand Connect	<ul style="list-style-type: none"> 14-day ROS program Based on estimated impressions, posting fee, email drops, value of high-impact placement on page(s) and within content stream, exclusivity All content is clearly marked as sponsored content throughout 100% SOV 	\$4,000	

1. A minimum of two ad units is required; campaigns with only one ad unit available are subject to a premium
2. Available based on estimated inventory to the selected geographies
3. Provides HCP data (name, profession, ect.) for impressions and clicks on targeted ad campaigns

SUPPORTED UNIT ADS:

Leaderboard -
728 x 90



Box Ad/Sidekick -
300 x 250



Half Page/Filmstrip -
300 x 600



Box Ad/Sidekick (Sidebar) - 300 x 250



Half Page/Filmstrip (Sidebar) - 300 x 600



Homepage Opportunities		CPM (net/net)	Price (net/net)
Homepage Takeover¹	<ul style="list-style-type: none"> 100% SOV...own all ad inventory on the home page for 24 hours Cannot run at same time as Home Page Peel ad, unless same brand buys both Available for a maximum of two weeks each month A minimum of two ad units is required 	\$192	\$500/day \$2,000/week (buy 4 get 3 free) \$7,000/month
Prestitial	<ul style="list-style-type: none"> 100% SOV...sits "over" the site and all pages are routed through the ad Appears once per unique visitor per 24 hours Newsletter days are highest traffic days 	\$200 \$114 \$93	\$1,600/day \$6,400/week (buy 4 get 3 free) \$22,400/month
Targeted Prestitial	<ul style="list-style-type: none"> Number of impressions is dependent on the size of the target list 	\$300/day	\$2,500 (minimum per month buy)
Interstitial	<ul style="list-style-type: none"> Number of impression is dependent on estimated traffic to the section and if a prestitial is also sold Appears once per unique visitor per 24 hours 	\$300/day	\$2,500 (minimum per month buy)

Contextual Opportunities		Sponsorship (net/net)
Run of Topic/ Department/Section	<ul style="list-style-type: none"> Any Department of your choice, such as: <ul style="list-style-type: none"> Derm Dx Clinical Cases Slideshows (10,000 impressions maximum) Advisor channels and Information Centers are not available for section takeovers 	\$2,000/month
Information Center	<ul style="list-style-type: none"> Disease-specific content from <i>The Clinical Advisor</i> consisting of articles, clinical tools, videos, and slideshows 	\$2,150/month
Information Center + Monthly Spotlight Newsletter		\$17,500/3 months \$34,000/6 months \$60,000/1 year
Conference Coverage	<ul style="list-style-type: none"> Live Conference Coverage (AAPA, AANP, NAPNAP) Ads on Home Page, articles, and emails are shared with other conference sponsors News posted daily on-site, app and newsletters Distribution by email daily to NPs and PAs (circulation varies based on conference) Four video interviews with experts at the conference Guarantee 100,000 impressions over 12 months 	\$8,000

AUDIENCE PENETRATION:

- More than 564,000 page views per month¹
- Over 300,000 unique visitors per month¹
- 150,000 newsletter opt-ins²
- 58% of users visit the site at least once a week³
- 30% of users return in less than one week³

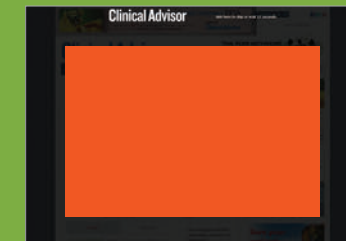
1. Omniture, June 2015, CA Monthly Report

2. Silverpop

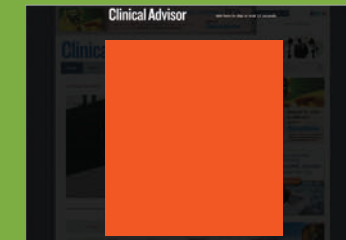
3. Omniture, September 2015, CA Monthly Report

SUPPORTED UNIT ADS:

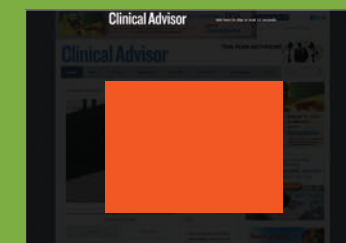
Interstitial Prestitial - 640 x 480



Interstitial Prestitial - 300 x 600



Interstitial Prestitial - 300 x 250



MOBILE

NATIVE APP

Opportunities	CPM (net/net)	Price (net/net)
Run of Site (ROS) Banner	\$75	
Professionally Targeted	\$93	
Specialty Targeted	\$150	
List Match Targeted	\$226	
Geo Targeted		0.5x premium on banners ad rates

MOBILE WEB

Dimensions	Friendly/Rising Star Name	File Size	Rich Media	Third-Party Ad Served	Site-Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted
728 x 90 - Tablet	Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 x 600	Half Page	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 x 250	Box Ad	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 x 50 - Smartphone	Mobile Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
320 x 50 - Smartphone	Mobile Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No

MOBILE APP

Dimensions	Friendly/Rising Star Name	File Size	Rich Media	Third-Party Ad Served	Site-Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted	Expandable
728 x 90 - Tablet	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	
300 x 50 - Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	320 x 480 (max)
320 x 50 - Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	

AUDIENCE PENETRATION:

- More than 93,000 app downloads¹
- Averages over 67,000 page views per month¹

1. Omniture, June 2015, CA Monthly Report

MOBILE WEB SUPPORTED AD UNITS:

Leaderboard -
728 x 90



Half page -
300 x 600



Box Ad -
300 x 250



Smartphone -
300 x 50



Smartphone -
320 x 50



MOBILE APP SUPPORTED AD UNITS:

Tablet -
728 x 90



Smartphone -
300 x 50



Smartphone -
320 x 50



NEW BRAND CONNECT +PLUS

15

- Asset syndication of existing, pre-approved content (video or static) through Haymarket's networks and channels
- Multi-touchpoint marketing plan that efficiently connects Haymarket's audiences with client materials
- Can be targeted to profession, specialty, or list match
- HCP-level data provided (name, profession, specialty, NPI#, address)
- \$125,000 for 6 months

BrandConnect +PLUS drives deeper engagements to deliver more than 1.185 million touchpoints

Sample Pricing: \$125,000 for 6-month package. A 50% DISCOUNT!

Marketing Tactic (6-month plan)	Rate Card Pricing
Setup and hosting fee	\$5,000
50,000 ROS impressions per month driving users to landing page	\$22,500
BrandConnect native ads	\$24,000
Weekly newsletter sponsorship	\$104,000
3 Clinical Advisor direct e-blasts (assuming 75K target list) • \$0.14¢ per name	\$33,000
Triggered e-mails that deliver client supplied messaging to visitors (assuming 1K visitors)	\$45,000 at \$45 per send
HCP-level data on visitors (assuming 3K visitors)	\$18,000
TOTAL COST AT RATE CARD:	\$251,500

BUY INCLUDES:

- Hosting of client resource center containing assets and links for six months
- 25k ROS impressions per month
- Six weeks of native ads (one per month)
- Three custom e-blasts
- Ads on one editorial newsletter per week
- Triggered email message to users who visit resource center



NEW

ADVISOR CHANNELS

- Identify key content channels on *The Clinical Advisor* that offer an opportunity to provide NPs and PAs with more in-depth clinical information
- Haymarket provides all marketing to the Advisor Channel
- Engage a “channel-specific” section editor to provide guidance on content
 - Peer-to-peer, KOL multimedia product
 - Expert Perspectives interviews
 - Clinical Viewpoints interviews
 - Disease-specific news, features, treatment charts, and drug monographs
- 50% SOV advertising sponsorship
- Ads can be targeted to your list
- HCP-level data provided on all ads

Sponsorship provides a cost-effective, targeted, strategic message placement with multiple touchpoints to key targets

- 1 year of banner ads with minimum 50% SOV on desktop channel
- 1 year of banner ads with minimum 50% SOV in mobile channel
- Banner ad rotation in monthly Advisor e-Newsletter

Target List Metrics

- Banner impressions
- Banner clicks
- Mobile impressions
- Mobile clicks
- Email opens
- Email clicks
- Email impressions
- Triggered-message metrics (if added to core program)

Overall Metrics

- Total visits
- Unique visits
- Page views
- Time spent on site
- Video loads
- Video plays
- Length of video view

Pricing

- \$65,000 - 1 year

16

CONTENT DISSEMINATION

Multiple touchpoints with key target audiences:
Web, Email, Mobile, Print, Digital Edition



EMAIL

Email Opportunities		
Editorial e-Newsletters	<ul style="list-style-type: none"> More than 150,000 opted-in and validated NPs and PAs – eTOC, Derm Dx, Latest CME/CE, Medical Slideshow, Waiting Room Blog, Conference Coverage, Ortho Dx, Legal Advisor, Advisor Forum, Videos, Web Exclusives and Cartoons. 	\$4,000/drop
Specialty Targeted e-Newsletters	<ul style="list-style-type: none"> Deliver your ad to NPs and PAs practicing in specific subspecialties Ads run on existing editorial e-newsletter; content is not changed 	\$2,500/drop
Spotlight e-Newsletters	<ul style="list-style-type: none"> Disease-specific content from <i>The Clinical Advisor</i> website Distributed to more than 150,000 NPs and PAs 100% SOV—only your advertising appears on the newsletter 	\$4,000/drop
Clinical Advisor Direct – Sponsored Emails	<ul style="list-style-type: none"> Distribute your pre-approved material to your target list of NPs and PAs Leverage the strength of <i>The Clinical Advisor</i> brand to cut through inbox clutter Minimum of 35,000 email addresses to receive the \$.14/name rate (either full run, primary care, or primary care & specialty) 	\$0.14/name ¹ +\$1,500 Set-Up and Reporting Fee

1. Additional fees apply if newsletter needs legal review, tracking codes added, Rx data, geo-targeting, etc.

E-MAIL NEWSLETTERS

Dimensions	Friendly Name	File Size	Rich Media	Third-Party Ad Served	Site-Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted
300x250	Box Ad	40k	No	Yes	Yes	No	Yes	All	No
728x90	Leaderboard	40k	No	Yes	Yes	No	Yes	All	No
Text	n/a	n/a	No	Yes	n/a	n/a	Yes	All	No

Notes:

Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.

For most third-party ad servers sending over a noscript standard tag is acceptable.

DFA and Pointroll users must send over a 1x1 tag and/or image and click tracker.

Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.

SUPPORTED UNIT ADS:

Box Ad - 300x250



Leaderboard - 728x90



CONFERENCE COVERAGE

- Live conference coverage at AAPA, AANP, and NAPNAP
- Multisponsored digital-advertising opportunity; limited to a max of 4 sponsors per conference
- News posted daily on-site, in app, and in newsletters
- Minimum 25% SOV in conference coverage homepage takeover for duration of conference (ads rotate evenly among sponsors)
- Ideal program to reach NPs and PAs who cannot attend in person or cannot attend all the sessions they would like to
- Perfect way to “make noise” around key conferences
- Editorial staff will report on innovative, late-breaking news presented at the conference
- Includes 4 video interviews with thought leaders at the conference
- Minimum 25% SOV in a newsletter each day of the conference and wrap-up at close of conference (ads rotate evenly in each newsletter; circulation varies based on conference)
- Guaranteed 100,000 impressions over 12 months
- Advertisers must supply web and email-friendly ad sizes 728 x 90, 300 x 250, 300 x 600

Conference Coverage Opportunities

price (net/net)

- Reach HCPs who cannot attend in person or attend all sessions
- Contextual messaging against innovative, late-breaking news presented at the conference

\$8,000/per advertiser, per conference
Max 4 advertisers per conference



NEW

THE CLINICAL ADVISOR SUMMIT

April 7-9, 2016, Gaylord Palms, Orlando, Florida

The *Clinical Advisor* will be hosting its first annual CA Summit, designed to address topics that will help NPs and PAs in their clinical practice. This educational symposium will present sessions in high-demand practice areas and emerging topics of interest under the direction of a distinguished advisory board. NPs and PAs will have the opportunity to earn 14 CE or CME credits during this 2.5-day conference.

	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	EXHIBITOR \$2,750 (Non-Profit \$775)
8" x 10" booth	×	×	×	(non-profit tabletop)
Sponsor recognition on summit website – logo with link & company description	100 words	75 words	50 words	50 words - no logo
Sponsor listing in on-site program guide	×	×	×	×
Sponsor recognition on signage at the summit	×	×	×	×
Passport challenge	×	×	×	×
Exhibit badges	6	4	4	2
Full conference registration badges	6	4	2	
Conference bag insert	×	×	×	
Sponsor level ribbon on staff badges	×	×	×	
Conference guide ad	Full page	Full page	1/2 page	
Premier booth location	×	×	×	
Breakfast roundtable ¹	×	×		
Co-sponsorship (breaks)	×	×		
General session lunch sponsor	×			
Logo on conference bag	×			
Door drop (1)	×			
Verbal recognition during welcome	×			

1. Breakfast Roundtable includes: Two 20-minute time slots (7:00 am - 7:20 am & 7:30 am - 7:50 am), banquet table with topic signage and sponsor logo, sponsors acts as moderator of table, roundtable sign-up at Summit registration table, roundtable listing with sponsor's logo in on-site conference guide

19

Product Theaters

Breakfast - \$25,000/each

Lunch - \$35,000/each

Dinner - \$30,000/each

Breakfast Roundtables

For Profit Booth Add On - \$2,000

Non-Profit Booth Add On - \$775

Activities

Welcome Reception/Poster Session Opening - \$12,000 (limit 1)

Breakfast Sponsorship - \$7,500/each

Registration Sponsorship

Company Logo Displayed on the Following: Lanyards, Registration Booth Kick-Panels, etouches Registration Page, and Registration Confirmation Email - \$5,000

Amenities

Conference WiFi - \$15,000 (limit 1)

Power Stick - \$4,500 (limit 1)

Water Bottles - \$3,000 (limit 1)

Notepads or Pens - \$2,500 (limit 1)

Branding Opportunities

Conference Hotel Key Cards - \$3,000 (limit 1)

Hotel Door Drop - \$2,500/each

Conference Bag Insert - \$1,500/each

On-Site Conference Guide Advertising

(Deadline: March 7, 2016)

Cover 4 - \$3,000

Cover 2 - \$2,000

Full page, 4/C - \$525

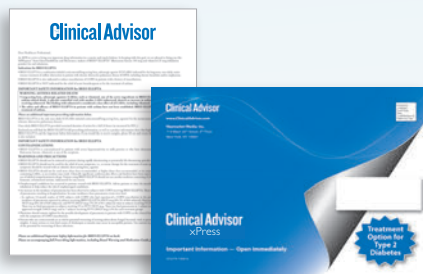
To learn about these and other sponsorship opportunities please contact our event sales manager:

Emily Andrews

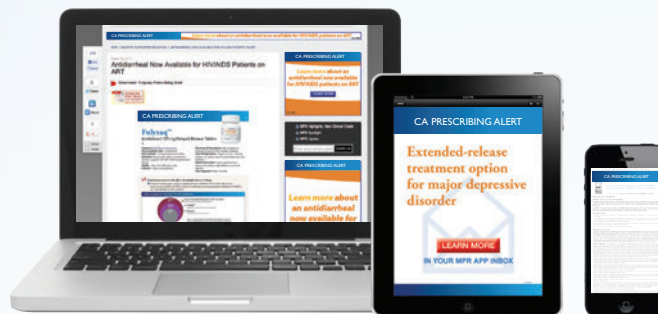
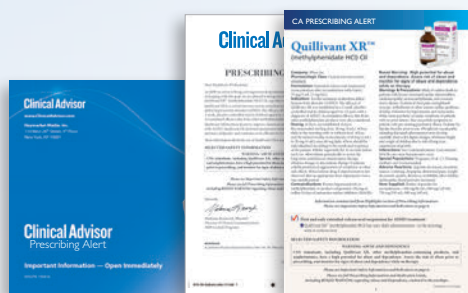
emily.andrews@haymarketmedia.com

646-638-6034

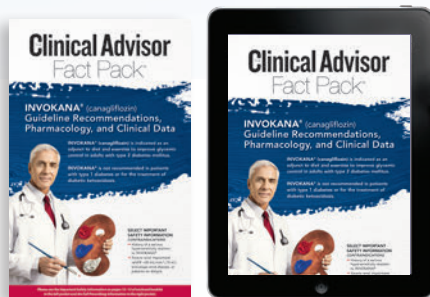
CUSTOM SOLUTIONS



CA Direct Custom Email/Direct Mail



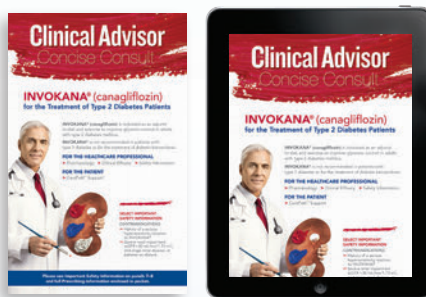
Integrated Prescribing Alert



Print

Digital

Fact Pack*



Print

Digital

Concise Consult*

PROVEN ABILITY TO DELIVER MESSAGES ACROSS A VARIETY OF MEDIA OPTIONS

THE Clinical Advisor

114 West 26th Street, 4th Floor, New York, NY 10001

Tel: (646) 638-6000 Fax: (646) 638-6113

ClinicalAdvisor.com