

# LET'S GET DIGITAL!

Double your exposure with a free online insertion in the **NEW DIGITAL EDITION** of *The Female Patient*.

The screenshot shows a digital edition of 'The Female Patient' magazine. On the left, there is a sidebar with 'Hot Links' to various issues (e.g., 'The Buzz On Bioidenticals', 'November 2009', 'October 2009', 'September 2009', 'Aug 2009'). The main content area features an advertisement for 'the Buzz on Bioidenticals' with a 'Watch the Free, On-Demand Webcast' link and a list of featured speakers: Karen Giblin, MD and Elizabeth Lee Vliet, MD. To the right, there is a 'MATERNAL-FETAL MEDICINE' article titled 'Prenatal Management of Twin Pregnancies: From the Perspective of an MFM/Geneticist' by Barbara M. O'Brien, MD. The interface includes a search bar at the top with the text 'Double your exposure with a FREE online insertion in The Female Patient Digital Edition - Call Margo Ullmann for more info'. Navigation buttons for 'Search Engine Optimization', 'Portability', and 'Longevity' are visible at the top. At the bottom, buttons for 'Archived Issues' and 'Tracking Ad Performance' are shown.

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## Place an Insertion in our Monthly Print Edition and automatically qualify for your Free Online Insertion.

### Benefit from:

**Portability**—as readers send copies to colleagues, facebook, twitter, LinkedIn, and other social media networks!

**Longevity**—as readers save the digital editions on their personal computers and create electronic libraries.

**Hot Links**—Benefit from having your ad link directly to your Web site and/or e-mail address from inside *The Female Patient* Digital Edition.

**Tracking Ad Performance & ROI**—Monitor the success and performance of your advertisements within *The Female Patient* Digital Edition—Receive immediate ROI.

**Archived Issues with Ads**—Benefit from *The Female Patient* Digital Archives. All past issues are searchable; your ads in previous editions still have shelf life and will be viewed again and again.

**Search Engine Optimization (SEO) and Added Exposure**—Benefit from enhanced SEO as *The Female Patient* Digital Edition is found by Google.

## Enhance your online schedule with these cutting edge tactics...

The screenshot shows the website interface with several callout boxes pointing to specific features:

- News Ticker:** Located at the top right of the page, displaying a small image and text.
- Outside Banner Advertising:** A vertical banner on the right side of the page featuring a woman's face and the text "CLICK HERE FOR THE On-Demand Webcast for Women and...".
- Interactive Content:** A callout pointing to a "Become a Buzz Member!" form within a "Bioidenticals" advertisement.
- Custom Forms:** A callout pointing to the same "Become a Buzz Member!" form.
- Page 0 Advertisement:** A callout pointing to a banner at the top of the page that reads "Look for A Positive Approach to Female Sexual Health: A SUMMARY REPORT online now. Educational support provided by McNEIL-PPC, Inc."
- Inside Banner Advertising:** A callout pointing to a banner at the bottom of the page with the same text as the Page 0 advertisement.

### 3 Ad Options: Take advantage of Digital Interactivity!

Use custom forms and interactive media to upgrade and enhance your ads!

- **Standard digital ad.** Your print ad is automatically inserted into the digital edition. No action required and no extra fee.
- **Superior upgrade digital ad.** Revise the standard so that it includes enhanced interactive features. Extra fee required.
- **Deluxe upgrade digital ad.** Upgrade with a 2-page insertion unique to the digital edition. Extra fee required.

**Custom Forms for Lead Generation**—Incorporate a custom form within your advertisement and allow readers to submit their contact information directly to you.

**Pricing:** Superior upgrade digital ad: \$750 (1-page)  
Deluxe upgrade digital ad (must be insertion in 2-page increments): \$1,000

**Interactive Content**—Enrich your advertisements with interactive media: video, flash animation, and audio—and make ads come alive within *The Female Patient* Digital Edition.

**Pricing:** Superior upgrade digital ad: \$1,000 with video (1-page)  
Deluxe upgrade digital ad (must be insertion in 2-page increments): \$1,500

**Page 0 Advertisement**—Benefit from premium exposure on the left hand side of *The Female Patient* cover page (Page 0).

**Pricing:** \$2,000

**Banner Advertising**—Place your banner ads or interactive features on the pages within *The Female Patient* Digital Edition or Outside the Viewer.

**Pricing:** Digital inside leaderboard—\$750  
Outside Digital Viewer—\$850 Top Leaderboard  
\$800 Right Skyscraper

**News Ticker/Custom Ad Feeds**—Promote your products or services with dynamic and interactive placement along the outside of *The Female Patient* Digital Edition.

**Pricing:** Client provides feed: \$750