ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the ModernMedicine Network to meet your expectations.

For more information on ModernMedicine brands and marketing materials go to ModernMedicine.com

1.25M+ database of HCPs
1.5M unique visitors/month
3.5M average page views/month
780K print subscribers
1000+ KOL’s on Editorial board
Drug Topics

Voice of the Pharmacist

The practice of pharmacy is rapidly evolving, and Drug Topics continues to be the go to pharmacy resource that you can depend on for coverage of the issues and trends that are important.

www.drugtopics.com

51K+
US E-News subscribers

155K
Qualified Circulation

391K
Page views/month*

93.39K
Unique Visitors

3.0
Pages per visit

6.50
Mins. Time on Site

*Based on rolling monthly average.
Focus On...
(Previously known as Topic Resource Centers)

Keep your brand top-of-mind within an on-site section exploring contextually relevant topics to your target audience.

» **Exclusive sponsorship** of a dedicated, on-site section and email
» **Content including**, news, perspectives, resources, articles, videos and slide shows
» **No Medical Legal Regulatory review**
» **Pricing options** by audience and impression volume

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.

**New Engaging Format!**
Conference Coverage

From-the-floor reporting aligns your brand message with Drug Topic’s objective news and commentary before, during and after major industry events.

PROGRAM MAY INCLUDE:

» Banners and sponsored content links within show coverage area for 3 months
» Banners on daily eNewsletters during show to our most engaged subscribers
» Pre-roll on video
» Dedicated eBlast

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Champions’ Challenge

Peer-to-peer engagement with friendly competition, brand awareness and market research rolled into one successful gaming platform.

» Scalable from 2-12 qualifying rounds with a leaderboard and final, “invitational” round
» Questions may be supplied in a variety of formats, including video

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Podcasts

Drive engagement on key topics from different perspectives under the authority of our trusted brand.

» Available for download or playback
» Provide co-branded pertinent information with 100% SOV in an enduring format
» “Brought to You By” tagline
» High interest/timey content
» Robust traffic-driving audience generation package included
» Creates engagement
» Under the auspices and credibility of the journal

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
BANNER ADS

Your run-of-site (ROS) ad gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (https://www.iab.com/guidelines/state-of-viewability-transaction-2015/); additional viewability requirements may incur premiums.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>leaderboard†; medium rectangle†; skyscraper†; wide skyscraper†</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$85/CPM (net)</td>
</tr>
<tr>
<td>half page†</td>
<td>300x600</td>
<td>$125/CPM (net)</td>
</tr>
<tr>
<td>pushdown*</td>
<td>970x90 — expands to 970x415</td>
<td>$125/CPM (net)</td>
</tr>
<tr>
<td>floating footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$255/CPM (net)</td>
</tr>
</tbody>
</table>

†See expanded dimensions, where applicable in format guidelines.

*Expanding pushdown ad units push page content down rather than expanding over page content.

HOME PAGE ROAD BLOCK

Utilize all positions for 100% SOV on the homepage.
Rates vary based on site traffic; please inquire for pricing.

WALLPAPER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>wallpaper</td>
<td>150x1050</td>
<td>$175/CPM (net)</td>
</tr>
</tbody>
</table>
**e-NEWSLETTERS**

**e-News provide additional opportunities** to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare pharmacists professionals’ in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x/week</td>
<td>51,000*</td>
<td>$2,800</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

*US distribution

**e-ISSUE ALERTS**

**e-Issue Alert showcases editorial highlights** in the journal as well as notification when the digital edition is ready for download. The mailing is designed to alert readers to specific articles in the current issue, as well as web-only features.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>85,000</td>
<td>$2,800</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

* Publisher’s own data.

**ADVERTORIAL e-BLASTS**

**Send your custom message** directly to our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

**Contact your sales representative for pricing and availability.**

**Static Ad Specification**
- Max File Size: 40K
- Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client
- Ad unit sizes: 728x90 and 300x250
- No Flash/Rich Media accepted for e-News

**In-Column Text Ad Specification**
- **Header:** 60 characters
- **Body text:** 210 characters
- Maximum character allowances including spaces: 270
SPECIAL BULLETIN

Entrust your important message to the brand pharmacists have been listening to for more than 150 years.

**Deliver your message with confidence**
Drug Topics Special Bulletin’s e-mail service delivers important information to pharmacists, including:

- New product introductions
- New indications
- Changes to dosage
- Prescription guidelines
- Safety precautions
- Patient assistant programs

**Pricing**
Contact your sales representative for pricing and availability.
# ADVERTISING CREATIVE FORMAT GUIDELINES

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>Max Initial File Load Size</th>
<th>Host-initiated Subload (See note 2 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper / Wide</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>&quot;Expanding Pushdown ad units &quot;push&quot; page content down rather than expanding over page content.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>200 KB</td>
<td>100 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
</tbody>
</table>

**Abbreviations:** px = pixel  sec = seconds  fps = frames per second
digital specifications

GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):

- **File Format:** Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted
- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

VIDEO REQUIREMENTS:

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

GENERAL NOTES:

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

HTML5 NOTES:

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (http://www.iab.com/html5) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.
COVER TIPS

Grab the reader's attention with an exclusive Cover Tip, an effective way to enhance brand awareness, communicate timely information, or to lead the reader to additional content within the publication. Make a statement and be front of mind with your target audience. Only one cover tip per issue is available, contact your sales representative to take advantage of this powerful opportunity.

Trimming:
Live matter: 6-3/4” x 4-1/2”
Trim size: 7-1/2” x 5-1/4”
Bleed size: 7-3/4” x 5-1/2”
Thickness: Up to four pages maximum 100# Text to minimum, 70# text paper.
Cover tips jog to the bottom.
If client supplies, please provide as trim size; 80# stock weight

Consult publisher for availability.

Outserts

Outserts are your opportunity to tell a rich story and engage the reader with a journey. This option focuses the reader’s attention and allows variable space to convey your message. Use Outserts to provide content that can be saved as a reference, or create a series to extend involvement from issue to issue. Outserts are polybagged, and available in a variety of size and options, contact your sales representative to explore this proven one to one marketing touchpoint.

Consult publisher for availability.
**DISPLAY ADVERTISING**

<table>
<thead>
<tr>
<th>Ad Size (inches)</th>
<th>Trim Sizes (Width x Depth)</th>
<th>Bleed Sizes (Width x Depth)</th>
<th>Live area (Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15.75 x 10.75</td>
<td>16 x 11</td>
<td>15.375 x 10.375</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.875 x 10.75</td>
<td>8.125 x 11</td>
<td>7.5 x 10.375</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5 x 10.75</td>
<td>5.25 x 11</td>
<td>4.625 x 10.375</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.75 x 5.125</td>
<td>8 x 5.375</td>
<td>7.375 x 4.75</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.875 x 10.75</td>
<td>4.125 x 11</td>
<td>3.5 x 10.75</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.625 x 10.75</td>
<td>2.875 x 11</td>
<td>2.25 x 10.375</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.875 x 5.125</td>
<td>4.125 x 5.375</td>
<td>3.5 x 4.75</td>
</tr>
</tbody>
</table>

**Additional Specifications**

- **Live matter**: Hold .375" from trim on all sides.
- **Trim size of journal**: 7.875" x 10.75"

**Paper Stock**:  
- **Text Pages**: 45# coated.  
- **Covers**: 100# coated.  

**Type of Binding**:  
- Perfect bound. Jogs to Foot.

---

**Total Qualified Distribution***

- Independent Pharmacies........................................... 29,572  
- Chain Pharmacy .................................................. 93,049  
- Other Retail Facility ............................................. 1966  
- Hospital Operating an Rx Department............. 19,983  
- Other Healthcare Facility ................................. 3884  
- Nursing Home Operating an Rx Department ........... 543  
- Others Allied to the Field ................................. 5791  
- Other Paid Circulation .................................... 212

*As filed with BPA, subject to audit.
PRINT DISPLAY ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>30x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>84x</th>
<th>96x</th>
<th>108x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$14,369.13</td>
<td>$14,081.85</td>
<td>$13,789.44</td>
<td>$12,583.89</td>
<td>$11,563.02</td>
<td>$11,347.56</td>
<td>$10,855.08</td>
<td>$10,306.17</td>
<td>$10,106.10</td>
<td>$9,916.29</td>
<td>$9,736.74</td>
<td>$9,567.45</td>
<td>$9,464.85</td>
<td>$9,372.51</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$10,808.91</td>
<td>$10,588.32</td>
<td>$10,367.73</td>
<td>$9,444.33</td>
<td>$8,690.22</td>
<td>$8,520.93</td>
<td>$8,161.83</td>
<td>$7,736.04</td>
<td>$7,592.40</td>
<td>$7,469.28</td>
<td>$7,325.64</td>
<td>$7,315.38</td>
<td>$7,238.43</td>
<td>$7,166.61</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$8,387.55</td>
<td>$8,218.26</td>
<td>$8,028.45</td>
<td>$7,299.99</td>
<td>$6,740.82</td>
<td>$6,592.05</td>
<td>$6,325.29</td>
<td>$5,971.32</td>
<td>$5,873.85</td>
<td>$5,776.38</td>
<td>$5,668.65</td>
<td>$5,586.57</td>
<td>$5,535.27</td>
<td>$5,478.84</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$5,791.77</td>
<td>$5,673.77</td>
<td>$5,586.57</td>
<td>$5,053.05</td>
<td>$4,647.78</td>
<td>$4,555.44</td>
<td>$4,370.76</td>
<td>$4,134.78</td>
<td>$4,068.09</td>
<td>$3,991.14</td>
<td>$3,934.71</td>
<td>$3,857.76</td>
<td>$3,821.85</td>
<td>$3,785.94</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$4,375.89</td>
<td>$4,293.81</td>
<td>$4,196.34</td>
<td>$3,826.98</td>
<td>$3,534.57</td>
<td>$3,426.84</td>
<td>$3,319.11</td>
<td>$3,134.43</td>
<td>$3,047.22</td>
<td>$2,970.27</td>
<td>$2,898.45</td>
<td>$2,826.63</td>
<td>$2,795.85</td>
<td>$2,775.33</td>
</tr>
<tr>
<td>BRCs</td>
<td>$14,369.13</td>
<td>$14,081.85</td>
<td>$13,789.44</td>
<td>$12,583.89</td>
<td>$11,563.02</td>
<td>$11,347.56</td>
<td>$10,855.08</td>
<td>$10,306.17</td>
<td>$10,106.10</td>
<td>$9,916.29</td>
<td>$9,736.74</td>
<td>$9,567.45</td>
<td>$9,464.85</td>
<td>$9,372.51</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates.

<table>
<thead>
<tr>
<th>Charge per color/page or fraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Color (magenta, cyan, yellow):</td>
</tr>
<tr>
<td>Matched Color (all PMS excluding 800 series):</td>
</tr>
<tr>
<td>Sheen/Metallic/Fluorescent color (PMS 800 series):</td>
</tr>
<tr>
<td>3- and 4-color process:</td>
</tr>
<tr>
<td>5-color:</td>
</tr>
</tbody>
</table>

**Covers and Premium Positions (non-cancelable)**:

Add the premium for positions to the earned B&W rate. Then add charge for color.

- **Cover Rates:** Second cover: 25%  | Fourth cover: 60%
- **Premium Positions:** Opposite Table of Contents: 15% - Must be a minimum of one full page of color.
- **Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

**Cover Tips/Outserts:**

Consult publisher for rates and availability.

Cancellation Policy with Letter of Agreement:

- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.

**Demographic Rates:**

- **ROB ads** available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge.
- **Demographic ads** will count toward a company’s final earned frequency on a page-for-page basis.

INSERT ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>Insert Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>30x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>84x</th>
<th>96x</th>
<th>108x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$28,738.26</td>
<td>$28,163.70</td>
<td>$27,578.88</td>
<td>$26,167.78</td>
<td>$23,126.04</td>
<td>$22,695.12</td>
<td>$21,710.16</td>
<td>$20,612.34</td>
<td>$20,212.20</td>
<td>$19,832.58</td>
<td>$19,473.48</td>
<td>$19,134.90</td>
<td>$18,929.70</td>
<td>$18,745.02</td>
</tr>
<tr>
<td>4 Page</td>
<td>56,327</td>
<td>55,158</td>
<td>50,336</td>
<td>46,252</td>
<td>45,390</td>
<td>43,420</td>
<td>41,225</td>
<td>40,424</td>
<td>39,665</td>
<td>38,947</td>
<td>38,270</td>
<td>37,859</td>
<td>37,490</td>
<td></td>
</tr>
<tr>
<td>6 Page</td>
<td>82,737</td>
<td>75,503</td>
<td>69,378</td>
<td>68,085</td>
<td>65,130</td>
<td>61,837</td>
<td>60,637</td>
<td>59,498</td>
<td>58,420</td>
<td>57,405</td>
<td>56,789</td>
<td>56,235</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Page</td>
<td>110,316</td>
<td>100,671</td>
<td>92,504</td>
<td>90,780</td>
<td>86,841</td>
<td>82,449</td>
<td>80,849</td>
<td>79,330</td>
<td>77,894</td>
<td>76,540</td>
<td>75,719</td>
<td>74,980</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Page</td>
<td>137,894</td>
<td>125,839</td>
<td>115,630</td>
<td>113,476</td>
<td>108,551</td>
<td>103,062</td>
<td>101,061</td>
<td>99,163</td>
<td>97,367</td>
<td>95,675</td>
<td>94,649</td>
<td>93,725</td>
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</tr>
</tbody>
</table>

**Acceptance:** Insert stock weight 80 # text. Contact publisher for approval and pricing for inserts heavier than 80 # text. Submit samples to Production Manager.

**Demographic Rates:**

Inserts available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus a $1,450 (non-commissionable) mechanical charge.

**BRCs:** BRC must accompany a minimum of a full-page ad. Please contact your sales manager.
CORPORATE DISCOUNTS

Earned Rates:
Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company’s final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2018 calendar or fiscal year.

Corporate Discount Program:
Effective with January 1, 2019 insertion orders, the Corporate Discount program is based on an advertiser’s 2018 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
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<tbody>
<tr>
<td>$100,000 - $250,000</td>
<td>0.50%</td>
<td>$2,500,001 - $3,000,000</td>
<td>5.00%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>0.75%</td>
<td>$3,000,001 - $3,500,000</td>
<td>6.00%</td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>1.00%</td>
<td>$3,500,001 - $4,000,000</td>
<td>8.00%</td>
</tr>
<tr>
<td>$750,001 - $1,000,000</td>
<td>1.50%</td>
<td>$4,000,001 - $4,500,000</td>
<td>10.00%</td>
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<tr>
<td>$1,000,001 - $1,500,000</td>
<td>2.00%</td>
<td>$4,500,001 - $5,000,000</td>
<td>12.00%</td>
</tr>
<tr>
<td>$1,500,001 - $2,000,000</td>
<td>3.00%</td>
<td>$5,000,001 - $5,500,000</td>
<td>14.00%</td>
</tr>
<tr>
<td>$2,000,001 - $2,500,000</td>
<td>4.00%</td>
<td>$5,500,001 - $6,000,000</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

Pre-Payment:
Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

Multiple Page PI Discount:
Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the pages.

ADVERTISING INCENTIVE DISCOUNTS

Product Incentive Program (PIP Continuity Discount):
Run a minimum of nine product insertions in Drug Topics and save. The more insertions, the more you save. Free pages count toward earned frequency but do not count toward the corporate discount program.

Product Incentive Program Criteria:

i) The minimum number of insertions at each level must be met within a calendar or fiscal year.

ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product’s gross insertion expenditure. The PIP discount should be added to your corporation’s Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.

iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your Drug Topics account manager of your product’s planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.

iv) All of a product’s indications work together to attain a product’s insertion level.

ABC (Add A Book Combo):
When you advertise in Drug Topics and run the same product in the same month in another UBM Medica medical publication(s) (i.e., Contemporary OB/GYN, Contemporary Pediatrics, Dermatology Times, Drug Topics, Managed Healthcare Executive, Oncology, Psychiatric Times and Urology Times), you will receive a discount dependent upon the number of publications you run in. The more titles you choose, the deeper the discount.

2 publication buy = 10%  3 publication buy = 15%  4+ publication buy = 20%

Note: This discount applies to full run ads only and may not be used when advertising in Ophthalmology Times, Ophthalmology Times Europe, Optometry Times, Dental Products Report, and The Aethetics Guide. This discount cannot be used in combination with the Product Incentive Plan (PIP) but may be used with the Corporate Discount Program. This discount applies to the nine UBM Medica publications shown only and may be used in any combination. For products with different size ad units, the discount will be calculated based on the mutual number of pages. For example, if 6 pages run in one publication and 4 pages run in the other, under this program, the discount will be applied to the 4 matching pages in each magazine. Free runs do not count toward the discount.
CONTRIBUTIONS TO THE DRUGS SECTION OF DRUGTOPICS.COM MUST BE IN CONFORMITY WITH THE SPECIFICATIONS OUTLINED IN THIS MANUAL. ALL MATERIALS MUST BE SUBMITTED NO LATER THAN THE DEADLINE DATE INDICATED IN THE DATES SECTION OF THE SCHEDULE PROVIDED ON THE PUBLISHING CALENDAR PAGE AT DRUGTOPICS.COM. THE LATE POSTING OF MATERIALS WILL RESULT IN DELAYS AND POSSIBLE REJECTION OF MATERIALS. PREPARATION OF ADVERTISEMENTS IS THE RESPONSIBILITY OF THE ADVERTISER. Errors and Omissions The Publisher is not responsible for errors in text or illustrations. The Publisher is entitled to correct errors in text and illustrations without notice. If an error is detected in a submitted proof, the Publisher will make a reasonable effort to contact the Advertiser to give the Advertiser an opportunity to correct and resubmit the Advertiser’s file before publication. Acceptance of Advertisements The Publisher reserves the right to include, edit, or reject any advertisements without liability or obligation to the Advertiser, at its sole discretion and for any reason. The Publisher is not responsible for the content of any advertisement. The Publisher cannot provide any guarantees regarding the accuracy of any ad published without a SWOP proof. The Publisher reserves the right to refuse advertisements that do not meet the requirements specified in this manual. The Publisher reserves the right to make changes to the advertising schedule for any reason, at any time, without notice. The Publisher reserves the right to substitute any ad for any ad without notice. The Publisher reserves the right to reject any ad that does not meet the specifications outlined in this manual. The Publisher reserves the right to cancel any advertisement for any reason, at any time, without notice. Acceptance of Advertisements The Publisher reserves the right to include, edit, or reject any advertisements without liability or obligation to the Advertiser, at its sole discretion and for any reason. The Publisher is not responsible for the content of any advertisement. The Publisher reserves the right to refuse advertisements that do not meet the requirements specified in this manual. The Publisher reserves the right to make changes to the advertising schedule for any reason, at any time, without notice. The Publisher reserves the right to substitute any ad for any ad without notice. The Publisher reserves the right to cancel any advertisement for any reason, at any time, without notice. The Publisher reserves the right to reject any ad that does not meet the specifications outlined in this manual. The Publisher reserves the right to cancel any advertisement for any reason, at any time, without notice. The Publisher reserves the right to reject any ad that does not meet the specifications outlined in this manual. The Publisher reserves the right to cancel any advertisement for any reason, at any time, without notice. For anything not matching the specs on cover tips and inserts above, please contact the publisher for special pricing AND send sample for pre-approval to:

Drug Topics
Attn: Karen Lenzen
131 W. 1st Street, Duluth, MN 55802-2065
218-740-7271
klenzen@hcl.com

INSERTS
Trimming:
Ship folded: 8 ¼” x 11”
Keep live matter 1/2” from trimmed edges & gutter trim
Book is jogged to foot
Trims: 1/8” head, allow 1/8” for gutter, outside, and foot trim
Quantity: Full Run: 144,000
Shipping: Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

Drug Topics
Attn: Karen Lenzen
131 W. 1st Street, Duluth, MN 55802-2065
218-740-7271
klenzen@hcl.com

SCREEN REQUIREMENTS
Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.
1. CMYK is the only accepted mode for 4C ads. Do not use RGB.
2. Do not use spot color unless you are paying for a PMS (Pantone) color.
3. Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final Kodak Approval color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities, C@1.30, M@1.40, Y@.90, and K@1.70.

REPRODUCTION REQUIREMENTS:
Follow “Specifications for Web Offset Publication” (SWOP) Tenth Edition for printing in the new millennium. Drug Topics is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X1a. Any omissions, or color deviation from a submitted proof, other than a quality Kodak Approval color proof or equivalent, will not warrant adjustment for space or color charge.

DISPOSITION OF MATERIAL AND INSERTS:
Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

DIGITAL AD REQUIREMENTS:
1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof. Publisher shall not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.

3. Accepted Method of Delivery: The preferred method of delivering ad files to UBM Medica is via a web-based ad uploader, https://ads.ubm.com. Files can also be submitted on CD-R or DVD-R disc format.
4. Ad Proofs: To ensure that Advertiser’s ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

PROVIDER INFORMATION REQUIRED:
1. Issue date.
2. Advertiser, product, and agency name.
3. Agency contact person and phone number, or vendor name and phone number.
4. List of contents (printout of disk contents).

PRINT PRODUCTION MATERIALS:
Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions, to: drtp.io@hcl.com

Send all non-eMailed print materials and other information to:
Drug Topics
Attn: Karen Lenzen
131 W. 1st Street, Duluth, MN 55802-2065
218-740-7271
klenzen@hcl.com

To submit your ad materials, visit https://ads.ubm.com
<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad close:</th>
<th>Materials due:</th>
<th>Inserts due:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY ISSUE</strong></td>
<td>December 18</td>
<td>December 26</td>
<td>January 2</td>
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<tr>
<td><strong>Cover Story:</strong></td>
<td>Five Ways Pharmacy Will Change in 2019</td>
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<tr>
<td><strong>Special Report:</strong></td>
<td>2019 Drug Pipeline</td>
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<td><strong>FEBRUARY ISSUE</strong></td>
<td>January 17</td>
<td>January 24</td>
<td>January 30</td>
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<tr>
<td><strong>Cover Story:</strong></td>
<td>Help Patients Recognize Your Value</td>
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<tr>
<td><strong>Special Report:</strong></td>
<td>Telepharmacy Update</td>
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<td><strong>MARCH ISSUE</strong></td>
<td>February 14</td>
<td>February 21</td>
<td>February 27</td>
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<tr>
<td><strong>Cover Story:</strong></td>
<td>Find Work/Life Balance</td>
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<tr>
<td><strong>Special Report:</strong></td>
<td>How Pharmacy Education is Changing</td>
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<td><strong>APRIL ISSUE</strong></td>
<td>March 22</td>
<td>March 28</td>
<td>April 3</td>
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<tr>
<td><strong>Cover Story:</strong></td>
<td>Diabetes Counseling</td>
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<tr>
<td><strong>Special Report:</strong></td>
<td>Pharmacists in Patient-Centered Medical Homes</td>
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<td><strong>Bonus Distribution:</strong></td>
<td>- NACDS Annual Meeting 2019 April 27-30, Palm Beach, FL <a href="http://annual.nacds.org/">http://annual.nacds.org/</a></td>
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<tr>
<td><strong>MAY ISSUE</strong></td>
<td>April 18</td>
<td>April 24</td>
<td>April 30</td>
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<tr>
<td><strong>Cover Story:</strong></td>
<td>Perfect Your Work Flow</td>
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<tr>
<td><strong>Special Report:</strong></td>
<td>Patient Privacy Missteps</td>
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<tr>
<td><strong>JUNE ISSUE</strong></td>
<td>May 16</td>
<td>May 22</td>
<td>May 29</td>
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<tr>
<td><strong>Cover Story:</strong></td>
<td>Improve Your Counseling Skills</td>
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<tr>
<td><strong>Special Report:</strong></td>
<td>Turning a Bad Pharm Tech into a Good Pharm Tech</td>
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*Editorial features are subject to change*
<table>
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<tr>
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<tr>
<td>JULY ISSUE</td>
<td>Pharmacy Automation</td>
<td>Pharmacists Who Wear Multiple Hats</td>
</tr>
<tr>
<td>AUGUST ISSUE</td>
<td>Dangerous Medications</td>
<td>Seven New Skills Needed to be a Pharmacist, Generic/Biosimilars Supplement</td>
</tr>
<tr>
<td>SEPTEMBER ISSUE</td>
<td>Staffing Up</td>
<td>Antibiotic Resistance</td>
</tr>
<tr>
<td>OCTOBER ISSUE</td>
<td>Prevent Burnout, Reduce Stress</td>
<td>Flu Season</td>
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<tr>
<td>NOVEMBER ISSUE</td>
<td>Help Seniors Manage Meds</td>
<td>Gracefully Terminating an Employee</td>
</tr>
<tr>
<td>DECEMBER ISSUE</td>
<td>Salary Survey</td>
<td>Top Pharmacist Challenges in 2020</td>
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</tbody>
</table>

*Editorial features are subject to change.*

**Production and Editorial Calendar 2019**

<table>
<thead>
<tr>
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<th>Ad Close</th>
<th>Materials Due</th>
<th>Inserts Due</th>
</tr>
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<tbody>
<tr>
<td>JULY ISSUE</td>
<td>June 20</td>
<td>June 26</td>
<td>July 2</td>
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<tr>
<td>AUGUST ISSUE</td>
<td>July 19</td>
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<td>July 31</td>
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<tr>
<td>SEPTEMBER ISSUE</td>
<td>August 22</td>
<td>August 28</td>
<td>September 4</td>
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<td>OCTOBER ISSUE</td>
<td>September 18</td>
<td>September 24</td>
<td>September 30</td>
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<tr>
<td>NOVEMBER ISSUE</td>
<td>October 18</td>
<td>October 24</td>
<td>October 30</td>
</tr>
<tr>
<td>DECEMBER ISSUE</td>
<td>November 20</td>
<td>November 26</td>
<td>December 4</td>
</tr>
</tbody>
</table>

*Ad close: Date for the end of advertising.*

*Materials due: Date for the submission of materials.*

*Inserts due: Date for the submission of inserts.*
We know healthcare. We get results.

We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

Pharmacy
ubmmedica.com/markets-products/pharmacy