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**PUBLISHER/ADVERTISING SALES OFFICE**


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**Web Site Address:**

<http://www.ptcommunity.com>

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**GENERAL INFORMATION**


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- 1. ISSUANCE:**
  - a. Frequency: Monthly.
  - b. Publication date: 12th of the month.
  - c. Mailing date: Week of publication, periodicals class.
- 2. ESTABLISHED:** January 1976.
- 3. AFFILIATION:** Independent.
- 4. EDITORIAL:** P&T® provides pharmacy and therapeutics committee members with the latest information to help them manage their formularies and establish medication-related policies. Articles are authored by experts in the field and undergo a thorough peer review. P&T's mission is to highlight research and data on drug utilization, prescribing, and adverse drug reactions in order to facilitate the best possible outcomes for patients.
- 5. PUBLICATION AND CLOSING DATES:**
  - a. Publication date: 12th of the month.
  - b. Closing date: One month before publication date.
  - c. Cancellations: No later than four weeks before publication date.
- 6. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:** For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.
- 7. POLICY ON ADVERTISING PLACEMENT:** Preferred positions sold as described in paragraph 15. Full pages are rotated front and back, and advertising is interspersed with editorial content.

- 8. ADVERTISING/EDITORIAL RATIO:** Average advertising/editorial ratio will not exceed 55/45.

**9. COVERAGE AND MARKET:**

- a. Coverage: National.
- b. Market: Members of pharmacy and therapeutics committees across the health care spectrum including those in hospitals, health systems, managed care organizations, and government agencies. These personnel include physicians, pharmacists, nurses and administrators who serve on drug formulary committees.

**10. CIRCULATION:** (January 2011 Issue)

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**P&T COMMITTEE MEMBERS**


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	PRINT	DIGITAL
<b>MEDICAL DIRECTORS:</b>	<b>4,520</b>	<b>1,728</b>
<b>CHAIRPERSONS OF P&amp;T FORMULARY COMMITTEES:</b>	<b>4,985</b>	<b>2,150</b>
<b>PHYSICIANS:</b>	<b>1,853</b>	<b>3,183</b>
<b>PHARMACISTS:</b>		
Directors of Pharmacy /Chief Pharmacists	6,586	4,728
Clinical Pharmacists/Clinical Coordinators	4,011	3,088
Consulting Pharmacists	557	864
PharmD's	261	414
Staff Pharmacists	1,803	1,473
Other Pharmacists	807	1,501
<b>Subtotal:</b>	<b>14,025</b>	<b>12,068</b>
<b>OTHER PHARMACY &amp; THERAPEUTIC COMMITTEE MEMBERS:</b>		
Chief Financial Officers	422	201
Presidents/CEOs/Administrators	1,253	1,594
Directors of Managed Care	24	72
Directors of Provider Relations	111	93
Quality/Risk Management Personnel	132	269
Nurses	286	296
Dietary/Nutrition Personnel	25	41
Infection Control Personnel	21	38
Sales & Marketing Personnel	303	138
Others related to the field	1,507	9,839
<b>Subtotal:</b>	<b>4,084</b>	<b>12,581</b>
<b>SUBTOTALS</b>	<b>29,467</b>	<b>31,710</b>

**TOTAL CIRCULATION**

61,177



*P&T circulation is a proprietary list primarily developed through direct requests from qualified members of pharmacy and therapeutics committees.*

**RATE INFORMATION**

**11. 2011 BLACK/WHITE RATES**

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1 Time	\$6,258	\$5,007	\$3,753	\$2,506	\$2,071
6 Times	6,066	4,850	3,628	2,432	2,012
12 Times	5,942	4,757	3,568	2,373	1,961
24 Times	5,756	4,608	3,449	2,308	1,910
36 Times	5,622	4,497	3,384	2,256	1,864
48 Times	5,514	4,400	3,294	2,204	1,827
60 Times	5,381	4,307	3,238	2,161	1,785
72 Times	5,324	4,260	3,207	2,122	1,753
96 Times	5,278	4,208	3,153	2,071	1,711

*Inserts billed at the earned black/white rate.*

**12. COLOR CHARGES:** Per page or fraction. In addition to earned black/white rates.

Standard 2nd color	\$ 1,050
Matched 2nd color	\$ 1,560
<b>Three or four color</b>	<b>\$ 2,350</b>
Five color	\$ 3,300
Metallic	\$ 1,720
Bleed	No charge

**13. INSERTS and BRCs:**

- a. Inserts billed at earned black/white rate. Business Reply Cards billed at full page, earned black/white rate.

**14. SPECIAL PROGRAMS:**

- a. **INCENTIVE PROGRAM:**  
Run seven insertions in P&T® for the same product in 2011 and receive the eighth insertion free. Run three more insertions for the same product in 2011 and receive the 12th insertion free. (Number of pages of bonus insertion cannot exceed average of previous insertions. Bonus pages are included when determining a company's earned frequency rate.)
- b. **COMBINATION INCENTIVE PROGRAM FOR P&T® AND MANAGED CARE:**  
Run seven insertions for the same product in both journals and receive the eighth and ninth insertions in each free. Run nine paid insertions for the same product in each of the journals and receive three free insertions in each.
- c. **NEW PRODUCT LAUNCH ADS:**  
New products have 12 months from the time of first launch to qualify for above-mentioned bonus pages. If teaser ads run prior to a launch, they will collectively count as one insertion toward the necessary seven. In addition, for a new product launch, for every four pages of advertising in P&T®, receive a one-month posting of banner ad on Web site free (up to a maximum of four months.)

**d. BIOTECHNOLOGY HEALTHCARE MARKET BUY DISCOUNT PROGRAM:**

Run an insertion for a particular product or campaign in each of the four issues of BIOTECHNOLOGY HEALTHCARE in 2011 and receive two free bonus insertions for the same product or campaign in P&T® or MANAGED CARE.

- e. **DIGITAL EDITION:** To discuss special electronic advertising opportunities incorporating audio and video enhancements, consult the publisher's office. (To view the digital edition, go to [www.ptcommunity.com](http://www.ptcommunity.com)).
- f. **WEB SITE BANNER ADVERTISING:** Cost is \$3,600 for one month posting, rotated throughout site. Consult publisher's office for further information.

**15. PREMIUM POSITION RATES:**

- a. Second cover: Earned B/W rate plus 25%.
- b. Fourth cover (sold in combination with third cover): Earned B/W rate plus 40%.
- c. Facing Table of Contents: Earned B/W rate plus 10%.

**16. EARNED RATES:**

- a. The rate is determined by number of units. A unit is a page or a fraction. A spread is two units.
- b. Insertions of parent companies and subsidiaries are combined to determine earned rate.
- c. Insertions in P&T®, MANAGED CARE, and BIOTECHNOLOGY HEALTHCARE are combined to determine earned rate.
- d. Demographic and list match partial runs qualify on a one-to-one basis when determining earned rate.
- e. Publisher guarantees uniform rates to all advertisers using same amount and type of space.
- f. Rates are subject to change with 90 days' notice. Contracts are accepted and guaranteed three months from last issue closed. In the event of a rate increase, contracts may be terminated without penalty or short rate.

**17. CLASSIFIED ADVERTISING RATES:**

a. LINE ADS (seven-line minimum):			
1x: \$30 per line	3x: \$27 per line	6x: \$25 per line	
b. DISPLAY ADS:			
	1x	3x	6x
½ page	\$350	\$325	\$300
¼ page	600	575	535
¼ page	825	800	750
½ page	1,100	1,050	1,000

- c. **WEB SITE:** 30-day posting of classified ad: \$150

**18. AGENCY COMMISSION AND TERMS:**

- a. 15% commission to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied on all past due accounts.
- b. Space and color charges are commissionable; production and mechanical charges are not.

**19. MISCELLANEOUS:**

- a. Contracts are subject to publisher's acceptance.
- b. Publisher shall not be liable for failure to publish because of acts of God, strikes, accidents, fires, or other similar circumstances beyond the publisher's control.