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GENERAL INFORMATION

- 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-to-editorial ratio is 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 2009 Issue)

P&T COMMITTEE MEMBERS

MEDICAL DIRECTORS:	10,310
CHAIRPERSONS OF P&T FORMULARY COMMITTEES:	5,722
PHYSICIANS:	
Primary Care (GP, FP, IM)	1,881
Specialists	1,585
Subtotal:	3,466
PHARMACISTS:	
Directors of Pharmacy /Chief Pharmacists	6,333
Clinical Pharmacists/Clinical Coordinators	3,777
Pharmacy Managers	1,201
Consulting Pharmacists	6,333
PharmD's	767
Staff/RPh Pharmacists	3,808
Pharmacy Benefit Managers	305
Other Pharmacists	589
Subtotal:	23,113
OTHER PHARMACY & THERAPEUTIC COMMITTEE MEMBERS:	
Nurses	572
Dietary/Nutrition Directors & Assistant Directors	98
Quality/Risk Management Directors & Assistant Directors	931
Infection Control Directors & Assistant Directors	72
Administrators	204
Presidents/CEOs	2,458
Other Members	1,344
Subtotal:	5,679
TOTAL UNDUPLICATED CIRCULATION	48,290

Above circulation includes both print and digital versions.

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



RATE INFORMATION

11. 2009 BLACK/WHITE RATES

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1 Time	\$6,017	\$4,814	\$3,609	\$2,410	\$1,991
6 Times	5,833	4,663	3,488	2,338	1,935
12 Times	5,713	4,574	3,431	2,282	1,886
24 Times	5,535	4,431	3,316	2,219	1,837
36 Times	5,406	4,324	3,254	2,169	1,792
48 Times	5,302	4,231	3,167	2,119	1,757
60 Times	5,174	4,141	3,113	2,078	1,716
72 Times	5,119	4,096	3,084	2,040	1,686
96 Times	5,075	4,046	3,032	1,991	1,645

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
Three or four color	\$ 2,350
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 2009 and receive the eighth insertion free. Run three more insertions for the same product in 2009 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 six issues of BIOTECHNOLOGY HEALTHCARE in 2009 and receive two free bonus insertions for the same product or campaign in P&T® or MANAGED CARE.

e. DEMOGRAPHIC SPLITS: Consult publisher.

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.