Managed Care delivers high-interest analysis and articles through original research and writing. Its editorial mission is to advise healthcare executives, physicians, and pharmacists on the integration of the business and medical aspects of the rapidly changing managed care market. A strict fact-checking and peer-review process ensures the accuracy and relevance of editorial content.

Frequency: Monthly.
Indexed: PubMed and Scopus.
Website Address: managedcaremag.com

P&T® provides managed care professionals and formulary management decision makers with the latest information to help establish medication-related policies and manage their formularies. Articles are authored by experts in the field and undergo a thorough peer review. Its 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.

Established: January 1976.
Frequency: Monthly.
Website Address: ptcommunity.com
2016 Kantar Media Managed Care Readership Data

KANTAR® RANKS MANAGED CARE
THE TOP SOURCE

for the latest practices & procedures in the field
Source 2016 Kantar Media Managed Care Readership Survey HMP/PPO/PBM
General Executives Table 107

for overall Qualitative Statements for:
- Top professional resources
- Useful tool in day to day activities
Source 2016 Kantar Media Managed Care Readership, Table 107

KANTAR® RANKS P&T #1

for overall Qualitative Statements for:
- Quality content
- Latest practices and procedures
- Counseling patients
- Information on drugs, devices and professional services
Source, Tables 106 –111

#1 HMO/PPO/PBM/IDN: Clinical Decision Makers

#1 Hospital/Nursing Home: Total (Managed Care/Medical/Pharmacy/Formulary Directors)

#1 Total Sample: Formulary Committee Members

#1 Total Sample: Recommend/Specify/Make Final Decision: Pharmaceuticals

#1 Hospital/Nursing Home: Medical/Pharmacy/Formulary Directors

#1 Total Sample: Authority to Specify Generic-Only or Ban a Particular Drug From the Formulary

#2 Total Sample: Currently Managing a Government Healthcare Plan

#2 HMO/PPO/PBM: General Executives

#2 Total Sample: Recommend/Specify/Make Final Decision: Insurance
## Circulation

**Coverage:** National.

**Physicians and pharmacists in managed care:** Group practice, MCO staff, administration.

**Managed care executives and decision makers:** ACOs, IHSs, HMOs, PPOs, PBMs, GPOs, medical groups, integrated health systems, hospitals and nursing homes/LTC, including the public and private sectors.

### 2018 Managed Care

<table>
<thead>
<tr>
<th>ACO/IHS/HMO/PPO/PBM/GPO</th>
<th>Unduplicated</th>
<th>Print</th>
<th>Digital Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>President, Vice President, CEO, CIO, CFO, COO, and Executive Director</td>
<td>6,740</td>
<td>6,990</td>
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</tr>
<tr>
<td>Medical Director</td>
<td>292</td>
<td>478</td>
<td></td>
</tr>
<tr>
<td>Managed Care Director</td>
<td>125</td>
<td>165</td>
<td></td>
</tr>
<tr>
<td>Formulary Director/P&amp;T Committee Chair</td>
<td>31</td>
<td>183</td>
<td></td>
</tr>
<tr>
<td>Case Manager</td>
<td>34</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>Utilization Review</td>
<td>22</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Director of Quality Assurance</td>
<td>465</td>
<td>564</td>
<td></td>
</tr>
<tr>
<td>MIS Director</td>
<td>86</td>
<td>185</td>
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</tr>
<tr>
<td>Pharmacy Director</td>
<td>41</td>
<td>222</td>
<td></td>
</tr>
<tr>
<td>VP/Director of Marketing</td>
<td>720</td>
<td>963</td>
<td></td>
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<tr>
<td>Director of Provider Relations</td>
<td>77</td>
<td>93</td>
<td></td>
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<tr>
<td>VP of Compliance and Audit Svcs</td>
<td>344</td>
<td>331</td>
<td></td>
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<tr>
<td>Group Practice Organization Executives</td>
<td>307</td>
<td>258</td>
<td></td>
</tr>
<tr>
<td>Other Administrator</td>
<td>231</td>
<td>234</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>9,516</strong></td>
<td><strong>10,826</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Integrated Health System (IHS)/Hospital/VA/Government</th>
<th>Unduplicated</th>
<th>Print</th>
<th>Digital Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Director</td>
<td>1,477</td>
<td>1,522</td>
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<tr>
<td>Chief of Medical Staff</td>
<td>1,492</td>
<td>6,143</td>
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<tr>
<td>Chief Medical Officer</td>
<td>560</td>
<td>1,088</td>
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</tr>
<tr>
<td>Formulary Chair, Formulary Committee Member</td>
<td>187</td>
<td>757</td>
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<tr>
<td>Pharmacy Director</td>
<td>1,330</td>
<td>3,814</td>
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</tr>
<tr>
<td>Director of Quality Assurance</td>
<td>1,190</td>
<td>2,015</td>
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</tr>
<tr>
<td>Director of Medicare/Medicaid</td>
<td>247</td>
<td>386</td>
<td></td>
</tr>
<tr>
<td>Director of Utilization Review</td>
<td>474</td>
<td>769</td>
<td></td>
</tr>
<tr>
<td>Managed Care Director</td>
<td>732</td>
<td>904</td>
<td></td>
</tr>
<tr>
<td>Administrator</td>
<td>175</td>
<td>170</td>
<td></td>
</tr>
<tr>
<td>President</td>
<td>167</td>
<td>464</td>
<td></td>
</tr>
<tr>
<td>Other Related Hospital Personnel</td>
<td>1,037</td>
<td>4,254</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9,068</strong></td>
<td><strong>22,286</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Bonus Distribution

**AMCP (March and September), ASHP (May and September), AHIP Am Health Insurance Plans (June), Care Continuum Alliance (October), plus close to 100 national and regional managed care conferences.**

*Circulation list compiled from Managed Care subscription requests and Quintiles IMS, Inc. formerly SK&A Information Services, Inc.*
Black/White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1 Page</th>
<th>2/3 Pg</th>
<th>1/2 Pg</th>
<th>1/3 Pg</th>
</tr>
</thead>
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<tr>
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<td>$6,525</td>
<td>$5,570</td>
<td>$3,715</td>
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<td>6x</td>
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<td>$6,390</td>
<td>$5,455</td>
<td>$3,645</td>
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<td>$8,480</td>
<td>$6,270</td>
<td>$5,355</td>
<td>$3,555</td>
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<td>24x</td>
<td>$8,275</td>
<td>$6,115</td>
<td>$5,220</td>
<td>$3,475</td>
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<td>36x</td>
<td>$8,110</td>
<td>$6,000</td>
<td>$5,125</td>
<td>$3,410</td>
</tr>
<tr>
<td>48x</td>
<td>$7,960</td>
<td>$5,885</td>
<td>$5,025</td>
<td>$3,345</td>
</tr>
<tr>
<td>60x</td>
<td>$7,865</td>
<td>$5,805</td>
<td>$4,960</td>
<td>$3,300</td>
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<td>72x</td>
<td>$7,745</td>
<td>$5,730</td>
<td>$4,890</td>
<td>$3,245</td>
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<tr>
<td>96x</td>
<td>$7,635</td>
<td>$5,650</td>
<td>$4,825</td>
<td>$3,205</td>
</tr>
</tbody>
</table>

Color Charges

- Standard second color . . . $1,185
- Matched second color . . . $1,750
- Three or four color . . . . $2,650
- Five color . . . . . . . . . . . $3,700
- Metallic . . . . . . . . . . . . $1,950
- Bleed . . . . . . . . . . . . . no charge

Special Programs

- **Incentive Program:** Run seven insertions in Managed Care for the same product in 2018 and receive the eighth insertion free. Run three additional insertions for the same product in 2018 and receive the 12th insertion free. (Number of pages of bonus insertions cannot exceed average of previous insertions. Bonus pages are included when determining a company's earned frequency rate.)
- **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.

Premium Position Rates (first come, first served will be honored and contracted):

- **Second cover** earned black/white rate plus 25%.
- **Fourth cover** (sold in combination with third cover) earned black/white rate plus 40%.
- **Opposite Table of Contents** earned black/white rate plus 10%.

Terms & Conditions
## Managed Care Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic 1</th>
<th>Topic 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Behavioral health</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Women’s health</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Value-based care/Real-world evidence</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Medicaid managed care/Vulnerable populations</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>The cost of cancer</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Drug pricing and management/Diabetes</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>General interest</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Innovations in managed care/Heart disease</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Health care quality/Nursing</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Policy and politics/Autoimmune disease</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Success stories—What is working in managed care &amp; why</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Year in preview</td>
<td></td>
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</tbody>
</table>
## Digital Rates

### Online Banner Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sizes: 728x90, 300x250, 300x600, 160x600</td>
<td>$100</td>
</tr>
<tr>
<td>Fixed (728x90)</td>
<td>$120</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>$125</td>
</tr>
<tr>
<td>Native Advertising</td>
<td>$125</td>
</tr>
<tr>
<td>Programmatic Audience Extension</td>
<td>$70</td>
</tr>
</tbody>
</table>

Programmatic Audience Extension offers increased monthly reach and frequency through HIPPA-compliant websites outside our endemic site.

### Digital Project Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship of Digital Edition</td>
<td>$5,500/issue</td>
</tr>
<tr>
<td>Digital Cover tips</td>
<td>$2,000/issue</td>
</tr>
<tr>
<td>eTOC</td>
<td>$2,000</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>$3,000</td>
</tr>
<tr>
<td>Single Topic eNewsletter</td>
<td>$5,000</td>
</tr>
<tr>
<td>Custom eBlast</td>
<td>$6,500/blast ROS</td>
</tr>
</tbody>
</table>
Digital Publications
(full circulation 43,000+; targeted lists available)

DIGITAL EDITION
Issues of Managed Care are produced in a digital “flip book” PDF that is easy to navigate, download, and share. Print advertising will appear in digital edition (unless otherwise instructed) at no additional cost. To view the digital edition, go to managedcaremag.com/digital.

Digital Editions can be sponsored with various banner ad units to accommodate advertiser.

eTOC
An email is sent to digital subscribers of Managed Care monthly to alert them that the latest issue is ready for download. Banner advertisements included in this email reach our digital subscribers. Banner sizes 300 x 250, 160 x 600, and 728 x 90 are available.

DIGITAL COVER TIP
For even greater impact, consider an electronic cover tip to our digital edition. The monthly digital edition link will launch directly to your cover tip for maximum exposure to our readership.

Rates
eNEWSLETTERS

Managed Care eNewsletters provide additional opportunities to reach engaged subscribers. Limited to one per issue, advertisements are delivered in an editorial environment from a trusted source, Managed Care. These bi-monthly resources are delivered to managed care executives, physicians, and pharmacists:

- **Deployed**: Second and fourth Wednesdays

For more targeted reach, single Topic eNewsletters are a great way for our editorial staff to develop specific content that supports your brand and has value to our readership. With single topic newsletters, we provide the independent content that is directly relevant to the ad sponsorship.

- **Deployed**: Third Wednesdays or as needed.

**eBLASTS**

eBlasts are a way to send your custom message efficiently and effectively directly to the inboxes or our engaged Managed Care audience. Deployment at client discretion. Targeted deployment is available. This is an excellent option for immediate marketing, as content is required only two days prior to deployment for staging and testing purposes.
Website/Online

RUN OF SITE (ROS) DISPLAY BANNER ADS
Target managed care decision makers online through managedcaremag.com.

Website Viewership*
- Average monthly unique visitors: 37,788
- Average monthly page views: 57,244
- Guaranteed monthly impressions: 40,000

NEW FOR 2018
RUN OF SITE (ROS) DISPLAY BANNER ADS
Target managed care decision makers online through managedcaremag.com.

NEW FOR 2018
PROGRAMMATIC AUDIENCE EXTENSION
Continue to reach our valuable audience throughout their daily online travels. This option increases monthly reach and frequency through HIPPA-compliant websites outside our endemic site. See more details about this program on page 30.

NEW FOR 2018
NATIVE ADVERTISING
Sponsored supplied content resembles the website's editorial content and is intended to promote the advertiser's product. The sponsored content is clearly identified as such.

CUSTOM RESOURCE CENTERS
This is a sponsored online Tab at managedcaremag.com that offers custom editorial content on product and/or disease therapy. A unique opportunity to showcase brand position to these important managed markets decision makers.

*Source: Google Analytics 8/2017
Circulation

**Coverage:** National.

**Market:** 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.

**Bonus Distribution:** AMCP (March and September), ASHP (May and September), AHIP America’s Health Insurance Plans (June), Care Continuum Alliance (October), plus close to 100 national and regional managed care conferences.

*Circulation list compiled from P&T subscription requests, Quintiles IMS, Inc. formerly SK&A Information Services, Inc. and Firstmark P&T Chairs.*

### 2018 P&T

<table>
<thead>
<tr>
<th>Unuplicated</th>
<th>Print</th>
<th>Digital Edition</th>
<th>Committee Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>P&amp;T Formulary Committee Chairs</td>
<td>8,125</td>
<td>6,250</td>
<td>8,125</td>
</tr>
<tr>
<td>Medical Directors</td>
<td>10,513</td>
<td>9,627</td>
<td>509</td>
</tr>
<tr>
<td>Other Physicians</td>
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<td>1,721</td>
<td>186</td>
</tr>
<tr>
<td><strong>Pharmacists:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directors of Pharmacy/Chief Pharmacists</td>
<td>2,862</td>
<td>5,291</td>
<td>2,402</td>
</tr>
<tr>
<td>Clinical Pharmacists</td>
<td>2,294</td>
<td>2,488</td>
<td>527</td>
</tr>
<tr>
<td>Pharmacy Managers</td>
<td>3,037</td>
<td>4,053</td>
<td>604</td>
</tr>
<tr>
<td>Staff Pharmacists</td>
<td>1,612</td>
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<td>305</td>
</tr>
<tr>
<td>Others Related to the Field</td>
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<td>1,962</td>
<td>981</td>
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<tr>
<td><strong>Subtotals</strong></td>
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<td>33,582</td>
<td>13,639</td>
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<td><strong>TOTAL CIRCULATION</strong></td>
<td></td>
<td>64,248</td>
<td></td>
</tr>
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</table>

P&T Formulary Committee* Chairs Emails: 6,250

Total Committee* Members Emails: 13,524

*Committee Members are a subset of total circulation and are represented in print and digital counts.*
Page Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1 Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
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<tr>
<td>1x</td>
<td>$7,775</td>
<td>$6,220</td>
<td>$4,665</td>
<td>$3,115</td>
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<tr>
<td>6x</td>
<td>$7,535</td>
<td>$6,030</td>
<td>$4,505</td>
<td>$3,020</td>
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<tr>
<td>12x</td>
<td>$7,385</td>
<td>$5,910</td>
<td>$4,435</td>
<td>$2,985</td>
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<tr>
<td>24x</td>
<td>$7,150</td>
<td>$5,725</td>
<td>$4,290</td>
<td>$2,870</td>
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<tr>
<td>36x</td>
<td>$6,990</td>
<td>$5,595</td>
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<td>$2,810</td>
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<tr>
<td>48x</td>
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<td>$5,465</td>
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<tr>
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<td>$5,400</td>
<td>$4,025</td>
<td>$2,690</td>
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<tr>
<td>72x</td>
<td>$6,610</td>
<td>$5,295</td>
<td>$3,980</td>
<td>$2,640</td>
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<tr>
<td>96x</td>
<td>$6,560</td>
<td>$5,230</td>
<td>$3,920</td>
<td>$2,575</td>
</tr>
</tbody>
</table>

Color Charges

- Standard second color . . . $1,185
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- Three or four color . . . . $2,650
- Five color . . . . . . . . . . . . . $3,700
- Metallic . . . . . . . . . . . . . $1,950
- Bleed . . . . . . . . . . . . . . . . no charge

Special Programs

- **Incentive Program**: Run seven insertions in P&T for the same product in 2018 and receive the eighth insertion free. Run three additional insertions for the same product in 2018 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.)

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Terms & Conditions
Custom Publications

CLINICAL BRIEF
Present abstracts of clinical studies and/or published pharmacoeconomic data in concise, easy-to-read format for managed markets executives, medical and pharmacy directors and other key clinical decision makers. The Clinical Brief will include a managed care analysis of the article from a managed markets medical director.

P&T DIGEST
A disease-specific series that managed care and hospital pharmacy and therapeutics committee members can use as a resource to review specific pharmacological options for disease treatment.

PRODUCT PROFILER
An educational program developed by the P&T editorial board. The focus of this program is to develop a complete drug therapy review of a specific pharmaceutical product. The purpose is to provide P&T committee member (physicians, pharmacists, medical directors, directors of nursing, etc.) with complete product background information pertinent to formulary considerations.

For costs and program specifics please consult the publisher.
## Digital Rates

### Online Banner Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sizes: 728x90, 300x250, 300x600, 160x600</td>
<td>$100</td>
</tr>
<tr>
<td>Fixed (728x90)</td>
<td>$120</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>$125</td>
</tr>
<tr>
<td>Native Advertising</td>
<td>$125</td>
</tr>
<tr>
<td>Programmatic Audience Extension</td>
<td>$70</td>
</tr>
<tr>
<td>Offers increased monthly reach and frequency through HIPPA-compliant websites outside our endemic site.</td>
<td></td>
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</table>

### Digital Project Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rates</th>
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</thead>
<tbody>
<tr>
<td>Sponsorship of Digital Edition</td>
<td>$5,500/issue</td>
</tr>
<tr>
<td>Digital Cover tips</td>
<td>$2,000/issue</td>
</tr>
<tr>
<td>eTOC</td>
<td>$2,000</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>$3,000</td>
</tr>
<tr>
<td>Custom eBlast</td>
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</tr>
</tbody>
</table>
Digital Publications
(full circulation 34,000+; targeted lists available)

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DIGITAL COVER TIP
For even greater impact, consider an electronic cover tip to our digital edition. The monthly digital edition link will launch directly to your cover tip for maximum exposure to our readership.

eTOC
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Rates
eNEWSLETTERS
P&T Newsletters provide additional opportunities to reach engaged subscribers. Limited to one per issue, advertisements are delivered in an editorial environment from a trusted source, P&T. These daily and weekly resources are delivered to managed care professionals and formulary management decision makers:

- **Deployed**: Mondays, Tuesday, Thursdays. Supplemental deployments on other days may be added for breaking news.
- **Circulation**: 34,000+

eBLASTS
Eblasts are a way to send your custom message efficiently and effectively directly to the inboxes of our engaged P&T audience. Deployment at client discretion. Targeted deployment is available. This is an excellent option for immediate marketing, as content is required only two days prior to deployment for staging and testing purposes.

---

**eMail Communications**
(full circulation 34,000+; targeted lists available)

**eNEWSLETTERS**

P&T Newsletters provide additional opportunities to reach engaged subscribers. Limited to one per issue, advertisements are delivered in an editorial environment from a trusted source, P&T. These daily and weekly resources are delivered to managed care professionals and formulary management decision makers:

- **Deployed**: Mondays, Tuesday, Thursdays. Supplemental deployments on other days may be added for breaking news.
- **Circulation**: 34,000+

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**eBLASTS**

Eblasts are a way to send your custom message efficiently and effectively directly to the inboxes of our engaged P&T audience. Deployment at client discretion. Targeted deployment is available. This is an excellent option for immediate marketing, as content is required only two days prior to deployment for staging and testing purposes.

---

**Rates**

GBS Group LLC, an ICON plc Company, 19 West College Avenue, Suite 100, Yardley, PA 19067

SafeUnsubscribe™ email@address

Forward email | Update Profile | About our service provider

Sent by email@address
Website/Online

**RUN OF SITE (ROS) DISPLAY BANNER ADS**
Target formulary decision-makers and managed care professionals online through ptcommunity.com.

**Website Viewership**
- Average monthly unique visitors: 15,260
- Average monthly page views: 29,064
- Guaranteed monthly impressions: 15,000

**PROGRAMMATIC AUDIENCE EXTENSION**
Continue to reach our valuable audience throughout their daily online travels. This option increases monthly reach and frequency through HIPPA-compliant websites outside our endemic site. See more details about this program on page 30.

**NATIVE ADVERTISING**
Sponsored supplied content resembles the website's editorial content and is intended to promote the advertiser's product. The sponsored content is clearly identified as such.

**CUSTOM RESOURCE CENTERS**
This is a sponsored online Tab at ptcommunity.com that offers custom editorial content on product and/or disease therapy. A unique opportunity to showcase brand position to these important managed markets decision makers.

*Source: Google Analytics 8/2017
Promotional Opportunities

BELLY BAND/Cover Tip
- Belly bands/cover tips offer prime exposure of brand message to our readers.
- Advertisers must supply a sample of belly band/cover tips or accurate mock-up and detailed specifications within one month of materials’ due date.
- For costs and program specifics please consult the publisher; printing of belly band/cover tip can be estimated at an additional cost, upon request.
- If sponsor opts to post digital cover tip, file is required. Incremental charges may apply.

Outserts/PolyBag
- Printed outserts are a great opportunity to capture high visibility through our trusted publications. Outserts are placed with a current issue of the journal and polybagged for protection during mailing.
- Samples and specification must be submitted prior to insertion for bindery review and approval.
- For costs and program specifics please consult the publisher. Pricing based on size and weight, which determines postage. Printing of outsert can be estimated at an additional cost, upon request.

False Cover Wrap
- False Cover wraps are a unique opportunity to showcase your message utilizing this proven track record of brand exposure.
- For costs please consult the publisher; printing of false cover wrap can be estimated at an additional cost, upon request.

Inserts and BRCS
- Inserts billed at earned black/white rate. Business Reply Cards billed at full-page, earned black/white rate.
- For nonstandard inserts, please contact the publisher for rates; printing of inserts can be estimated at an additional cost, upon request.

Clinical Brief
- Present abstracts of clinical studies and/or published pharmacoeconomic data in concise, easy-to-read format for managed markets executives, medical and pharmacy directors, and other key clinical decision makers. The Clinical Brief will include a managed care analysis of the article from a managed markets medical director.
<table>
<thead>
<tr>
<th>2018</th>
<th>Space</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1-Dec</td>
<td>5-Dec</td>
</tr>
<tr>
<td>February</td>
<td>2-Jan</td>
<td>3-Jan</td>
</tr>
<tr>
<td>March</td>
<td>1-Feb</td>
<td>3-Feb</td>
</tr>
<tr>
<td>April</td>
<td>1-Mar</td>
<td>1-Mar</td>
</tr>
<tr>
<td>May</td>
<td>2-Apr</td>
<td>4-Apr</td>
</tr>
<tr>
<td>June</td>
<td>1-May</td>
<td>3-May</td>
</tr>
<tr>
<td>July</td>
<td>1-Jun</td>
<td>6-Jun</td>
</tr>
<tr>
<td>August</td>
<td>2-Jul</td>
<td>5-Jul</td>
</tr>
<tr>
<td>September</td>
<td>1-Aug</td>
<td>3-Aug</td>
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<tr>
<td>October</td>
<td>4-Sept</td>
<td>6-Sep</td>
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<tr>
<td>November</td>
<td>1-Oct</td>
<td>4-Oct</td>
</tr>
<tr>
<td>December</td>
<td>1-Nov</td>
<td>2-Nov</td>
</tr>
</tbody>
</table>
Publication Specifications

Paper Stock:
- **Interior Pages**: 40# Gloss Coated, #5 Grade.
- **Covers**: 80# Gloss Coated, #3 Grade.

Type of Binding: Perfect.

Reproduction Requirements:
- The publications are printed web offset following Specifications for Web Offset Publications (SWOP).
- 175 line screen.
- Four-color density of 300%; two-color density 180%.
**Ad Dimensions**

Trim size of publication is 7 3/4" by 10 3/4".

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
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<th>Bleed</th>
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<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Depth</td>
<td>Width</td>
<td>Depth</td>
</tr>
<tr>
<td>2 facing pages</td>
<td>15&quot;</td>
<td>10&quot;</td>
<td>16&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>spread*)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single page</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td>8&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>4 1/2&quot;</td>
<td>10&quot;</td>
<td>5 1/4&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>7&quot;</td>
<td>4 1/2&quot;</td>
<td>8&quot;</td>
<td>5 1/4&quot;</td>
</tr>
<tr>
<td>1/2 page (vertical)</td>
<td>3 3/8&quot;</td>
<td>10&quot;</td>
<td>4&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>2 1/8&quot;</td>
<td>10&quot;</td>
<td>2 7/8&quot;</td>
<td>11&quot;</td>
</tr>
</tbody>
</table>

* Submit spreads as two single pages.

**Bleed Sizes:**

See above for bleed sizes. Allow 1/8" over trim size for any portion of advertisement that bleeds. Copy that does not bleed should be kept at least 3/8" from trimmed edges.

**Advertising Specifications:**

- Supply all advertising as PDF-x1a files. All fonts should be in outline format or embedded (no True Type fonts).
- SWOP-certified proofs, produced at actual size, can be provided for color and content. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.
- Consult production office for any questions before submission.
File Set-Up & Submission

File Set-up:
- Single-page image area should be furnished to magazine trim size (7 3/4" x 10 3/4"), include 1/8" bleed on all sides, and be centered within the file.
- For two-page spreads, construct two single-page documents at 7 3/4" x 10 3/4". Artwork that bleeds should extend 1/8" beyond the trim.
- For bleed pages, keep essential matter 3/8" from top, bottom, and sides of bleed edge. Bleed spreads should have essential matter at least 7/16" from outer bleed edge of each page. Live material on facing pages should not be closer than 1/8" to center of fold on either side of gutter — a total of 1/4" for both pages.
- The publisher reserves the right to crop 1/16" from either side of a full page or half page to compensate for variations in trim.

Color:
CMYK is the only mode for four-color ads. Do not use RGB. Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final color proof or equivalent.

Submitting Ads:
- Files can be sent by CD/DVD, FTP or Email (up to 25 mb).
- Send to: Dawn Flook at MediMedia, 19 West College Avenue, Suite 100, Yardley, PA 19067 or dawn.flook@iconplc.com
- All incoming materials should specify issue date, advertiser/product, agency name and contact information.

General Policy:
- Digital files are accepted with the understanding that files are furnished “locked” and are “okay” on receipt. Digital files will not be altered or changed by publisher.
- Publisher bears no responsibility for missing information— text, art, or color. What is contained in the file will be printed.
- Proofs are furnished to allow for checking color during printing and should reflect the file submitted. In cases where a color (SWOP) proof is not provided the printing will be to industry standards.

If you have any questions or concerns about any of the specifications, please contact Dawn Flook at 267-685-3422 or dawn.flook@iconplc.com
Promotional Print Specifications

Inserts: All inserts are subject to publisher’s approval. For unusual inserts, consult publisher; full-size stock samples may be required for approval in advance of publication.

- Quantities: Full run 33,000.
- Insert delivered size: 8" by 11", with ⅛" trim all sides.
- Jogs to head.
- Publication trim size: 7 ¾" by 10 ¾".

Insert stock weights:
- Maximum 80# offset for two- and four-page.
- Minimum 70# offset for two-page; 60# offset for four-page.
- Maximum bulk: .004".

Cover Tips, Belly Bands, and Outserts:
- All are subject to publisher’s approval. Specifications vary depending on the unique design and intentions. Full-size stock samples are required for approval in advance of publication. In many cases, postal regulations require that the issue is polybagged with outserts and any cover tips that are smaller than full size.
- Cover Tips are adhered to front cover with removable glue.
- Belly Bands wrap the issue through the center.
- Outserts ride-along with the publication contained in a polybag.

Delivery Address:
Tammy Gilk at
LSC Communications
100 Banta Road
Long Prairie, MN 56347-1903

Contact Dawn Flook at MediMedia at 267-685-3422 or dawn.flook@iconplc.com for further insert deadlines and delivery information.

Printed shipments should be clearly marked with
- Publication Name
- Issue (Month)
- Quantity within shipment
## Digital Specifications

### WEB/ONLINE BANNERS

**Sites:** ptcommunity.com, managedcaremag.com

**Placements:** ROS and Sponsored Tab/Section.

**File Size:** 100k.

**Formats Accepted:** Third Party Tags, HTML5, Rich Media, GIF, and JPG.

**Banners:** Served through DoubleClick for Publishers Small Business.

**Animation:** Maximum 30 seconds.

**Loops:** Maximum 4.

**Maximum Z-Index:** 1000.

**Sound:** User-initiated by click, must include Pause/Mute/Stop.

**Expandable:** User initiated by click or mouse-over, collapse on mouse-off.

### ONLINE WEB WALLPAPER

**Pixel size:** 1920x1080.

**Maximum file weight:** 150K.

**Notes:** Static image only (JPG/ PNG). A single image 1920 pixels wide by 1080 pixels deep. The middle 1280 pixels will not be visible. Wallpapers are static and do not scroll. Wallpaper may not be visible on all computer screens.

### Size Specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>Maximum Expansion (Direction)</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>728 x 180 (down)</td>
</tr>
<tr>
<td>300 x 250</td>
<td>600 x 250 (left)</td>
</tr>
<tr>
<td>300 x 600</td>
<td>600 x 600 (left)</td>
</tr>
<tr>
<td>160 x 600</td>
<td>600 x 600 (left)</td>
</tr>
<tr>
<td>Fixed</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

### FOR BOTH WEB BANNERS AND WALLPAPER

**Due Date:** Tags are due 3 business days before scheduled campaign start for implementation and testing.

**Cancellation:** No later than the 1st of the posting month.

Submit digital files to:
Philip Denlinger pd@managedcaremag.com
Office: 845-362-3155

For additional custom electronic advertising opportunities such as audio and video enhancements, consult publisher’s office.
Digital Specifications

**eBLASTS**
- eBlast may only contain HTML, text, JPG or GIF images. (Flash, Rich Media, Image Maps, Animated GIFs/Banners and JavaScript are NOT available in email products).
- Table-based HTML layouts are strongly recommended and should be a centered 600-650 pixels wide.
- Recommended maximum 100K combined file size including all images and the HTML file.
- Each HTML file shall also contain fully qualified web links with PDF, Word Document or other non-traditional “web page” links clearly identified.
- All file CSS must also be “inline” with no embedded styles sheets, external linked style sheets, CSS for positioning, or CSS layers. Use of the background image attribute is additionally not permitted.
- Subject lines are subject to approval and must be no more 150 characters and may not contain all capital letters, only one word, SPAM trigger words or characters requiring encoding.

**eTOCS AND eNEWSLETTERS**
- Recommended sizes: 300 x 250, 160 x 600, 728 x 90
- If 728 x 90 is provided, please also include alternate 300 x 250 for mobile email clients.
- Static image eblast/enewsletter ads may only be .jpg, .gif, .png. Each file shall be supplied at 72 dpi in the exact pixel banner ad dimensions required and not exceed a file size of 65kb.

Submit digital files to: Philip Denlinger pd@managedcaremag.com
Office: 845-362-3155
Terms & Conditions

Agency Commission and Terms

- 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.
- Space and color charges are commissionable; production and mechanical charges are not.

Earned Print Rates

- The rate is determined by number of units. A unit is a page or a fraction. A spread is two units.
- Insertions of parent companies and subsidiaries are combined to determine earned rate.
- Insertions in P&T and Managed Care are combined to determine earned rate.

Miscellaneous

- Contracts are subject to publisher's acceptance.
- 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.
- Please note that all invoices will be generated through our parent company, ICON. For printed ads, copy of invoice will be sent via U.S.P.S. with a copy of issue and tearsheet.

Cancellations

- Should sponsoring company terminate its program, sponsoring company agrees to pay MediMedia Managed Markets for all expenses and time reasonably incurred through date of receipt of written notification of termination.
Formkit.com is a password-protected niche website for verified pharmacy and therapeutics committee members. Formkit.com provides around-the-clock free access to specific product formulary kit information for the key decision makers at hospitals, managed care organizations, and federal facilities such as the Veterans Administration (VA) and Department of Defense (DOD). P&T committee members, including physicians, pharmacists, medical directors, nurses, and health care administrators, receive free access to the website at all times to assist them in making formulary, economic, and drug rationale decisions.

Medical Directors Forum is the first and only closed loop, verified professional networking community for medical directors. It consists of verified, registered medical directors within managed care health plans, medical group practices, hospitals, employers, long-term care, behavioral health corrections and VA facilities. 

medicaldirectorsforum.com

Reimbursement Connect is a closed-loop social media community that connects billing, coding, and compliance experts. RC was developed by revenue specialists for revenue specialists and is overseen by a steering committee that is comprised of peers in various specialties. The site offers professional collaboration, networking, and communication opportunities for a unique audience. Sponsors have opportunities to distribute targeted peer-to-peer assets including brand micro sites, speaker slide decks, video assets, and reimbursement information.

reimbursementconnect.com
Contacts

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Vice President, Group Publisher
📞 Office: 267-685-3603
📱 Cell: 267-907-6839
✉️ maureen.liberti@iconplc.com

Peter Wehrwein
Managed Care Editor
📞 Cell: 267-907-6601
✉️ peter.wehrwein@iconplc.com

J. Stephen McIver
P&T Editor
📞 Office: 267-685-3713
✉️ steve.mciver@iconplc.com

Dawn Flook
Director of Production Services
📞 Office: 267-685-3422
✉️ dawn.flook@iconplc.com

Greg Pessango
Advertising Sales - National Account Manager
Walchli Tauber Group
📞 Office: 443-512-8899 x109
📱 Cell: 410-688-0189
✉️ greg.pessagno@wt-group.com

Kim Kleinberg
Advertising Sales - National Account Manager
Walchli Tauber Group
📞 Office: 443-512-8899 x117
📱 Cell: 410-215-1495
✉️ kim.kleinberg@wt-group.com
Programmatic Audience Extension

ENHANCE YOUR DIGITAL CAMPAIGN WITH FREQUENCY

Continue to reach this specific Managed Market Audience throughout their daily online travels with our new Programmatic Audience Extension. Build engagement of digital campaigns with increased frequencies as our readers navigate any of the hundreds of web sites, apps and social media. Based on our historical analysis and subscriber behavior, we can target readers to build optimization through frequency for our advertisers.

With digital campaigns, it's all about data and a targeted reach. Now, we can offer the right Audience with your message within a brand-safe environment. This exclusive program is available only through our network.

Programmatic Audience Extension Rates
Programmatic Audience Extension

THE EXPANDED BRAND-SAFE NETWORK FOR FREQUENCY IS **EFFICIENT AND OBTAINABLE**

Increase monthly reach and frequency through HIPPA compliant websites outside our endemic site. Since we are targeting your ad to the existing audience of Managed Care and P&T Community, it is only those readers that will see your ad on other websites. This program targets the individual, and is not delivered to anyone else that may visit these other websites.

Rest assured, these other websites are considered "safe" brands to promote your message (current list of websites available on request) to our targeted audience.

<table>
<thead>
<tr>
<th>Endemic Site</th>
<th>CPM</th>
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</thead>
<tbody>
<tr>
<td>ManagedCareMag.com</td>
<td>$100</td>
</tr>
<tr>
<td>PTCommunity.com</td>
<td>$100</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Programmatic Audience Extension</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managed Care Audience</td>
<td>$70</td>
</tr>
<tr>
<td>P&amp;T Community Audience</td>
<td>$70</td>
</tr>
</tbody>
</table>

**Privacy Compliance:** Our privacy policy allows for third-party marketing and no further opt-in is required by law or regulations. Our programmatic platform is current with all online (IAB, DAA and NAI) advertising requirements. HIPPA regulations are not relevant for consumer outreach unless you are a Covered Entity under HIPAA (publishers are not).