

NEW FOR 2007
Pharmaceutical Executive's
DEDICATED DIALOGUE PROGRAM

DEDICATED DIALOGUE REPORT
**Pharmaceutical
Executive**

Don't let time or space act as limitations to your event's reach. Invite an audience of more than 35,000* pharmaceutical executives to share the experience of your unique event through your *Dedicated Dialogue Report*.



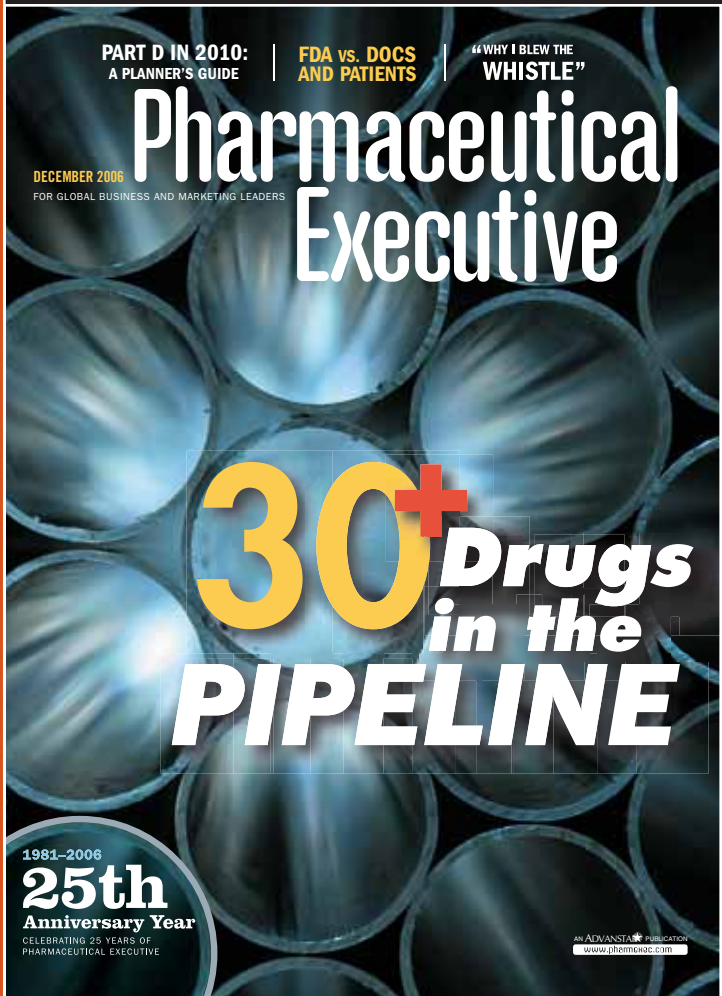
Your **Dedicated Dialogue sponsored article** prepared by *Pharmaceutical Executive's* custom publishing professionals captures the essence of your meeting in an attractively designed published format complete with photographs of the participants. The **Dedicated Dialogue** delivers your complex message to *Pharmaceutical Executive's* community of readers.

DEDICATED DIALOGUE PROGRAM—BENEFITS

- Exponentially increase the size of your audience of a web seminar, executive roundtable, user forum or any other event via the **Dedicated Dialogue Program**. The published version will reach more than 35,000 readers in the print edition alone.
- Extends the life of your event – time or space are no longer a boundary
- Underscores your success stories
- Drives brand visibility to the **most desired audience in the pharmaceutical industry**

*18,000 BPA-Qualified Readers on average pass along their copy of *Pharmaceutical Executive* to 1.5 colleagues (Pharmaceutical Executive Reader Study conducted by Advanstar Research Services.)

DEDICATED DIALOGUE PROGRAM—
Delivering your event's complex message to 35,000 readers



Your **Dedicated Dialogue Program** acts as the marketing extension of your event. As an exclusive sponsor, you bring together roundtable participants to discuss a predetermined topic. Your event will be audio recorded, professionally photographed, and transcribed by *Pharmaceutical Executive*. Following the recorded event, a sponsored article including approved excerpts and photos will be published as a four, six, or eight page color insert in a pre-selected issue of the magazine.

As a bonus, a special VIP mailing will be sent to your client list. The VIP mailing will include a letter from the publisher, a free one-year subscription to *Pharmaceutical Executive* magazine, and the issue featuring your **Dedicated Dialogue** article. In addition, reprints of the **Dedicated Dialogue** will be provided to you for future promotional use.

THE DEDICATED DIALOGUE REPORT INVESTMENT INCLUDES:

- The audio recording, professional photography, and transcription of your sponsored event
- Complete editing of the report into a four, six or eight color page insert including event photos—final report subject to sponsor's approval
- VIP publishers mailing to your A list including a free one-year subscription to *Pharmaceutical Executive* and your **Dedicated Dialogue Report** (includes postage and production)
- High quality reprints (1,000) of your report

| PACKAGE OPTIONS | | | |
|-----------------|----------------|------------------|----------|
| Insert Pages | Price (Net \$) | VIP Mailing List | Reprints |
| 4 | \$28,000 | 100(max) | 1,000 |
| 6 | \$36,000 | 250 (max) | 1,000 |
| 8 | \$40,000 | 500 (max) | 1,000 |

For custom proposals, additional options, or more information, contact:
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Reservations for your **Dedicated Dialogue Report** must be made at least 90 days prior to desired issue date. All rates are net and non-commissionable.