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
For 40 years physicians and administrators have turned to *Physicians Practice* for practical, proven solutions to their “real-world” business concerns in running their medical practice.

www.physicianspractice.com

37K+ US E-News subscribers

308K Page views/month*

156.1K Unique visitors*

1.7 Pages per visit*

6.0 min. Avg. time on site*

*Based on 6 month rolling average.
Target Audience Titles:
Physician: U.S.-based, all specialties from all practice settings
Practice Administrator: Independent and hospital-owned practice managers

Sample Subjects and Articles:
Billing & Collections: Best Billing Strategies to Grow Revenue for Your Practice
Coding: Coding questions on Medicare denials
EHR: What Will EHRs Look Like in Five Years? Real-Life Examples of Increasing Value in Radiology
HIPAA: Catch HIPAA Violations Before Privacy is Compromised
Legal/Malpractice: A New Way to Get Patients Not to Sue You
Practice Management Systems: Practice Management Systems: Using the Data
Revenue Cycle Management: 7 Ways Small Practices Can Maximize Their RCM

Contact:
Eric Temple-Morris
VP, Healthcare Business Solutions
415-947-6231
eric.temple-morris@ubm.com
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
» Pricing options by audience and impression volume

Net: $7,500/month

SUPPLIED ASSET LEAD GENERATION
Leverage your pre-existing materials with a dedicated landing page on the physicians practice site. No-risk programs are performance-priced based on downloads of vendor supplied content.

» Materials could include presentation decks, white papers, case studies, video programming, and podcasts.
» Traffic drivers will appear on PhysiciansPractice.com and where appropriate, on relevant sites across UBM Medica. Dedicated emails will drive additional traffic to the landing page.

Pricing starts at $75 per lead ($3,000 minimum program)

CONTENT CREATION
Help practices navigate their most critical practice management concerns with custom-created content.

Programs start at 6-months, with 150 leads guaranteed.

» Custom eBook or whitepaper created by UBM Medica on a topic of your choice.
» This enduring resource will be promoted throughout the UBM Medica HCP audience and will be gated after the first viewed page of content for lead generation.

Pricing starts at $15,000 Net
Conference Coverage

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

**PROGRAM INCLUDES:**

- Banners and sponsored content links within show coverage area for 3 months
- Banners on daily (4x) eNewsletters during show to our subscriber lists
- Dedicated HTML eBlast to full opt-in list of 60,000
- Lead Generation package (50 leads) from your supplied content

**PRICING:** $7,500 (for 25% SOV) or $25,000 (Exclusive)

**ADDITIONAL PROMOTIONAL OPPORTUNITIES**

### Industry Event Social Media Package

- 6 days of coverages
  - 2 Twitter “tweets” per day
  - 2 LinkedIn posts per day
  - 1 Facebook post per day
- Total of **30 posts** during the show days
- **Pricing: $10,000**

### Industry Event Marketing Bundle

- Promotional Package includes:
  - 20,000 ROS Banner Impressions on site
  - (4) E-Newsletters (Banner or Text ad)
  - (1) E-Blast (HTML): 75K opt-in list
- **(3) Social Media postings: Twitter, FB, LI**
- **Pricing: $10,000**
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/timely content
- Robust traffic-driving audience generation package included
- Creates engagement
- Under the auspices and credibility of the journal

Webinars

Engage your target audience, build brand awareness, and generate leads through a physicians practice live or on demand Webinar program.

PROGRAM INCLUDE:

- Lead capture with full reporting
- Resources tab for additional sponsor-supplied assets
- Audience development and marketing

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


<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>$120/CPM (net)</td>
</tr>
<tr>
<td>Pushdown*</td>
<td>970x90 – expands to 970x415</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$170/CPM (net)</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$135/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. Net $7500/week.
e-NEWSLETTERS

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

**Physicians Practice** delivers three e-Newsletters per week featuring practice management tips and insight from our experts. This includes our weekly “Pearls” column, addressing the real world problems faced in practices with concise advice that can be shared with the whole staff.

<table>
<thead>
<tr>
<th>Average Engaged Distribution*</th>
<th>Rectangle/Rec 300x250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>37,000+</td>
<td>$1,800</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

* Publisher’s own data.

ADVERTORIAL e-BLASTS

**Featured 3x per week advertorial e-blasts** offer exclusive messaging targeting our full subscriber list of 60,000 for the day. Vendor supplies HTML and subject line.

Net: **$6,000**

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**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
### SOCIAL MEDIA

**Our audience is your audience.** Take advantage of our engaged social media audience with our social post packages.

For any of the below packages, you submit your posts and we'll distribute them across our channels – *it's that easy.* And, a full metrics report breaking down reach, impressions and engagement will be delivered to you one week after the final posting.

#### Starter Social Package
- Combination of 10 total Twitter/Facebook postings per month
  - Combination is flexible, but no more than 6 Facebook posts per month
- Metrics reporting

**Net Cost:** $3,750

#### Pro Social Package
- Up to 12 Tweets and 6 Facebook posts per month (18 posts total!)
  - Combination is flexible, but no more than 8 Facebook posts per month
- Metrics reporting

**Net Cost:** $6,300

#### Corporate Social Package
- Combination of up to 26 total Twitter/Facebook postings per month
  - Combination is flexible, but no more than 8 Facebook posts per month
- Metrics reporting

**Net Cost:** $8,450

#### Show Coverage Social Package (6 days)
- 6 Days of Coverage
  - 2 Tweets per day
  - 1 Facebook post per day
- Metrics reporting

**Net Cost:** $10,000

#### Social Sharing Package (3 month commitment)
- Up to 8 Tweets and 5 Facebook posts per month (13 posts total!)
- Metrics reporting

**Net Cost:** $3,300 **per month**

#### Facebook Live! Streaming Video
- Live segment from the trade show floor and available on-demand
- Perfect for product updates, announcements, interviews or demonstrations
- Leverage influence of Physicians Practice audience of physicians and practice admins
- Guaranteed promotion to drive audience
- 2x postings on Facebook and Twitter pages
- 2x postings within E-newsletter
- Enduring content asset that can be used in other marketing efforts

**Introductory Pricing:** $3,000

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**Need help developing content?** Our expert content marketing team can work with you to develop engaging content that resonates with your target audience for an incremental cost.
### 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 (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 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 “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper / Wide Skyscraper</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 “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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<tr>
<td>Leaderboard</td>
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<td>728x315</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &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 “In-Banner Video” &amp; Rich Media units below</td>
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<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>“Expanding Pushdown ad units push” page content down rather than expanding over page content.</td>
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<tr>
<td>Wallpaper</td>
<td>150x1050</td>
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<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>
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<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
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<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>
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<td></td>
</tr>
</tbody>
</table>

**Abbreviations:** px = pixel, sec = seconds, fps = frames per second
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 atleast 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.

**File weight calculation:**
- All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines http://html5.iabtechlab.com/needauth?redir.
- Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.

**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

**Host-initiated subload:** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

**User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

**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.

**HTML5 design industry standards info:**
http://www.iab.com/html5
In addition to the ongoing Physicians Practice digital content, we will be focusing on a particular featured practice management topic as a highlight of that month. This will offer an opportunity to be exclusively sponsor.

<table>
<thead>
<tr>
<th>JANUARY ISSUE</th>
<th>FEBRUARY ISSUE</th>
<th>MARCH ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial features</strong>: Patient Relations</td>
<td><strong>Editorial features</strong>: Technology and Mobile</td>
<td><strong>Editorial features</strong>: State of Physicians - Featuring the annual Great American Physician Survey</td>
</tr>
</tbody>
</table>

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<tr>
<th>APRIL ISSUE</th>
<th>MAY ISSUE</th>
<th>JUNE ISSUE</th>
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<tbody>
<tr>
<td><strong>Editorial features</strong>: Physician Burnout</td>
<td><strong>Editorial features</strong>: Medical Billing and Finance</td>
<td><strong>Editorial features</strong>: Staff Salary - Featuring the annual Staff Salary Survey</td>
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<td><strong>Editorial features</strong>: Coding and Documentation</td>
<td><strong>Editorial features</strong>: Best States to Practice</td>
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<tr>
<th>OCTOBER ISSUE</th>
<th>NOVEMBER ISSUE</th>
<th>DECEMBER ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial features</strong>: Malpractice</td>
<td><strong>Editorial features</strong>: Healthcare Policy</td>
<td><strong>Editorial features</strong>: Revenue and Income - Featuring the annual Physician Compensation Survey</td>
</tr>
</tbody>
</table>

**FEATURE OF THE MONTH PACKAGE – EXCLUSIVE SPONSORSHIP**

- 100% SOV – ROS banners on the Featured Content (could this be part of a TRC)
- 100% SOV – Banners on the dedicated e-newsletter
- 1x e-blast to Physicians Practice to 60,000+ opt-in subscribers
- 50 leads from supplied asset
- Social Media Package (Pro Package)
  - Up to 12 Tweets and 6 Facebook posts per month (18 posts total!)
  - Combination is flexible, but no more than 8 Facebook posts per month

*Editorial features subject to change.

**Net: $15,000/month**
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.

Primary Care
ubmmedica.com/markets-products/primary-care

Business Solutions
ubmmedica.com/markets-products/business-solutions

Practice Management
ubmmedica.com/markets-products/practice-management