



Musculoskeletal Network offers rheumatologists, pain management, sports medicine physicians, orthopedic surgeons, geriatricians, cardiologists, nephrologists, and PCPs up-to-date information on the management of musculoskeletal disorders in daily practice.

It provides easy-to-access solutions for real-life clinical problems seen in patients with various disease states.

Enhancements:

- Expanded Topic Centers
- SearchMedica web-wide professional search
- Archives
- Interactive and enhanced navigation tools

Featured Sponsorship Opportunities

- Custom resources
- Prominent branding and exposure
- Lead generation programs
- Product launch support
- Streamed content, including video and podcasts
- Topic resource areas

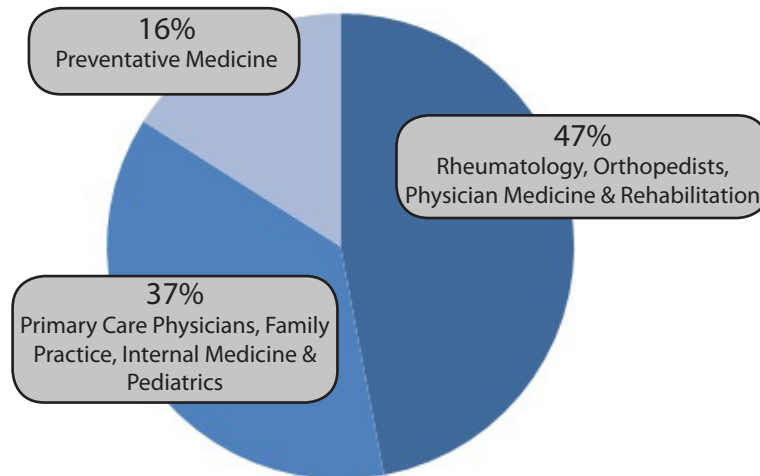


CONTACT INFORMATION

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Musculoskeletal Network demographics



Site Traffic:

Average Monthly Page Views*: 35,000 per month

Average Monthly Unique Visitors*: 13,000 per month

*August 2011 data

MUSCULOSKELETAL NETWORK
BROUGHT TO YOU BY **THE JOURNAL OF MUSCULOSKELETAL MEDICINE®**



Run-of-site Banners:

Your run-of-site ad gets the attention of the appropriate site visitors

Leaderboard

728x90
\$90 net CPM



Skyscraper

160x600
\$80 net CPM

Dogear Ad Units:

High-profile, eye-catching banner unit

- Appears on the upper right-hand of all PsychiatricTimes.com run-of-site pages
- Creative peels back during a mouse-over to reveal larger marketing message

Contact your sales representative for pricing.

Rectangle

300x250
\$90 net CPM

Double Rectangle

300x600
\$120 net CPM

Bottom Leaderboard

728x90
\$60 net CPM

Homepage Roadblock

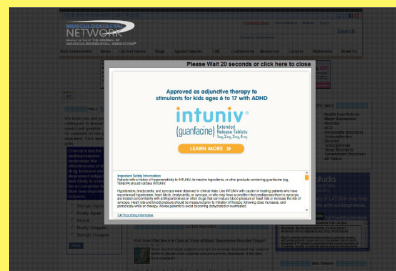
100% SOV on homepage
Contact sales team for weekly rates

Interstitial Banner
(640x480)

Grab the attention of Musculoskeletal Network visitors at the first moment they access our content.

Served once per day to each unique visitor, this banner allows your message to stand out from competing ads on our site.

\$120 net CPM



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eNewsletters:

Targeted and exclusive eNewsletters broadcast to Musculoskeletal Network's database



UBM Medica

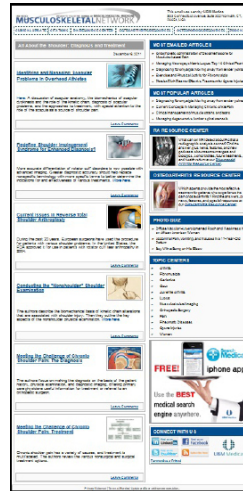
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Monthly eNewsletters:

- Reach 12,400+ opt-in subscribers
- Two types of custom email outreach programs, (editorial and advertorial)
- JPEG, GIF, animated GIF or text positions are available for text positions
- Four eNewsletters available each month



Top position	728x90 or 300x250	\$2,100 net/week
Second position	300x250 or 160x600	\$1,800 net/week

Custom eNewsletter:

- Editorial or advertorial options
- Your message from a trusted resource
- Reach 12,400+ opt-in registrants
- List matches available

Contact your sales representative for pricing.



Sponsored Content:

Capitalize on Musculoskeletal Network's relationship with the appropriate market for your campaign

Topic Resource Centers:

A comprehensive resource on a single topic or modality, drawing on content from within Musculoskeletal Network as well as from across the web.

This resource can be a collection of information from associations, government, the sponsor, RSS and news feeds - all on Musculoskeletal Network.

Includes 100% SOV and a monthly traffic-driving newsletter to topic center.

\$7,500 flat/month (3-month minimum)



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Conference eReports:

Musculoskeletal Network reporters cover the industry's most critical meetings or conferences.

Coverage includes: daily news articles, KOL interviews, photos, videos, and podcasts.

Includes 100% SOV on dedicated site section of MusculoskeletalNetwork.com. Also includes 3 daily, traffic-driving e-blasts, plus an ad on site for up to 6 months.

Contact the sales team for more details on this 6-month sponsorship.

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Retargeting Opportunity

Extend the voice of your campaign into environments that healthcare professionals visit after they have left our sites through the use of behavioral and specialty targeting. Contact us for a complete list of lifestyle and news sites in our network.

Leaderboard	728 x 90	\$40/CPM
Skyscraper	160 x 600	\$40/CPM
Large Rectangle	300 x 250	\$40/CPM

SearchMedica.com - Musculoskeletal A custom search tool for physicians

- An innovative, powerful search tool that blends the latest search technology with unparalleled expertise in musculoskeletal content
- A unique medical search engine, indexing over 1,000 different sources across PubMed, journals, clinical trial databases, patient education materials, and more.
- Results provide a relevant, professional, content-rich environment.



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