



## OPTIONS

### REPRINTS

of our award-winning articles for your sales collateral  
*Wrapping your brand around our audience-driving content is a sure way to pique the interest of your readers and to get additional attention to your message in your sales and marketing materials.*

### INSERTS/OUTSERTS

in our publication, including your sales brochure and other materials  
*A cost-effective method to drive qualified leads to your sales team. Insert your message directly into our nationally distributed journal for a fraction of the price of direct mail.*

### SYNDICATED CONTENT

for your newsletter, e-newsletter, or website  
*Physicians Practice offers a compelling package of editorial content throughout the year. Select the articles, columns or features from the package and use them in your print or on-line publications.*

### MAILING LISTS (Direct or E-mail)

targeting physicians by geographic region, practice size, or specialty  
*We can help you get your message delivered right to the audience you want through our list of physicians. Our users say that our list drives one of the best responses in the market.*

### SPEAKERS BUREAU

offering popular experts in practice management for a variety of functions and audiences.

### PRINT OPTIONS

are also available as part of the journal:  
 Bellybands | Tip-Ons | Dot Whacks  
 Polybags | Post-It Notes

### DISCOUNTED PR NEWSWIRE PACKAGES

for National, Regional, and Multi-Media distribution. Receive 15% off releases and the annual fee of \$195 is waived as part of our partnership with sister company PR Newswire.

### WEBINARS AND PODCASTS

present customized content for your target audience in an "on-demand" format.

### CUSTOMIZED SOLUTIONS

put Physicians Practice's multi-media platform and expertise in practice management to work for you. Create a one-of-a-kind program that meets your unique needs and provides practical solutions to physicians and their staff.

### FOR MORE INFORMATION ABOUT THESE OPTIONS AND PRICING, ASK YOUR NATIONAL SALES MANAGER.

