

## Advertiser Features

Circulation of website - International - receive leads from many other countries. Over 50% of leads being generated through the web

- ▶ Customized Product Detail Listing Pages
- ▶ Links from Detail Pages to Other Helpful Sales Materials
- ▶ Comprehensive Product Directory, by Category
- ▶ Highly Visible Banner Advertising
- ▶ Highly Visible Company Sponsorship Links
- ▶ Product Focus Listings
- ▶ LIVE Chat Support for both Physicians and Advertisers
- ▶ Electronic Response Card (ERC) System - Product requests from the website that are emailed REAL-TIME (receive HOT lead in minutes from being entered on the website)
- ▶ Customizable Surveys
- ▶ Newsletters Email Blasts
- ▶ CRM Tools
- ▶ e-RSC  
eDetailing – LIVE Chat Support for both Physicians and Advertisers
- ▶ Video eDetailing – Streaming videos
- ▶ Top Banner advertising (Full Site or page specific)  
Right Side Banner advertising (Full Site or page specific)  
Product Category Directory - Align Product to a Category
- ▶ Diagnostic Device for Diagnostics
- ▶ Therapeutic or Illness for Pharmaceuticals
- ▶ New Products
- ▶ Individual Customized Product Page - with images
- ▶ Special Offers
- ▶ Literature Links - Marketing, technical formats such as Word doc, PDF, Images
- ▶ Target SEO product

## Comprehensive Directories

- ▶ Medical Distributors
- ▶ Government Organizations
- ▶ Medical Conferences and Expos
- ▶ State Medical Associations
- ▶ EMR/EHR Companies
- ▶ Health Agency Hotlines
- ▶ Pharmaceutical Hotlines

## Physicians Tools

- ▶ CPT Code Lookup
- ▶ Circle Lookup
- ▶ Resourceful Medical and Product Review Editorial
- ▶ Pharmaceutical Searchable Drug Database
- ▶ Daily FDA News
- ▶ Daily National Institutes of Health News

## Monthly Publication Features

- ▶ Circulation over 101k physician offices performing in-house diagnostic testing
- ▶ BRC response cards
- ▶ Product and Industry related Editorials