



HOW CAN YOU REACH 400,000 BUYERS BOTH IN PRINT AND ONLINE?

Our seventh annual Buyers Guide 2011 is where physicians and office administrators will turn when purchasing healthcare solutions like yours. Your category listings appear in a multi-media platform:

NEW FOR 2011

Additional branding and lead generation options help you stand out from your competitors — and gain access to customers who are interested in your company’s products and services.

IN PRINT Published in December 2010 to our full circulation of over 200,000 physicians and their staff (with bonus distribution at 2011 trade shows).

ONLINE Buyers Guide section of www.physicianspractice.com — within one week and live on site until December 2011. *Plus, each page of the Buyers Guide has been strategically optimized for search engines, resulting in high page rankings for many applicable search terms.*

ON DEMAND State-of-the-art, virtual edition online — searchable by keyword and includes links to your company’s e-mail and Web site.

Over 90 industry categories allow potential buyers in physician practices nationwide to find your products and services—and to contact you directly! See side 2 for a complete list of categories.

LISTING PACKAGE RATES (PER CATEGORY)

	FREE LISTING*	“A” PACKAGE	“B” PACKAGE	“C” PACKAGE
Company Name/Web Site URL	●	●	●	●
Print Listing	●	●	●	●
Online Listing		●	●	●
Address		●	●	●
Phone		●	●	●
E-mail Address		●	●	●
50-word Description			●	●
Color Logo				●
Boxed/Highlighted Listing (print)				●
“Featured Listing” on Top (online)				●
Net Cost per Listing:	\$0	\$399	\$599	\$999

* Free listings are limited to one per vendor and published based on space availability.

ISSUANCE AND CLOSING

ISSUE	SPACE	ARTWORK	PUBLISHED
Buyers Guide 2011	10/29/10	11/2/10	12/2/10

DISPLAY ADVERTISING RATES

Contact a National Sales Manager for rates.

PAYMENT POLICY

Payment for all Buyers Guide listings is due upon online posting (unless accompanying a display ad).

SPECIAL PLACEMENTS

PREMIUM PLACEMENT	RATE
Inside Front Cover (C2)	\$14,000
Inside Back Cover (C3)	\$14,000
Back Cover (C4)	\$15,000
Opposite Table of Contents	\$12,000
Opposite Introduction	\$11,000
Opposite Section Opening	\$11,000

CATEGORIES

For the most up-to-date listing of categories, please visit the Buyers Guide online at www.PhysiciansPractice.com, or contact our sales team.

A

- A/R Financing (or Factoring)
- Accountants (Accounting/ Audit Services)
- Accreditation
- Administrative/Management Outsourcing
- Ancillary Services
- Appointment/Patient Reminder Systems
- Architecture/Design & Build Services
- Associations & Societies
- Auditing Services/Software

B

- Billing Services
- Billing Software
- Business/Practice Opportunities

C

- Capital Equipment Purchase/Lease
- Charts/Files/Record Management/Systems
- Clinical Information Software/Systems
- Coding Products/Services/Software
- Collection Services
- Compliance
- Computer Physician Order Entry (CPOE)
- Computers/PCs – Desktop/Laptop/Tablet
- Concierge Medicine
- Consulting Services
- Continuing Medical Education (CME)
- Contracting (Payer)
- Credentialing

D

- Debt Buying
- Diagnostic Equipment
- Document Imaging & Management

E

- E-Prescribing
- Electronic Billing Service/ Clearinghouse
- Electronic Data Interchange (EDI)
- Electronic Medical Records (EMR)
- Electronic Patient Registration
- Employee Benefits
- EOB Processing Software/Systems
- Executive Education Programs – Univ/College/MBA

F

- Financial Management Tools
- Financial Services & Planning
- Forms
- Furniture – Office/Medical

G

- Group Purchasing

H

- Hardware/Peripherals
- Health & Allied Services
- Health Information Exchange
- HIPAA
- HR Services
- HR – Time Management

I

- Insurance Card Processing
- Insurance – Commercial
- Insurance – Medical Liability
- Internet/Intranets
- Interoffice/Patient Communications

L

- Laboratory Products/ Services/Software
- Laundry and Uniform Rental Services
- Legal Services

M

- Marketing Services
- Medical Devices/Supplies/ Equipment
- Medical Dictation Products
- Medical Waste/OSHA Compliance
- Medication Dispensing
- Mobile Device Applications

O

- Office Equipment & Supplies
- Offsite Data Backup/Storage
- Outsourced Information Technology

P

- Pagers & Beepers
- Patient Ed. Supplies/Services
- Patient Flow Systems
- Patient Reminder Systems
- Patient Satisfaction
- Payer Policy Monitoring
- Payment Processing
- Payroll Services
- PDAs/PDA Software
- Periodicals & Publications
- Pharmaceutical Manufacturers
- Pharmaceuticals/ Pharmacy Management
- Phones/Telecommunications
- Populations Health Management
- Practice Brokers/Sales
- Practice Management Firms
- Practice Management Software/Systems

- Prescription Pads/Paper
- Product Evaluation Services
- Professional Employer Organizations
- Provider-to-Provider Communication
- Purchasing

R

- Real Estate Services
- Recruitment/Employment – Locum Tenens
- Recruitment/Employment – Permanent Placement
- Rep Scheduling
- Revenue Cycle Management

S

- Scheduling
- Seminars
- Speech Recognition
- Staff Training
- Storage/Shelving Solutions
- Subscription Services
- System Integration & Data Warehousing

T

- Telemedicine
- Transcription Services & Supplies

V

- Vaccine Savings Programs
- Verification

W

- Web Site Development



additional opportunities

BUYERS GUIDE 2011



In addition to listing packages and display ads, a variety of online options are available to Buyers Guide advertisers that allow you to stand out from your competitors.

WHITE PAPERS

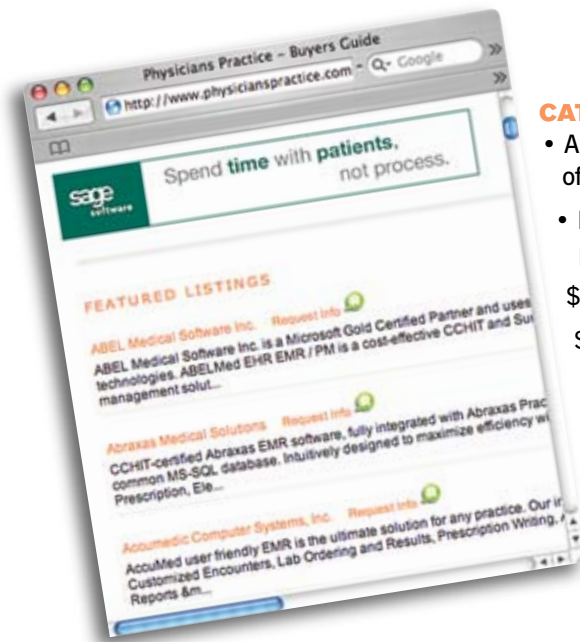
Give physicians and their staff quick access to your content by including a white paper with your Buyers Guide listing.

- Featured with your listing and throughout the site
- Promoted via drivers throughout the site and monthly e-mail blasts
- Each white paper is housed on an exclusive landing page that includes vendor-supplied description and contact information

\$1,200 net/year

LEAD GENERATION (OPTIONAL)

Gate your white paper to capture leads' full name, phone number and e-mail address (\$50/lead)



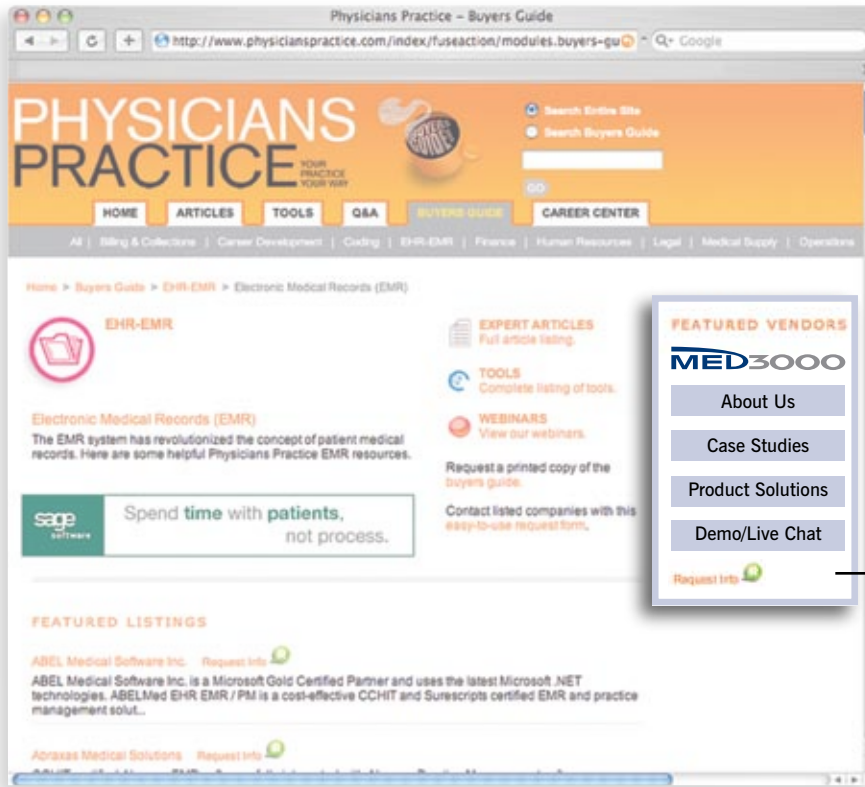
CATEGORY BANNER (380 X 60)

- Appears at the top of your choice of category landing page(s)
- Limited number of this high-visibility position provide exclusive branding opportunity

\$6,000 net/year (Exclusive)

\$4,000 net/year (Max. 2 positions)

additional **opportunities** BUYERS GUIDE 2011



SOLUTIONS SPOTLIGHT
 Establish your company as a leader amongst competitors in your product/service category.

- Prominent position on category landing page moves your solution to the top of your prospects' "short list"
- Drive traffic to your website with 4 links of your choosing
- Customizable branding opportunity includes your company's logo and colors
- Limited to 2 positions per category per year

\$15,000 net/year

SUMMARY OF BUYERS GUIDE OPPORTUNITIES

LISTINGS/DISPLAY AD (PRINT/ONLINE)	WHITE PAPERS (ONLINE)	CATEGORY BANNER (ONLINE)	SOLUTIONS SPOTLIGHT (ONLINE)
LISTING PACKAGE CHOOSE CATEGORY ■ "A" - \$399 ■ "B" - \$599 ■ "C" - \$999 DISPLAY AD ■ 1/3 Page ■ 1/2 Page ■ Full Page (contact for pricing)	POSTED ON SITE/LINKED TO LISTING ■ \$1,200/year OPTIONAL LEAD CAPTURE ■ \$50/lead – Invoiced monthly, can set budget max	380X60 – CATEGORY SPECIFIC LANDING PAGE ■ \$6,000/year – Exclusive ■ \$4,000/year – 2 Max.	CATEGORY SPECIFIC LANDING PAGE ■ 4 Customized Links ■ Branding Logo \$15,000/year (2 max. per Category)

* All Pricing is NET.

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