

Corporate Discount

Total Net Spending	Percentage Saving	Total Net Spending	Percentage Saving
\$500,000	3%	\$2,000,000	10%
750,000	4%	2,500,000	11%
1,000,000	5%	3,000,000	12%
1,250,000	6%	3,500,000	13%
1,500,000	8%	4,000,000	14%
1,750,000	9%	4,500,000+	15%

(d) Prepayment/noncancellable space discount: Available. Contact Publisher.

(e) Continuity discount: Advertise the same product with 10 insertions in Consultant, regardless of unit size, and earn a 4% discount off the earned rate for that product in every issue during the 12-month period. Run 12 insertions in Consultant and receive 10% off every insertion.

(f) Double frequency discount: Any product that advertises to the FULL-RUN circulation receives double frequency value toward corporate frequency discount in Consultant. Any product that advertises to the DEMO 1 or DEMO 2 circulation receives single frequency value.

(g) New Product Launch Program: Run a new launch unit in five (5) consecutive issues and get a second unit in the 5th issue for FREE. Ad unit size must be the same size unit as the paid ad in that issue. New products, new molecular entities, new product indications, or new formulations are eligible for this program. Free ads do not count towards earned frequency and may not be combined with the Continuity Program.

4. 2010 FULL-RUN RATES (black-and-white)

Total Circulation: 250,307 Primary Care Practitioners (includes 176,528 Physicians [DEMO 1] and 73,779 Prescribing NPs and PAs [DEMO 2])

Scheduling Code: CONSULTANT

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page
1 Time	\$14,000	\$9,955	\$8,565	\$5,455
6 Times	13,780	9,805	8,440	5,355
12 Times	13,465	9,580	8,250	5,245
24 Times	13,240	9,405	8,105	5,145
36 Times	13,185	9,375	8,075	5,130
48 Times	12,840	9,125	7,870	4,995
60 Times	12,700	9,050	7,785	4,950
72 Times	12,590	8,955	7,705	4,905
96 Times	11,935	8,520	7,315	4,655
120 Times	11,615	8,270	7,130	4,530
144 Times	11,435	8,140	7,005	4,455
180 Times	11,290	8,030	6,925	4,400
216 Times	11,185	7,945	6,855	4,355
252 Times	11,105	7,900	6,810	4,325
288 Times	10,995	7,805	6,720	4,275
320 Times	10,760	7,650	6,580	4,190
380 Times	10,570	7,505	6,455	4,110

(continued next column)

Scheduling Code: CONSULTANT (continued)

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page
420 Times	10,375	7,345	6,315	4,020
480 Times	10,165	7,200	6,190	3,940
520 Times	9,980	7,065	6,080	3,870
600 Times	9,850	6,965	6,005	3,810

5. 2010 DEMO 1 RATES: PRIMARY CARE PHYSICIANS (black-and-white)

Total Circulation: 176,528 Primary Care Physicians (includes 20,701 Residents)

Scheduling Code: CONSULTANT DEMO1 - PCP

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page
1 Time	\$10,190	\$7,255	\$6,240	\$3,965
6 Times	10,045	7,145	6,155	3,905
12 Times	9,805	6,965	6,005	3,805
24 Times	9,645	6,855	5,900	3,740
36 Times	9,605	6,830	5,880	3,725
48 Times	9,360	6,665	5,725	3,625
60 Times	9,250	6,575	5,695	3,600
72 Times	9,180	6,515	5,625	3,565
96 Times	8,700	6,165	5,315	3,390
120 Times	8,465	6,010	5,180	3,285
144 Times	8,335	5,925	5,110	3,235
180 Times	8,230	5,855	5,025	3,200
216 Times	8,150	5,805	5,000	3,170
252 Times	8,085	5,755	4,955	3,145
288 Times	8,015	5,700	4,905	3,115
320 Times	7,845	5,575	4,800	3,040
380 Times	7,700	5,485	4,710	3,000
420 Times	7,560	5,370	4,630	2,925
480 Times	7,410	5,275	4,545	2,885
520 Times	7,265	5,160	4,455	2,825
600 Times	7,175	5,115	4,410	2,800

Color: In addition to earned black-and-white rates.

Apply to FULL-RUN and DEMO 1

Charge per color per page or fraction:

Standard SWOP color	\$1,045
Matched (two-color)	1,465
Three- or four-color	2,880
Five-color	3,950
Four-color plus metallic or fluorescent	4,940

6. 2010 DEMO 2 RATES: NP/PA (black-and-white)

Total Circulation: 73,779 Nurse Practitioners and Physician Assistants (breakdown: 55,121 NPs and 18,658 PAs qualified via primary care specialty and/or prescribing activity)

Scheduling Code: CONSULTANT DEMO2 – NP/PA

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page
1 Time	\$4,880	\$3,490	\$3,010	\$1,905
6 Times	4,810	3,435	2,960	1,875
12 Times	4,690	3,365	2,895	1,830
24 Times	4,615	3,300	2,850	1,805
36 Times	4,600	3,280	2,840	1,795
48 Times	4,495	3,210	2,765	1,765
60 Times	4,430	3,180	2,735	1,730
72 Times	4,390	3,145	2,710	1,710
96 Times	4,150	2,980	2,555	1,635
120 Times	4,060	2,895	2,500	1,585
144 Times	3,990	2,860	2,465	1,570
180 Times	3,945	2,820	2,420	1,540
216 Times	3,910	2,785	2,405	1,530
252 Times	3,870	2,770	2,390	1,520
288 Times	3,835	2,750	2,370	1,510
320 Times	3,750	2,685	2,320	1,465
380 Times	3,685	2,640	2,265	1,440
420 Times	3,625	2,590	2,235	1,415
480 Times	3,550	2,540	2,200	1,390
520 Times	3,470	2,495	2,150	1,355
600 Times	3,430	2,445	2,120	1,340

Color: In addition to earned black-and-white rates.

Apply to DEMO 2

Charge per color per page or fraction:

Standard SWOP color	\$965
Matched (two-color)	1,290
Three- or four-color	1,645
Five-color	3,400
Four-color plus metallic or fluorescent	4,130

7. Bleed: No charge.

8. Covers and Special Positions (premium on one page only):

(a) Covers:

Second cover: Earned rate plus 35% and color charge.

Third cover: Sold in combination with fourth cover only; no premium on third cover.

Fourth cover: Earned rate plus 60% and color charge.

(b) Special positions:

Page facing first editorial: Earned rate plus 10% and color charge.

Page facing first table of contents: Earned rate plus 20% and color charge.

Page facing second table of contents: Earned rate plus 10% and color charge.

Photoclinic section: Earned rate plus 10% and color charge.

What's Your Diagnosis?® section: Earned rate plus 10% and color charge.

Positions cancellable on 60 days notice.

INSERTS

9. Availability and Acceptance

(a) Availability: Two- to 10-page inserts available to FULL-RUN, DEMO 1, and DEMO 2 circulations. Demographic and/or geographic inserts to the FULL-RUN circulation available on a limited, priority basis.

(b) Acceptance: A full-size stock sample must be submitted to the Publisher for approval.

10. Insert Charges

(a) All FULL-RUN, DEMO 1, and DEMO 2 inserts charged page for page at the earned black-and-white rates.

(b) Tip-in charge: Not applicable.

11. Insert with Gatefold/Flap: Upon Publisher's approval, Consultant may also accept inserts with a gatefold or "flap" submitted by individual companies/products. Calculation of the cost for such ads is based on the FULL-RUN earned frequency rate.

(a) Space charge: Calculated as actual unit size without the flap, plus a minimum of one additional page. Cost based on the advertiser's earned page rate. A single flap larger than 50% of a single page will be billed at a rate of two additional pages.

(b) Mechanical charge: Regardless of the insert size, a flat noncommissionable/nondiscountable mechanical charge of \$750 is added.

(c) Example of such inserts must be submitted to publisher for approval 1 month prior to closing date.

(d) Production specifications for approved inserts with tack-glued flaps, please visit <http://mediakit.cmpmedica.com>.

12. Sizes and Specifications

(a) Stock weights: Maximum acceptable thickness of paper stock is .004". The stock weight shall be governed by that commonly available in a .004" sheet, coated or uncoated. Allowable variation to the standard is 5% to encompass unevenness found in commercially produced coated and uncoated stock.

(b) All inserts (full-size stock samples) must be submitted to the Publisher for approval. Inserts to be supplied untrimmed, printed, folded, and ready for binding. No device other than standard varnishing may be used to make stock heavier or less flexible than as sold by its manufacturer.

13. Trimming: Ship folded to 8" x 11". Trimming for oversize inserts will be charged at cost. Keep live matter 1/4" from trimmed edges and 3/16" from gutter trim. Book is jogged to head, head trim is 1/8", allow 1/8" for perfect bind. Final trim is 7 3/4" x 10 3/4".

14. Quantity Required: FULL RUN: 280,000 inserts; DEMO 1 (GP/FP/IM/DO/CARD): 194,000 inserts; DEMO 2 (NP/PA): 91,000 inserts.

15. Shipping: Please refer to <http://mediakit.cmpmedica.com> for up-to-date shipping instructions.

16. Demographic/Split Runs: The Consultant FULL-RUN circulation totals 250,307 health care practitioners. This includes primary care physicians, nurse practitioners, and physician assistants. Consultant offers two demographic buys as alternatives to the FULL-RUN circulation.

DEMO 1 includes all office-based primary care physicians, requesting cardiologists, requesting hospital staff physicians, and primary care residents. Total circulation is 176,528.

DEMO 2 includes all nurse practitioners and physician assistants that practice in a primary care setting. Total circulation is 73,779.

Consultant also accepts demographic/split-run buys submitted by individual companies/products. **Demographic/split-run calculations are always based on the FULL-RUN pricing structure. FULL-RUN pricing structure is always used to determine cost regardless of circulation size or specialty within the split.** Minimum demographic/split-run charges may apply. See below for minimum levels.

(a) Space charge: Calculated as a percent of the advertiser's earned page rate proportional to the circulation match. For example, company A is earning the 48x rate and plans to run a four-page insert to Consultant's office-based FP/IM/DO audience. Under this scenario, the match equals 133,389, which is 53% of the entire circulation. The FULL-RUN page rate of \$12,840 is then multiplied by 4 (unit size) and again by 53% (match) to yield the space charge of \$27,220.80. In addition to the space charge, a noncommissionable/nondiscountable mechanical charge of \$750 is added.

Formula (using example cited above)

(48x FULL-RUN earned rate)		\$12,840.00
x 4 (unit size)	=	51,360.00
x 53% (match) Space charge*	=	27,220.80
- (15% agency commission)	-	4,083.12
Net space charge	=	23,137.68
+ Mechanical charge (see below) (noncommissionable)	+	750.00
Total charge		\$23,887.68

*Color charges, if applicable, would be added at this point, based on full-run color rates (see "Charge per color per page or fraction" for sections 4 and 5).

(b) Minimum space charges may apply, depending on unit size and circulation match. Any match below the following circulation ceilings will incur a minimum space charge.

Unit Size	Minimum Percent Charge	Circulation Ceiling
1, 2, 3, 4, or 5 pages	50%	126,261
6 or more pages	35%	88,382

For example, if company B plans to run a two-page insert to office-based internists only, the match would be 61,586, or 24% of the entire circulation. However, this percentage falls below the 50% minimum for two-page inserts, so the rate would be calculated using the 50% minimum.

(c) Mechanical charges: Based on the type of ad being run, a noncommissionable/nondiscountable mechanical charge will be added to the space charge.

Insert only: Regardless of the insert size or size of the match, a flat mechanical charge of \$750 is added to the space charge.

Insert plus run-of-book: Depending on the run-of-book unit's size and color, mechanical charges are calculated and applied to the ad. A flat mechanical charge of \$750 per insert plus \$750 per run-of-book page (full or fractional) is added to the space charge, with an additional \$200 per color per page.

Run-of-book only: See fee schedule in "Insert plus run-of-book" section above.

(d) Frequency credit: Earned frequency credits are calculated based on the full unit size. Using the example of a four-page insert, the earned credit would be 4 pages.

(e) Quantity of demographic/split-run inserts required: List match/split run of 50,000 or less: actual number plus 15%; more than 50,000: actual number plus 8%.

(f) List match charge: Demographic/split-run lists will be provided directly to Direct Medical Data, LLC for matching. All costs for matching will be paid directly to Direct Medical Data, LLC by the advertiser or, at the advertiser's discretion, may be billed at cost plus 10%.

ISSUANCE AND CLOSING

17. First Issue: 1960.

18. Frequency: 12 times a year.

19. Closing Dates:

(a) Space commitment: 1st of the month prior to the issue. Send insertion orders to Jill Bresnick: fax (203) 842-3931; phone (203) 523-7033.

(b) Materials due: 15th of the month prior to the issue.

(c) Cancellations and changes: Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed between the parties in writing. UBM Medica is under no obligation to revise advertising materials not received by the UBM Medica production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

20. Mailing Class: Periodicals class. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

EDITORIAL

21. Index Issue: December.

22. General Editorial Direction: Consultant offers primary care practitioners authoritative, practical help in solving real-life clinical problems seen in daily office practice. Consultant presents peer-reviewed articles on pre-tested topics that address the “how to” of diagnosis and therapy with succinct text and carefully chosen illustrations. Monthly interactive service features emphasize self-quizzes with top-quality color photographs to help clinicians hone their clinical skills. Features include consultations with experts, Primary

Care Updates, photo essays and quizzes, Dermclinic, “What’s Your Diagnosis?®,” Photoclinic, “What’s the ‘Take Home’?,” Cases in Point, Pitfalls in Prescribing, Practical Pointers, and Photo Finish.

23. Peer Review: All manuscripts are reviewed by members of Consultant’s Editorial Board and by other specialists and primary care physicians. When an article is accepted for publication, it is then edited and revised as appropriate before publication.

CIRCULATION

24. Description of Circulation Parameters: Consultant circulates to the universe of office-based physicians in the following categories: General Practice, Family Practice, Internal Medicine, and Osteopathy. Also included in the circulation are all residents in those specialties, and hospital staff physicians and medical school teachers in those specialties (request only). Universe coverage of office- and hospital-based primary care Physician Assistants and Nurse Practitioners or those prescribing primary care products. In addition, requesting Cardiologists (office-based, hospital staff, and medical school teachers) receive the publication.

25. Circulation Verification:

(a) **Audit:** BPA.

(b) **Mailing houses:** Direct Medical Data, LLC.

26. Coverage:

2010 Circulation Breakout by Specialty:

Specialty	Office	Residents	Other (Hospital Staff + Medical Teacher)	Total
General Practice	5,025	-	187	5,212
Family Practice	51,574	7,578	2,620	61,772
Internal Medicine	61,586	11,318	3,281	76,185
Osteopathy	20,229	1,653	1,409	23,291
Cardiology	2,840	152	182	3,174
Other requesters				6,894
SUBTOTAL PCP (DEMO 1)	141,254	20,701	7,679	176,528
Nurse Practitioners				55,121
Physician Assistants				18,658
TOTAL (NP + PA)				73,779
TOTAL - FULL RUN				250,307

NP and PA Circulation Breakout by Specialty:

Specialty	NP	PA	Total
Primary Care	2,226	1,700	3,926
Adult Medicine	4,049	305	4,354
Emergency Medicine	274	787	1,061
Family Medicine	41,000	9,903	50,903
Internal Medicine	1,046	2,892	3,938
Ob/Gyn	909	159	1,068
Women’s Health	1,700	308	2,008
SUB-TOTAL	51,204	16,054	67,258
Other requesters*	3,917	2,604	7,821
TOTAL (NP + PA) (DEMO 2)	55,121	18,658	73,779

*100% request.

Publisher’s projected 2010 circulation based on current (09/01/09) Direct Medical Data Inc, physician counts and current (09/03/09) SDI nurse practitioner and assistant counts. Total qualified BPA July 2009 circulation is 250,848.

GENERAL INFORMATION

27. Requirements for Advertising Acceptance: All orders are subject to acceptance by UBM Medica. Professional and nonprofessional products or services are accepted provided they are in harmony with the policy of service to the medical profession under which the magazine is published, and they are subject to Publisher’s approval. Copy for nonprofessional products and service ads should be submitted 2 weeks prior to closing date.

28. New Product Releases: No.

29. Editorial Research: Editorial surveys are conducted on a regular basis to determine physician reading habits and to learn which clinical topics would be of greatest interest to readers in future issues.

30. Ad Format and Placement Policy

(a) **Format:** Editorial material is placed next to advertising whenever and wherever possible.

(b) **Placement:** Advertising units are rotated throughout the magazine. Positioning of advertisements is at the sole discretion of UBM Medica except where a specific position has been agreed to by UBM Medica in writing. UBM Medica assumes no liability for any errors or omissions in key numbers appearing in advertisements.

31. Ad:Edit Ratio (estimated): 55:45.

32. Services

- (a) **Mailing list:** Contact Publisher.
- (b) **Editorial reprints:** Available. Contact Wrights Reprints, (877) 652-5295 sales@wrightsreprints.com for pricing information.
- (c) **Advertiser index:** Back of publication.
- (d) **Sponsorship opportunities:** For details on opportunities for sponsoring supplements, clinical reprint series, “best of” collections, newsletters, CD-ROMs, DVDs, or custom publications, contact Jill Bresnick at (203) 523-7033.
- (e) **Online sponsorship:** For sponsorship opportunities on ConsultantLive.com, contact Jill Bresnick for details at (203) 523-7033.

Advertising in UBM Medica online products and services is subject to the terms of the applicable online insertion order.

33. Association Memberships: Consultant is a member of Business Publications Audit (BPA).

34. Educational Activities Opt Out: We value our relationship with our readers. Recipients of Consultant occasionally receive additional educational activities as supplements or in other formats. All recipients of Consultant can opt out of receiving the journal and the accompanying educational activities at any time by contacting the Circulation Department.

MECHANICAL REQUIREMENTS

35. Ad Sizes and Bleed Sizes

- (a) **Hold live matter:** 7" x 10" centered, ¼" from the gutter trim for spreading pages.
- (b) **Trim size of journal:** 7¾" x 10¾".

	Non-Bleed Width x Depth	Bleed Width x Depth
1 Page	7 x 10	8 x 11
2/3 Page	4¾ x 10	5 x 11
1/2 Page (vertical)	3½ x 10	4 x 11
1/2 Page (horizontal)	7 x 4¾	8 x 5¾
1/3 Page	2 x 10	29/16 x 11

- (c) It is important to prepare ads with common offsets on all four sides (e.g., 1" from bleed all around).
- (d) Spreading pages must be supplied as single pages.

36. Type of Binding: Perfect bound; jogged to head.

37. Reproduction Requirements: Consultant is printed heatset web offset. Follow Specifications for Web Offset Publications (SWOP) booklet, revised 2001.

- (a) You may submit digital ad files on a CD-ROM/DVD. The file format must be PDF/X-1a.
- (b) **Digital proof specifications:** Press, offpress, or digital halftone proofs are acceptable for color guidance. All proofs must meet SWOP specifications and include a quality-control patch (color bars). For a list of SWOP-certified color-proofing systems, please refer to the SWOP website at www.swop.org. Proofs must be outputted from the supplied file. UBM Medica requires one set of proofs for each publication. Proofs can be generated for a \$45 charge.

38. Disposition of Material: Reproduction material will be held 1 year from date of last insertion and then destroyed unless UBM Medica is specifically instructed to do otherwise.

39. Digital Ad Specifications and Shipping Instructions: For up-to-date digital ad specifications, shipping instructions, and contact information, go to: <http://mediakit.cmpmedica.com>.

ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of UBM Medica, except where a specific position has been agreed to by UBM Medica in writing.
2. UBM Medica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.
3. UBM MEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.
4. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.
5. The advertiser hereby represents and warrants to UBM Medica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("Ad Materials") in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless UBM Medica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices).
6. UBM MEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT UBM MEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL UBM MEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO UBM MEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.
7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.
8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.
9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.

