

MDLinx SPONSORSHIP

Targeted Advertising

The MDLinx network of medical Web sites and e-newsletters provides pharmaceutical and healthcare companies with direct access to more than 230,000 healthcare professionals and a growing audience of patients interested in the latest patient-focused news.

MDLinx offers both Web and e-newsletter sponsorship through various media options, including targeted advertising, content integration, and business reply card programs.

- Advantages**
- Access to 100% direct request specialists
 - More than 13 minutes per session
 - Access to physicians at home and office

- Options**
- Single or multiple channel sponsorship
 - 120 x 90 tile
 - 468 x 60 top and bottom banners
 - 120 x 600 skyscraper
 - 200 x 400 micro-site
 - Site exclusivity
 - Therapeutic exclusivity
 - Run of network
 - Co-promotion of products
 - Keyword search
 - CME promotion
 - Article integration
 - Business reply card program
 - Text links

The screenshot shows the HeartLinx website interface. On the left, there is a sidebar with a '120 x 90 Tile' advertisement for NORVASC.COM. The main content area features 'Top Cardiology Articles' with several article titles and abstracts. On the right, there is a '468 x 60 Banner' for LIPITOR and a '120 x 600 Skyscraper' advertisement for 'PRESENTATION? TIGHT TIMELINE? Braunwald slides can help'. At the bottom, there is a '468 x 60 Bottom Banner' for LIPITOR. The website includes navigation menus, search bars, and a footer with copyright information.

Patient Marketing

PatientLinx, developed to help solve the increasingly difficult task of finding trustworthy, patient-oriented information on the Internet, aggregates research from the top journals and lay resources. It categorizes information into 36 sites and e-newsletters, including Allergy, Breast Cancer, Depression, Diabetes, and Hypertension.

PatientLinx offers many of the same sponsorship opportunities available on our physician-focused sites, such as targeted advertising and sponsorship.

Permission E-mail Marketing

Subscribers consist of MDLinx users who have voluntarily signed up to receive information and valuable offers by email. Targeted mailings notify subscribers of products and services that meet their interests.

MDLinx connects healthcare professionals and patients to tomorrow's medical knowledge.

Contact: Sales@MDLinx.com for a proposal.

The screenshot shows the PatientLinx website interface. It features a grid of various health-related categories such as 'Allergy', 'Allergy resources and information for patients', 'PatientLinx', 'MEMBERSHIP', 'SPOTLIGHT ON', 'ABOUT US', and '5 studies patients share their experiences on Body.com'. The website includes navigation menus, search bars, and a footer with copyright information.