

# Renal & Urology News

## 2016 DIGITAL ADVERTISING

### Banner Advertising

	CPM (net/net)
Run of Site (ROS) <sup>1,2</sup>	\$99
Profession Targeted <sup>1,2</sup>	\$125
Specialty Targeted <sup>1,2</sup>	\$192
List Match Targeted <sup>1,2,3</sup>	\$260
Geo targeted <sup>4</sup>	0.5x premium on banner ad rates
HCP-Level Data <sup>5</sup>	2x premium on banner ad rates

### Native Advertising

	SPONSORSHIP (net/net)
Brand Connect	\$3,000/2 weeks

### High Impact Opportunities

	SPONSORSHIP (net/net)
Homepage Takeover	\$500/day \$2,000/week (buy 4 days get 3 free)
Prestitial	\$520/day
Targeted Prestitial	\$600 CPM
Interstitial	\$600 CPM

### Contextual Opportunities and Takeovers

	SPONSORSHIP (net/net)
Topic/Department Sponsorship	\$2,000/month
Topic/Department/Section Takeover + Monthly Spotlight Newsletter	\$5,500
Brand Connect +PLUS	\$125,000/6 months
Advisor Channels	\$135,000/year 100% SOV \$75,000/year 50% SOV
Conference Coverage	\$8,500/25% SOV \$15,000/50% SOV \$30,000/100% SOV

### Email Opportunities

	SPONSORSHIP (net/net)
Editorial e-Newsletters* (70,000 HCPs)	\$3,500
Specialty Targeted e-Newsletters*	\$2,500
Spotlight e-Newsletter*	\$3,500
RUN Direct Sponsored e-Mails <sup>6</sup>	\$0.35/name (\$1,500 set-up charge)

\* Publisher content

### Native App

	CPM (net/net)
Run of App (ROA) <sup>1,2</sup>	\$99
Profession Targeted <sup>1,2</sup>	\$125
Specialty Targeted <sup>1,2</sup>	\$192
List Match Targeted <sup>1,2,3</sup>	\$260



VISIT US AT  
[Renal&UrologyNews.com](http://Renal&UrologyNews.com)



### Notes:

1. A minimum of two ad units is required; campaigns with only one ad unit available are subject to a premium.
2. 70% view ability
3. Creation of a unique list by combining data points (e.g., multiple professions, prescribing data, ICD-9 codes, etc) will be billed at the List Match Targeted Banner Ad price plus pass through costs to create the list).
4. \$1,000 minimum per campaign
5. Provides HCP data (name, profession, etc) for impressions and clicks on targeted ad campaigns
6. Minimum: \$3,500 (\$2,000 list fee plus \$1,500 set-up)

For more information, please contact:

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### NEW BRAND CONNECT +PLUS

- Asset syndication of existing, pre-approved content (video or static) through Haymarket's networks and channels
- Multi-touchpoint marketing plan that efficiently connects Haymarket's audiences with client materials
- Can be targeted to profession, specialty or list match

### BUY INCLUDES:

- Hosting of client resource center containing assets and links for six months
- 25k ROS impressions per month
- Six weeks of native ads (one per month)
- Three custom e-blasts
- Ads on one editorial newsletter per week
- Triggered email message to users who visit resource center



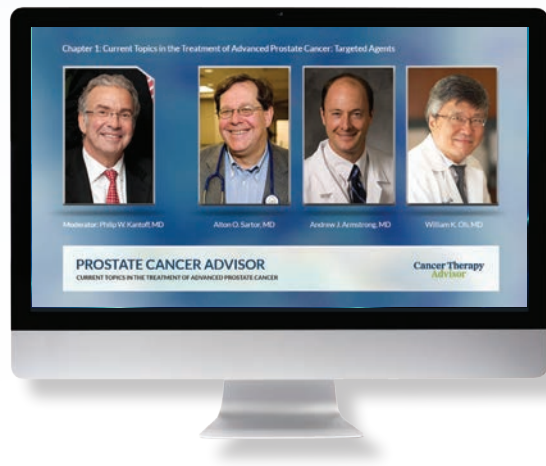
Rate Structure:  
\$125,000/6 MONTHS

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### NEW ADVISOR CHANNELS

- Identify key content channels on Renal & Urology News that offer an opportunity to provide HCPs with more in-depth clinical information
- Haymarket provides all marketing to the Advisor Channel
- Engage a “channel specific” section editor to provide guidance on content
  - Peer-to-peer, KOL multimedia product
  - Expert Perspectives interviews
  - Clinical Viewpoints interviews
  - Disease specific news, features, treatment charts and drug monographs
- 50% SOV advertising sponsorship



### Sponsorship provides a cost-effective, targeted, strategic message placement with multiple touchpoints to key targets

- 1 year of banner ads with minimum 50% SOV on desktop channel
- 1 year of banner ads with minimum 50% SOV in mobile channel
- Banner ad rotation in monthly Advisor e-Newsletter
- Pricing: Ask your account manager for more details

### Overall Metrics

- Total visits
- Unique visits
- Page views
- Time spent on site
- Video loads
- Video plays
- Length of video view
- Banner impressions
- Banner clicks
- Mobile impressions
- Mobile clicks
- Email opens
- Email clicks
- Email impressions
- Triggered message metrics (if added to core program)

### CONTENT DISSEMINATION

Multiple touch-points with key target audiences: Web, Email, Mobile, Print, Digital Edition

### Rate Structure:

\$135,000/YEAR 100% SOV

\$75,000/YEAR 50% SOV