

BANNER ADS	cpm (net/net)	Price (net/net)
<b>Run of Site (ROS)</b> <ul style="list-style-type: none"> <li>• 25,000 impressions/month</li> <li>• Delivers minimum 25% SOV on every page</li> <li>• Ad units = leader board, IMU, slim IMU, breadcrumb</li> <li>• <b>MUST</b> supply leader board and IMU ad unit</li> </ul>	\$74	\$1,850/mo
<b>Prestitial Ad</b> <ul style="list-style-type: none"> <li>• 100% SOV...sits "over" the site and all pages are routed through the ad</li> <li>• Appears once per visitor per 24 hours</li> <li>• e-Newsletter days are highest traffic days</li> <li>• 2,000 impressions per day</li> </ul>	\$210	\$420/day
<b>Home Page Road Block</b> <ul style="list-style-type: none"> <li>• 100% SOV...own all ad inventory on home page for <b>one week</b></li> <li>• Cannot run at same time as Page Peel ad (unless same client buys both)</li> <li>• 5,000 impressions per week</li> <li>• Available for <b>max 2 weeks</b> each month</li> <li>• <b>MUST</b> supply leader board and IMU</li> </ul>	\$147	\$725/week
<b>Home Page Peel Back</b> <ul style="list-style-type: none"> <li>• Grab immediate attention with this unique ad</li> <li>• 2,500 impressions per month</li> <li>• Track impressions, openership, CTR</li> </ul>		\$1,250/mo
<b>Site Takeover</b> <ul style="list-style-type: none"> <li>• 100% SOV for the ENTIRE web site</li> <li>• 20,000 ad impressions per day</li> </ul>		\$1,050/day
<b>Urology Section Takeover</b> <ul style="list-style-type: none"> <li>• 100% SOV for the Urology Section of the site</li> </ul>		\$525/day
<b>Nephrology Section Takeover</b> <ul style="list-style-type: none"> <li>• 100% SOV for the nephrology section of the site</li> </ul>		\$525/day
TARGETED KEY WORDS		
<b>Search Key Words</b> <ul style="list-style-type: none"> <li>• 100% SOV on the Search Result Page whenever your key word is searched on</li> <li>• Search results page includes all areas of site and all fields in the monograph</li> <li>• Ad unit for search = <b>leader board only</b></li> </ul>		\$100/mo each *packages available

TEXT ADS (some options may include logos)	cpm (net/net)	Price (net/net)
<p><b>Sponsored Text Links</b></p> <ul style="list-style-type: none"> <li>• Client provides 2 text links</li> <li>• Appear on every page of the site = 80,000 impressions/month</li> <li>• Use as a resource to drive clinicians to specific offerings (e.g., new clinical data, a specific study/abstract/poster session, adherence or compliance programs, sample site)</li> </ul>	N/A	\$525
<p><b>Sponsored Home Page Text Box</b></p> <ul style="list-style-type: none"> <li>• Put your message on the home page</li> <li>• Image, text and links deliver your message to HCPs</li> <li>• 2,500 impressions/month</li> <li>• <b>Note:</b> not a true ad unit; however, it can be served or tracked by a third-party ad server. Performance cannot be tracked—metrics are reported by MPR using our own analytics tool; if more than one link is included, click throughs are reported as a single number.</li> </ul>	\$60	\$500
<p><b>Bread Crumb Ad</b></p> <ul style="list-style-type: none"> <li>• A unique opportunity to integrate a marketing message immediately above content</li> <li>• Can be ROS or targeted to a department, disease, or section</li> <li>• Image, text and link (one link per ad only) deliver your message to HCPs</li> <li>• 25,000 impressions per month for ROS (less if targeted to a subsection)</li> <li>• <b>Specs:</b> not IAB standard (see spec sheet)</li> </ul>	\$25	\$750
<b>SECTION SPONSORSHIP/ RESOURCE CENTERS</b>		
<p><b>RENAL WEEK LIVE, NKF LIVE, or AUA LIVE</b></p> <ul style="list-style-type: none"> <li>• Ask publisher for details</li> </ul>		
<p><b>Department/Section/Topic</b></p> <ul style="list-style-type: none"> <li>• 100% SOV on section of your choice</li> <li>• Include banner ads and a home page text box on the departments “sub home” page</li> <li>• 1,000 impressions/month</li> <li>• <b>MUST</b> supply all 4 ad units = leader board, IMU, slim IMU, or breadcrumb</li> </ul>		\$800/mos
<p><b>Resource Centers</b></p> <ul style="list-style-type: none"> <li>• Take your existing promotional content and contextually tie it to RUN's therapeutic categories/diseases for 12 months</li> <li>• Delivers more detailed messages, generate leads, increase traffic to your content when HCPs are actively seeking related information</li> <li>• 100% exclusivity</li> <li>• House ads, links, sponsored boxes, key words drive HCPs to the microsite</li> </ul>		\$10,500/year

MOBILE WEB SITE	cpm (net/net)	Price (net/net)
<b>ROS on Mobile website</b> <ul style="list-style-type: none"> <li>A unique opportunity for digitally savvy clients; one of the few mobile websites for urologists and nephrologists</li> <li>Stats tracked by Perq/HCI Market Intelligence</li> </ul>	N/A	\$525/mo
<b>E-NEWSLETTERS</b> <ol style="list-style-type: none"> <li>eTOC</li> <li>Round-Up #1</li> <li>Conference Highlights</li> <li>Round-Up #2</li> </ol>		
<b>e-Newsletters</b> <ul style="list-style-type: none"> <li>Over 2,000 opt-ins</li> <li><b>Specs:</b> must be supplied as GIF or JPEG; can be an animated GIF</li> </ul>	N/A	Display ads: \$1,000 per position  Text ads \$400 per position
<b>Single sponsored email blasts</b> <ul style="list-style-type: none"> <li>TBD</li> </ul>		TBD
ONLINE UROLOGY/NEPHROLOGY BUYER'S GUIDE & DIRECTORY OF DIALYSIS CENTERS	cpm (net/net)	Price (net/net)
<ul style="list-style-type: none"> <li><b>Urology/Nephrology Buyer's Guide</b></li> </ul>	N/A	\$2,100/year
<ul style="list-style-type: none"> <li><b>Dialysis Directory</b></li> </ul>	N/A	\$500/year

NOTES:

SOV APPLIES ONLY TO BANNER ADS; NOT TO TEXT ADS, GOOGLE ADS, OR VIBRANT MEDIA ADS

Also available:

- Ads targeted to specific profession based on registration profile
- Geo- and time-targeting
- Vibrant Media
- Ads by Google
- Double IMU size