

## Webinars:

Help build your brand and market your services and products using *Pharmaceutical Commerce* Webinars.

- Content supplied by client; most often in the form of a PowerPoint presentation
- Moderated by our editor in chief, Nick Basta
  - Pre-recorded; incorporates a Q&A session
- 45–50 minute format
- Contact information captured via registration page
- Available for viewing on *Pharmaceutical Commerce's* website for 3 months

### Webinar Marketing Support:

- Two custom eBlasts to 21,000 *PharmaCommerce's* readers
- Vertical or Content Banner within ValueChain eNewsletter
- Shared out through *PharmaCommerce's* social media channels

Package Price: \$9,995 net

## White Paper and Case History Forum

Post your company's white papers and case histories on the *PharmaCommerce* website, and they will then be distributed via email to 21,000 pharmaceutical executives.

- Generate qualified sales leads
- Interact with pharma executives
- Gain credibility for your company and its products and services
- Collect visitor data from those who download the file

### Forum Marketing Support

- Three months posting on the *PharmaCommerce* website
- Two custom eBlasts deployed to 21,000 pharma executives

Package Price: \$7,795 net

Note: Our contributing editors will write and design your White Paper/Case History for an additional charge

## Website Videos:

Help market your products and services by posting your video on pharmaceuticalcommerce.com website's homepage. (Video supplied by advertisers in .flv and .mp4 for compatibility with mobile devices)

- Generate brand exposure
- Capture qualified leads and interact with your target audience

### Video Marketing Support:

- Posted on PC website for 3 months (3 minute video)
- Two custom eBlasts to 21,000 *PharmaCommerce* readers with link to video
- Vertical or Content Banner within *PharmaCommerce's* ValueChain eNewsletter
- Tracking reports provided to video advertiser

Package Price: \$7,795 net

**PLUS: Ask about our custom publishing and reprint services**