

2008 DTC Creative Spotlight

Second Annual Agency Compilation for the DTC Industry



Ad Samples from the 2007 Creative Spotlight including: Saatchi & Saatchi, GSW, MicroMass, McCann Humancare

Showcase Your Creative Abilities to DTC Decision-Makers with Your Profile in the 2008 DTC Creative Spotlight

Agency Profile Includes

- Company Information
- Leadership
- Main Contacts
- Date of Establishment

And Your Choice of 4 of the Following 6 Categories:

- Clients
- Areas of Expertise
- Services Provided
- Awards
- Employees
- Mission Statement

Creative Spotlight Distribution

- 3200+ targeted pharmaceutical & agency subscribers of *DTC Perspectives* Magazine. Each issue mailed will be packaged and sealed with the March 2008 issue of *DTC Perspectives* Magazine
- 700+ inclusion in the 2008 DTC Perspectives Conference Binders

Pricing

- 2-page spread with a profile of your agency and a 4 color portfolio showcasing your creative - \$5,000

2008
DTC

CREATIVE SPOTLIGHT

The Premiere
 DTC Agency Showcase

Published: June 2008
Profile Close: April 2008
Ad Close: May 2008

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