

WHY DTC?

Targeted Reach. DTC Perspectives' publications reach over 11,000 pharmaceutical marketing industry members.

Engaged Readers. Advertise in publications discussing only DTC pharma marketing and advertising relevant to our conference and online communities.

Integrated Marketing Plans. Follow DTC Perspectives' conference calendar to generate high impact email and website advertising, sponsored content, and conference sponsorships.

ADVERTISE W/ DTC PERSPECTIVES

DTC Perspectives offers a multimedia approach to advertising.

- Website Advertising
- E-newsletter Advertising
- Magazine Advertising
- Featured Sponsored Content Pieces
- Company Directory Listings

CONNECT

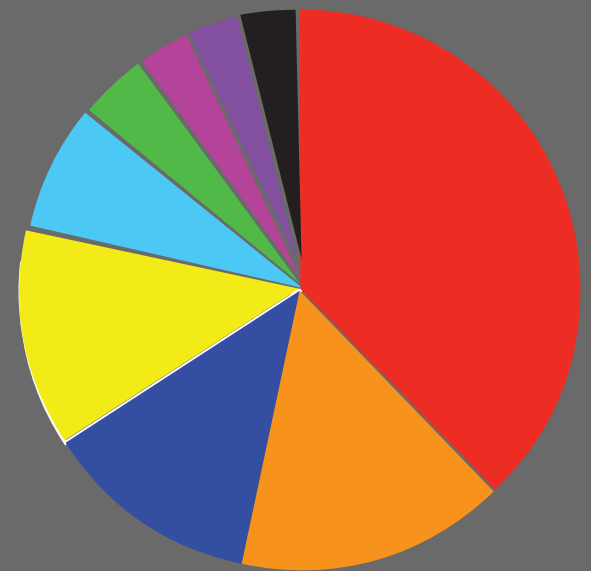
-  @DTCPerspectives
-  facebook.com/DTCPerspectives
-  youtube.com/user/DTCPerspectives

CALENDAR

REACH

DTC in Focus - DTC Perspectives' monthly eNewsletter emailed to over 11,000 pharmaceutical marketing industry members.

DTC National Guide - Hard copy publication distributed to all 500+ DTC National attendees and mailed to over 2,000 pharmaceutical marketers.



Contact Patrick at patrick@dtcperspectives.com for website, eNewsletter, directory listing, and ad pricing.

- PHARMA
- GOVERNMENT/
NON-PROFIT
- ACADEMIA
- AGENCIES
- INSURANCE
COMPANIES
- MEDIA
- PATIENT ENGAGEMENT
- MARKET RESEARCH
- SERVICES

DIGITAL AD SIZES

**SIDEBAR
200X200**

**STORY BREAK
350X150**

HEADER 620X72

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|--|--|--|---|---|
| DTC NATIONAL
April 19-21, 2016
Boston, MA
dtc-national.com | DTC FOR EMERGING COMPANIES
June 21-22
San Diego, CA
dtcperspectives.com | DTC HEALTH TECH
June 22
San Diego, CA
dtcperspectives.com | MULTICULTURAL HEALTH NATIONAL
October 25-26, 2016
Philadelphia, PA
mchnational.com | DTC FORUM ON TV AND PRINT
October 27-28, 2016
Philadelphia, PA
dtcperspectives.com |
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DTC PERSPECTIVES

2016 MEDIA KIT

PRINT AD SIZES

**FULL PAGE
AD
\$2,000**

**HALF PAGE
AD
\$1,200**

**1/3 PAGE
AD
\$800**

**1/4 PAGE AD
\$600**

WHO WE ARE

DTC Perspectives Inc. is a conference, publishing, and consulting company specializing in the area of direct-to-consumer marketing of pharmaceutical, hospital, and healthcare products. Through multiple divisions, DTC Perspectives, Inc. provides pharmaceutical, hospital, and consumer health marketers with analyses and information in their respective fields through several conferences and publications including *The DTC National Experience*, *DTC in Focus* eNewsletter, and our flagship event, the DTC National.

