

WHY DTC?

Targeted Reach. DTC Perspectives' publications reach over 13,000 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 Digital Advertising campaigns combining content distribution and live events.

ADVERTISE

W/ DTC Perspectives

DTC Perspectives offers a multimedia approach to advertising:

- Website Advertising
- E-Newsletter Advertising
- Print Advertising
- Featured Sponsored Content Pieces
- Company Directory Listings

CONNECT

 @DTCPerspectives

 Facebook.com/DTCPerspectives

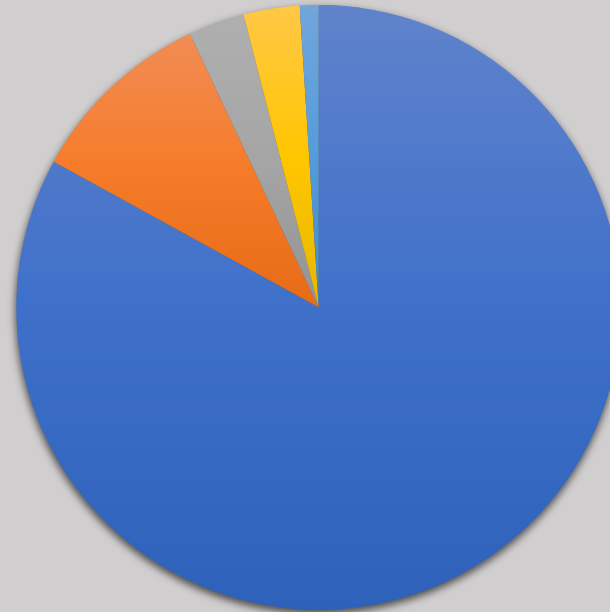
 LinkedIn.com/DTC-Perspectives

CALENDAR

REACH

DTC Perspectives' database reaches over 13,000 pharmaceutical marketing industry members.

PHARMACEUTICAL DATABASE



■ PHARMA ■ AGENCIES ■ MEDIA ■ PATIENT ENGAGEMENT ■ OTHER

PHARMA

AD/PR/MARKETING AGENCIES

MEDIA

PATIENT ENGAGEMENT

GOVERNMENT/EDUCATION/
MARKET RESEARCH/OTHER

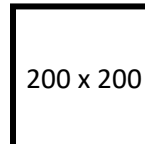
DTC PERSPECTIVES

2020 MEDIA KIT

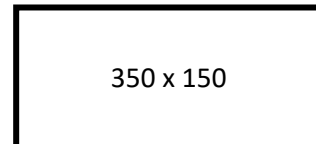
WHO WE ARE

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.

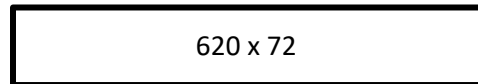
DIGITAL ADS



200 x 200

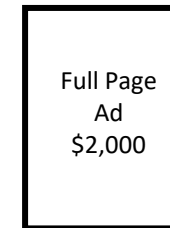


350 x 150



620 x 72

PRINT AD



Full Page
Ad
\$2,000

DTC National
August 20-21, 2020
The Sheraton Boston
Dtc-national.com

COVID-19 Virtual Event
May 2020

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