

Physician's Weekly

MULTI-CHANNEL MARKETING AT THE POINT OF CARE

eNEWSLETTER & CUSTOM EMAIL



SPECIALTY NETWORK POSTERS



POINT-OF-CARE TABLET



- Bring your peer-to-peer message to the point of care inside select PW clinic and practice locations in connection with PW wallboards and eNewsletters
- Take advantage of our unique offerings and gain valuable viewability and utilization metrics
- Engaging content helps drive targeted point of care exposure for your digital assets



PHYSICIAN'S WEEKLY

Email: sales@physweekly.com

Web: physiciansweekly.com/advertise

Physician's Weekly Tablet

TABLET FEATURES

Market Reach:

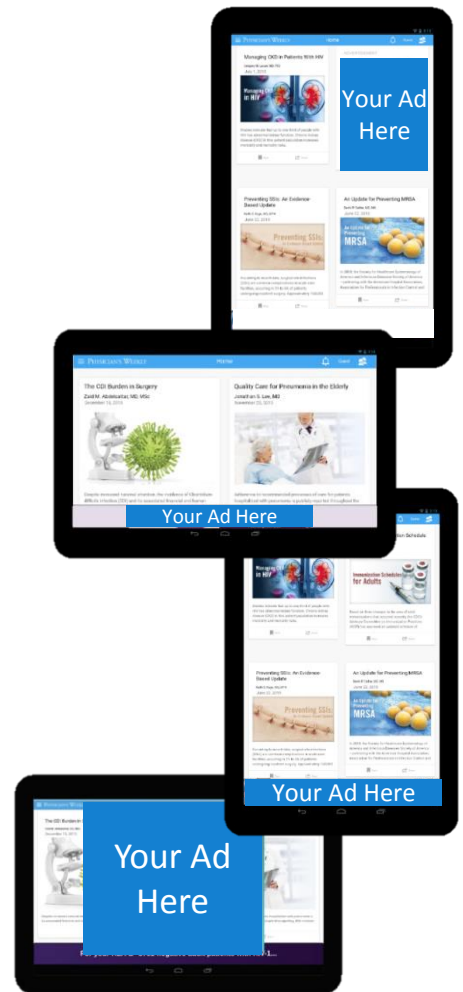
- Target your audience
- Market research capabilities
- Ability for physician's to request contact
- Up to 5 custom videos
- Up to 5 content/text pieces
- Multiple banner ad size options

Content:

- High quality *Physician's Weekly* content
- Streaming content with real-time updates
- KOL interviews and physician-contributed blogs
- Peer-to-peer discussions, eDetails
- PW CME Corner featuring free CME activities
- Infographics, medical cartoons, games and videos

Reporting:

- Monthly reporting
- Analytics will track key components by several touch points
 - HCP: all activity across the tablet
 - Institutions: all activity by institution
 - Campaign: all activity by campaign



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