Modern Physician provides the news and information physician business executives in medical groups, clinics, ambulatory surgery centers, hospitals, multi-hospitals, HMOs, PPOs and more need to make important decisions for their organizations. These executives are involved in every aspect of running a business, including staffing, operations, managed care, finance, IT and more.

Defined as physicians also in senior-level administration, physician executives hold titles such as:

- President/CEO
- Partner
- Owner
- COO
- Chief of Staff
- Medical Director
- PHO Director
- Administrator
- Principle
- CIO
- CMO
- VP Medical Affairs
- Medical Informatics
- Board Officer

As decision makers for their organizations, physician executives are responsible for purchasing a wide range of products and services, making them the ideal audience for your advertising message.

Modern Physician has three vehicles designed to help you reach this exclusive audience. By advertising with Modern Physician you have the opportunity to increase awareness for your product or brand, generate a new pool of potential clients and ultimately, increase sales and bottom line profits for your organization.

Physician Executives Are Decision Makers

60% Recommend/Specify Products and Services
40% Approve Product and Service Purchases
MODERN PHYSICIAN E-NEWSLETTER

As the leading publication serving this audience, Modern Physician keeps these executives up to date by providing the latest news and reports on trends in the industry. The e-newsletter features physician business executives and the companies and organizations they run, information on products and services, a business marketplace and much more.

Published twice a month (every other Monday), Modern Physician reaches more than 11,000 physician executives. Editorial content will include the following features and business resources:

**TOP STORY**
Each issue leads with a news-driven article that’s essential reading for physician business executives who want to stay current on the latest financial and policy developments affecting their companies and organizations.

**RECAPPING THE NEWS**
Briefs on national, regional or local news of interest to physician business executives.

**FEATURE**
Feature stories and profiles of physician business executives and the companies and organizations they run.

**BEYOND THE HEADLINES**
News analysis explaining what the latest financial and policy developments mean for companies and organizations run by physician business executives.

**READER POLL**
Interactive section where readers can share their thoughts and opinions on healthcare financial and policy topics.

**OPINIONS**
Editorials, reader letters and guest commentaries make up our physician executive community section.

**BY THE NUMBERS**
A look at the figures, rankings and statistics affecting physician business executives and their companies and organizations.

**PHYSICIANS MAKING BUSINESS NEWS**
This section highlights physician business executives making news and includes a “yearbook” of past profiled executives.

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E-NEWSLETTER ADVERTISING RATES

**Leaderboard Sponsorship**
Exclusive to only one sponsor, your ad will appear in both top and bottom leaderboard positions (728 w x 90 h pixels) in both monthly issues.

- 1 year sponsorship – $18,000
- 6 month sponsorship – $10,000
- 3 month sponsorship – $5,400

**Section Sponsorships**
One sponsorship is available in the following 4 areas: Reader Poll, Opinions, By The Numbers and Physicians Making Business News. It includes rotation among all square positions (250 w x 250 h pixels) and logo recognition in designated section (100 w x 75 h pixels).

- 1 year sponsorship – $13,000
- 6 month sponsorship – $7,000
- 3 month sponsorship – $3,900

All rates are gross.
ModernPhysician.com is the leading website for physician executives. In addition to the latest news, it provides in-depth information and resources to help physician executives run successful organizations. Sections like the Business Library, Reader Poll, Physician Executive Yearbook, Current Issue, Marketplace and more provide readers with a wealth of resources, all in one spot!

MODERNPHYSICIAN.COM ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
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</table>

All ad sizes are general rotation. 5,000 impressions guaranteed per month per position.

ADDITIONAL OPPORTUNITIES

In addition to run-of-site advertising, you can take advantage of the following opportunities to generate awareness among executives in search of solutions:

Sponsored White Papers
Post your white paper or case study, along with a 50-word summary and logo for only $500/year.

Marketplace
Include your logo, 25-word description and link to your company in this interactive section where buyers come to find information about products and services for only $250/year.

87% of B2B buyers say they "would be likely" to consider advertised products or services. Make sure physician executives consider your product by advertising in Modern Physician today!

*Source: Yankelovich/Harris/ABM Study
MODERN PHYSICIAN ALERT

Modern Physician Alert delivers breaking news as it happens! More than 11,000 physician executives, leaders and business professionals have signed up to receive this service. As a sponsor, you will reach an actively engaged audience, which means your ad is sure to be seen and responded to!

Alerts provide you with updates on important news as stories develop. While guaranteed to be delivered at a minimum of 12 times per year, Alerts may arrive more frequently—whenever breaking news occurs!

Two ad positions are available: a 120 w x 240 h pixels banner appearing to the right of the story; and a 468 w x 60 h pixels banner appearing directly under the story. Sponsorship is limited to two sponsors, with ads rotating between two positions on every Alert for a full year.

1 year sponsorship - $12,000

CREATIVE REQUIREMENTS - FOR ALL MODERN PHYSICIAN PRODUCTS

File size should not exceed 20k and must be 72 ppi (pixels per inch). Animated ads can contain up to 4 frames and loop continuously. Creative must be GIF or JPEG. Image maps, Java, and Flash ads are NOT accepted on e-newsletters and Alert. Flash ads are accepted on ModernPhysician.com but must be modified. Ads with white backgrounds are required to have a dark, 1-pixel border around each frame.

CAMPAIGN TRACKING

Access your account at any time for up-to-date online performance information. Contact your account executive for more details.

DEADLINES

All material must be submitted to Laura Kowalski at lkowalski@crain.com and courtesy copied to Richard Stevens at rstevens@crain.com at least 5 business days prior to issue date.

Contact your Modern Physician sales representative today to see how Modern Physician can help you increase brand awareness, generate leads and boost sales.