The Power of Modern Physician
Modern Physician is the leading source of news and information for physician business executives. More than 10,000 readers rely on it for its comprehensive and timely delivery of business intelligence. Available in e-newsletter format or online, Modern Physician is a trusted resource and tool used by physician business executives to compete and succeed in healthcare.

What Sets Us Apart

Loyal Readers
Close to 70% of our audience reads Modern Physician the day it is received, while more than 73% have read three or more of the last four issues. The average reader spends an average of 50 minutes with each issue. This type of loyal and devoted readership means your ad is going to be seen and responded to by those responsible for buying your products!

Credibility
One hundred percent of Modern Physician’s readers say it is credible. More than 97% of readers TRUST its content and 91% say they LEARN TRENDS from Modern Physician.

Value
More than 80% of Modern Physician’s readers say that it helps them make business decisions. More than 66% of Modern Physician’s readers state that they perceive companies who advertise as leaders in their field and more than 64% say advertising influences their decisions. Don’t let your competition dominate your visibility or awareness—make sure you’re visible to this powerful audience of decision makers!

Ad Tracking Reports
Independent third-party ad tracking reports help you prove ROI with data on Web traffic, impressions and click-through rates (CTR) generated by your Modern Physician ad. Online reports provide details on the performance of your campaign, enabling you to take immediate action regarding your creative, frequency or placement.
Reach Readers Who Buy

Our Readers Take Action

- 85% ARE DECISION MAKERS OR INFLUENCERS
- 75% CONTACTED A COMPANY MENTIONED IN AD/Visited Website
- 65% FORWARD AN AD/ARTICLE TO OTHERS

As decision makers for their organizations, Modern Physician’s readers are responsible for purchasing your products and services. Below are the top 10 products and services our readers will be purchasing in the next two years. **Gain market share and boost sales by advertising to this influential audience.**

Top 10 Products & Services

- Business Equipment & Supplies
- Information Technology
- Educational Services
- Communications Systems/Services
- Consulting Services
- Patient Care Equip./Supplies/Services
- Legal
- Performance Improvement Process
- Clinical/Pharmacy
- Marketing Services

**10,000 CIRCULATION**

83%

Hold High-Level Positions

- Senior Mgmt.
- Operations Mgmt.
- Financial Mgmt.
- Information Mgmt.
- Clinical Mgmt.
- General Admin. Mgmt.
- Board Officers

65%

65% Male
35% Female
51 Average Age

171 Average Number of Physicians in Medical Group/Clinic

ASBPE Award-Winning Publication for General Excellence

* PUBLISHER’S OWN DATA
MODERN PHYSICIAN SUBSCRIBER STUDY, FRANKLIN COMMUNICATIONS, INC., 2007
Published twice a month, Modern Physician reports on issues important to physician business executives, including people making headlines, the companies and organizations they run, and the products and services they need. Each issue contains:

**Top Story**—A news-driven article that’s essential reading for physician business executives who need 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, their companies and the organizations they lead.

**Beyond the Headlines**—In-depth 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**—Editorial commentaries, letters from our readers and guest commentaries make up our physician executive community section.

**By the Numbers**—A look at the facts, figures and rankings affecting physician business executives and their companies/organizations.

**Physicians Making Business News**—This section highlights physician business executives in the news and includes a “yearbook” of past profiled executives.

### 2008 Editorial Calendar

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<tr>
<th>Issue Date</th>
<th>Ad Close Date</th>
<th>Editorial Focus</th>
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<td>January 7</td>
<td>January 3</td>
<td>Reimbursement</td>
</tr>
<tr>
<td>January 21</td>
<td>January 17</td>
<td>Compensation</td>
</tr>
<tr>
<td>February 4</td>
<td>February 14</td>
<td>Governance</td>
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<tr>
<td>February 18</td>
<td>March 6</td>
<td>Information Technology</td>
</tr>
<tr>
<td>March 10</td>
<td>March 20</td>
<td>Specialty Hospitals</td>
</tr>
<tr>
<td>March 24</td>
<td>April 3</td>
<td>50 Most Powerful Physician Executives</td>
</tr>
<tr>
<td>April 7</td>
<td>April 17</td>
<td>Managed Care</td>
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<tr>
<td>April 21</td>
<td>May 1</td>
<td>Staffing</td>
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<tr>
<td>May 5</td>
<td>May 15</td>
<td>Medical Technology</td>
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<tr>
<td>June 9</td>
<td>June 19</td>
<td>Ambulatory Care</td>
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<tr>
<td>June 23</td>
<td>July 3</td>
<td>Reimbursement</td>
</tr>
<tr>
<td>July 7</td>
<td>July 17</td>
<td>Compensation</td>
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<tr>
<td>July 21</td>
<td>August 7</td>
<td>Governance</td>
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<td>August 11</td>
<td>August 21</td>
<td>Education</td>
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<td>September 8</td>
<td>September 4</td>
<td>Information Technology</td>
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<tr>
<td>September 22</td>
<td>September 18</td>
<td>Specialty Hospitals</td>
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<td>October 6</td>
<td>October 2</td>
<td>Executives</td>
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<td>October 20</td>
<td>October 16</td>
<td>Managed Care</td>
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<td>October 30</td>
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<tr>
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<td>Ambulatory Care</td>
</tr>
<tr>
<td>December 22</td>
<td>December 18</td>
<td>Finance</td>
</tr>
</tbody>
</table>
E-Newsletter Rates

Modern Physician Alert delivers breaking news as it happens! More than 10,000 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 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.

E-Newsletter Rates

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

- 3 months sponsorship: $5,560
- 6 months sponsorship: $10,300
- 1 year sponsorship: $18,540

Section Sponsorships
One sponsorship is available in the following four 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 the designated section (100 w x 75 h pixels).

- 3 months sponsorship: $4,020
- 6 months sponsorship: $7,210
- 1 year sponsorship: $13,390

* Publisher’s own data. All rates are gross.
ModernPhysician.com is the website of choice for physician business executives, providing the news and information they need to compete and succeed in healthcare. Written by an award-winning staff of 28 editors and reporters, ModernPhysician.com is visited by more than 26,000* registered users each month. Executives turn to ModernPhysician.com to:

➢ Read breaking news/current issue
➢ Search business library/archives
➢ Gather information about vendors/visit Marketplace
➢ Read career updates of physician executives/leaders
➢ Contact industry organizations, associations and agencies
➢ Participate in reader polls

Trusted

More than 95% of readers trust ModernPhysician.com’s content and find it to be credible. More than 84% of readers say they learn about trends from our site, while more than 73% of readers say ModernPhysician.com contains information that helps them make informed business decisions.

When asked, “If you could pick only one website for physician executive business news, which would you choose?”

* PUBLISHER’S OWN DATA
MODERN PHYSICIAN SUBSCRIBER STUDY, FRANKLIN COMMUNICATIONS, INC., 2007
<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Rectangle (240 w x 400 h pixels)</td>
<td>$480</td>
<td>$1,355</td>
<td>$2,540</td>
<td>$4,745</td>
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<tr>
<td>Leaderboard (728 w x 90 h pixels)</td>
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<tr>
<td>Square (250 w x 250 h pixels)</td>
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<td>$1,185</td>
<td>$2,205</td>
<td>$4,070</td>
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<tr>
<td>Button (120 w x 90 h pixels)</td>
<td>$115</td>
<td>$385</td>
<td>$725</td>
<td>$1,340</td>
</tr>
</tbody>
</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 business solutions:

Sponsored White Papers

Do you have a cutting-edge case study or white paper? Ensure that the right audience sees it by posting it on our online section of case studies. Executives in search of solutions value this type of dedicated resource and rely on it when making decisions. Post your report today!

In addition to your case study/white paper, please provide a 50-word summary and logo (which links to your report). Reports can be submitted as PDF files, no larger than 4 MB. Logos can be submitted in PDF, JPEG or GIF format (maximum width of 125 pixels).

1 year .......................... $500

Marketplace

The Marketplace is an interactive resource located on Modern Physician Online’s home page providing decision makers a one-stop shop for valuable information on products and services.

Company logo and a 25-word description appear in the category you choose and are linked to your website for instant access.

1 year .......................... $250

I read Modern Physician as soon as it arrives because it is the best source of physician executive news. It keeps me up to date on the trends affecting our industry, as well as the latest products and services from the vendor community.

Randy McGrane
Managing Director
Ensemble Investments, LLC
Creative Requirements
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.

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 start date.

Frequency Rates
Frequency is determined by the number of impressions/length of time contracted for an advertiser within 12 months from the date of first insertion order.

Short Rates and Rebates
Advertisers will be short-rated if the amount of space upon which billings were based is not used during the 12-month period from the date of the first insertion.

Campaign Tracking
In addition to generating instant awareness, leads and sales, online advertising provides powerful data to help you prove ROI. See the number of impressions your ad received or the click-through rates (CTR) your ad generated by reviewing the third-party tracking data provided by Modern Physician. This data can also help you make future decisions regarding your creative campaign, frequency, placement and/or ad size. No other website provides this type of actionable data or belief in their online product. Ask your account executive to show you how to access your report today!

Payment Terms
Invoices are submitted monthly and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion for payment. However, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

Terms & Conditions
Modern Physician reserves the right to reject any advertisement or any URL link for any reason. Online ads that are part of a sponsorship package, such as an event, award program, or special sponsorship, are non-cancelable and must abide by scheduled dates. If Modern Physician fails to deliver the guaranteed impression level in any month, it will add the missed impressions to the next month’s guarantee.