

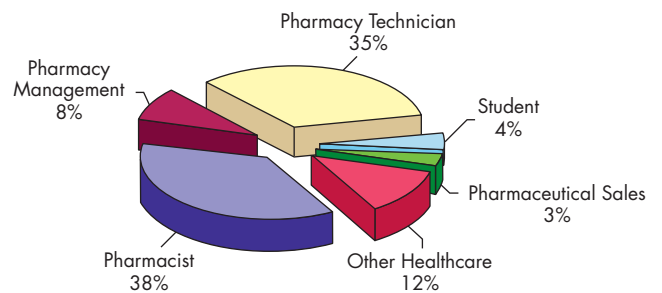


Connect with pharmacists nationwide with Pharmacy Choice®

Pharmacy Choice is an application service provider and professional services company for the pharmacy and pharmaceutical industries, offering a full suite of web and email based communication solutions that target pharmacy professionals.

The Pharmacy Choice web portals are collectively the most popular destinations on the Internet for pharmacy professionals.

100,642	Active email addresses
231,134	Registered web site users
151,287	Monthly newsletter subscribers
152,659	Continuing Education enrollments
5,504,941	Web site page views
285,483	Monthly unique web site visitors



The Pharmacy Choice Network consists of three primary web-portals – PharmacyChoice.com, RxSchool.com and RxCareerCenter.com. Combined, these portals are the most visited web sites in the pharmacy industry.

Pharmacy Choice

pharmacychoice.com

Provides pharmacists, pharmacy technicians, students and others in the industry with the most comprehensive suite of web-based tools and information available, including drug information, industry news and educational programs.



RxSchool

rxschool.com

RxSchool is an e-learning web portal that offers one of the largest ACPE accredited continuing education catalogs on the Internet with over 150 hours of live and enduring continuing education.

RxSchool®

RxSchool is accredited
by the Accreditation Council
for Pharmacy Education as a provider
of continuing pharmacy education



RxCareerCenter

rxcareercenter.com

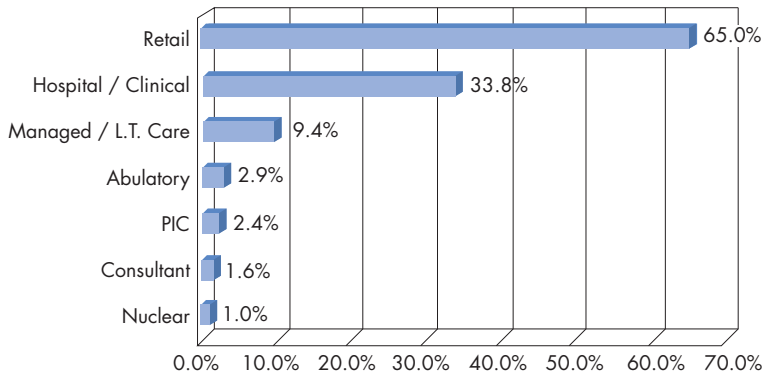
Home to the largest job board for the pharmacist, pharmacy technician and pharmaceutical industry professional. Provides job candidates with a secure and confidential system for searching for career opportunities.



Advertising Opportunities

Reach the Entire Industry

The Pharmacy Choice database of pharmacy professionals includes all occupational categories from retail staff pharmacists to hospital pharmacy directors across every key practice setting.



Special Announcement Program

Build brand awareness within the pharmacist community with multiple branding and awareness opportunities.

- Posted in all premium locations (Pharmacy Choice, RxSchool, RxCareerCenter) for a minimum of 30 days
- Receives on average 500,000 views
- Includes:
 - Email blast to over 100,000 opt-in pharmacy professionals
 - Exposure in Pharmacy Choice and RxCareerCenter newsletters
- Product branding web pages may include:
 - Contact
 - Patient usage instructions
 - Prescribing information
 - Product facts and FAQs
 - Medication guides
 - Links to other web-based resources such as the product home page or educational programs at RxSchool
 - Banner advertising
 - Custom survey

Special Announcement

Spirentia **NEW**
Tablets

Spirentia is a prescription medicine for adults who battle frequent migraines.

Clinical studies found that Spirentia tablets, which dissolve quickly after swallowing, reduced the frequency of migraines.....

[View Entire Announcement](#)

Go to Spirentia.com

Weekly activity reports* are available for all programs, identifying Total Views, Page Views, Clicks, and Survey Results

* Reports use industry standard web tracking and proprietary database to insure reporting accuracy

Banner advertising

Increase brand awareness and drive traffic to your website with banner advertising. Pharmacy Choice will develop and/or host a series of custom banners.

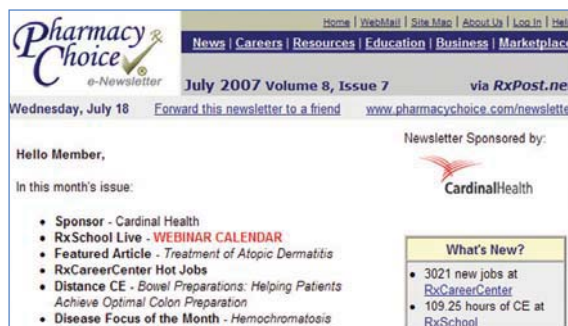
- Variety of banner sizes and styles available
- Ads rotate throughout the Pharmacy Choice web portal, RxCareerCenter job board and RxPost.net email system
- Advertising options are based on banner impressions or designated period of time

Introducing **THOMSON Clinical**  **perTM**

Newsletter sponsorship and email marketing

Distribute your custom message to our large database. Pharmacy Choice distributes three regular newsletters to over 136,000 subscribers.

- Newsletters include:
 - Pharmacy Choice monthly newsletter – general pharmacy interest
 - RxCareerCenter candidate newsletter – job seekers
 - RxCareerCenter client newsletter – pharmacy employers
- Newsletters may also be distributed as one-time mailings to additional client or third party email lists
- Email list is one of the most extensive in the industry and can be supplemented with your specific list or any third party email list.



RxSchool[®]

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Continuing Education Programs

Reach over 100,000 registered healthcare professionals. Educational products and services include: creation of new CE programs, repurposing of existing content, ACPE program certification, hosting of programs accredited by other educational providers, presentation of live webinars, and CE sponsorships.

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