

PharmaVOICE WebCast Network — Podcast Program Overview

Your executives are key opinion leaders, and they have something to say!

Podcasts are one of the fastest ways to get a message in front of a mass audience. They are an impactful and economical extension to an existing PR/marketing program. This means your message will reach more people, and it won't cost a lot of money.

Help tell your unique story and get more exposure with a podcast produced and promoted by **PharmaVOICE** magazine.

PharmaVOICE Podcast Packages

► Podcast Package

- Professional recording and production of podcast
- PharmaVOICE branded podcast
- Link to Podcast in the UpFront section in PharmaVOICE
- Listing on PharmaVOICE.com
- Dedicated email campaign, featuring your podcast, sent to a list of 6,000+ targeted industry executives
- Listing in monthly Podcast e-alert
- Rights for unlimited Web posting and electronic distribution including: posting on your Website, promoting in emails, and distributing in digital media (CD-ROM, DVD, hard drive, etc.)
- We maintain ownership and the copyright and give you distribution rights to the material

Cost: \$3,500

► Podcast/White Paper or PDF Package

Includes everything in Podcast Package plus ... Partner supplied white paper or PharmaVOICE article co-promoted in the following ways:

- Hosting on PharmaVOICE.com for 12 months+
- Lead generation form with real-time alerts to you when paper is downloaded

(a \$500 savings) **Cost: \$4,000**

► Partner Supplied Podcast Hosting

- Hosting on PharmaVOICE.com for 12 months

Cost: \$1,000

Note: Programs include one phone interview session, one round of editing per client feedback, and one mp3 file. Also include all promotional elements listed in this document.

Fast Facts

- Podcasts length: 10-15 minutes
- Includes interactive conversation with Producer, PharmaVOICE Webcast Network, Dan Limbach
- Mention of Sponsoring Company and Website address

Timeline

It takes about a week to turn a raw interview into a finished podcast.

Step 1 Agreement is signed

Step 2 Interview is scheduled

Step 3 Questions are created jointly between you, and PharmaVOICE

Step 4 Interview is conducted in person or by phone

Step 5 First version is created in post production editing

Step 6 Client review – final changes are made and approved

Step 7 Podcast is promoted on Web, in PharmaVOICE, on PharmaVOICE e-alert, and in Podcast Directories and the RSS feed

Here's how it works:

An interview will be conducted with your thoughtleader by a **PharmaVOICE** editor

- The interview will be recorded in high quality digital format in person or via phone
- All of the 'ums,' 'ahs,' and mistakes will be taken out and we will have a tight, focused piece
- Our lively and branded **PharmaVOICE** podcast music will be added to make it 'pop'
- The interview will be optimized for size and quality and made into an mp3 file

Once it's finished, anyone will be able to listen to your podcast on their computers, iPods, PDAs, or any other device that can play mp3 files.

Your podcast will:

- be featured on the PharmaVOICE.com website
- be featured in an upcoming issue of PharmaVOICE
- be promoted in dedicated email promotion (more than 6,000 sent)
- be promoted in PharmaVOICE e-alert emails (more than 65,000 sent)
- go into the PharmaVOICE syndicated RSS feed, which is promoted to all PharmaVOICE readers, and be listed in iTunes and numerous other podcast directories on the Web

Finally...

- Your organization has unrestricted rights to use and distribute the mp3 file
- You will receive a copy of the podcast file, which can be put on your website, on a CD/DVD, use at trade shows, and much more ...