



PharmaVOICE Industry Vision — Videocast Program Overview

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

Videocasts 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.

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

PharmaVOICE Videocast Package

► Interview Package

- Professional recording and production of 5-minute video
- PharmaVOICE “Industry Vision” branded video
- Link to video in the UpFront section or an article featured in PharmaVOICE
- Listing on PharmaVOICE.com videocast page
- Listing in PharmaVOICE monthly videocast e-alert
- Dedicated e-mail campaign, featuring your video, sent to a targeted list of 6,000+ industry executives
- Rights for unlimited Web posting and electronic distribution, including: posting on your Website, promoting in e-mails, and distributing in digital media (CD-ROM, DVD, hard drive, etc.)

Cost: \$9,750 (plus travel and expenses)

► Two Package Bundle

Includes everything in the Interview Package plus ...

- Two videos produced at the same time at a huge discounted cost

Added Cost: \$5,900

Note: Programs include one in-person interview session, one round of editing per client feedback, and one file. Also includes all promotional elements listed in this document. PharmaVOICE maintains ownership and the copyright and gives you distribution rights to the materials.

Timeline

Step 1 Agreement is signed

Step 2 Interview and rehearsal are scheduled

Step 3 Questions are created jointly between you and PharmaVOICE

Step 4 Rehearsal of episode is conducted via phone

Step 5 Interview is conducted in person on scheduled date only

Step 6 First version is created in post-production editing

Step 7 Client review – final changes are made and approved

Step 8 Videocast is promoted on Web, in PharmaVOICE, on PharmaVOICE e-alert, and in Videocast Directories and the RSS feed

Here's how it works:

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

- The in-person interview will be recorded in high-quality digital format
- The video will be edited to produce a tight, focused piece
- Our lively and branded **PharmaVOICE Industry Vision** video introduction and music will be added to make your video pop
- The episode will be optimized for size and quality and converted into a high-res flash file

Once it's finished, anyone will be able to view your videocast on their computers, video iPods, PDAs, or any other device that can play flash files.

Your video will:

- Be featured on the PharmaVOICE.com Website
- Be featured in an upcoming issue of PharmaVOICE
- Be promoted in PharmaVOICE e-alert e-mails (more than 50,000)
- Go into the PharmaVOICE syndicated RSS feed
- Be listed in iTunes and numerous other videocast directories on the Web

Finally...

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