



USP <800> Marketing Blitz Package

Position Your Company as a USP <800> Market Leader

With USP<800> going into effect on December 1, 2019, now is the time to position your company as a market leader. You pride yourself in offering a USP <800> compliant solution, don't fall short on promoting it. RXinsider can help promote your brand as a USP <800> market leader via print, video, ebook, social media, and web. Contact your RXinsider representative to learn more about our USP <800> Marketing Blitz Package.

Benefits

- Instant brand exposure.
- Long-term brand development.
- Continuous sales lead generation.
- Positioning as USP <800> market leader.
- Hosted across multiple media platforms, including: Print, video, eBook, web, social media, and email.

Pharmacy Platinum Pages

	Artwork Due Date
2018 Pharmacy Platinum Pages	January 19, 2018

20Ways Issues

	Close Date	Artwork Due Date
2018 20Ways SUMMER (Hospital) Issue	April 20, 2018	April 27, 2018
2018 20Ways WINTER (Hospital) Issue	October 12, 2018	October 19, 2018

Deliverables

- Booth in the USP <800> aisle in the Virtual Trade Show.
- Quarter-Page Company PROFILE in the Pharmacy Platinum Pages.
- Quarter-Page ad in the Pharmacy Platinum Pages.
- One 90-Second HD video including:
 - Professional voice-over.
 - Detailed viewing analytics.
 - Code for embedding into websites.
 - Hosted on the VimeoPro platform.
- Logo inclusion in a Full-Page PREMIUM Ad in the Pharmacy Platinum Pages.
- Logo inclusion in a Full-Page PREMIUM Ad in the 20Ways SUMMER (Hospital) Issue.
- Logo inclusion in a Full-Page PREMIUM Ad in the 20Ways WINTER (Hospital) Issue.
- Logo inclusion in USP <800> email campaign sent to RXinsider's organically grown proprietary email database consisting of approximately 20,000 pharmacy professionals.
- Promotion throughout the RXinsider ECOSYSTEM (one year).

Investment

- 2018 Annual Investment: \$8,900