

503B Pharmacy Outsourcing Facilities

A 503B compounding brand and awareness campaign to the hospital pharmacy market.


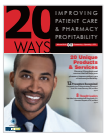


How are you comprehensively reaching the HOSPITAL pharmacy market?

Enhance your branding and reach with a comprehensive and nationwide multimedia campaign. RXinsider's *Hospital Pharmacy 503B Outsourcing Facilities Marketing Blitz* educates pharmacy hospital directors (DOPs), pharmacists, technicians, and managers on the leading 503B outsourcing facilities solutions within the pharmacy marketplace through digital, print, video, social media, and email channels.

Marketing Blitz Package	INCLUDES	INCLUDES
Pharmacy Platinum Pages: One (1) Full-Page Ad	Yes	Yes
Virtual Pharmacy Trade Show: One (1) Digital Booth	Yes	Yes
20Ways: One (1) WAY Profile (Two Pages)	No	Yes
20Ways: One (1) Full-Page Ad (Premium Placement)	Yes	No
Animation Videos (60-Seconds)	2	2
INVESTMENT	\$14,800	\$19,800

Case Study Add-On	INVESTMENT
Case Study: Four (4) Pages <i>Published in One (1) 20Ways Issue</i>	\$14,900
Case Study Authorship <i>Professional Interviewing and Writing Services</i>	\$2,000

Video Package Add-On	INVESTMENT
Video Production (Eight Options)	Varies

PLATFORM	DESCRIPTION	CIRCULATION	FREQUENCY	PRACTICE SETTINGS	FORMAT/DELIVERABLES
Pharmacy Platinum Pages 	A 50+ category annual buyer's guide for pharmacy management containing product profiles, display ads, and mini-buyer's guides.	40,000 Print Social Live Trade Show SEO Email	Annual	Retail Health System LTC Specialty Infusion Compounding	Print Video e-book Mobile App Web/PDF
20Ways 	A tri-annual publication educating decision-makers on products and services to improve patient care and profitability.	27,000 Print Social Live Trade Show SEO Email	Winter Spring Fall	Retail Specialty LTC Compounding	Print Video Reprints e-book Mobile App Web/PDF
20Ways 	A bi-annual publication educating decision-makers on products and services to improve patient care and cost containment.	13,000 Print Social Live Trade Show SEO Email	Summer Winter	Health System Infusion	Print Video Reprints e-book Mobile App Web/PDF
Virtual Trade Show 	A virtual pharmacy trade show comprised of 80+ aisles and 300+ booths showcasing specific products.	200,000 Annual Visitors 500,000 Annual Viewings	Continuous	Retail Health System LTC Specialty Infusion Compounding	Online Platform

