

DIRECT HITS

MATCH YOUR MESSAGE TO YOUR MARKET

Presented by

DRUG STORE NEWS
THE BUSINESS OF RETAIL PHARMACY

Program your marketing message to appear online at precisely the time when customers are most likely to buy.

Direct Hits is a contextual marketing program that is alerted when readers are reading Drug Store News stories about your business — and displays your marketing message at the same time on the same page.

The system works by linking marketing content archived on your custom-built microsite to reader searches about your company, business or industry. The result is more visibility for your message, and a more motivated prospect for your products or services.

PROGRAM FEATURES:

- Building of your branded drugstorenews.com micro-site
- Up to 30 unique pages of your content
- Unlimited targeted links to relevant drugstorenews.com articles
- Your messages linked directly to action or branding messages
- Monthly updates of micro-site content
- An assigned, dedicated content and account manager who carries out the work under your instruction
- Full monthly reporting on results – Branded Impressions, Page Clicks, Competitor Analysis
- Unlimited amount of contextually related lead generation forms

PROGRAM BENEFITS:

- The content already exists – get the web to work as effectively as possible for you
- Pre-qualified Drug Store News user base
- Minimal internal resource required
- Maximizes your corporate marketing content by targeting your customers and potential customers when most interested
- Evaluates the ROI and understanding of what marketing material is working hardest for you
- Guaranteed editorial adjacency
- Helps with your SEO efforts

ACT NOW

Take advantage of our special charter price of \$10,000

▶ **SAVE \$6,000** off the regular cost!

The screenshot shows the Drug Store News website interface. A search bar at the top right contains the text "Mylan's". Below the search bar, a "DIRECT HITS" advertisement is displayed. The ad features a globe icon and the headline "Uncompromising Standards." Below this, it lists "NEW WAYS OF WORKING TOGETHER" and mentions "Dairy and Colleen Wegman discuss four things retailers and suppliers must change about the way they do business." At the bottom of the ad, it lists "Mylan's" products: "See how more consumers are fighting stress with hormone medicines," "Mylan's" Penicillin cough and cold products with all natural flavors for children 2 years and over, and "Related Resources" for more pharmacy needs. A "More Direct Hits" link is also present. The background of the screenshot shows a news article titled "Brokers build bridge to successful launches (Agents of Innovation)" by Alexander Antikarov, dated 05/21/2007.

FOR MORE INFORMATION, PLEASE CONTACT

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