

Marketing Blitz



USP <800>

A USP <800> branding 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 *USP <800> Marketing Blitz* educates pharmacy hospital directors (DOPs), pharmacists, technicians, and managers on USP <800> compliance, relative to products and/or services within the hospital pharmacy marketplace through digital, print, video, social media, and email channels.

Marketing Blitz Package	INCLUDES
Pharmacy Platinum Pages: One (1) Quarter-Page Ad	Yes
Pharmacy Platinum Pages: One (1) Quarter-Page Profile	Yes
Virtual Pharmacy Trade Show: One (1) Digital Booth	Yes
20Ways: Logo Inclusion on Full-Page Ad (SUMMER & WINTER Hospital Issues)	Yes
Pharmacy Platinum Pages: Logo Inclusion on Full-Page Ad	Yes
Nationwide Email: Logo Inclusion on Campaign to ~15,000 Proprietary, Opt-In Records	Yes
Animation Videos (60-Seconds)	1
INVESTMENT	\$8,900

Case Study Add-On	INVESTMENT
Case Study: Four (4) Pages <i>Published in One (1) 20Ways Issue</i>	\$12,900
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

