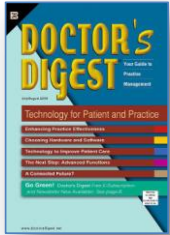



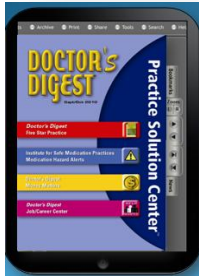


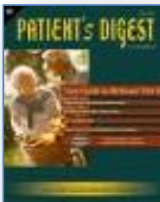









Brandofino Communications Print and E-Opportunity Marketing Map 2011

PhRMA Compliant Publications - Portal & Mobile Web Content and Patient Educational Tools

Audience	Products and Programs	Print	Electronic	
PCP +Cards	Doctor's Digest www.doctorsdigest.net			
High Prescriber 95M Therapeutic Exclusive	Journal - Bi Monthly - Practice Management Manuals	X	X	
	Single Sponsor - physician specialty/therapeutic exclusive	X	X	
	Gift subscriptions w/detachable bookmark or poster page	X	X	
	Gift Cards for E-subscriptions		X	
	PDA editions - key word searchable		X	
	Digital Editions Customized on our site or yours		X	
	Podcasts & Vodcasts (Video)		X	
	Booklets/Newsletters	X	X	
	Gift E-subscriptions		X	
	Banner Advertising		X	
	www.thedoctorschannel.com Sponsorships available		Web TV	
	Portal Website Content			
	Digital or E-Editions Customized with or without your advertising		X	
	RSS Feeds of Essential Practice Tips			
	Doctor's Digest Fast Fact Podcast Series			
	Doctor's Digest Vodcast Series			
	Doctor's Digest "Best Of" E-Edition			
All Specialties	PracticeRx by Doctor's Digest iPhone/iPod Touch App			
Therapeutic Exclusive	Powered by Institute for Safe Medication Practices		X	
	Doctor's Digest Essential Practice Management Tips			
	Drug/Hazard/Medication Alerts of National Importance			
	Medication Error Reporting Tools			
	Doctor's Digest Digital Practice Solution Center™		X	
	Doctor's Digest Interactive Digital Editions -- on the iPad and other e-readers, Online and via Email			
	Job/Career Center			
	Doctor's Digest "Practice Management Tips"			
	Doctor's Digest "Speed Read"			
	Doctor's Digest Money Matters			
	ISMP Medication/Hazard Alerts			
NP/PA	Clinician's Digest www.cliniciansdigest.net			
	Single Topic Practice Management Booklets -	X	X	
	Single or Multi sponsored - Therapeutic Exclusive	X	X	
	Print or Digital Editions Customized on our site or yours	X	X	
	Podcasts/Vodcasts		X	
	Gift E-subscriptions		X	
	Banner Advertising		X	
	www.thedoctorschannel.com		X	

Pharmacists	Pharmacist's Digest www.pharmacistsdigest.net					
	Quarterly Practice Management Booklets -	X	X			
	Single or Multi sponsored - Therapeutic Exclusive	X	X			
	Print or Digital Editions Customized on our site or yours	X	X			
	Podcasts/Vodcasts	X	X			
	Gift E-subscriptions	X	X			
	Banner Advertising	X	X			
	www.thedoctorschannel.com	X	X			
Direct to Patient with Physician Exec Summary	Patient's Digest www.patientsdigest.com			Print	Electronic	
					X	
	Single Topic Editorial Focus with web embedded e-edition	X				
	Doctor's Digest on FACEBOOK!				X	
	Doctor's Digest on TWITTER!				X	
	Doctor's Digest - Money Matters				X	
	Quarterly Financial e-Newsletter					
	<i>Doctor's Digest-Money Matters</i> exclusively for physicians registered for <i>PracticeRx</i> by <i>Doctor's Digest</i> , the FREE iPhone/iPod Touch App., and for our <i>Doctor's Digest</i> print and e-subscribers. This quarterly e-newsletter will cover personal financial advice for physicians.					
PhRMA Compliant Premiums & Unique Solutions						
MD NP/PA	ICD11-CM Pocket Coding Advisor 2011	X				
Front Desk Staff/Consumer	MEMO-Snap Message Mate (Personal Planner) w/snap-ins PLUS OUR NEW: FRONT DESK DIGEST™	X	X			
Compliance Tool - Clinical Trial Recruitment	MEMO-Snap Patient Reminder (Medical Planner) w/snap-ins	X				
HCP/Consumer/DTP	Customize your Memo Snap with assorted snap-ins, calendars, carb counter, health reminders and many more!	X	X			
All	Pocket Coding Adviser from our popular monthly series					
All	Pocket Coding Adviser OIG 2011 Work Plan Manuals on PDA/Podcasts and PDF Applications - Series of Six	X	X			
"Business in Medicine" 35 Physician Specialties	The Doctor's Channel www.thedoctorschannel.com				Web TV	
	Sponsorships available for 2-minute Vodcasts from our most popular issues, narrated by leading experts.					
COMING SOON!	Patient Memo - Patient Prompt & Survey Pad www.patientmemo.com	X				
COMING SOON!	Eco-Practice Solutions™ Newsletter	X	X			
9/16/2010	doctorsdigest@verizon.net					