



# 2007 Buying Programs

## New for 2007

1. Corporations with a 2006 minimum combined spend of \$500,000 on advertising (configured from the 1x gross rate) and custom education programs (excluding article reprints) in Ascend Media Healthcare journals may **elect either the Ascend Summit or the Corporate Discount** program, as will be applied to 2007 advertising schedules for that corporation.

- A. **Ascend Summit:** Replacing the World Class Buy, this discount will be applied to the earned rate and is offered in place of Corporate Discount, Corporate Continuity, and Double Play programs as may be earned by or applied to individual product schedules from month to month.

### Discount Levels:

\$ 500,000	5%
\$1,000,000	10%
\$1,500,000	12%
\$2,000,000	14%
\$2,500,000	16%
\$3,000,000	18%
\$4,000,000	19%
\$5,000,000	20%

- B. **Corporate Discount:** The Corporate Discount is increased in value over 2006, and may be applied to advertising space only in 2007 in addition to all other earned discounts.

### NEW Discount Levels:

\$ 500,000	1%
\$1,000,000	2%
\$1,500,000	3%
\$2,000,000	4%
\$2,500,000	5%
\$3,000,000	6%
\$4,000,000	7%
\$5,000,000	8%

2. **New Launch Program:** Advertise your new product launch or new indication or formulation in any Ascend Media Healthcare publication and earn a free doubled unit in the 5<sup>th</sup> (consecutive) issue, while also qualifying for a free insertion after the 6<sup>th</sup> consecutive insertion through our Continuity Program.
3. **2 or More Custom Combo Buy:** Advertise the same product in the same month of issuance in 2 or more Ascend Media Healthcare publications and take a 5% discount on the matching pages in each publication in that month. May not be applied with the Primary Care Combo or Combo Plus.

- A. **When using this combination buy with either Resident & Staff Physician or Cardiology Review, add an additional discount to total 10% on RSP, 15% on CR.**

4. **Cover Premiums:** To be applied to earned rate on all Medical Group publications:

Cover 2:	25%
TOC:	15%
Cover 4:	50%



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## Programs Continuing in 2007

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### 5. Continuity Plan:

- A. **Buy 6 get 1:** Advertise the same product in 6 consecutive issues and earn a unit of the same (averaged) size free in the next month of issuance.
- B. **Buy 10 get 2:** Advertise the same product in 10 issues from January through October and earn units of the same (averaged) size free in November and December.

Continuity awards must be earned and applied within calendar year 2007. Free units earned through Continuity Programs may not be applied in premium positions.

- 6. **Corporate Frequency:** Corporations may combine all pages and partial pages in Ascend Media Healthcare publications to establish the highest common frequency discount.
- 7. **Double Play:** Advertise the same product twice in the same month of issuance in any single title and earn 20% off the 2<sup>nd</sup> unit only. Discount is applied to ROB space only.
- 8. **Primary Care Combo:** Advertise the same product in *Family Practice Recertification/Internal Medicine World Report* (FPR/IMWR) and *Physician's Money Digest* (PMD) in the same month of issuance and earn an 8% discount on the units in each publication. See combination rate card.
- 9. **Primary Care Combo Plus:** Add one Ascend Media Healthcare journal from the Medical Group or Pharmacy to a Primary Care Combo schedule in the same month of issuance and earn a 9% discount on the units in all four publications. Or, add two journals and earn a 10% discount in all five publications.
  - A. When using this combination buy with either *Resident & Staff Physician* or *Cardiology Review*, add an additional discount to these titles only: 10% on RSP, 15% on CR.

### 10. Order of Discounts:

#### Using Corporate Discount Plan

Establish earned Corporate Frequency  
Apply any combination discounts offered

- 2 or More Custom Combo or
- Primary Care Combo (or Combo Plus)

Apply Double Play Discount if earned and calculate adjusted gross  
Apply earned Corporate Discount and calculate adjusted gross  
Apply Agency Discount and calculate net cost

#### Using Ascend Summit Plan

Establish earned Corporate Frequency  
Apply any combination discounts offered

- 2 or More Custom Combo or
- Primary Care Combo (or Combo Plus)

Apply earned Ascend Summit discount and calculate adjusted gross  
Apply Agency Discount and calculate net cost