

HCP Pricing

Description	Line Description	Sizes	Rate
HCP - Video Campaign Package (PACKAGE ONLY) - NM2021	HCP - Video Campaign - Tier 1		5100
HCP - Video Campaign Package (PACKAGE ONLY) - NM2021	HCP - Video Campaign - Tier 2		5050
HCP - Video Campaign Package (PACKAGE ONLY) - NM2021	HCP - Video Campaign - Tier 3		9150
HCP - Case Study Content Marketing (PACKAGE ONLY) - NM2021	Tier 1		5450
HCP - Case Study Content Marketing (PACKAGE ONLY) - NM2021	Tier 2		9200
HCP - Case Study Content Marketing (PACKAGE ONLY) - NM2021	Tier 3		12600
HCP - Video Creation -NM2021	Video Creation		5100
HCP - Custom Question -NM2021	Custom Question		500
HCP - Leads From Your List -NM2021	Leads From Your List		750
HCP - Targeted Cover -NM2021	Up to 1,500	TC1500	6200
HCP - Targeted Cover -NM2021	1,501 to 2,000	TC2000	6450
HCP - Targeted Cover -NM2021	2,001 to 2,500	TC2500	6675
HCP - Targeted Cover -NM2021	2,501 to 3,000	TC3000	6875
HCP - Targeted Cover -NM2021	3,001 to 3,500	TC3500	7175
HCP - Targeted Cover -NM2021	3,501 to 4,000	TC4000	7475
HCP - Targeted Cover -NM2021	4,001 to 4,500	TC4500	7800
HCP - Targeted Cover -NM2021	4,501 to 5,000	TC5000	8150
HCP - Targeted Cover 250 Names -NM2021	Targeted Cover 250 Names		575
HCP - E-blast Extension -NM2021	E-blast Extension		750
HCP - Standard e-blasts -NM2021	Co-Branded Newslettter	EBCOBNL	5000
HCP - Standard e-blasts -NM2021	Webinar (PACKAGE ONLY)	EBWEBN	4050
HCP - Standard e-blasts -NM2021	Whitepaper	EBWP	4050
HCP - Standard e-blasts -NM2021	Case Study	EBCASE	4050
HCP - Standard e-blasts -NM2021	E-Book	EBEBK	4050
HCP - Standard e-blasts -NM2021	Event	EBEVT	4050
HCP - Standard e-blasts -NM2021	Supplied HTML	EBHTML	4150
HCP - Standard e-blasts -NM2021	Industry Webinar	EBINWB	4050
HCP - Standard e-blasts -NM2021	Product Update	EBPROD	4050
HCP - Standard e-blasts -NM2021	Video	EBVID	4050
HCP - Standard e-blasts -NM2021	Asked & Answered	EBASKAN	6200
HCP - Telephone Lead Generation -NM2021	Telephone Lead Generation		3800
HCP - Healthcare Packaging Focus -NM2021	Focus		1175
HCP - Logistics for the Life Sciences - NM 2021	Logistics for the Life Sciences		1175
HCP - Quick Hits -NM2021	Quick Hits		975
HCP - Serialization Countdown -NM2021	Serialization Countdown		1175
HCP - PDF Creation -NM2021	Case Study PDF Creation		3600

HCP - PDF Creation -NM2021	Webinar PDF Creation		3600
HCP - Healthcare Packaging Magazine -NM2021	1/2 Horizontal Spread	1/2HS	4500
HCP - Healthcare Packaging Magazine -NM2021	1/2 Page Island	1/2PG	2825
HCP - Healthcare Packaging Magazine -NM2021	1/2 Page Horizontal	1/2PGH	2825
HCP - Healthcare Packaging Magazine -NM2021	1/2 Page Vertical	1/2V	2825
HCP - Healthcare Packaging Magazine -NM2021	1/3 Page Horizontal	1/3PGH	2250
HCP - Healthcare Packaging Magazine -NM2021	1/3 Page Square	1/3PGS	2250
HCP - Healthcare Packaging Magazine -NM2021	1/3 Page Vertical	1/3PGV	2250
HCP - Healthcare Packaging Magazine -NM2021	1/4 Page	1/4PGH	2050
HCP - Healthcare Packaging Magazine -NM2021	2/3 Page Vertical	2/3V	4000
HCP - Healthcare Packaging Magazine -NM2021	2 Page Spread	2PGSPR	8350
HCP - Healthcare Packaging Magazine -NM2021	Full Page	FULL	4550
HCP - Healthcare Packaging Magazine -NM2021	1/3 Horizontal Spread	1/3HS	4300
HCP - Healthcare Packaging Magazine -NM2021	PE/HCPE Profile Bonus (full page)	PS	0
HCP - Healthcare Packaging Magazine -NM2021	Premier Suppliers Profile	PS	0
HCP - Logistics Playbook -NM2021	50 leads and full screen ad		3750
HCP - Logistics Playbook -NM2021	100 leads and full screen ad		4950
HCP - Medical Device Playbook - NM 2021	Medical Device Playbook		8100
HCP - Life Sciences Materials Playbook -NM2021	Life Sciences Materials Playbook		8100
HCP - Serialization Playbook -NM2021	Serialization Playbook		8100
HCP - Premier Suppliers -NM2021	Premier Suppliers		0
HCP - Webinar -NM2021	Webinar Tier 1		6100
HCP - Webinar -NM2021	Webinar Tier 2		8100
HCP - Webinar -NM2021	Webinar Tier 3		12300
HCP - Native on HCP.com -NM2021	Native on HCP.com		1325
HCP - Banner Ads on HCP.com -NM2021	Company Targeted Sponsorship Flexi	CTSFLEXI	128.2
HCP - Banner Ads on HCP.com -NM2021	Flexi-Size	FLEXI	128.2
HCP - Banner Ads on HCP.com -NM2021	IMU	IMU	128.2
HCP - Banner Ads on HCP.com -NM2021	Leaderboard	LB, LGLB, MOB	128.2
HCP - Banner Ads on HCP.com -NM2021	Roadblock Flexi Campaign	RDBLK	156.25
HCP - Banner Ads on HCP.com -NM2021	Skyscraper	SKY	156.25