



advance

# CUSTOM PUBLISHING

## GO BEYOND DISPLAY ADVERTISING FOR A DEEPER IMPACT

With *ADVANCE* Custom Publishing, you'll expand your marketing message to say and do much more than display ads. *ADVANCE* will work with you to create a customized product that is delivered to the most targeted, qualified



audience. And you can rest assured that your custom

publishing project will benefit from the reputation of *ADVANCE* *Newsmagazines*: A proven, experienced leader in healthcare information. Readers trust *ADVANCE* *Newsmagazines* to provide credible, useful and practical information every time. *ADVANCE* your

Expand  
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Create a  
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Target  
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Position your  
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the field



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**EXPANDED MESSAGE:** *ADVANCE* Custom Publishing allows for an expanded discussion of your product's benefits and efficiencies as part of a larger educational discussion. Readers are likely to save and/or pass on a custom publishing project to their colleagues, further extending the reach of your message.

**UNIQUE PRODUCT:** A dedicated editorial team will develop content specifically for you. The final product will stand apart from competitors and be presented to readers in the sophisticated design and style they expect from *ADVANCE* Newsmagazines.

**TARGETED QUALIFIED CIRCULATION:** *ADVANCE* Custom Publishing allows you to reach all of the magazine's readers or target specific demographics based on reader interest or location. Reach the customers you want to reach.

**PROVEN HEALTHCARE EXPERIENCE:** Your custom publishing project will be created by experts in healthcare, including the editors at *ADVANCE* Newsmagazines, *ADVANCE* Newsmagazines editorial board, sales, marketing and design. This team has the full support of the magazine and Merion Publications, Inc., which brings over 22 years of experience to the project.

**EXTEND THE LIFE OF YOUR PROJECT:** *ADVANCE* Custom Publishing doesn't need to end when your initial project is delivered. You can purchase reprints of the project for booth or sales rep distribution. Pieces of a larger custom publishing plan can be collected into one published piece for independent mailing or client distribution.



## ADVANCE Custom Publishing Possibilities:

- Advertorials
- Supplements
- Newsletters
- Meeting Highlights/Preparation Guides
- CE/CME Activities
- White Papers
- Shared Content
- Multimedia
- Consumer Education



# OPPORTUNITIES

No matter what your need or budget, *ADVANCE* Custom Publishing offers a variety of options that can be tailored to you.

**ADVERTORIAL:** Editorial designed to directly extend your brand message. You control the content and retain ownership of advertorials. Will be labeled as “special advertising section.” Up to 4 pages in length and at least 200 words long. You supply the content and art or *ADVANCE* Custom Publishing can create content based on research and contacts you supply.

**SUPPLEMENTS:** Articles or discussion transcript providing education on a specific topic of interest to you and *ADVANCE* *Newsmagazines*. Articles may be authored by experts or *ADVANCE* Custom Publishing based on research, expert interviews or meeting presentations. Transcripts come from a moderated roundtable of key opinion leaders and are based on a discussion guide created by *ADVANCE* Custom Publishing and you. The front and back covers will list you as the sponsor of the supplement. 8+ pages in length. Recommended length is 16 pages. Must complement *ADVANCE* *Newsmagazines* mission.

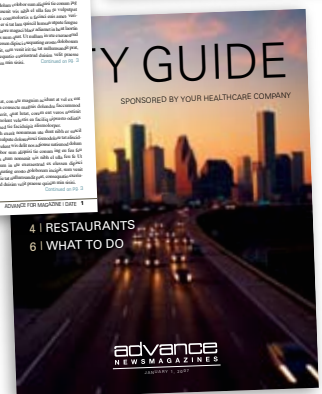
**NEWSLETTERS:** Focus on specific field or career development. You control the content and retain ownership. *ADVANCE* Custom Publishing will work with you to identify appropriate mailing lists and to develop an editorial advisory board. Newsletters will be distributed quarterly. Print length: 4, 8 or 12 pages. E-length: 1-2 long articles or 3-4 news bites.

**MEETING HIGHLIGHTS/PREPARATION GUIDES:** Highlights cover key conference presentations that relate to your products and general events that interest *ADVANCE* *Newsmagazines* readers. Preparation guides offer conference-going tips and information about plenary sessions, awards presentations and other key events relating to your products.

**CE/CME ACTIVITIES:** Supplement or multimedia model that offers CE/CME credit to readers. Must follow all accreditation requirements. Not available for all *ADVANCE* *Newsmagazines*.

**WHITE PAPERS:** Educational project focusing on strategies, historical overviews or future development. Educates your prospective customers about your product(s) or strategies.

**SHARED CONTENT:** Take identical content for multiple clients or recurring events and tailor it for your own use with customized mastheads or a customized front page. Shared content projects are available in print, electronically or both. May appear as newsletters or city guides for meeting attendees.



**MULTIMEDIA:** Deliver your content as CDs, DVDs, streaming or downloadable audio and video, podcasts, mini web sites, etc.

**CONSUMER EDUCATION:** Produce education materials such as patient handouts, office posters, mini-magazines or newsletters in electronic or print format.



# ADD-ONS

You can customize a project model by selecting add-on services for additional fees. The list below is not comprehensive and *ADVANCE* Custom Publishing will work with you to tailor project models to your individual needs.

## SERIES

You can produce a multi-part series of advertorials appearing in consecutive issues of the parent publication.

## ELECTRONIC

### PDF Distribution

You receive a complimentary, limited-view (100 views), encrypted PDF of all print materials, with the exception of advertorials and client-owned projects. For an additional fee, you may receive an encrypted PDF allowing 12,000 views. The encrypted PDF is for electronic distribution only. Client-owned newsletters may be hosted on a client web site.

### Mass Email Distribution

At your request, *ADVANCE* Custom Publishing will send an e-blast to the full or partial readership. The e-blast can contain the entire or partial content of your custom project. It may also contain a hyperlink to the full text in PDF or html format on an *ADVANCE* or client-hosted web site.

### Web Site Distribution

Custom projects associated with an *ADVANCE* publication may be posted as html or a PDF on the publication's web site.

## OVERRUNS/REPRINTS

*ADVANCE* Custom Publishing is responsible for all print and CD/DVD production. Overruns are produced at the time the original project is produced. Any additional production after the initial run is considered a reprint and will be higher in cost.

If a newsletter's primary distribution is electronic, you may choose to have *ADVANCE* Custom Publishing produce print copies for distribution at major meetings or for your sales reps.

## TRANSLATIONS

If you have international markets, you may choose to have projects translated. Content of translated projects will not be different from the original, however when purchasing a single-sponsored preparation guide, you may customize content for international attendees (i.e., including customs information, tipping guide, common English phrases, etc.). For print projects, *ADVANCE* Custom Publishing will arrange mailing to your international distribution points, passing the cost of shipping/handling on to you.

## ADD-ON

	ADVERTORIAL	SUPPLEMENT	NEWSLETTER	MEETING PROJECT	SHARED CONTENT	MULTIMEDIA	CE/CM	WHITE PAPER	CONSUMER EDUCATION
<b>SERIES</b>	X								
<b>ELECTRONIC*</b>	X	X	X	X	X	X	X	X	X
<b>SELECTIVE DISTRIBUTION</b>	X	X	X*	X			X		
<b>OVERRUNS/REPRINTS</b>	X	X	X	X	X	X	X	X	X
<b>TRANSLATIONS</b>	X	X	X	X	X	X	X	X	X
<b>TURNKEY SERVICES</b>		X							
<b>BUNDLE</b>	X	X	X					X	
<b>READER SURVEYS</b>	X	X	X	X		X			
<b>DAILY UPDATE</b>				X*		X			
<b>EXCLUSIVITY</b>	X*	X	X*						
<b>DISPLAY ADVERTISING ACCEPTED</b>	X*	X*	X	X	X*	X			X
<b>UNIQUE FORMAT</b>	X								X

\*PLEASE SEE ADD-ON DESCRIPTION.

## TURNKEY SERVICES

At a turnkey event, faculty are invited to a resort destination for an in-depth discussion of topics of interest to you and *ADVANCE Newsmagazines*. While at a turnkey event, faculty will participate in cocktail and dinner receptions and organized entertainment. Hosting the event at an exciting destination allows *ADVANCE* Custom Publishing to attract top-notch key opinion leaders in a setting where they can focus on the discussion without the distractions of a major meeting. Cost includes: travel/accommodations for all attendees, meeting space rental, cocktail reception, dinner reception, entertainment expense, etc.

## BUNDLES

*ADVANCE* Custom Publishing can reprint advertorial series and newsletter volumes as bundles for easier distribution by your sales force. *ADVANCE* Custom Publishing will also bundle supplements and white papers on similar topics. If you have multiple custom projects, these can also be bundled. Bundles can appear as printed pieces or electronically on CD/DVD.

## READER SURVEYS

Take advantage of MPI's resources through reader surveys. Track reader response and get information about what articles readers remember, whether they pass articles on to their colleagues and what topics they would like to see in the future. Gather demographic information about your potential and existing customers.

## DAILY UPDATES

For single-sponsored meeting highlights projects, you can have multiple issues available. Each issue covers the

previous day's events and would be available at your booth or updated daily on the highlights web site.

## EXCLUSIVITY

Only one supplement will appear with any *ADVANCE Newsmagazines* publication issue. *ADVANCE* Custom Publishing schedules supplements so that similar topics do not appear in consecutive issues. If you are doing a supplement project, you can request that no other outsourced material appears with your supplement. Single-sponsored newsletter clients may elect to purchase exclusivity for their topic. Advertorial clients can request to be the only advertorial appearing in a particular issue. Talk to your representative for more information on exclusivity options with *ADVANCE* Custom Publishing.

## DISPLAY ADVERTISING

Display advertising is available for almost all custom projects. Exceptions are white papers, CE/CME activities and single-sponsored supplements.

Included in the price for some custom publishing projects is a 1/4-page preview ad in the parent publication. (Preview ads are not available for advertorials, white papers, shared content projects and client-owned projects.) The preview ad will contain the cover image of your printed project or another graphic, 1-2 sentences describing the content and a "sponsored by" line. It will appear in the issue preceding the appearance of the custom project.

## UNIQUE FORMAT

Print your advertorial and consumer education projects in a unique format with customized paper shapes and stocks. For example, tips for care after ablative therapy in the shape of an exclamation point.

**Want to know more about *ADVANCE* Custom Publishing?  
Contact Your Representative Today!**

**800-355-5627 • [www.advancweb.com](http://www.advancweb.com) • Email: [sales@merion.com](mailto:sales@merion.com)**