

WEB RATES & SPECS

HPN ONLINE NEWSLETTER

HPN E-Mail Sponsorships

More than 23,000 healthcare professionals have opted-in to keep up to date with our daily newsletter. HPN's Daily Update gives healthcare executives the latest breaking news right on their desktop. This presents you with the opportunity to give these purchasing influencers multiple exposures to your message. Our readers and your customers will be linked directly to your website everyday. Updates present breaking news about regulatory, legislative and marketplace issues that affect the healthcare supply chain industry. Don't miss this unique opportunity to get your message to healthcare purchasing decision makers.



Size	Weekly	Monthly	Quarterly	Annually	Size	Weekly	Monthly	Quarterly	Annually
Banner	\$600	\$1,950	\$4,500	\$15,000	Skyscraper	\$1,000	\$4,000	\$9,000	\$27,000
Button	\$300	\$975	\$2,250	\$7,500	Tower	\$800	\$3,500	\$7,500	\$22,500
Link	\$125	\$450	\$1,100	\$3,500	Vertical Banner	\$700	\$2,000	\$5,000	\$16,500

WWW.HPNONLINE.COM

HPN WEBSITE ADVERTISING

Don't miss the opportunity to link your company to our website. Purchase a banner or button, sponsor an editorial section, or buyers' guide location. We offer you a custom solution.

Creative Requirements

File size should not exceed 20k and must be 72ppi (pixels per inch). Animated ads can contain up to 4 frames and loop continuously. Healthcare Purchasing News creative must be GIF or JPG. Image maps and Java ads are NOT accepted. Ads with white backgrounds are required to have a dark 1 pixel border around each frame.

HPN BLOG ADVERTISING & STORY SPONSORSHIP

The image shows a screenshot of the HPN website's advertising section. It features a 'HPN blogline' at the top with a date of 'Tuesday, March 24, 2009' and a '2010 GLN Standardization' article. Below this are several ad options: a 'Blog Banner \$500', a 'Blog Button \$325', and a 'Story Square \$1850'. The main content area shows the 'HEALTHCARE PURCHASING NEWS' logo and a 'September 2009' issue preview with a 'Cover Story' on 'Smarter storage systems'.

The image shows a screenshot of the HPN website's advertising section. It features a 'HEALTHCARE PURCHASING NEWS' logo and a 'September 3, 2009' issue preview. Below the logo are several ad options: an 'Upper banner \$2000', a 'Lower banner \$1500', and a 'Vertical banner \$2000'. The main content area shows the 'HEALTHCARE PURCHASING NEWS' logo and a 'September 3, 2009' issue preview with a 'Cover Story' on 'Smarter storage systems'.

WEBSITE

AD TYPE	Price/mo.	SPECS in pixels
Upper Banner	\$2000	468w x 60h
Lower Banner	\$1500	468w x 60h
Vertical Banner	\$2000	144w x 200h
Button	\$1300	144w x 90h
Tower	\$3500	144w x 400h
Skyscraper	\$4500	144w x 600h
Story Square	\$1850	300w x 250h
Blog Button	\$325	144w x 90h
Blog Banner	\$500	468w x 60h

Other discounted positions/pages available. Ask your sales rep for details.

HPN magazine advertisers earn discounts on website advertising based on dollar volume. Call your sales rep for more details.

Blog Banner & Button

This is the place our readers go when THEY have something to say. Be a sponsor of the HPN blogline and keep the conversation flowing.

Story Sponsorship Square Banner

Choose editorial content relevant to your product or service, and sponsor it on our website. Be seen by those with purchasing power just when they are seeking crucial, decision-making information.

Justice Department announces largest healthcare fraud settlement in its history; Pfizer to pay \$2.3 billion

American pharmaceutical giant Pfizer Inc. and its subsidiary Pharmacia & Upjohn Company Inc. (Pfizer) have agreed to pay \$2.3 billion, the largest healthcare fraud settlement in the history of the Department of Justice, to resolve criminal and civil liability arising from the illegal promotion of certain pharmaceutical products, the Justice Department announced Wednesday.

Pharmacia & Upjohn Company has agreed to plead guilty to a felony violation of the Food, Drug and Cosmetic Act for misbranding Bextra with the intent to defraud or mislead. Bextra is an anti-inflammatory drug that Pfizer pulled from the market in 2005. Under the provisions of the Food, Drug and Cosmetic Act, a company must specify the intended uses of a product in its new drug application to FDA. Once approved, the drug may not be marketed or promoted for so-called "off-label" uses - i.e., any use not specified in an application and approved by FDA. Pfizer promoted the sale of Bextra for several uses and dosages that the FDA specifically declined to approve due to safety concerns. The company will pay a criminal fine of \$1.195 billion, the largest criminal fine ever imposed in the United States for any matter. Pharmacia & Upjohn will also forfeit \$105 million, for a total criminal resolution of \$1.3 billion.

Under the civil act: Geodon, a psychiatric drug - programs for covered by user paid as well as and the

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the swine flu. Health officials are worried that the focus on H1N1 may cause too few people to be vaccinated against the seasonal flu, which could still pose a health hazard, especially for the elderly.