

## Up Front

### My Pledge to Subscribers and Advertisers

I have decided that the best way to do well in my business—this newsletter and the entire Pharma Marketing Network comprised of Web sites, blogs and social networking discussion boards (PMN)—is if I help my subscribers and advertisers also do well. If I do all I can to help you today, you won't forget me tomorrow when the economy improves.

#### PMN Advertisers

*Pharma Marketing News* depends upon advertising to provide free and useful content to its subscribers. Right now, many big media publications like *The Rocky Mountain Times* and the *Newark Star Ledger* are either closing their doors entirely or cutting back on staff and services. Luckily, *Pharma Marketing News* has not invested in a big staff, does not have expensive offices to maintain, and does not require tons and tons of paper and ink to survive. We only need you, our loyal readers and advertisers.

PMN's advertisers are the hundreds of small and large companies and individuals that provide services and solutions to the pharmaceutical industry. They include drug industry conference organizers like IIR who produced the ePharma Summit (see "The View from ePharma Summit"), small and large medical communications companies like TNS Healthcare (see "Building the Optimal Service Model"), advertising agencies, solution providers, etc.

#### My Pledge to You

I appreciate all the subscribers who have been loyal to *Pharma Marketing News* and benefited not only from the newsletter but also from the services and products of our advertisers. To keep you informed and to help the many businesses out there that I depend upon for advertising, I pledge the following to my subscribers, readers, and advertisers:

1. I Pledge Not to Raise Advertising Rates
2. I Pledge to Offer Subscribers and Advertisers More Value-Added Services
3. I Pledge to Decrease the Number of E-mail Ads Sent to Subscribers



4. I Pledge to Educate Subscribers and Advertisers How to Use Social Media to Communicate More Effectively
5. I Pledge to Offer You More FREE Exposure to the PMN Community

These pledges are described in detail below.

#### (1) I Pledge Not to Raise Advertising Rates.

The rates for advertising via the Pharma Marketing Network will be frozen at the 2008 levels until the last quarter of 2009. That means that as readership levels increase, the cost to reach each reader will fall. Last year, for example, it cost \$0.09 to reach each subscriber by e-mail. By the end of 2009, when the number of subscribers is expected to be 7,000, the cost of e-mail per subscriber will be \$0.07. That's an effective 22% decrease in rates!

Subscribers should not fear that they will receive more ads as a result. In fact, you will receive LESS e-mail ads (see pledge #3, page 2).

#### (2) I Pledge to Offer Subscribers and Advertisers More Value-Added Services.

Only messages that are highly relevant are sent as e-mail ads to our subscriber list. We do not sell our list and every e-mail ad is sent by the Editor of *Pharma Marketing News* so that our subscribers know exactly where these messages are coming from and are able to opt-out at any time.

*Continues...*

Because PMN subscribers are very valuable to me and to my advertisers, I will fight for special discounts for subscribers from advertisers and include a personal thank you and endorsement in the ad when such offers are made. These days, every one needs a break and I pledge to pass along as much savings as I can to my subscribers.

You don't have to be an HTML geek or graphic artist to create great looking e-mail and banner ads for PMN. I pledge to offer technical editing of your HTML ad copy. If you cannot submit HTML copy, PMN will create an ad for you using one of our many HTML templates. We also review and make corrections to links to graphics and Web pages in your HTML code to ensure that they work properly.

When you order an e-mail ad, PMN will also host your e-mail message as a Web page on the Pharma Marketing Network site with widgets that link to this page posted throughout our Web properties, including Pharma Marketing Blog and Pharma Marketing Forum. This provides exposure to over 6,500 daily web site visitors in addition to 6,130 PMN subscribers (as of February, 2009). For an example see the "Messages from Our Sponsors" widget found on the Advertising Information page (see <http://tinyurl.com/5dvmgd>).

I pledge to provide advertisers with great data to evaluate their ads' performance. PMN provides a detailed, free Ad Statistics Report for each e-mail ad we send on your behalf. This report includes the number of e-mails sent, bounce rate, opens, total clicks, forwards, and a detailed list of click statistics showing you how many times each link in your e-mail message was clicked by a unique recipient. We DO NOT reveal the identity, IP address, e-mail addresses, or any other personally-identifiable subscriber information who receive e-mail ads or who click on links such ads.

See the list of resources at the end of this article for a complete description of value-added services.

**(3) I Pledge to Decrease the Number of E-mail Ads Sent to Subscribers.** Although I think e-mail is a great way to deliver information to PMN subscribers, these days we all get too much e-mail. Therefore, this year I pledge to reduce by almost 25% the number of 3<sup>rd</sup>-party e-mail ads sent to subscribers!

How can PMN reduce ad rates AND number or ads? Simple. We are shifting to new channels that our readers are using to stay connected and

informed. In the February, 2009 issue of the newsletter, for example, you can see how the Pharma Marketing Forums social network site has been used by IIR to leverage their own communications about ePharma Summit to reach many thousands of PMN site visitors.

The use of new media channels, like Twitter, Facebook, and other social networking sites, makes sense as more of us use these channels to keep informed. In 2009, therefore, PMN will provide its advertisers and readers more social media options, Web 2.0 tools, and other communication channel alternatives to e-mail. Just one example of this is the "Messages from Our Sponsors" widget found on the Advertising Information page (see <http://tinyurl.com/5dvmgd>). In 2009, expect PMN to use more innovative ways of providing you with information.

**(4) I Pledge to Educate Subscribers and Advertisers How to Use Social Media to Communicate More Effectively.** Not everyone is familiar with the details of using new and virtually free technologies, such as RSS newsfeeds. We all are learning as we go! I pledge to share what I learn with subscribers and advertisers and provide them with the necessary online forums for publishing their messages. See the list of resources at the end of this article for some educational materials.

**(5) I Pledge to Offer FREE Exposure to the PMN Community.** I call it exposure, others might call it PROMOTION! Same thing. We all need to promote ourselves in order to keep our businesses and careers viable and on track. PMN's 6,130 subscribers and over 200,000 monthly Web site visitors need to know who can help them in THEIR businesses and careers. We offer many ways that industry experts can promote themselves, including writing articles, participating in surveys, commenting to blog posts, joining online discussion boards, etc. See the list of resources at the end of this article for more information.



Being a guest on the Pharma Marketing Talk LIVE online interview talk show and podcast is probably the most exciting free offer I can make (see <http://www.talk.pharma-mkting.com/>). If you have something interesting to say to my listeners—ie, you are an ePharma Pioneer, are producing a conference, or have a market research or case study of interest to my readers—let me

*Continues...*

know and I will consider giving you a FREE 15 minutes of fame!

Fill out the Pharma Marketing Talk Guest Request Form (<http://tinyurl.com/czszh5>) and I promise to get back to you.

These pledges allow me to deliver more outstanding content and networking opportunities to my readers in the hope that I continue to be rewarded by your loyalty and participation in the Network. I believe in the future and will do all I can to make the future better for me and for you, my friends. Thank you.



**John Mack, Editor**

---

## Pharma Marketing News

---

*Pharma Marketing News* is an independent, free monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives. It is a service of the Pharma Marketing Network, which brings together pharmaceutical marketing professionals from manufacturers, communications companies, and marketing service providers for wide ranging discussions and education on a multitude of current topics.

[Subscribe Online](#) • [Download Media Kit](#) • [Request a Rate Card](#)

### Publisher & Executive Editor

#### John Mack

VirSci Corporation

[www.virsci.com](http://www.virsci.com)

PO Box 760

Newtown, PA 18940

215-504-4164, 215-504-5739 FAX

<mailto:johnmack@virsci.com>

## List of Resources

The following resources provide more information about how subscribers and advertisers can benefit from participating in Pharma Marketing Network. We offer many FREE promotional opportunities to advance your career, find new business leads, and network with colleagues.

- **2009 Advertising Rates** (Rate Card: <http://tinyurl.com/dxmpw6>)
  - **General Advertising Information** (<http://tinyurl.com/5dvmgd>)
- **Download the Media Kit** (<http://tinyurl.com/cku2bn>)
- **Getting the Most Out of Your Promotional Spend: Email Ad Tips** (<http://tinyurl.com/cz9bfy>)
- How to **Take Advantage of Social Networking Opportunities** via Pharma Marketing Network (<http://tinyurl.com/cqyb79>)
- Guidelines for Authors to **Submit Articles for Publication** in *Pharma Marketing News* (<http://tinyurl.com/cqr5oe>)
- Become a *Pharma Marketing News* "Stringer" and **Get a FREE Press Pass to Attend Industry Conferences** (<http://tinyurl.com/bthtmm>)
- **Be a Guest on Pharma Marketing Talk**
  - Learn more...(<http://www.talk.pharma-mkting.com>)
  - Guest Application (<http://tinyurl.com/czszh5>)
- Improve Your Search Engine Visibility with a **Listing in the Vendors Directory** (<http://www.pharma-mkting.com/directoryinfo.html>)