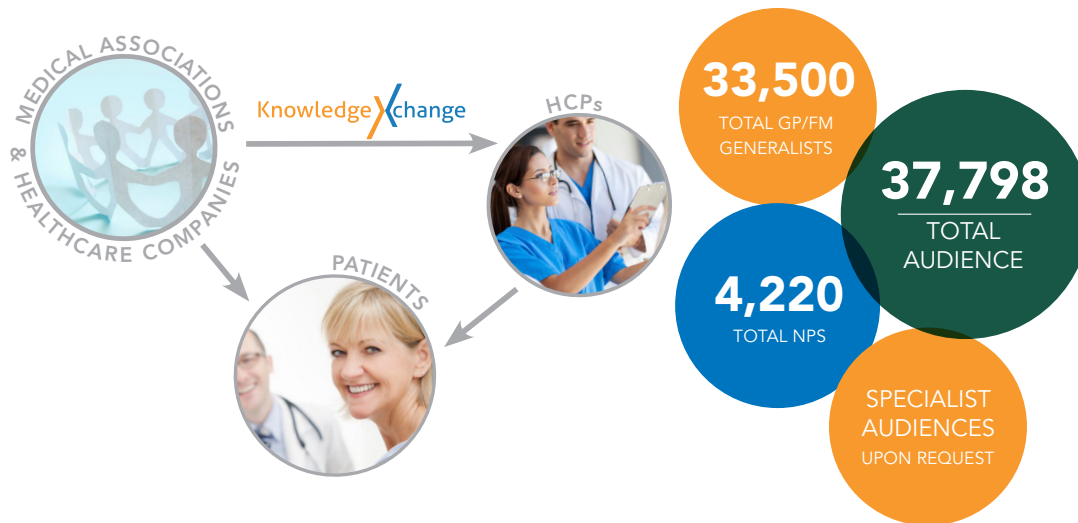


# Knowledge Xchange Direct 2019 Rate Card

Knowledge Xchange Direct is the online publication that provides clinical news from medical associations and healthcare companies, direct to primary care health professionals. It brings together the most relevant news on patient issues, clinical research, CME events, and the latest apps. Specialist audiences can be added upon request.



September 2018

## RELEVANT NEWS IN KNOWLEDGE XCHANGE DIRECT

News	Calendar of Events / CME
<ul style="list-style-type: none"> <li>• Clinical News</li> <li>• Meeting Notes</li> <li>• Clinical Guidelines Updates</li> <li>• HCP &amp; Patient Support Tools</li> <li>• Online Resources</li> <li>• Apps</li> </ul>	<ul style="list-style-type: none"> <li>• Conferences</li> <li>• CE Links</li> <li>• CME Events</li> <li>• Webinars</li> </ul>

## NEWSLETTER SECTIONS

Insertions are grouped under category titles relevant to the subject matter.

The titles below reflect examples, and may be expanded upon request:

NEWS or CLINICAL NEWS  
 CLINICAL REVIEW  
 GUIDELINES or GUIDELINES UPDATE  
 HCP & PATIENT SUPPORT  
 CE LINK  
 HCP CALENDAR OF EVENTS

## ONLINE ACCESS:

[www.knowledgexchangedirect.com](http://www.knowledgexchangedirect.com) provides access to recent issues.

## RATES

Description	Rate
<b>News or Banner - PTM Link</b> 'Read More' links to a PDF that PTM hosts.	\$2,250/insert
<b>News or Banner - Client Link</b> 'Read More' links directly to client site.	\$1,300/insert
<b>CE Link</b> - Includes: Program title, certification, duration, and link to client-hosted CE.	\$1,300/insert
<b>Calendar of Events</b> - Includes: Event name, date, location and image. Links directly to registration website. 'News/Banner' rates will apply for non-standard Calendar formats.	\$600/insert
<b>Specialist Audience</b>	\$475/flat

## SCHEDULE

Copy Submission Date	Copy Approval Date	Publication Date
January 24, 2019	January 28, 2019	January 30, 2019
February 21, 2019	February 25, 2019	February 27, 2019
March 21, 2019	March 25, 2019	March 27, 2019
April 17, 2019	April 22, 2019	April 24, 2019
May 15, 2019	May 17, 2019	May 22, 2019
June 13, 2019	June 17, 2019	June 19, 2019
August 22, 2019	August 26, 2019	August 28, 2019
September 19, 2019	September 23, 2019	September 25, 2019
October 27, 2019	October 21, 2019	October 23, 2019
November 14, 2019	November 18, 2019	November 20, 2019

Corporate discounts are available for multiple insertions.  
 Layout of client content will be handled by Knowledge Xchange Direct.  
 Knowledge Xchange Direct reserves the right to postpone or cancel a scheduled publication.  
 Content should be educational in nature and disease-specific. All content is subject to review by Knowledge Xchange Direct.  
 Purely promotional content for pharmaceutical products will not be accepted.