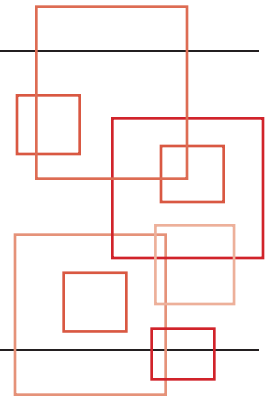




# QUADRANT HEALTHCOM INC.

## 2007 CORPORATE DISCOUNT & COSMETIC DERMATOLOGY® & CUTIS® INCENTIVE PROGRAMS

Effective January 1, 2007



### Quadrant Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. (QHI) in 2007. Full year 2006 NET spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2007. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discounts are:

2006 NET Spending	Earned 2007 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%

### Cosmetic Dermatology® and Cutis® Incentive Programs

#### Combination Frequency Program

Corporations may combine pages in Cosmetic Dermatology® and Cutis® for the highest frequency discount. (The highest frequency available is 144x on both journals combined.)

#### 2007 Full-Run Conversion Program - Cutis® Only

Current derm demo advertisers (by product) that convert to the full-run edition for a minimum of 3 issues will earn a \$300 discount per full-run page for the duration of the full-run schedule in 2007. Fractionals will be pro-rated. Applies to products that have never advertised in the full-run edition.

#### Product Launch Program

Commit to advertise a launch product in 5 consecutive issues and receive a 25% discount on the 3rd insertion and the 6th insertion free\*. Average of unit size will determine free ad unit\* (pre-launch ads do not count). Continue your launch schedule for 3 additional consecutive issues and receive 25% off the 9th insertion; and run for 3 additional consecutive issues and earn 25% off your 12th insertion.

#### 3-6-9-12 Discount

Each product that advertised in 2006 qualifies for the following 4 discounts within the calendar year of January 2007 through December 2007:

- ▶ 3 insertions (same product): 25% off the 3rd insertion.

- ▶ 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
- ▶ 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
- ▶ 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

#### New Business Incentive Program:

Established products that have not run (in Cutis® or Cosmetic Dermatology®) during 2006 can qualify for the new business incentive program. Advertise a new product in 5 issues and receive 25% off the 3rd insertion and the 6th insertion free\*; continue and receive 25% off the 9th insertion and 25% off the 12th insertion within the calendar year of January 2007 through December 2007. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

#### Order of Discount Calculations as Applicable:

1. Combination frequency
2. Combination buy
3. Other journal discounts applied individually
4. Corporate discount
5. Agency discount

\*Clients must supply materials for free insertions. Free pages count toward frequency.

For additional information, please refer to the 2007 rate card or contact Sharon Finch at (973)206-8952. Visit us at [cutis.com](http://cutis.com) and/or [www.cosderm.com](http://www.cosderm.com).