



QUADRANT HEALTHCOM INC.

2009 CORPORATE DISCOUNT & EMERGENCY MEDICINE® INCENTIVE PROGRAMS

Effective January 1, 2009

Quadrant Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2009. Full year 2008 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2009. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2008 NET Spending	Earned 2009 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

Corporate Frequency Combination

Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2009. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved. (The highest frequency available is 144x on all journals combined.)

EMERGENCY MEDICINE® Incentive Programs

Continuity Program: Buy 5 Get 1

Advertise the same product in 5 issues of EMERGENCY MEDICINE® and receive the 6th insertion (of equal or lesser size) free*. Advertise the same product in 10 issues of EMERGENCY MEDICINE® and receive the 11th and 12th insertions (of equal or lesser size) free. Continuity programs apply to January 2009 to December 2009.

New Launch Discount

Advertise a new product, new indication, or new formulation in 4 consecutive issues, and earn a FREE double hit in the 4th issue of the same (averaged) size unit. For advertisers launching after September, this program can be carried over to the following calendar year.

Double Hit Program

Advertise the same product twice in the same issue and earn 20% discount on space and color charges for the second same (smaller) size unit (not premiums).

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

For additional information, please refer to the 2009 rate card or
contact Susan M. Levey at (973) 206-8951
Visit us at www.emedmag.com.