



QUADRANT HEALTHCOM INC.

PULMONARY REVIEWS® 2010 CORPORATE AND JOURNAL ADVERTISING DISCOUNT & INCENTIVE PROGRAMS

Effective January 1, 2010

Quadrant Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. 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:

| 2009 NET Spending | Earned 2010 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 2010. 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 run 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.)

Order of discount calculations as applicable:

1. Corporate frequency combination
2. Journal specific continuity discount
3. Journal specific combination buy
4. Corporate discount
5. Agency discount

Pulmonary Reviews® Incentive Programs

Continuity Plan: Buy 5 Get 1

Advertise the same product in 5 consecutive issues and earn a unit of equal or smaller size FREE in the next month of issuance. Must be earned and used within the calendar year 2010. Continuity programs may not be applied to premium positions. Instead, units earned may run as free doubled ROB insertions in the same issue. Free pages count toward earned frequency.

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 equal or smaller size ad unit. For advertisers launching after September, this program can be carried over to the following calendar year. Free pages count toward earned frequency.

Combination Buy

Advertise the same product in the same month in any two qualifying journals (*Pulmonary Reviews®*, *The American Journal of Orthopedics®*, *Clinician Reviews®*, *Emergency Medicine®*, *Federal Practitioner™*, *Neurology Reviews®*.) and receive a 15% discount off the earned rate in each journal (B&W and color); advertise the same product in the same month in any three or more qualifying journals and receive a 20% discount off the earned rate in each journal.

For additional information, please refer to the 2010 rate card or contact Megan Boorjian at (973)206-2324 or Susan M. Levey at (973) 206-8951. Visit us at www.pulmonaryreviews.com.