

## Drug Store News Webinars

# A Powerful Marketing Tool for Receiving Qualified Leads

A Drug Store News webinar allows you to position yourself as a thought leader in the industry and to educate and influence chain pharmacy headquarter executives and healthcare professionals with information and solutions for their retail customer's and patients' healthcare needs.

Sponsor an online, interactive presentation on a selected topic directed specifically to The Drug Store News Group's print and online audiences:

- Drug Store News: 86,571 chain pharmacy headquarters executives, including category managers, buyers and VPs of merchandising
- Pharmacy Practice: 104,000 chain pharmacists
- PharmacyTech News: 104,000 pharmacy techs
- Retail Clinician: 6,500 nurse practitioners working in retail clinics

### FORMAT

Webinars follow a 60-minute presentation format, which includes an introduction, main PowerPoint presentation, Q&A, and wrap-up. Webinar viewers will be required to register in order to attend, and attendees can either call into a central phone number or access the presentation from their PCs.

Drug Store News will also archive and promote the webinar for a full year on [drugstorenews.com](http://drugstorenews.com) and on [cedrugstorenews.com](http://cedrugstorenews.com), resulting in continuous lead generation for a full 12 months after the webinar takes place.

### TIMING

Lead time for developing and promoting the webinar is approximately 8 weeks.

### COST

\$18,500 net. Includes all promotional benefits.



### MARKETING AND PROMOTIONAL SUPPORT

- 1 half-page ad to drive webinar attendance to appear in Drug Store News, Pharmacy Practice, PharmacyTech News, and Retail Clinician print publications.
- Online ads on [drugstorenews.com](http://drugstorenews.com), [cedrugstorenews.com](http://cedrugstorenews.com), and [retailclinician.com](http://retailclinician.com).
- Targeted email blast with The Drug Store News Group's database of retailers.
- Detailed lead reports and stat reports with attendee contact information.
- For an additional fee, Drug Store News can create the content for your webinar presentation.

## CONTACT YOUR LOCAL SALES REP FOR MORE INFORMATION

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