

Primary Choice

A Publication Of McKesson Medical-Surgical

McKESSON
Empowering Healthcare



We help manage the business of healthcare, so you can manage the healthcare of patients.

**Media Guide
2007**

Mckesson Medical-Surgical and Market This publish McKesson Primary Choice for clinicians and administrators in physician practices and surgery centers. Published four times a year, this newsletter is hand-delivered by McKesson's sales force to 36,000 physician customers around the country. It serves as a catalyst for Account Managers to communicate with their customers. It is also a valuable leave-behind tool and resource promoting McKesson Medical-Surgical and its supplier partners. Additional distribution is achieved via PDF format allowing account managers to e-mail customers.

Features of Primary Choice:

- Timely articles of interest to primary care audience
- Circulation 36,000+
- Readership 82,800
- Full-color, 8-12 pages
- Quarterly

Benefits of Primary Choice:

- Smart tool for reaching key buyers in physician's office
- Reaches McKesson's active customers and other practice personnel
- Reaches McKesson's Account Managers
- Supplements ongoing supplier programs and promotions
- Great tool for launching new products or promotions

Editorial Calendar



Issue	Feature Article	Ad Materials Due
Spring 2007	Internal Medicine	4/27/2007
Summer 2007	TBA	6/27/2007
Fall 2007	TBA	8/27/2007
Winter 2007/8	TBA	10/26/2007

Place your order today. Call Lloyd Leitstein at 800.956.1150

(OVER)

Ad Rates

Frequency	1/2 Page	1/4 Page	Back Page/Full Page*
1x	\$4,050	\$3,050	\$7,700
3x	\$3,550	\$2,550	\$7,130
6x	\$3,050	\$2,050	\$6,500

*Limited space per issue

Technical Specs

1/4 Page



1/2 Page vertical



1/2 Page horizontal



Back Page/ Front Page



No Bleed	3 5/8" x 4 3/4"	3 5/8" x 9 3/4 "	7 1/2 " x 4 3/4"	7 1/2" x 9 3/4 "
Bleed*	4 1/8" x 5 1/4"	4 1/8" x 10 1/4"	8 1/2" x 5 1/4"	8 1/2" x 11"

*Add 1/8" to ad size for bleeds

Submitting ads

- Digital files in EPS format or PC Photoshop, Illustrator, PageMaker or Indesign
- All artwork converted from RGB mode to CMYK mode
- Images 300 dpi scan resolution
- Include all fonts and images
- Images in .EPS, .TIF, .JPEG, .BMP or .WMF format
- Provide color proof for reference

Contact Information

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