The PAINWeek portfolio of branded communications (live, digital, and print) provides a platform of differentiated access points to commercial sponsors interested in reaching highly relevant stakeholders in the pain management sector throughout the year.

1

Live

Over 5,000 healthcare providers are reached yearly at the PAINWeek (PW) national and PAINWeekEnd (PWE) regional conferences. As access to key practitioner targets becomes more challenging, presenting a Product, Disease, Medical Information (PDM) programs offers a significant ROI.

**PW National Conference**
- Breakfast and Lunch PDMs
- **$65,000**
- Average attendance: 325–400

**PWE Regional Conferences**
- Breakfast and Lunch PDMs
- **$40,000**
- Average attendance: 125–150

Exhibit tables provided to all PDM sponsors

2

Digital

Digital promotion is among the most effective tactics to speak to your target audience. Weekly emails are deployed to our universe of 80,000 practitioners outlining the most current information regarding pain management. These emails provide clinicians with timely and relevant topics that provide sponsors with a vehicle for corporate, branded, or disease state banner ads. As a trusted source of information, PAINWeek provides maximum exposure to the clinicians you want to reach!

**Website ROS Banner Ads**
- **$75/CPM**

Total costs vary in relation to requested impressions

**E-newsletter banner ads**
- 1x/month **$3,000**
- 2x/month **$5,500**
- 4x/month **$10,000**

Our weekly/monthly email deployment calendar is composed of the following digital tactics:

- **Daily Dose** features a singular news article and is deployed 5x/week
- **Weekly Dose** includes all of the week’s news items aggregated into one email deployed on Saturdays
- **Podcasts** deployed weekly, features selected presentations from the national conference
- **Expert Opinion** deployed weekly, showcases video interviews with our conference faculty on clinical and medical/legal key topics
- **One-Minute Clinician** deployed weekly, is a quick take on clinical conundrums and clinical pearls

**Custom/Recruitment Emails**
Client supplied HTML content that is deployed on behalf of national and regional conference sponsors
- **$1,500** set-up fee + **$.59/name**

List matching and geotargeting are available
The PAINWeek Journal is published quarterly and mailed to 10,000 healthcare providers actively managing acute and chronic pain. Bonus distribution includes 5,000+ at PAINWeekEnd regional conferences.

Advertising Rates

→ 4-color $3,900
→ B&W $1,500*

*The first B&W page is $1,500; safety and PI pages that may follow are @ $500 per page up to 10 pages.

Cover Tip/Polybag Charges

→ Cover Tip/Belly Band $12,500
→ Polybagged Supplement $14,500

Advertising Deadlines

<table>
<thead>
<tr>
<th>2020 Issues</th>
<th>Ads Close</th>
<th>Materials Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>1/31</td>
<td>2/21</td>
<td>March</td>
</tr>
<tr>
<td>Q2</td>
<td>4/17</td>
<td>5/15</td>
<td>June</td>
</tr>
<tr>
<td>Q3</td>
<td>7/10</td>
<td>8/7</td>
<td>September</td>
</tr>
<tr>
<td>Q4</td>
<td>10/23</td>
<td>11/13</td>
<td>December</td>
</tr>
</tbody>
</table>

For additional information on how to maximize your PAINWeek experience, please contact:

Mike Shaffer
ms@painweek.com
(973) 233–5572
PWJ—PainWeek Journal

PWJ is a quarterly publication providing timely and meaningful coverage of the diversity of issues that span pain management, assessment, diagnosis, multimodal treatment, legal, policy, R&D, and regulatory concerns regarding pain medications. Targeted specifically to frontline practitioners, this multidisciplinary journal provides an educational resource throughout the year.

Distribution: 10,000 mailed quarterly + bonus distribution of 5000 at the PainWeek National Conference and PainWeekEnd Regional Conference Series.

Front Cover Tips and Polybag Programs: The cover tip provides front cover awareness around a topic or program that is disseminated to over 10,000 targeted clinicians. This can be up to 3 ounces of any client supplied material, disease state info, clinical study, etc. Reserving the PWJ cover tip during the September national conference can drive traffic to your exhibit booth and enhance awareness of your brand.

Ad Sizes

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page spread</td>
<td>16.75&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
</tbody>
</table>

**READ THIS!**

*Supplements must be no larger than 8½" x 10¾".*

Bleeds must extend ¼" beyond the trim line.

Live matter must be a minimum of ¾" from final trim size (8½" x 10¾"): 

Circulation by Specialty:

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Practitioner</td>
<td>33.69%</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>21.55%</td>
</tr>
<tr>
<td>Pain Management Specialist</td>
<td>8.11%</td>
</tr>
<tr>
<td>Physical Medicine/Rehab Specialist</td>
<td>4.82%</td>
</tr>
<tr>
<td>Anesthesiologist</td>
<td>4.48%</td>
</tr>
<tr>
<td>Hematology &amp; Oncology</td>
<td>2.02%</td>
</tr>
<tr>
<td>General Practitioner</td>
<td>1.73%</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>1.58%</td>
</tr>
<tr>
<td>Emergency Medicine Specialist</td>
<td>1.46%</td>
</tr>
<tr>
<td>Neurologist</td>
<td>1.17%</td>
</tr>
<tr>
<td>Psychiatrist</td>
<td>1.14%</td>
</tr>
<tr>
<td>Rheumatologist</td>
<td>1.08%</td>
</tr>
<tr>
<td>Other Specialties</td>
<td>17.16%</td>
</tr>
</tbody>
</table>

Other specialties are < 1% per specialty
CATCH 22:
A situation in which there are only two possibilities and you cannot do either because each depends on having done the other. This is particularly evident in scenarios where the only solution is taken to be a determined one.

ABUSE DETERRENT FORMULATIONS

RESTLESS
LEGS
SYNDROME

the Mirror has 2 faces

peroperative Gathering opioids

STORM: problematic?
All this 365 days a year!

Contact → Mike Shaffer  ms@painweek.com or (973) 233–5572