

Touch Briefings is pleased to introduce new advertiser and sponsorship opportunities through its eBook journal distribution



With over 30 annual, bi-annual and quarterly peer-reviewed journals, Touch Briefings' healthcare portfolio endeavours to support physicians, clinicians and related healthcare professionals in continuously developing their knowledge, effectiveness and productivity.

Through its eBook platform, Touch Briefings delivers its journals in a user-friendly format, providing physicians with instant access to salient articles contributed by the most esteemed authorities in their respective healthcare communities.

For the time-pressured physician, the use of laptops, tablet PCs, PDAs and smart phone technology is now the norm, and the demand for quality content that can be accessed digitally is greater than ever.

## The Digital Package

Touch Briefings' eBooks provide the following opportunities:

- Interactive advertisements and banners
- Blow-ins (pop-ups)
- Flash-based moving media
- Realtime email and hyperlinks
- Full search capability for branding from contents

## Return on Investment

Touch Briefings' eBooks bring transparency and return on investment through enhanced reporting mechanisms:

- Targeted user session tracking and page impressions
- Email tracking
- Click-throughs

## Enhancing Your Strategy

eBooks offer an exciting opportunity to diversify your campaign, and provide the transparency to build long-term relationship with your clients.

eBooks permit campaign creativity through opportunities afforded by enhanced visibility and usability.



## eBook Opportunities

All options are hosted for a period of six months:

### Blow-in

In addition to a Journal advertisement	<b>£1,500</b>	eBook advertisement only	<b>£2,250</b>
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### Interactive Blow-in

In addition to a Journal advertisement	<b>£2,250</b>	eBook advertisement only	<b>£3,250</b>
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### Interactive Advertisement

In addition to a Journal advertisement	<b>£3,000</b>	eBook advertisement only	<b>£4,500</b>
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