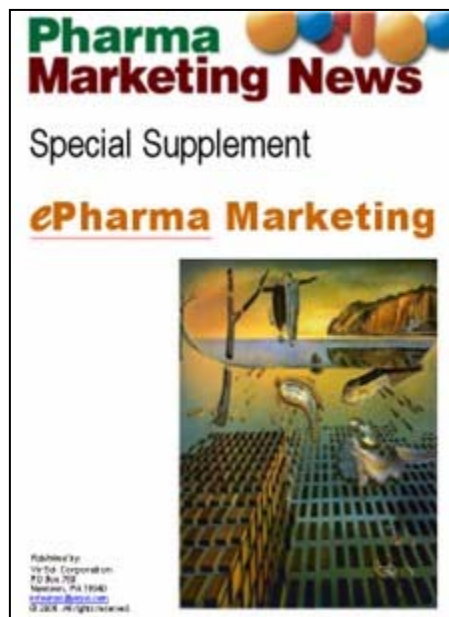


# Special Supplement: **ePharma Marketing**



Many experts believe that pharma eMarketing is at a tipping point and that pharmaceutical companies are poised to shift substantial ad spending from TV and other media to the Internet.

eMarketing remains a challenge for the pharmaceutical industry. The selection of articles in this Special Supplement to Pharma Marketing News will give you a better perspective on the challenges and how they are being overcome.

### **Table of Contents (partial)**

- Applying FDA Marketing Regulations to Internet Promotions
- E-mail Marketing Best Practices for Pharma
- eDetailing: Yesterday, Today and Tomorrow
- The European eMarketing Scene
- ePrescribing: What Role Should Pharma Play?
- Searching for Answers on Search Engine Marketing?
- The Absolute, Relative, and Incremental ROI of DTC eMarketing
- cDetailing: Addressing the Consumer Education Gap
- Blogs and the Pharmaceutical Industry
- Can Health Web Sites Improve Compliance?

**\$ 29.95**

PDF file will be delivered to you by email upon receipt of payment.

E-mail address to send file to: \_\_\_\_\_

### **PAYMENT METHOD:**

**Check Enclosed (payable to VirSci Corporation)**

**PAYMENT MUST BE MADE IN US\$ DRAWN AGAINST A US BANK**

**Credit Card Information**

Credit Card:  MasterCard  VISA  AMEX  Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_ (Month/Year)

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_\_\_  
**Authorized Signature**

Fax to: 1-215-504-5739

or

Send to: **VirSci Corporation**  
**PO Box 760**  
**Newtown, PA 18940**

Contact us:

**1-215-504-4164**

[www.pharma-mkting.com](http://www.pharma-mkting.com)

[info@virsci.com](mailto:info@virsci.com)

More info and order info online at: <http://www.pharma-mkting.com/news/PMNSupplementEmarketing.htm>