Marketing Opportunities

2013

Reach the most influential urologists, oncologists, oncology radiologists, and advance practice professionals in the industry.
CAUTI
www.cautichallenge.com

Based on the successful UroToday website platform, the CAUTI Challenge website was introduced in 2008 to provide a forum to discuss catheter-associated urinary tract infections (CAUTI). The goal of this site was to provide a single resource to access evidence-based medicine and perspectives on implementing CAUTI prevention strategies in alignment with the requirements to reduce HAIs. Today, hundreds of infection preventionists, nurses, and urologists have joined this online community and developed effective algorithms and implemented progressive solutions.

Next Generation Website Platform

In 2012, DSP/UroToday unveiled a next generation website platform. The new software and infrastructure has produced several new UroToday web-products —

- Urologic Catheter Center
- Urgent® PC Center Neuromodulation System treating refractory OAB
- Advances in the treatment of mCRPC

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About the Publisher

Publisher Gina Carithers designed the UroToday web-based model for evidence-based news and education. She has more than 20 years experience in the urology/oncology market. Refer to the 2013 Rate Sheet for media buys and program sponsorship information or call (510) 984-1643 / email publisher@urotoday.com.

About Uro Today

In 2003, Digital Science Press, Inc. (DSP) unveiled UroToday.com — an online urology focused medical education resource for physicians worldwide. Since then, the website has published 155,000 digital pages and is regarded as a comprehensive resource of urologic and GU oncology diseases, including industry news about innovative diagnostic devices, procedures and treatments. Daily news highlights current abstracts often with commentary that relates to urology practice management, medical residents and training.

— UroToday Chief Medical Editors
Alan Wein, MD, PhD (hon.) and
John M. Fitzpatrick, MD, MCh

UroToday International Journal

In 2008, DSP launched UroToday International Journal (UIJ), a peer-reviewed, online journal that includes review articles, case studies and in-depth commentary about current needs in urology and the treatment of urology-related cancers. Many of the published manuscripts include multi-media slides, as well as CME. UIJ has strong participation by authors representing both medical research and clinical practice from all continents.

— UIJ Chief Medical Editor
Karl-Erik Andersson, MD, PhD

UroToday.com
An extensive archive of urology disease information

- Medical news reports
- Evidence-based research and practice management articles
- Algorithms and treatment paradigms to assist with decision-making
- Notable scientific conference presentations and mini-lectures on emerging techniques, treatments and clinical trial findings
- Case studies to enhance the point-of-care diagnosis/treatment
- Emerging new patient portals, specifically prostate cancer, incontinence/OAB and catheters
Expand Your Reach, Engagement & ROI

Digital Science Press offers several effective global marketing vehicles designed to expand your reach, engagement and ROI by delivering your message to urologists, oncologists and radiologists in the USA and around the globe.

- Advertising in UroToday or UroToday International Journal (UIJ)
- Solo-sponsorship of a Urology Insights e-newsletter
- UroAlert email opportunities to target audiences
- Sponsorship of a UroToday International Journal (UIJ) supplement

Reach

- UroToday.com reaches the most influential urologists, oncology radiologists and advance practice professionals.
- DSP database includes more than 27,000 registered healthcare professionals (6,500 are U.S. Urologists)
- During a conference coverage month, we have 55,000 average unique monthly visitors
- Average (physician) visitor spends 5 minutes/visit – once a week
- The Home page (shown left) ranks in 87% of search results

UroToday
At A Glance

- 56,000 unique monthly visitors
- 73% return every 5-7 days
- 210,000 monthly pageviews
- Opt-in list of more than 35,000 registrants
- Keyword searches drive 29% PV
- Loyal subscribers drive 49% PV
- Website referrals drive 22% PV

Our home page ranks 87% in search engine results.
Reader Profile
Our global audience is YOUR target audience.

Urologists and GU Healthcare Professionals

210,000
Monthly Page Views

Return rate
73% per week

Monthly Visits
86,000

Monthly Unique Visitors
56,000

U.S. Based and Global Urology Audience

Europe
South America
Asia
Canada

USA

# 90% US-based urologists

These are our registered readers...

Are these your target customers?

• Urologists, Medical Oncologists, Radiologists, UroGynecologists
• Fellows, Residents, Interventional Medicine Specialists
• Advanced Practice Professionals (ANP, PAs)
• Urologic Nurses and Oncologic Nurses / Educators
• Infection Preventionists
• Administrators (CMO, CNO) and Regulators (FDA)
• Healthcare Industry Professionals

“UroToday brings balance between scientific quality and the translations into immediate clinical applicability.”

— A UroToday Reader

For more information, contact: publisher@urotoday.com
## Media Opportunities

<table>
<thead>
<tr>
<th>Media Opportunities</th>
<th>Rate</th>
<th>Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. UroToday Homepage Banner ad</td>
<td>$5,000/mo</td>
<td>1a. SECURE TOP PLACEMENT</td>
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<tr>
<td></td>
<td></td>
<td>$60,000</td>
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<tr>
<td></td>
<td></td>
<td>(728 x 90 pixels)</td>
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<tr>
<td></td>
<td></td>
<td>1b. HOME PAGE BUTTON ADs / year</td>
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<tr>
<td></td>
<td></td>
<td>$65,000</td>
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<tr>
<td></td>
<td></td>
<td>(220 x 220 pixels)</td>
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<tr>
<td></td>
<td></td>
<td>1c. CASE CHALLENGE BUTTON</td>
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<tr>
<td></td>
<td></td>
<td>$45,000</td>
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<tr>
<td></td>
<td></td>
<td>(220 x 220 pixels)</td>
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<tr>
<td>2. Disease Category Page Banner ad</td>
<td>$5,000/mo</td>
<td></td>
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<tr>
<td>3. UroToday Media Archive Search Terms – Banner ad</td>
<td>$4,000/mo</td>
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<tr>
<td>4. NEW Urologic Catheter and Device Center – Banner Ad for catheter product feature</td>
<td>$1,500/mo 3 month minimum Shared ad space</td>
<td>Indwelling Catheters launches Q4-2012</td>
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<tr>
<td></td>
<td></td>
<td>Inquire about exclusive sponsorships</td>
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<tr>
<td></td>
<td></td>
<td>Limited media buys for:</td>
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<tr>
<td></td>
<td></td>
<td>Intermittent Catheters launches Q1-2013</td>
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<tr>
<td></td>
<td></td>
<td>External Catheters launches Q1-2013</td>
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<tr>
<td></td>
<td></td>
<td>Absorbent Products sponsorship available</td>
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<td></td>
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<td>Nephrostomy tubes sponsorship available</td>
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<td>5. Conference Advertising and Conference Coverage – Banner Ad per disease category ASCO GU, ASCO AUA, APIC, EAU, ESMO, ICS, ISSM, ASTRO, WOCN SUFU, SUNA, and misc. regional urology meetings</td>
<td>$25,000+ (based on 3 months pre-at-post-show)</td>
<td>5a. Sponsorship $120,000/yr</td>
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<td>5b. Conference e-Reports and e-Reviews $35,000/meeting</td>
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<td>5c. Enduring symposium presentations $25,000/lecture</td>
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<td>Media Opportunities</td>
<td>Rate</td>
<td>Comment</td>
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<tr>
<td>6. UroToday Urology Insights Personalize your e-invite to a symposium, booth location, highlight a lecture series, etc.</td>
<td>$3,500/email Metrics available to evaluate impact; Packages available upon request</td>
<td>Schedule with two weeks notice Specify target audience: MD, RN, PA, CMO</td>
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<tr>
<td>7. Urology Insights -- A single sponsor for a focused medical report (Prostate Disease, OAB, Incontinence, 16 other topics available)</td>
<td>$5,000/email</td>
<td>Schedule with two weeks notice E-blast targeting U.S. physicians or targeted subset groups from the DSP database</td>
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<tr>
<td>8. UroToday International Journal (UIJ) Run of site Banners</td>
<td>$2500/mo.</td>
<td>Reach: 58% U.S. readership</td>
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<td>9. UIJ e-TOC</td>
<td>$2500/publication.</td>
<td>Schedule with two weeks notice based upon remaining inventory</td>
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<td>11. UroToday LIVE webcasts and multi-media supplements</td>
<td>Rate to be determined based on materials and speakers</td>
<td>3 months preparation</td>
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<tr>
<td>12. UroToday Surveys and polls</td>
<td>Rate to be determined based on size and scope of survey</td>
<td>1 month preparation</td>
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