

STAND OUT

Pharmaceutical Technology Presents... The INTERPHEX Web Video Showcase

Formally invite our readers and viewers to your INTERPHEX booth, introduce your new products and services, and reaffirm successful outcomes with a professional, captivating web video message. **Your message, our audience, and state-of-the-art web video technology puts you in the spotlight before the INTERPHEX Conference & Exhibition on April 24-26, 2007.**

Cut Through the Clutter

Web video messages are known to get **2.5 times the click through rate** and maintain viewer's attention for up to 30 seconds.

Video Message Offering:

- Production of a 30-second turnkey web video message accompanied by calls to action, your booth number, and company logo. Includes monthly reports on viewer time and click through rate (Note: 10 business days turnaround required for video production)
- Extensive visibility to the highly-desired online audience of PharmTech [includes 2 months of hosting on the **INTERPHEX Web Video Showcase** (April and May)]
 - **You provide the images and the script and we create the video.**
- A LIVE LINK to your web video message from **PharmTech's INTERPHEX Pre-Show Review e-Newsletter** deployed to more than 33,000 opt-in industry professionals
- A LIVE LINK position on the INTERPHEX Video Showcase Rotating Banner featured throughout PharmTech's website

[See sample of Pre-INTERPHEX Web Video](#)

Yes, all of this for \$950!

**If you want to maximize your pre-INTERPHEX marketing message,
call your account representative today.**

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