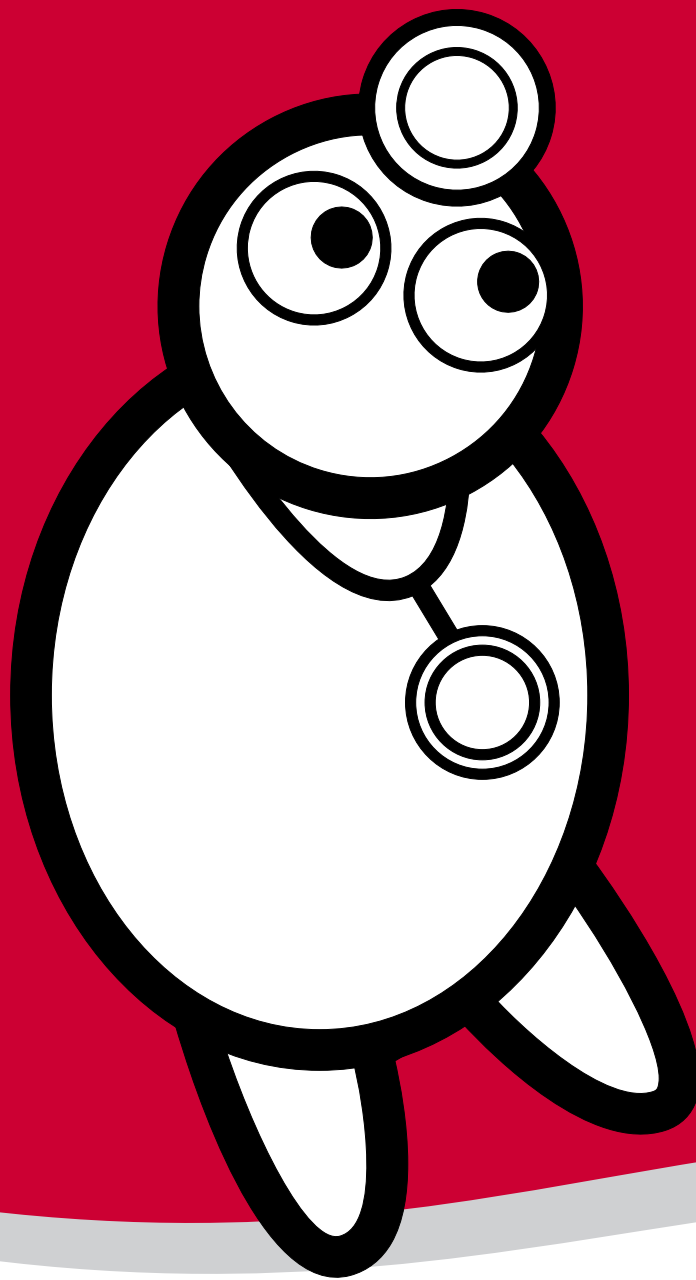


# Media Data

DocCheck<sup>®</sup> Newsletter



## 1. One Step ahead



### Company Portrait

DocCheck is the biggest and fastest growing business-to-business portal for healthcare specialists in Europe. DocCheck offers a password service for medical professionals on the Internet. This free password grants access to restricted areas (designated to medical professionals) of medical websites.

DocCheck started in October 1996 with one web site, a handful of users and a vision. But things have evolved significantly since back then. Meanwhile more than 440,000 medical professionals have registered.

The idea of „one password anywhere“ has gained a lot of followers.

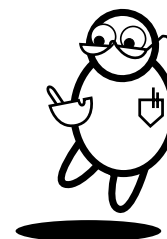
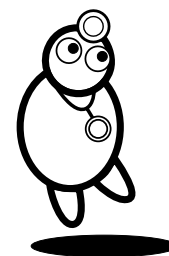
See for yourself and check out the list of websites protected by DocCheck at [www.doccheck.com](http://www.doccheck.com). The most important European pharmaceutical companies use the DocCheck login for website access control.

But there is more: We offer special services to our users and pharmaceutical companies – e.g. our e-mail information service “DocCheck Mail” and online market research.

### Newsletter

The German version of the DocCheck Newsletter is published weekly and has a subscriber base of more than 180,000 physicians, pharmacists, medical journalists and other members of medical occupations. This makes it the most widely read medical e-mail newsletter in Europe.

The new international newsletter was first published in September 2006. It addresses a target group of 35,000 healthcare specialists worldwide, essentially physicians and pharmacists. For 2007, we expect to reach more than 100,000 subscribed medical professionals.



## 2. Advertising



In every issue, 1-2 articles are published in the category “Industry news”. The precise target group dispatch of the newsletter ensures the advertising of prescription drugs stays in compliance with the legal standards.

Use this potential to disseminate your PR message quickly and efficiently! The DocCheck Newsletter offers the following advantages:

### Precisely defined target groups

Every user has to verify his occupational group with DocCheck. Thus the high quality of the subscriber base is guaranteed. You can define precisely which specialty group you would like to address.

- Physicians: 16,000
- Pharmacists: 8,000
- Others: 11,000

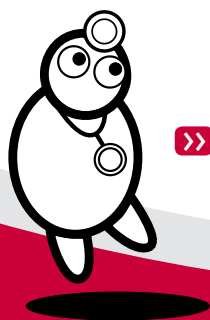
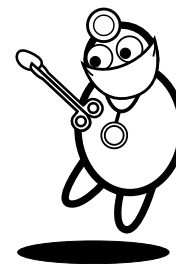
### Controlled advertising effect

A detailed impact report provides you with valuable information about the advertising effect of your article. Keep full control of success and costs!

- Who reads your message?
- How long do readers stay on your article?
- How is your article rated?

### Comfortable

Provide us with a “ready for print” article or rely on our editorial staff. We can take care of your images and make them suitable for the web.



» [www.doccheck.com/newsletter](http://www.doccheck.com/newsletter)

Frank Schmitt

Phone: +49(0)221.9 20 53-526

E-Mail: [frank.schmitt@doccheck.com](mailto:frank.schmitt@doccheck.com)

## 2.1 Standard advertising set form



### Editorial Advertising

Your ready-for-print article can include up to 600 words.

### Flaps

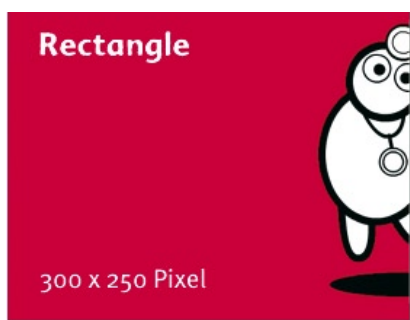
Flaps are intelligent interactive modules that enrich your articles. Use Flaps to make your article more attractive.

These provide the following functions:

- Quick surveys
- Lotteries, orders
- Request of a rep visit
- Order of a drug sample

## 2.2 Banner Advertising

There are many possibilities to place your banner in the DocCheck Newsletter or within the associated services. The formats follow the recommendations of the IAB.



### Skyscraper

Appears directly next to the article.

Format: 146x 600 pixels

Duration of banner posting: 7 days

### Rectangle

Appears in the editorial part of the DocCheck Newsletter just inside the article.

Format: 300x250 pixels

Duration of banner posting: 7 days

Do not hesitate to contact us anytime for further special forms of advertising streaming videos, flash animations etc.

### 3. Pricing

#### DocCheck® Newsletter

##### Advertising possibilities

|                               |           |
|-------------------------------|-----------|
| Advertorial (about 600 words) | 1.490,- € |
| Banner Skyscaper              | 490,- €   |
| Banner Rectangle              | 490,- €   |

### 4. Your contact for the DocCheck Newsletter:



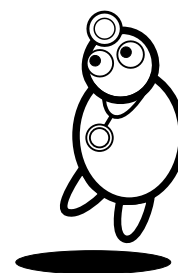
#### DocCheck® Newsletter

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>> [www.doccheck.com/newsletter](http://www.doccheck.com/newsletter)

## 7. General terms and conditions

General terms and conditions of DocCheck Medical Services GmbH for advertising in the DocCheck Newsletter („Newsletter-GTCs“)

### Preambles

- (1) The DocCheck Medical Services GmbH, Vogelsangerstrasse 66, 50823 Köln/Germany, registered at Commercial Registry of AG Köln as HRB 31152 (hereinafter called „DocCheck“) publishes a newsletter sent per text- and HTML-eMail and published on the DocCheck website.
- (2) Those general terms and conditions (hereinafter called “GTCs”) regulate the legal relations between DocCheck and the according contracting partner (hereinafter called “customer”) complementing individual contracts and their terms.

### § 1 Advertising order

- (1) “Advertising order” in the sense the following general terms and conditions, refers to the agreement to publish one or more than one advertisement or presentation in any form in information or communication services, especially the DocCheck Newsletter, for the purpose of circulation.
- (2) If an order should not be carried out owing to circumstances for which DocCheck is not responsible, then the customer must reimburse DocCheck for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. The reimbursement does not apply if the non-fulfillment is due to force majeure within the range of risk of DocCheck.
- (3) Orders for advertisement and supplements, declaredly and exclusively to be published in particular editions, numbers or at particular places within the Newsletter, must be submitted early enough to DocCheck prior to closing date in order to confirm or decline the order as requested. Columned advertisements will be published in the according column and does not require additional explicit agreement.

### § 2 Contents

- (1) The customer guarantees that he is in the possession of all rights necessary for the placement of an advertisement. The customer holds DocCheck harmless within the framework of the contract from all claims by third parties, which might arise through the violation of any laws, even when the order has been cancelled.
- (2) DocCheck is not obliged to verify advertisement contents in regard to violation of third parties’ rights.
- (3) DocCheck reserves the right to refuse or block any advertising orders including requisitions under the terms of a transaction, if their contents violate laws or official regulations or if the contents are liable to be objected to by any advertising council in a complaints procedures or if the publication thereof is unreasonable to DocCheck due to the content, the origin or the technical form. This also applies to advertisements or any other advertising material containing advertising for third parties. Those require in each and every case a stipulated prior acceptance declaration by DocCheck.
- (4) Advertisements, which in form or appearance are not immediately recognizable as such, will be clearly marked as such by DocCheck in the column “news from the industry”.

### § 3 Delivery of data

The customer is obliged to provide DocCheck with correct advertising material, particularly with regard to the format or the technical specifications as designated by DocCheck in due time before the publication date. DocCheck will immediately request a replacement if the material is seen to be unsuitable or damaged. DocCheck cannot be held reliable for any mistakes in the advertisement or faulty links. DocCheck guarantees, within the framework of predictable demands, a best-possible reproduction of the advertisement in accordance with the technical standards normal at the time.

### § 4 Cancellation

Cancellation of an advertising order is possible up to 10 working days prior to date of placement of advertising. Any cancellation after that entitle DocCheck for full settlement of the agreed advertising price according to §1 para. 2 – independent of whether the advertisement was published or not. § 5

### Guarantee

- (1) In case of partial or complete non-availability of the advertisement the customer is entitled to reduce payment or to a satisfactory replacement, but only to the extent the advertisement failed of its essential purpose. If DocCheck does not perform within a reasonable time or if the replacement advertisement also not satisfactory, the customer is entitled to a reduction of the payment due or to cancel the order.
- (2) Claims to compensatory damages based on impossibility of performance and default are limited to foreseeable damages and the remuneration regarding the advertisement or supplement.
- (3) The liability of DocCheck for breach of warranted quality remains unaffected. In contracts between merchants, DocCheck is furthermore not liable for the gross negligence of employees/agents if they are not management personnel; in other cases, liability to merchants for gross negligence is limited to the scope of foreseeable damages up to the total price of the advertisement.
- (4) Complaints - except in not obvious faults - must be raised within four weeks of receipt of the invoice and verification.

### § 6 Payments

- (1) The invoice is due within the term indicated on the rate card starting upon receipt of the invoice, unless in individual cases another latest day of payment or pre-payment has been agreed on. Any decrease for early payments are in accordance with the rate card.
- (2) In newly established business relations DocCheck reserves the right to request advance payment prior to the closing date.
- (3) In the event of default or delay of payment, DocCheck will charge interest according to rate card plus debt collection charges. The proof of a lesser damage caused by delay is reserved to the customer.
- (4) DocCheck may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements.
- (5) If there is reasonable doubt regarding the customer’s ability to pay, DocCheck is entitled, even during the term of the contract, to make the publication of further advertisements dependent on advance payment and settlement of unpaid invoices, regardless of previously agreed terms of payment.
- (6) The URL of the published advertisement together with the invoice will be submitted to the customer by eMail. In case an URL cannot be reached due to the contents being meanwhile offline, it is replaced with a legally binding statement by DocCheck regarding the publication and circulation of the advertisement.

### § 7 Place of jurisdiction/applicable law

This terms and conditions are governed by German law. Place of fulfillment and place of jurisdiction is Cologne (Köln), Germany. Drafted 10/2006