



QUADRANT HEALTHCOM INC.

THE FEMALE PATIENT®

2010 CORPORATE AND JOURNAL ADVERTISING DISCOUNT & INCENTIVE PROGRAMS

Effective January 1, 2010

Quadrant Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET Spending	Earned 2010 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

Corporate Frequency Combination

Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split run pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved. (The highest frequency available is 144x on all journals combined.)

Order of discount calculations as applicable:

1. Corporate frequency combination
2. Journal specific continuity discount
3. Journal specific combination buy
4. Corporate discount
5. Agency discount

The Female Patient® Incentive Program

The Female Health Continuity Program

Advertise the same product in 5 issues of *The Female Patient*® and receive the 6th insertion (of equal or lesser size) free*. Advertise the same product in 10 issues of *The Female Patient*® and receive the 11th and 12th insertions

(of equal or lesser size) free. Continuity programs apply to calendar year January 2010 through December 2010.

Combination Buy

Advertise the same product in the same month in *The Female Patient*® and *Clinician Reviews*® and receive a 15%

discount off the earned rate in each journal (B&W and color).

*Clients must supply materials for free insertions. Free pages count toward frequency.

For additional information, please refer to the 2010 rate card or contact Margo Ullmann at (973)206-8962. Visit us at www.femalepatient.com.