

Online Vendor Video Showcase



Embedded video "sales pitch"

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The Arcas Group is driven by a singular focus: improving the connectivity between medical thoughtleaders, physicians, and commercially focused organizations.

Providing strategic consulting, intelligence and analysis and management services in the US and Europe, we support our clients by growing their position in the healthcare market through enhanced connectivity and relationships.

The Arcas Group's clients include oncology, pharmaceuticals, biotechnology, gastroenterology, and diabetes, as well as infectious diseases and dermatology.

We bring more than 30 years of experience in commercialization and medical strategy, medical marketing, thought leader development, product management, and marketing communications to our clients.

<http://www.virsci.com/mc-v-listings.htm#D-012>

The online **Vendor Video Showcase** is a new and exciting promotional option that features an embedded video "sales pitch" in your company's Preferred or Category Sponsored listing in the [Pharma Marketing Vendor Directory](#).

While banner ads have become passé and pop-ups a nuisance, the use of rich media ads is poised for rapid growth, industry experts say. Rich media, which includes digital video, generates stronger user engagement with your value proposition and enhances your advertising ROI.

Pharma Marketing Network's Vendor Video Showcase is the first online pharmaceutical marketing directory to offer rich media options.

How It Works

Send us you 1-minute (approx.) video file when ordering your Preferred or Category Sponsored Listing in the [Vendor Directory](#).

Creating your own 1-minute digital video sales pitch is simple and cheap using today's technology. You can even use your cell phone to create video! Call us for help creating your video.


We add a title page and upload the video to our YouTube channel and embed it in the listing as shown in the example on the left. Your video is also available through YouTube directly and can be found via a Google search! This is an added benefit at no charge to you!

For a sample Vendor Video Showcase listing, please visit <http://www.virsci.com/mc-v-listings.htm#D-012> or access the video sales pitch directly on YouTube at http://www.youtube.com/watch?v=7XH_tM2THNg

A 1-YEAR Vendor Video Showcase Listing Includes*:	
• Your 1-minute video "sales pitch" is uploaded to YouTube and embedded in the listing (you supply the video in digital format)	
• Logo (optional)	
• Large, bold color font for name	
• Up to 250-word description	
• Active (clickable) Web and email links	
• Your company name appears prominently at the TOP of the page in a special Preferred Vendor Menu in large, bold text.	
PLUS...30-Day Money Back Guarantee	
Fee for a 1-year listing	\$ 249.50
Insert Banner Ad at Top of Page, add...	\$ 125.00

*Term=1 year. See the next/reverse page for a complete listing of options and benefits.

Online Vendor Video Showcase Options & Benefits List

Option	Benefit(s)
<p>We upload your Video sales pitch to Pharma Marketing Network's YouTube channel</p> <p>OPTION: You can create your own YouTube page to upload your video to; this allows you to edit or change the video and control options like accepting comments, ratings, making public or private, etc. without paying any additional fee to PMN.</p> <p>If you require assistance in creating your video pitch or setting up your own YouTube page, PMN can provide these services for an additional fee.</p> <p>NOTE: If you do not want your video available at all via YouTube, we can upload it to a private area on PMN for an additional hosting charge – or you can make it available from your own site.</p>	<ul style="list-style-type: none"> ▪ Can be found independently via Google or other search engine ▪ You determine the video title, category, and tags to improve search visibility ▪ Optional: Your video can be made private – viewable by a select group of people – and not broadcast to the public ▪ You determine if comments about your video can be added automatically or not (PMN does not approve comments; if you would like to accept comments, but only after approval, you must upload your video to your own YouTube page and monitor comments on your own.) ▪ You determine if viewers can rate your video or not. ▪ You determine if comments can be rated. ▪ You determine if your video is syndicated – available on mobile phones and TV.
<p>Embed your video sales pitch in other Web pages to create rich media ads</p>	<p>Your video is embedded within your Preferred or Category Sponsored listing in the online Pharma Marketing Vendor Directory. It can also be embedded in other Web sites, including:</p> <ul style="list-style-type: none"> ▪ Your own Web site or third-party Web sites ▪ Other Pharma Marketing Network sites such as Pharma Marketing Blog or Pharma Marketing Forums. Additional fees apply. Contact us.
<div style="display: flex; align-items: center;">  <p>Include your video sales pitch in PMN's Vendor Video Showcase DVD</p> </div>	<p>PMN intends to produce a Vendor Video Showcase DVD featuring vendor video pitches. This DVD will be distributed FREE to qualified pharmaceutical company executives; eg, product managers and others with purchasing authority. Vendor Video Showcase DVDs also will be distributed online and at trade conferences to qualified sales leads. Additional fees apply.</p>