Ratecard Description Line Description Rate

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| --- | --- | --- |
| 2023 - HCP - Banner Ads on 3rd party - NM | Banner Ads on 3rd party | 50 |
| 2023 - HCP - Content Creation - NM | Video Editing | 650 |
| 2023 - HCP - Content Creation - NM | Case Study Creation | 2600 |
| 2023 - HCP - Content Creation - NM | Video Creation | 2600 |
| 2023 - HCP - Content Creation - NM | Webinar Brief PDF | 2600 |
| 2023 - HCP - Content Creation - NM | Bnner Ad Creation | 2600 |
| 2023 - HCP - Content Creation - NM | Printable PDF Only | 600 |
| 2023 - HCP - 3D Machine Tour - NM | 3D Machine Tour | 800 |
| 2023 - HCP - Custom Question - NM | Custom Question | 550 |
| 2023 - HCP - Permission Builder - NM | Permission Builder 2022 | 2100 |
| 2023 - HCP - Targeted Cover - NM | Up to 1,500 | 6600 |
| 2023 - HCP - Targeted Cover - NM | 1,501 to 2,000 | 6850 |
| 2023 - HCP - Targeted Cover - NM | 2,001 to 2,500 | 7100 |
| 2023 - HCP - Targeted Cover - NM | 2,501 to 3,000 | 7300 |
| 2023 - HCP - Targeted Cover - NM | 3,001 to 3,500 | 7650 |
| 2023 - HCP - Targeted Cover - NM | 3,501 to 4,000 | 7950 |
| 2023 - HCP - Targeted Cover - NM | 4,001 to 4,500 | 8300 |
| 2023 - HCP - Targeted Cover - NM | 4,501 to 5,000 | 8650 |
| 2023 - HCP - Targeted Cover 250 Names - NM | Targeted Cover 250 Names | 650 |
| 2023 - HCP - E-blast Extension - NM | E-blast Extension | 800 |
| 2023 - HCP - Standard e-blasts - NM | Co-Branded Newslettter | 5400 |
| 2023 - HCP - Standard e-blasts - NM | Whitepaper | 4350 |
| 2023 - HCP - Standard e-blasts - NM | Case Study | 4350 |
| 2023 - HCP - Standard e-blasts - NM | E-Book | 4350 |
| 2023 - HCP - Standard e-blasts - NM | Event | 4350 |
| 2023 - HCP - Standard e-blasts - NM | Supplied HTML | 4450 |
| 2023 - HCP - Standard e-blasts - NM | Industry Webinar | 4350 |
| 2023 - HCP - Standard e-blasts - NM | Product Update | 4350 |
| 2023 - HCP - Standard e-blasts - NM | Video | 4350 |
| 2023 - HCP - Standard e-blasts - NM | Asked & Answered | 6650 |
| 2023 - HCP - Standard e-blasts - NM | Webinar | 4350 |
| 2023 - HCP - Facebook - NM | Sponsored Post - Targeted | 2500 |
| 2023 - HCP - Facebook - NM | Sponsored Post - General | 5000 |
| 2023 - HCP - Facebook - NM | Video - Targeted | 2500 |
| 2023 - HCP - Facebook - NM | Video - General | 5000 |
| 2023 - HCP - LinkedIn - NM | LinkedIn - Targeted | 3500 |
| 2023 - HCP - LinkedIn - NM | LinkedIn- General | 7000 |
| 2023 - HCP - Telephone Lead Generation - NM | Telephone Lead Generation | 3950 |
| 2023 - HCP - Native Ads on 3rd Party - NM | Native on 3rd Party | 100 |
| 2023 - HCP - Healthcare Packaging Focus | Focus | 1300 |
| 2023 - HCP - Logistics for the Life Sciences - NM | Logistics for the Life Sciences | 1250 |
| 2023 - HCP - Newsbrief - NM | Newsbrief | 1650 |
| 2023 - HCP - Quick Hits - NM | Quick Hits | 1050 |
| 2023 - HCP - Serialization Countdown - NM | Serialization Countdown | 1300 |
| 2023 - HCP - Take Five - NM | Take Five | 0 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | Outside Back Cover | 5350 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | Inside Front Cover | 5350 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | Inside Back Cover | 5350 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/2 Horizontal Spread | 4800 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/2 Page Island | 3000 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/2 Page Horizontal | 3000 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/2 Page Vertical | 3000 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/3 Page Horizontal | 2400 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/3 Page Square | 2400 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/3 Page Vertical | 2400 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/4 Page | 2400 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 2/3 Page Vertical | 4250 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 2 Page Spread | 8900 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | Full Page | 4900 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | 1/3 Horizontal Spread | 4600 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | PE/HCPE Profile Bonus (full page) | 0 |
| 2023 - HCP - Healthcare Packaging Magazine - NM | Premier Suppliers Profile | 0 |
| 2023 - HCP - Serialization Playbook - NM | Serialization Playbook | 8350 |
| 2023 - HCP - Premier Suppliers - NM | Premier Suppliers | 0 |
| 2023 - HCP - Template Creation - NM | Custom Template Creation | 950 |
| 2023 - HCP - Targeted Direct Mail - NM | Targeted Direct Mail | 1900 |
| 2023 - HCP - Targeted Direct Mail (add' 1000 names)- NM | Add'l 1000 names | 350 |
| 2023 - HCP - Video Pre-Roll 3rd Party - NM | Pre-Roll on 3rd Party | 50 |
| 2023 - HCP - Webinar - NM | HCP Webinar | 1550 |
| 2023 - HCP - Native on HCP.com - NM | Native on HCP.com | 1400 |
| 2023 - HCP - Banner Ads on HCP.com - NM | Company Targeted Sponsorship Flexi | 200 |
| 2023 - HCP - Banner Ads on HCP.com - NM | Flexi-Size | 150 |
| 2023 - HCP - Banner Ads on HCP.com - NM | Roadblock Flexi Campaign | 200 |
| 2023 - HCP - Healthcare Packaging Focus - NM - HOUSE | HCP Focus RESEND HOLD | 0 |
| 2023 - HCP - Healthcare Packaging Focus - NM - HOUSE | HCP Focus Slot - House Materials | 0 |