

PERQ/HCI Medical/Surgical Non-Journal Media Study™

Exposure Studies for Good Measure

Compare Performance of Alternative Media with a Common Base

The PERQ/HCI Medical/Surgical Non-Journal Media Study measures the receivership, usage and advertising impressions of multi-sponsored, alternative media targeted to physicians—enabling media planners to select effective and efficient promotional media—and allowing publishers to measure the usage of competing ad vehicles.

- Reference Publications
- Prescription Pads
- Patient Forms
- And More!

Data for each media category are reported both in unweighted and research-based relative values to provide meaningful comparisons. The relative values express the relative ability for each of the media to deliver the advertiser's message with journals serving as the benchmark.

Electronic delivery is available via the PERQ/HCI RxMixMastR™.

For more information, call **800.243.2702 ext. 235**



www.PERQ-HCI.com