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Cephalon - Fentora

Print Proposal – 2011

January, 2011





ERL Media

- It is the mission of the media department to provide comprehensive planning and buying for all professional, DTP, and DTC channels
- We consider ourselves partners in providing creative, strategically efficient and cost effective media solutions
- Our expertise spans all the healthcare media channels including print, online, targeted media, in-office, conventions and more
- We strive to foster meaningful engagement between customer and brands at the point of receptivity

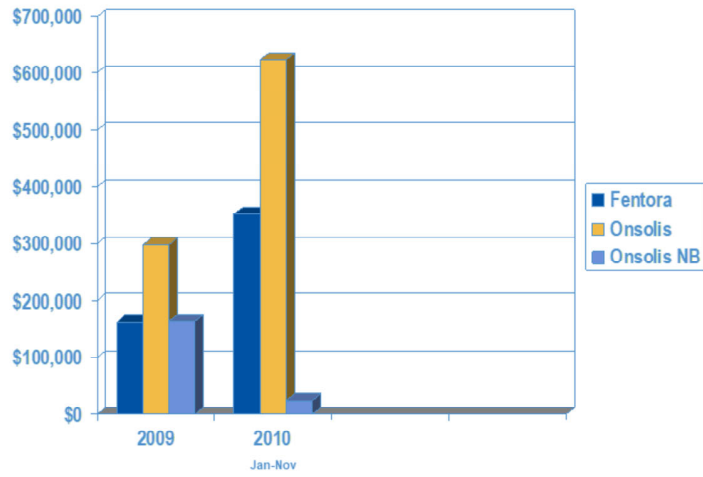


Slide 2

- E1** Add bullet or talking point that media integrates with metamax (and other euro life agencies?) regularly and seamlessly.
ERL, 1/18/2011



Competitive Landscape



Both Abstral and Pecfent show no activity during either time period

Slide 3

E2 Can we relabel "onsolis nb" to "Meda non-branded"?
ERL, 1/18/2011



Healthcare Planning Toolbox

- **Kantar Media:** Leading supplier of medical audiences measurement, gold standard in research tools for the HCP market
 - **MAR Medical**
 - Ad Tracking, competitive data and market share
 - Customizable reporting of professional healthcare journal advertising pages tracked by PERQ/HCI
 - Searchable online database of ad images from more than 500 publications (1995 – present)
 - Rankings for professional healthcare journals by specialty – ideal tool for identifying advertiser strategy
 - **2010 Sources and Interactions Study**
 - A Kantar Media study of physician touchpoints with pharma and professional media
 - **HMI (Healthcare Marketing Intelligence)**
 - Rankings for professional healthcare websites; web metrics in the context of specific specialty markets; over 500+ sights currently tracked
- **Manhattan Research:** A pharmaceutical and healthcare market research firm focused on providing insight into digital trends among HCPs
 - **2010 Taking the Pulse**
 - Reveals physician adoption rates in the areas of mobile, social, and online access at the point of care
- **Nielsen:** A global company that monitors the media industry, and enables a deep understanding of consumer media consumption and behavior across platforms
 - **Ad Relevance**
 - Provides competitive ad intelligence
- **ComScore:** Provides leading digital marketing intelligence
 - **Impact Rx Physician Behavior Study, 2010**



Media Discussion

With syndicated readership an option in evaluating only one segment of the targeted audiences, oncology, we have to look at more qualitative factors with regard to journal selection

- **Association Affiliation**
- **Circulation qualification and verification**
Paid, controlled, benefit of dues, BPA audit, member roster
- **Ad Placement Policy**
Interspersed, stacked, or welled
- **Preferred Positioning**
- **Issue quality and ad reproduction**
Design, layout, paper stock
- **Format**
A size, tabloid, digest, queen



- Frequency**

Weekly, monthly, bi-monthly, quarterly, etc

- Market Services**

Free ad studies, free online advertising, free PR, bonus convention distribution, custom research, and/or market research

- Editorial environment**

Clinical, scientific, original, staff written, peer reviewed, relevant departments

Among all of the qualitative factors, we consider editorial to rank among the highest.



Branded ad placement in the months where editorial features will most benefit the *FENTORA* ad message are considered the most important factor.

- **Premium Positioning**
Placement in or adjacent to feature articles
Flexibility to adjust the approved program to take advantage of opportunities as they become available

With the footprint of the recommended journals, we feel confident that we will effectively and efficiently reach all targets considered primary to the *FENTORA* ad message

Slide 7

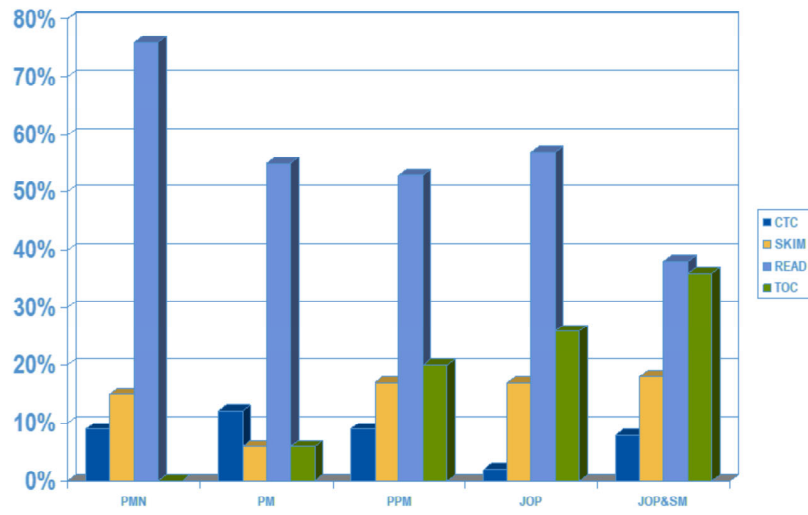
E3 create bullets for blue font, or delete existing bullet
ERL, 1/18/2011



PRINT LANDSCAPE



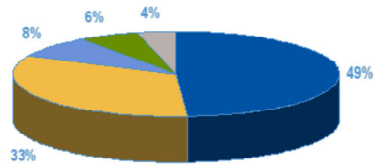
Custom Readership Study – Pain Medicine News



Source: Kantar Media, based on PMN circulation

Custom Readership Study – Practical Pain Management

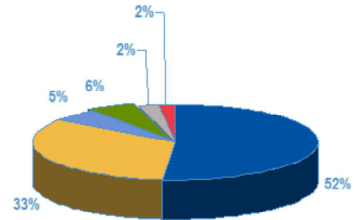
If you could read only one pain publication which would it be?



■ PPM ■ PM ■ PMN ■ JOP ■ MDNG

Source: Vertical Health Publisher of Practical Pain Management

Which one do you save and refer to most often?

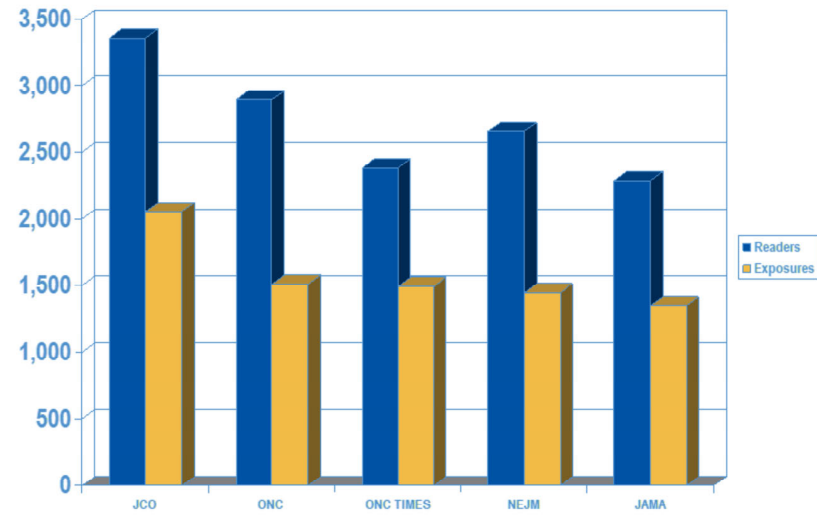


■ PPM ■ PM ■ PMN ■ JOP ■ MDNG ■ JOSPM

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WHERE BRANDS AND CUSTOMERS MEET



Journal Ranking - Oncology – Universe 4,100



Source: Kantar Media

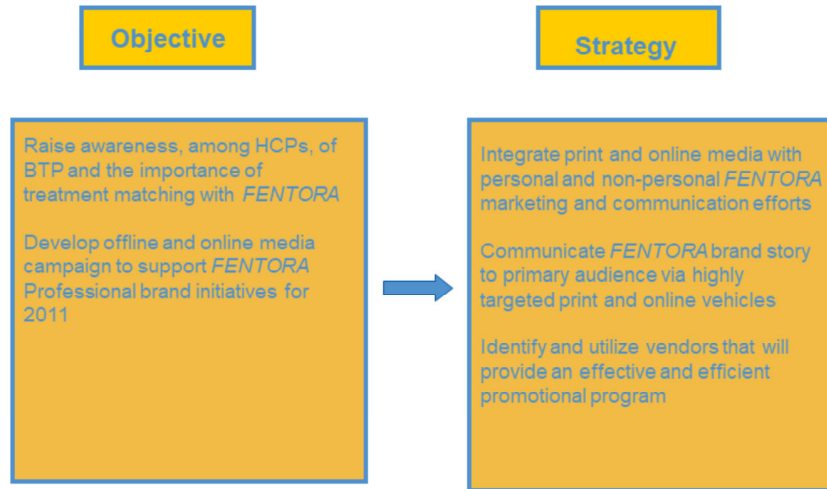
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PLANNING PARAMETERS



Print Planning Parameters - 2011



Slide 13

E5 Reworked content. let me know if we should discuss.
ERL, 1/18/2011



Assumptions

- **Time Frame**
 - March – December 2011
- **Audience:**
 - Pain Management Specialists (PCP)
 - Oncologists
 - Nurse/NP/PA (Oncologist)
- **Ad Unit:**
 - Single Leaf Insert + 2 Pages BW
 - Island Single Leaf Insert + 2 Pages BW (Tabloid)
 - Page 4/color + 3 pages BW (Position Ad)
 - King Page 4/color + 3 pages BW (Position Ad Tabloids)





2011 Offline Recommendations

PRINT PROPOSAL





Proposed Print Program

Journal	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
ASCO Post				ASCO							\$42,765.65
JAMA – Cancer Demo		4/6	5/4	6/1							
		4/13	5/11	6/8							
		4/20	5/18	6/15							\$47,961.00
Journal of Clinical Oncology				ASCO							\$46,027.50

ASCO Post	120x rate with JCO \$500 off matching months with JCO
JCO	50% off 3 rd brief page
JAMA	36x rate 25% off gross total
JCO	120x rate No Charge 3 rd brief page

Key:
Single Leaf Insert + 2 Pages BW
Page 4/color + 3 Pages BW (Positions)



Proposed Print Program

Journal	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Journal of Pain TOC											\$15,555.00
Journal of Pain Abstracts Issue											
Journal of Pain & Symptom Mgt TOC											\$32,487.00

Journal of Pain JOP Abstracts Journal of Pain & Symptom Mgt.	No Charge 3 rd brief Cover 2 & Cover 4 No Charge 3 rd brief
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Slide 17

E6 should that blue box be yellow?
ERL, 1/18/2011



Proposed Print Program

Journal	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
<i>Journal of the Advanced Practitioner in Oncology</i>											\$18,207
<i>New England Journal of Medicine</i>	3/3	4/7	5/6								
	3/10	4/14	5/12								
	3/17	4/21	5/19								
	3/24 Free	4/28 Free	5/26 Free								\$67,473.00
<i>MDNG – Pain Mgt</i> <small>(w/ ill be part of the online buy)</small>											

<i>Journal of the Advance Practitioner</i>	50% off 3 rd brief page
<i>New England Journal of Medicine</i>	50% off 3 rd brief page, run in three consecutive issues get the 4 th free



Proposed Print Program

Journal	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Oncology – Nurse Edition Cover 4											\$51,000
Oncology Nursing Forum											\$48,875.00
Oncology Times										Free	\$43,668.75
Pain Management Nursing											\$8,568.00

<i>Oncology – Nurse Edition</i>	Limited Sponsorship, \$20,000 per insertion reduced to \$17,000 per Cover 4 Position
<i>Oncology Nursing Forum</i>	60x rate
<i>Oncology Times</i>	48x rate, 3 rd brief free buy 5 get 6 th free
<i>Pain Management Nursing</i>	No Charge for 3 rd brief



Proposed Print Program

Journal	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
<i>Pain Medicine</i> TOC											\$19,323.75
<i>Pain Medicine</i> News – Cover 4			C4				C4		C4		\$119,187.49
<i>Practical Pain Mgt</i>											\$66,997.00

<i>Pain Medicine News</i>	24x rate 50% off 3 rd brief page
<i>Practical Pain Mgt.</i>	48x rate 50% off 3 rd brief page



Audience Breakout

Journal	Oncology	Pain Specialists	PCP/Pain Specialists	Hem/Onc	Nurse	NP/PA Oncology
ASCO Post	x			x		x
JAMA Cancer Demo	x		x	x		
JCO	x			x		
Journal of Pain		x				
Jrl. of Pain & Symptom Management		x				
Journal of Advanced Practitioners in Oncology						x
NEJM – Hem/Onc	x			x		
Oncology Nursing Ed					x	
Oncology Nursing Forum					x	
Oncology Times	x		x		x	
Pain Mgt Nursing					x	
Pain Medicine		x	x		x	
Pain Medicine News	x	x	x			
Practical Pain Mgt		x	x	x		

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E7 does it make sense to use consistent fill (ie. yellow vs. "x")?
ERL, 1/18/2011



Reach & Frequency Analysis

Reach/Frequency

Reach: For a given advertising schedule, calculates the number (percentage) of different individuals who will be exposed to an ad message at least once

Frequency: The average number of times an audience member is exposed to the ad message over the duration of the schedule

	Once	1x per mo*	2x per mo
FP/IM/GP	98%	54%	19%
Oncology	97%	79%	51%

*Reads as follows: 54% of all PCPs and 79% of all Oncologists will be exposed to a *FENTORA* ad message once a month for the 10 month period.

Conversely, only 19% and 51% respectively will be exposed twice per month. Ideally we strive to reach at least 70% 1x per month and 50% for 2x per month for optimal reach.

Please note a reduction in the budget or insertions will affect the reach further



2011 Professional Print Review/Rationale

Print Advertising Tactics	Rationale	Timing	Cost
Journals	Broad and targeted reach providing great cost efficiencies while disseminating key communication message	March – December	\$620,000
Other Opportunities: Cover Tips, poly bagged materials	Cover tips and poly bagged materials are highly impactful	Targeted at key convention times	TBD based on interest
Targeted Media: Alert Marketing (list match)	Targeted, single sponsored vehicles provide greater impact without clutter	Targeted prior to key conventions or conferences	TBD based on interest
		Total Expenditure	\$620,000*

*Reflects only journal space, production estimated at \$40,000 - \$60,000 additional



Next Steps

- Client to review and comment
- Revised recommendations based on comments
- Final plan developed, presented and implemented
- Compas to be advised of schedule, costs, and placement



APPENDIX



<u>Journal</u>	<u>Size/Frequency</u>	<u>Edit Profile</u>	<u>Audience</u>	<u>Special Issues</u>
ASCO Post	Tab/18x	Deliver timely and unbiased reports on major oncology meetings across the globe, including ASCO's annual meeting. This newspaper style publication provides summaries of evidenced based clinical literature	Oncology, NP/PA Onc, ASCO members, Hem/Onc	National Comprehensive Cancer Network, ONS, ASCO, American Society of Hematology, San Antonio Breast Cancer Symposium
JAMA – Cancer Demo	A/Weekly	The journal is a primary science, peer reviewed publication. They only publish original well-documented research & clinical articles on a diverse range of medicine topics. 2011 themed cancer issue will publish in Ju	Oncology, Hem/Oncs, Hematologists and more than 10,000 IMs, who are high prescribers of Onc products	ASCO



Print Profiles (cont'd)

<u>Journal</u>	<u>Size/Frequency</u>	<u>Edit Profile</u>	<u>Audience</u>	<u>Special Issues</u>
<i>Journal of Clinical Oncology</i>	A/3x Monthly	Official publication of the American Society of Clinical Oncology the journal publishes a significant number of practice changing clinical trial findings each year. Each is immediately applicable to patient care	Almost 25,000 society members	ASCO Annual Meeting Breast symposium, ASH
<i>Journal of Pain</i>	A/Monthly	Official publication of the American Pain Society. The journal publishes original articles on all aspects of pain including clinical research, patient care, education and health policy.	1845 American Pain Society members	American Pain Society, ASCO, American Society of Pain Management Nursing Abstracts Issue published in April



Print Profiles (cont'd)

<u>Journal</u>	<u>Size/Frequency</u>	<u>Edit Profile</u>	<u>Audience</u>	<u>Special Issues</u>
<i>Journal of Pain and Symptom Management</i>	A/Monthly	Official publication of the US Cancer Pain Relief Committee. The journal focuses on the science and practice of palliative care and pain medicine. Articles deal with information that is highly relative to the day to day care of patients with chronic or breakthrough pain	Almost 4,800 members of both pain relief committee and hospice and palliative care medicine	American Pain Society, ASCO, ASA, and several smaller associations, such as Pain Relief Committee, Hospice and Palliative Care
<i>Journal of Advanced Practitioner in Oncology</i>	A/Bi-Monthly	The journal, new to the market in 2010, is a peer-reviewed clinical journal that addresses the multifaceted aspects of care provided by advanced practitioners in oncology	7,000 NPs/Pas	NCCN, ONS, ASCO, ASH, SABCS

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WHERE BRANDS AND CUSTOMERS MEET



Print Profiles (cont'd)

Journal	Size/Frequency	Edit Profile	Audience	Special Issues
<i>New England Journal of Medicine</i>	A/Weekly	Published for more than 20 years NEJM has brought medical news to some of the world's most influential physicians. All editorial is original ground-breaking medical research not previously reported in other mediums	8,000 Oncologists, Hem/Oncs	ASCO, ASH
Oncology – Nursing Edition	A/Quarterly Limited Sponsorship		5,500 Onc Nurses	ONS



Print Profiles (cont'd)

Journal	Size/Frequency	Edit Profile	Audience	Special Issues
<i>Oncology Nursing Forum</i>	A/Monthly	The official publication of the Oncology Nursing Society. The journal offers the latest information on cancer nursing practices.	30,600 paid	ONS
<i>Oncology Times</i>	Tab/ Twice Monthly	Printed in tabloid format the journal reports on breaking clinical news as well as the professional, political, re	40,600 Oncologists, Hematologists, Hem/Oncs, Onc Nurses	ASCO, AACR, ASH, San Antonio Breast Cancer Symposium



Print Profiles (cont'd)

Journal	Size/Frequency	Edit Profile	Audience	Special Issues
<i>Pain Management Nursing</i>	A/Quarterly	Official publication of the American Society of Pain Management. The journal offers a unique focus on the realm of pain management as it applies to nursing. The journal is dedicated to promoting optimal care of patients with pain	2,150 nurses involved in pain management	American Society of Pain Mgt. Nursing, ONS, ASA
<i>Pain Medicine</i>	A/Monthly	Official pub of the American Academy of Pain Medicine. The journal is dedicated to pain clinicians, educators, and researchers. Editorial reflects the rapid growth in pain science and practice.	5,734 Physicians in the field of Anesth, Pain management, physical medicine	American Academy of Pain Medicine, American Soc of Anesthesiologists, American Soc of Pain Management



Journal Profiles – (cont'd)

<u>Journal</u>	<u>Size/Frequency</u>	<u>Edit Profile</u>	<u>Audience</u>	<u>Special Issues</u>
<i>Pain Medicine News</i>	Tab/Monthly	The independently monthly newspaper reports on the latest breakthroughs in treating chronic pain both in the US and internationally	43,000 high prescribers of pain meds, Oncologists,	AAPM, APS, AAPM October issue will deal w/breakthrough pain.
<i>Practical Pain Management</i>	A/9x combined Jan/Feb, July/August, and Nov/Dec	The editorial mission of the journal is to educate the reader in the approaches to pain management.	46,500 PCPs, Pain Medicine, Hem/Oncs,	AAPM, APS, Pain Week 2011, AAPM June issue devoted to breakthrough pain