



INTERSTITIAL CYSTITIS NETWORK SPONSORSHIP PACKAGES - FALL 2011



Founded in 1995, the Interstitial Cystitis Network is a woman owned, "**social advocacy**" health education company dedicated to interstitial cystitis and other pelvic pain disorders. Using the internet, we create innovative solutions to the pressing problems facing patients diagnosed with urologic conditions, medical care providers who care for them

and the research community seeking new treatments and cures.

For the past 16 years, we have provided critical 24/7 support to patients in need, developed new educational materials, conducted vital research, provided webinars/lectures and created IC awareness campaigns, all at NO COST to the patients who visit our website.

ICN STATISTICS FOR JULY 2011

Page Views: 2,243,521 (87%*)

User Sessions: 257,868 (22%*)

Unique Visitors: 172,314 (39%*)

Hits: 9,922,105 (30%*)

Support Forum Registered Members:
47,701 (10%*)

Newsletter Subscribers: 21,279 (6.5%*)

Age Range: 15-85

Countries Served: 90+

* % increase from January 2011 - Statistics generated using AWSTATS on ic-network.com and excludes all extraneous traffic such as search engine web bots.

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The IC Network has shown growth every year since our founding. We are the clear first choice for patients, providers, pharmaceutical and medical device companies with an interest in IC and other bladder disorders. We are the only national organization which accepts advertisements.



ICN E-NEWSLETTER - 21,279 SUBSCRIBERS

The ICN E-Newsletter was the first cyber news service created for IC and is distributed to more than 20,000 subscribers per month.



ICN SUPPORT FORUM - 47,701 MEMBERS

The ICN Support Forum is the most comprehensive support community on the web with approx. 43,000 members who participate in more than 100 real-time discussion forums about IC diagnosis, treatments, self help strategies, symptom management and more.



IC OPTIMIST MAGAZINE

The IC Optimist quarterly magazine serves those who lack internet access. Distributed to ICN patient and professional subscribers, it features new, in-depth stories on all things IC. Articles are often reprinted by clinical staff for distribution to patients.



CONTACT US

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FDA Compliance

It is the advertiser's responsibility to comply with all domestic and foreign laws and regulations applicable to its advertising within the ICN (and to include all legally required legends, disclosures and statements in such advertising), including without limitation the current FDA guidelines for Direct to Physician (DTP) and Direct to Consumer (DTC) advertising. The ICN will not monitor compliance with such laws and regulations. However, the ICN reserves the right to review all advertising for compliance with applicable laws and regulations and, if the ICN becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, the ICN may remove the advertising.

PARTNER OPPORTUNITIES

With our third party partners, we collaborate on a wide variety of projects.

Patient Educational Materials - Creation, Editing, Distribution

Provider Educational materials - MD's, Nurses, Nutritionists and PT's

Clinical Trial Recruitment Campaigns – Domestic and International

Research Study Recruitment Campaigns – Domestic and International

Clinical Lectures, Patient Q&A's, Clinic Advertisements

Pharmaceutical Educational Campaigns – Print, Radio, YouTube, TV

Survey Services – Design, Distribution & Real Time Data Analysis

IC Awareness – Print, Radio, TV, Internet, YouTube

Traditional & Alternative Therapies - Content, Lectures and Promotions

Medical Devices - Content, Lectures and Promotions (i.e. neurostimulation, catheters, etc.)

PROFESSIONAL SERVICES

We also offer extensive consultation services for this unique and often difficult to approach target market. In general, our consultation services begin at \$250 per hour. Please call us to review your project and/or needs and we will gladly provide you with an estimate and/or bid.

Content Development, Third Party Review Services - Educational and Marketing Materials

IC/BPS Marketing and Strategic Planning

Clinical Staff Orientations – the needs of the IC, PFD or pelvic pain patient, diet, self-help, managing flares, seeking causes of flares, intimacy and more.

Professional staff orientations - current trends in the IC community, demographics, history, past and present marketing efforts, research, nomenclature and more.

Book, Blog or Video Promotion Services

Guest Appearances - Radio, TV or Video

Surveys - Development, Data Acquisition, Real Time Analysis

As always, every client has unique needs and goals that often don't fit well within the above categories. Please give us a call to discuss your project and we would be happy to provide feedback and a customized proposal/bid.

Web Site & Social Networking Campaigns

For a modest monthly fee, you can promote your product or service and provide new, fresh content to our users on a monthly basis.

\$400 to \$1000 per month provides:

- Electronic advertisements throughout the ICN website, support forum, e-newsletters, Facebook & Twitter. Advertisement placement is fee driven from top to bottom.
- Sponsor driven new content and/or press releases that we can incorporate into outgoing content, newsletters, facebook, twitter, ICN forum for the duration of the campaign.
- Brochures, educational materials and/or samples distribution in outgoing orders and/or new membership kits from the ICN Mail Order Center.
- Print advertisements in the IC Optimist (1/2 or 1/4 page) produced during the advertising period. Print ads are color in the email versions, converted to b/w in the print version. A full color back cover of the IC Optimist is also available periodically for an additional fee.



Direct E-Mail Services

For an immediate response and/or sales push, blast emails to our approx. 20,000 subscribers are one of the best ways to spread your message. E-mails generally promote research studies, clinical trials, special events, clinics, or new product announcements. We offer reviews of email content, content suggestions for email effectiveness and formatting into HTML for our email distribution service (Constant Contact). Several interest groups are available including: Canada, Europe, Asia, Parents of Children with IC, Pelvic Floor Dysfunction, Eosinophilic Cystitis, Conference News, New Products & Resources.

\$500 per mailing – all content and images provided by client

\$700 per mailing – emails requiring significant content and image development

Patient Recruitment

The ICN embraces research study and clinical trial promotion, collaborating with the Children's Hospital Boston, University of Maryland, MediciGlobal, Pfizer, CCR, Johnson & Johnson & Oxford Outcomes. Clients generally generate interest in their study with an initial direct email for the nominal fee supported, provide monthly listings in the ICN Clinical Trial Resource Center for the duration of patient recruitment and, if necessary, quarterly follow up direct e-mails.

No Charge - Transparent research study listings in the ICN Clinical Trial Center. These must include full disclosure on medicine studied, location of study and PI's.

\$250/month - Non transparent studies, corporate or research center studies listed on our website.

\$500 - Direct Email Announcement



Survey Center Listings

The ICN Survey Center has a long history of collaborating with researchers to develop data for various IC research studies. We're proud that data generated from our site has been presented at major medical conferences including the NIDDK Basic Bladder Science Symposium, ACOG, ISSWSH, AUA and others. All active surveys are promoted in our e-newsletters. Collaborative studies with the ICN may receive special rates or discounts.

No Charge - Graduate Student Studies - masters, doctoral or post doctoral

\$250/month - Academic Surveys

\$350/month - Corporate Surveys



Guest Lectures & Live Events

We welcome the opportunity to feature various IC clinicians, researchers and authors to discuss various aspects of IC, including new therapies, research studies, new books, etc.

Video Production

"The ICN video series are excellent and I congratulate you. I know that it had to be a lot of work to prepare the videos but because of your efforts they are probably the best information out there and very easy to follow. Keep up the great work." – Dr. C. Lowell Parsons – Feb. 2010

We began our video production services in 2009 with rave reviews from patients who appreciate the opportunity to hear a voice and see a compassionate face as they seek to learn more about IC. What we didn't anticipate was the impact these would have on our visual or hearing impaired patients, as well as family members and friends who watch the videos to learn more about IC. We welcome the opportunity to collaborate on educational videos with sponsors/advertisers as long as they are educational in nature. Rates to be determined on a project by project basis.

