



TRADITIONAL CARD

A state-of-the-art, traditional in-magazine-card reader service program.



Here's how it works

- Cards and faxes are sorted, separated and entered as they arrive.
- Includes results from biographic and demographic questions.
 - biographic questions can help determine the lead quality.
 - bonus leads (category driven) can provide advertisers with increased lead volumes.
 - buyer intention survey leads can help advertisers recognize a hot prospect.
- In addition, IMS provides consultation on card layout and promotion to the reader.

Leads are delivered to the advertisers in a single, easy-to-use lead package; either electronically or via printed labels. Results are also posted over our award winning eBasket technology providing publishers and sales reps with a comprehensive report package for each of the program sources on an advertiser-by-advertiser basis, as well as in a summary format.

When combined with data from other services provided by IMS, you have a complete picture of each advertiser's promotional activity.

Here is what your online reader service card can look like.

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Welcome to the NURSING reader service Web site.
 Use these pages to quickly find and request free information on the products and/or services found in the pages of NURSING. You can ask companies to provide you with more information or link directly to their web site.

Search by company:

Search by category:

Search by RS#:

▶ MEDICAL PRODUCTS/DEVICES

Company	Product Description	Request Info
<u>HILL ROM COMPANY</u>	Hill-Rom's Total Bariatric Solution	<input type="checkbox"/>
<u>INFORMED</u>	Palm Reader.	<input type="checkbox"/>
<u>MEDIFLEX</u>	Chloraprep 26ml	<input type="checkbox"/>
<u>WELCH ALLYN</u>	Braun ThermoScan PRO 4000 Ear Thermometer	<input type="checkbox"/>
Request Info from all MEDICAL PRODUCTS/DEVICES companies ▶		<input type="checkbox"/>
		<input type="button" value="Submit"/>

▶ ONLINE COMPANIES

Company	Product Description	Request Info
<u>NURSEZONE.COM</u>	The NurseZone Season of Giving	<input type="checkbox"/>
<u>RN.COM</u>	Online Continuing Education	<input type="checkbox"/>
Request Info from all ONLINE COMPANIES companies ▶		<input type="checkbox"/>
		<input type="button" value="Submit"/>

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ABOUT IMS

With offices in Toronto, New York and London, IMS has served magazine publishing professionals since 1979. Over 2,300 magazine titles utilize our array of products that help sell additional pages of advertising, increase lead results for advertisers and produce creative web solutions.

Proud of our high-tech reputation, our leading software technology continues to gain industry-wide recognition. Industry Canada, recognizing our 'advancing-the-science' contribution, has rewarded our company with substantial research and development grants over a number of years to encourage us to continue our leading edge developments.

Here are the facts:

- IMS is privately owned, shared by all employees through an innovative employee benefit program that transcends profit sharing to include full equity sharing.
- Headquartered in Toronto, occupying a 38,000 sq ft facility.
- 200+ full-time employees work out of offices in Toronto, New York and London.
- 18 account representatives focus 100% on serving the needs of our 2,000+ client base.
- 25+ programmers on staff respond to our clients' needs quickly.
- With 28+ years under our belts, we have yet to have a single year pass without introducing something new (often value-added) to our clients.
- Our single largest database grows at over 180 million records per month, to a projected size of 2.2 billion records a year.
- \$2,000,000 invested in infrastructure and co-location facilities ensures 24/7 access to your sales-generating information.

