

*For Immediate Release*

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**5,742 MDS VOTE FOR BEST JOURNAL ADS  
IN AMM'S *The Doctors' Choice* AWARDS**

**327 Ads from 2007 Studied in 13 Product Categories**

(Mount Laurel, NJ - July 24, 2008) – The Association of Medical Media (AMM) has announced the top scoring journal ads in thirteen drug categories based on research on ads appearing in 2007. The creative teams on the winning ads will be presented with *The Doctors' Choice* awards at a luncheon on September 24<sup>th</sup> at The Palace Hotel in New York City.

The research on MD preferences was conducted by computer solicitation on 327 ads representing the 200 most widely advertised products in 2007. The study was conducted By Readex Research and drew 5,742 responses. This is the sixth year that AMM has conducted *The Doctors' Choice* research.

The ads were judged on their ability to communicate clearly and quickly, help with clinical decisions, prompt seeking more information or re-examining treatment, generate interest, add to information provided by company sales reps and underscore the value of the product prescribed.

The winning ads, their manufacturers and advertising agencies responsible for the ads are:

Anti-Infectives	Valcyte (1-page)	Roche	Ferguson
Cardiovasculars	Natrecor (3-page)	Scios (3-page)	Abelson-Taylor
Dermatologicals	ClindaReach (4-page)	Dusa	Topin & Associates
Diabetic Therapy	Cymbalta (4-page)	Lilly	GSW Worldwide
Gastroenterologicals	Colazal (1-page)	Salix	MedThink
Neurologicals	Cymbalta 4-page)	Lilly	GSW Worldwide
Obstetricals/Gynecologicals	Fosamax Plus-D (1-page)	Merck	DRAFTFCB HealthCare
Oncologicals	Avastin (1-page)	Genentech	Harrison and Star

Ophthalmologicals	Pataday (3-page)	Alcon	Corbett Worldwide
Pediatrics	Vigamox (2-page)	Alcon	Corbett Worldwide
Psychiatrics	Rozerem (2-page)	Takeda	Abelson-Taylor
Respiratory Therapy	Tracleer (1-page)	Actelion	Giant
Urologicals	Flomax (1-page)	BI	DRAFTFCB HealthCare

At the luncheon on September 24<sup>th</sup>, awards will also be presented to the highest scoring ad in page unit categories: 1-page, 2-page, 3-page, 4-page and over; as well as the highest scoring ad directed only to specialists and the highest scoring ad directed to both general practitioners and specialists.

Tickets for the awards luncheon are \$235 for AMM members and \$275 for non-members. Additionally, discounted early bird registration prices are available prior to August 28, 2008. Discounts are also available for reservations made for full tables of ten. Please contact AMM for information regarding the event and ticket purchases at 856-380-6814 or visit the association's Web site at [www.ammonline.org](http://www.ammonline.org).