

# Dedicated Communities

## Overview

As marketers, you are constantly challenged to drive more new customers to your sites. Your audience needs to consistently expand as you are tasked with both increasing your reach and your revenue. Yes, you have your existing returning customer base that faithfully visits your site; but how do you aggressively grow your site's audience beyond that base? What more can you do besides banner campaigns on multiple sites? How about a partnership with 24x7, a leading brand in the industry, to consolidate your efforts into a Dedicated Community.

What a community on our site accomplishes for you:

**Focused effort:** A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

**Content marketing:** As publishers, we've been in the content marketing business for the biomedical market for over 20 years. We leverage this expertise for your audience engagement and your community! Expert content.

**We leverage all of our platforms to drive traffic and engagement:** Our content is published in e-mail, social media and other dedicated marketing channels that you don't have time to maintain – so we do it for you! You have more time to do the rest of your job!

**Linking back to your site increases your audience and reach:** By having literally hundreds of ways to link back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

**Content development:** We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include 24x7 editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

**Analytics:** Reports containing the community ranking with the other sections of the website and daily site traffic for the community.

## Program Features

*Production time frame - 4 weeks from signed insertion date*

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

## Specs

**Advertiser Logo:** 150x140 with URL 300 dpi, eps, jpg

**Leaderboard:** 728 x 90, gif or jpg, 45kb