

Dedicated Communities

\$5,000 month (min. 6 months) | \$5,000 setup fee

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 *Orthodontic Products*, 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 orthodontic market for 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. 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 of linking 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 *Orthodontic Products* editorial content, Q&As with industry experts, government and regulators content, branded content, and 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