

2017
PHYSICAL
THERAPY
PRODUCTS
MEDIA
KIT

PHYSICAL THERAPY
PRODUCTS

Content

Meet the Editor



Frank Long | Editorial Director

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With more than a decade of experience in allied healthcare publishing, Frank Long has sent more than 90 issues to press as editorial director for two of the leading titles in physical therapy and long-term rehabilitation. Beginning in 2011 Frank took the helm of *Physical Therapy Products* and increased the amount of therapist-authored content while continuing to profile the features and functions that clinicians care about most in evaluating the products and technologies in their scope of practice. The input of thought leaders, influencers, and leading clinicians is woven into *Physical Therapy Products* to assure its is wrapped in the latest thinking, whether published online or in print.

Frank continues to cultivate a network of physical rehabilitation technology manufacturing professionals that help him remain abreast of developments in the vital technologies that help PTs practice at the top of their game.

In 2017 *Physical Therapy Products* will continue to be a leader in providing dynamic online content that includes podcasts focused on

practice management, regulatory issues, and clinical care technologies. The ptproductsonline.com website offers news content refreshed daily and encourages readers to sound off about what they read via interactive comments enabled for each article. The weekly SOAP Notes newsletter will deliver fresh content concentrated on the physical therapy profession as well as developments in healthcare policy, industry news, learning events and, of course, product-related news.

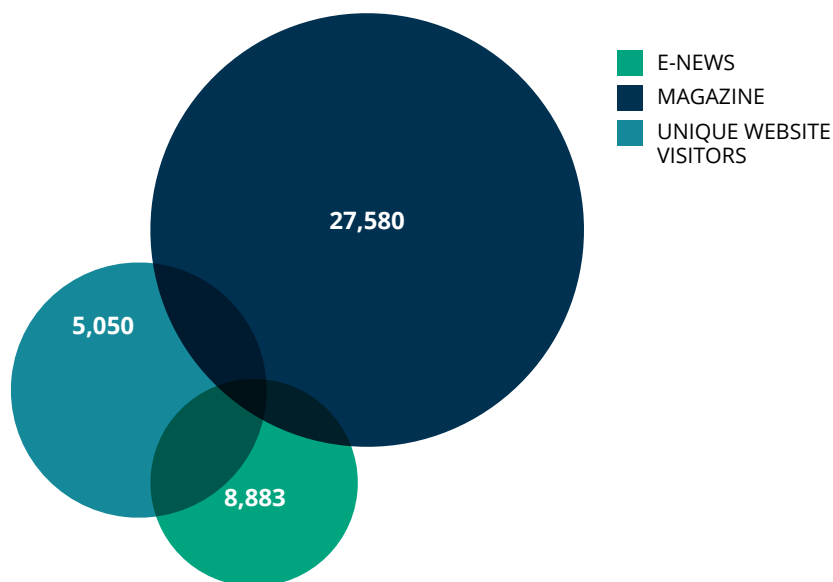
The editorial DNA of *Physical Therapy Products* is strengthened by the guidance of an exceptional editorial advisory board. This group of industry veterans is composed of clinic owners, administrators, educators, and practicing clinicians whose expertise and perspective help shape the brand's editorial mission. Working closely with the editorial staff, this esteemed group assures all content published under the *Physical Therapy Products* brand is relevant to the profession, and embedded with the high value information that practicing therapists need to succeed.

Audience

Audience

Physical Therapy Products allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Physical Therapy Products* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

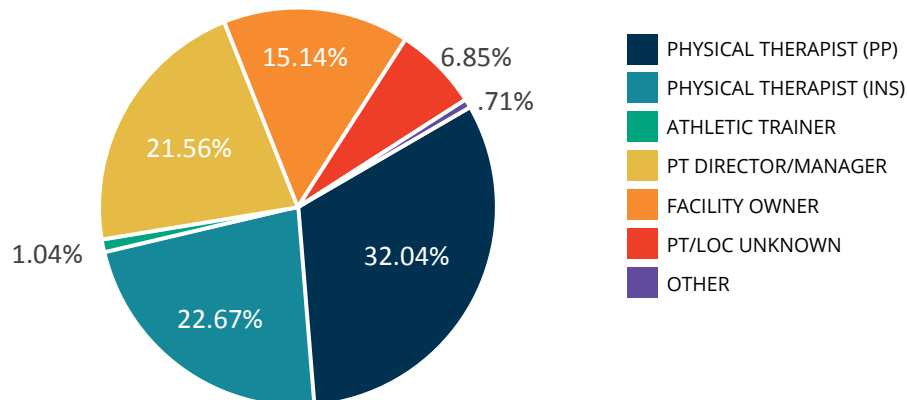
Audience By Distribution



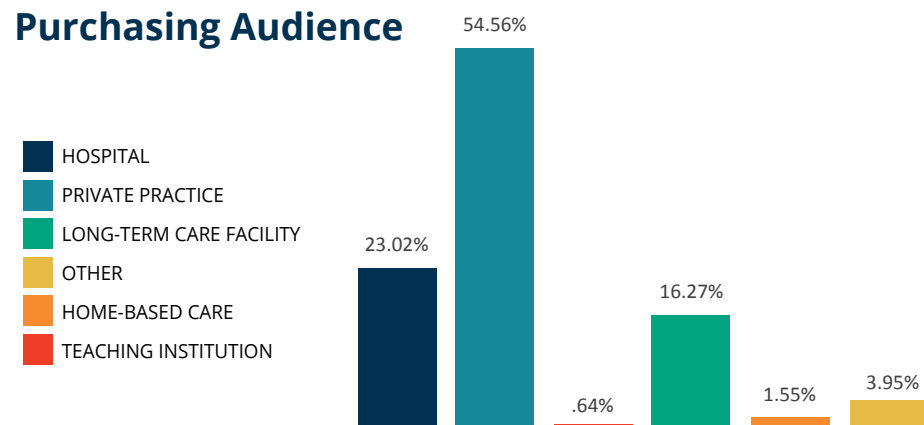
Web Statistics

YEAR	AVG. VISITS	AVG. UNIQUES	AVG. PAGE VIEWS
2016	6,434/MO	5,050/MO	9,052/MO

Audience by Occupation



Purchasing Audience



E-News Breakdown



2017 Editorial Calendar

JANUARY	FEB/MAR	APRIL/MAY	JUNE/JULY	AUGUST/SEPT	OCT/NOV	DECEMBER
Features Aquatic Rehab	Features Survey: Facility-based Equipment	Features Product Guide	Features Pain Treatment Innovations	Features Back to Work	Features Cloud Computing	Features Buyer's Guide
Software for Practice Management	Functional Measurement & Assessment		Preventing Falls	Gait & Balance	Pool-based Therapy	
Treatment for Stroke & Neuro	Modalities for Managing Pain		Cash-based Programs	Billing Software Solutions	Capital Equipment for PT Practice	
Therapeutic Exercise	Integrated Software		Performance and Prevention for Athletes	Pain Treatment and Technology	Pain Management	
Injury and the Workplace	Lower Extremity Impairment		Orthoses & Braces for Lower Extremities	Sports Medicine	Fitness for the Older Adult	
Pain Management Product Showcase	Strength & Endurance Training		Documentation Software	Vestibular Rehab	Performance Data Technologies	
Bonus Distribution APTA Combined Sections Meeting San Antonio, Texas Feb 15-18		Bonus Distribution at all shows	Bonus Distribution APTA NEXT, Boston, Mass. June 21-24		Bonus Distribution APTA Private Practice Section, Chicago, Ill. Nov 1-4	Bonus Distribution at all shows
Ad Close Date: 12.19.16 Ad Materials Due: 1.2.17 Mail Date: 1.31.17	Ad Close Date: 2.1.17 Ad Materials Due: 2.8.17 Mail Date: 3.9.17	Ad Close Date: 3.15.17 Ad Materials Due: 3.22.17 Mail Date: 4.21.17	Ad Close Date: 5.10.17 Ad Materials Due: 5.17.17 Mail Date: 6.6.17	Ad Close Date: 7.12.17 Ad Materials Due: 7.19.17 Mail Date: 8.17.17	Ad Close Date: 9.13.17 Ad Materials Due: 9.20.17 Mail Date: 10.19.17	Ad Close Date: 11.10.17 Ad Materials Due: 11.17.17 Mail Date: 12.21.17

Web Site Advertising Opportunities

Overview

Take advantage of trackable results by advertising on ptproductsonline.com! Be in front of *Physical Therapy Products'* online audience when they are actively online consuming our content. *Physical Therapy Products'* online audience is engaged!

5,976 average unique visitors per month
16,523 average page views per month

Coming into our site either through search engines or by clicking through on a specific story they've seen in one of our e-mail newsletters, our online audience is proven to be engaged with our content as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding or driving traffic to a specific area of your own site.

Inventory is limited so make sure to reserve your ad positions early!

The screenshot shows the homepage of the Physical Therapy Products website. The layout includes a header with the site name and navigation links, a main content area with various articles and product features, and a sidebar with additional content. Three specific advertising opportunities are highlighted with dashed lines and labels:

- Leaderboard**: A horizontal ad space at the top of the page.
- Medium Rectangle**: A vertical ad space on the right side of the page, positioned between the top and bottom sections.
- Medium Rectangle**: A vertical ad space on the right side of the page, positioned below the first Medium Rectangle.

The website content includes articles such as "Wonder Board Promotes Balance, Coordination, and Pelvic Stabilization in Water", "Static Progressive Splint Combines Static Stretching, Stress Relaxation", and "Exercise/Rack Stations Offer Storage, Portability". There is also a "Videos & Podcasts" section and a "Learn more" button.

E-Newsletter

Overview

Recipients of *Physical Therapy Products'* Editorial and Product E-Newsletters are hungry for timely industry and product information. With open rates that average 20%, your advertising message will be in front of the most elite group of physical therapists who want to stay on top of their game!

You benefit from reaching an audience that engages with our content monthly, weekly and with Breaking News.

SOAP Notes Weekly E-Newsletter

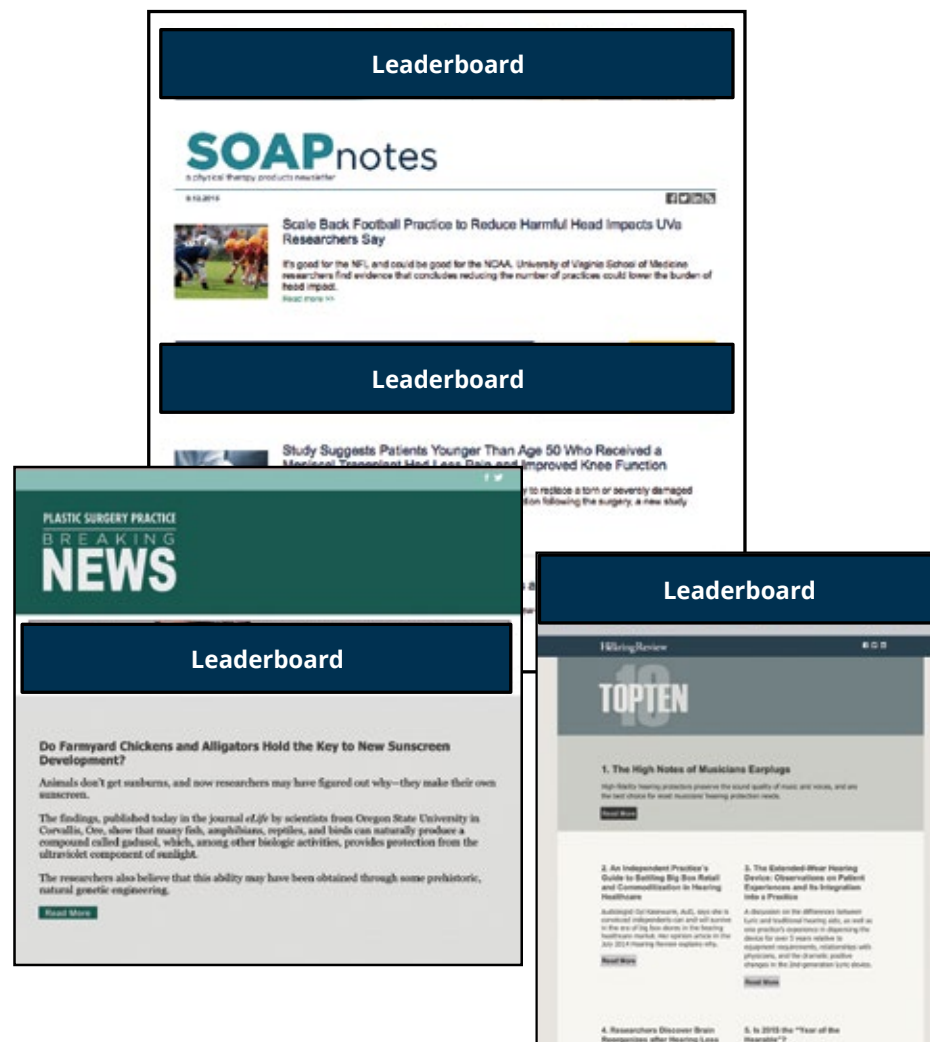
The SOAP Notes weekly e-newsletter is built for physical therapy professionals in both private practice outpatient clinics and hospital-based rehab departments. Use SOAP Notes to keep pace with the latest coverage of products, regulatory issues, industry news, new technology, and more.

The Top 10 Monthly E-Newsletter

Site analytics give us the added capability to see the 10 most popular stories of the last month and we publish these Top 10 stories in its own dedicated enewsletter. You benefit from being associated with the most important stories of the last month. And since we already have the stats, open rates can go above 20% ensuring high visibility of your brand.

Breaking News E-Newsletter

When something big happens in our industry, *Physical Therapy Products* feels a responsibility to break that news first. Sponsoring the Breaking News e-newsletter associates your brand with thought leadership and with breaking news that could impact our industry.



E-Newsletter

Program Features

Daily E-Newsletter

- Leaderboard - Zone 1..... **\$2,550 month**
- Leaderboard - Zone 2..... **\$2,300 month**
- Leaderboard - Zone 3..... **\$2,075 month**

Weekly E-Newsletter

- Leaderboard - Zone 1..... **\$1,500 month**
- Leaderboard - Zone 2..... **\$1,200 month**
- Leaderboard - Zone 3..... **\$1,000 month**
- Leaderboard - Zone 4..... **\$900 month**
- Leaderboard - Zone 5..... **\$750 month**

Breaking News

- Leaderboard - Zone 1..... **\$3,000 month**

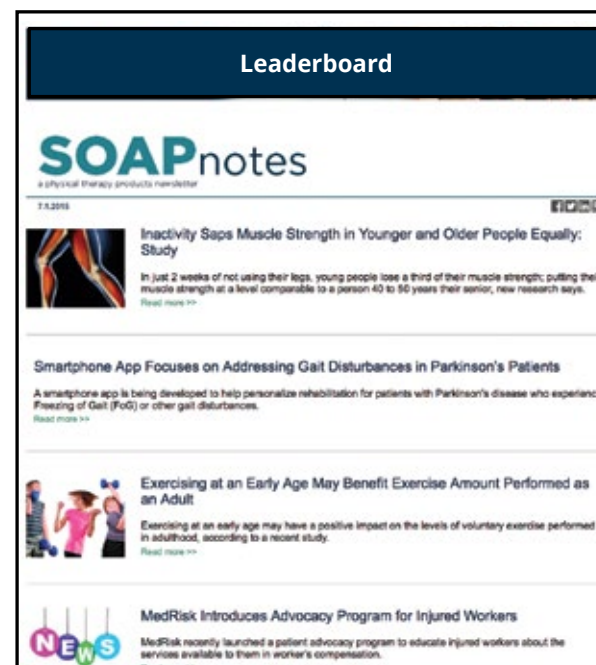
Top 10

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**

Specs



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



E-Blast

Overview

Driving traffic for a particular product or special offer by renting *Physical Therapy Products'* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours timed to meet your specific needs for product launches or special offers that have expiration dates. So renting our list delivers that sense of urgency for recipients to click on your offer driving traffic to your product or coupon page. Available dates are limited so please contact Jody Rich at jrich@allied360.com for open inventory.

Program Features

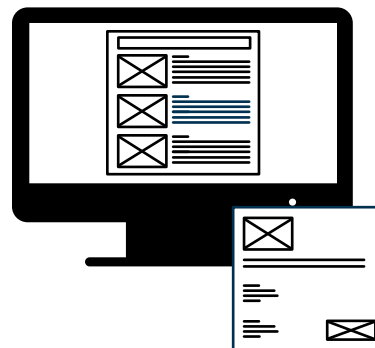
Multisponsor \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

Third Party\$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Specs



	Dimensions	File Size	Format
Image	800x600	200k max	Static jpg or gif
HTML	800x600	200k max	Incline CSS only

SPECIAL INSTRUCTIONS: Full URL for all links and image source files

Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list, and preferred method of asset provision

Digital Edition

Overview

As the Digital Edition sponsor you gain high visibility and high impact around reader engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. With promotional mailings each month driving readers to the digital edition, which is also archived on our site, you're gaining consistent exposure.

Specs



Full Page: See rates & specs page

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

Banner Ad: 940 x 60, gif or jpg, 45kb

Program Features

Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

Enhanced Digital Ad

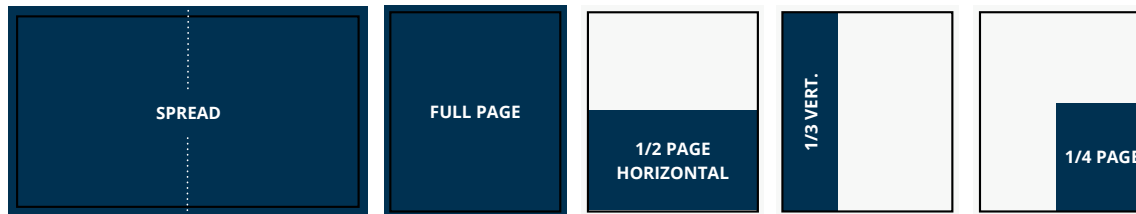
- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

Enhanced Digital Ad Extras

- Basic Enhancement Link.....\$150 | \$100/additional
- Digital Call for Action Ad (7.875x10.75 PDF).....\$500
- Digital Call for Action Spread (15.75x10.75 PDF).....\$1,000
- Multimedia Add On (YouTube or Vimeo formats only):
 - Audio.....\$175 | 2 minutes
 - Video.....\$200 | 2 minutes

Rates & Specs

Print



PREFERRED POSITIONS

Premium:

Premium Placement \$550

Color Rates:

CMYK - Spread.....\$1,250

CMYK.....\$850

Spot Color.....\$550-1,100

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$6,650	\$6,420	\$6,210	\$5,920	\$5,310	\$5,160	\$4,900
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$3,325	\$3,210	\$3,105	\$2,960	\$2,655	\$2,580	\$2,450
1/2 Page Horizontal	7 x 4.875	-	-	\$2,205	\$2,155	\$2,080	\$1,990	\$1,785	\$1,730	\$1,645
1/3 Page Vertical	2.375 x 10	-	-	\$1,705	\$1,645	\$1,620	\$1,535	\$1,380	\$1,335	\$1,265
1/4 Page Vertical	3.375 x 4.875	-	-	\$1,440	\$1,390	\$1,370	\$1,290	\$1,175	\$1,135	\$1,080

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-\$1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	640 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/FbcUW3Jxy9

Buyer's Guide

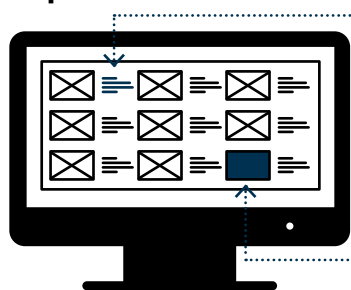
Overview

Our Buyer's Guide summarizes and highlights the companies serving the market. The guide is published every year and hosted throughout the year on our website. This is a resource that purchasing decision makers will refer to throughout the year.

Program Features

- Company logo and display ad call out, plus one of the following:
- Featured Listing - Enhanced **\$450/per listing**
 - Short company profile
- Advertorial Profile - 1/4 Page..... **\$635/per listing**
 - Expanded company profile and one image
- Advertorial Profile - 1/2 Page..... **\$1,140/per listing**
 - Expanded company profile and one image
- Advertorial Profile - Full Page **\$2,564/per listing**
 - Extended company profile and two images

Specs



Short Description: 50 words max

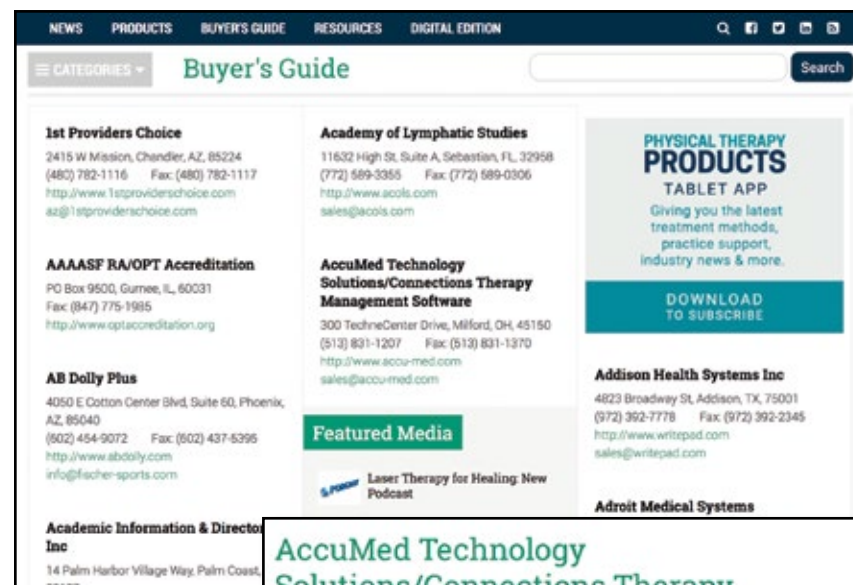
Expanded Description:

- 1/4 Page: 115 words max

- 1/2 Page: 225 words max

Extended Description: 525 words max

Advertiser Logo: 300 dpi, eps, jpg



AccuMed Technology Solutions/Connections Therapy Management Software

300 TechneCenter Drive, Milford, OH, 45150
(513) 831-1207 Fax: (513) 831-1370
<http://www.accu-med.com>
sales@accu-med.com

Want to improve your efficiency and simplify your day? Sign up today for a free online review of the web-based Connections Therapy Management software system from AccuMed Technology Solutions. Discover Connections Therapy features that can make your life a little easier: online clinical documentation, rehab outcomes measurement with national data comparison, electronic billing with enforced regulatory compliance, appointment scheduling, real-time reporting, simple monthly subscription with no long term commitment, easy-to-use design and built-in training, connections mobile - record data with your cell phone. Check out our website or give us a call and let us show you what you've been looking for!

Pay Per Lead

Advertiser Rate \$25/per lead*

*100 lead purchase minimum

Overview

Your Content, Our Reach

We can host your content on our website to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast and many other types of files, you are added to a vast medical library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content and in return, deliver quality leads to help your ROI.

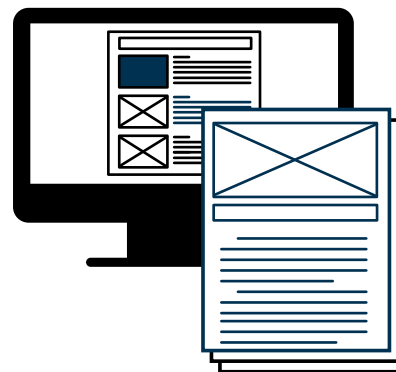
Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)*
**min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

Don't have a whitepaper, featured report or specs data charts?

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

Specs



Text based documents: Preferred: max size 8.5 (w) x 11 (h) – print quality pdf

Document Title: 100-150 characters

Document Overview: 200 words or less

Contact E-mail: e-mail for report delivery

Multimedia files: please contact us for specs

Programmatic Advertising

Overview

Through our programmatic advertising packages online readers continue to see your ad as they browse the web, keeping your message top of mind. Additional customers are reached through keyword and category retargeting. Program tiers guarantee a minimum number of impressions each month.

- Access to over 4.7 billion impressions daily
- Available inventory on over 285,000 websites and mobile devices
- Exclusive access to our qualified audience
- Real time bidding environment with multiple ad exchanges
- Retargeting and conversion tracking capabilities
- Built in multi-level fraud protection

Targeting Tactics



**Search
Retargeting**



Geo-Targeting



**Contextual
Targeting**



**Site
Retargeting**

Program Features

Option 1 **\$1,875**

- Audience Reach: 150K impressions per month

Option 2 **\$3,125**

- Audience Reach: 250K impressions per month

Option 3 **\$4,375**

- Audience Reach: 350K impressions per month

Additional impression packages available

Specs

Banner Type	Dimensions	File Size	Format
Leaderboard	728x90	200k max	Static jpg or gif
Medium Rectangle	300x250	200k max	Static jpg or gif
Wide Skyscraper	160x600	200k max	Static jpg or gif
Mobile Leaderboard	320x50	200k max	Static jpg or gif
Half-page ad	300x600	200k max	Static jpg or gif

SPECIAL INSTRUCTIONS: Full URL for all sizes

Sponsored Content

Overview

Content marketing has quickly become an extremely effective form of marketing. As you know, content marketing is the strategic marketing approach of creating and distributing relevant content to attract and acquire customers. In short, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

Physical Therapy Products is now offering marketers sponsored content to better tell your story to our audience of buyers. To that end, you can leverage our print or digital channels, and you can work directly with our publishing management and content team to craft a message that is sure to attract attention.

Recommendations

Brief bio of therapist or service provider with top 10 list of products, habits, services they "can't work without."

Interview

Presented in Q&A format of therapist, service providers, or testimonial.

Product Features

Highlight a single product or a suite of products.

Single Page Double Page

Provided Content	Created Content	Digital Distribution
\$1,350	\$2,150	\$800
\$2,700	\$4,200	\$1,475

Program Features

- Only available as part of a comprehensive marketing program with *Physical Therapy Products*
- Distributed through all channels: print, digital, social media.
- Archived without end
- Limited availability in print



Webinar

60 minutes | \$13,000 total | promoted 4 months

30 minutes | \$7,500 total | promoted 4 months

15 minutes | \$4,500 total | promoted 4 months

Overview

Webinars are highly engaging platforms that allow attendees to interact with the moderator and panel visually with educational slides as well as interact directly through chat and Q&A. This higher level of interactivity gives the sponsor elevated benefits of branding and direct contact with the attendees. Sponsors also benefit from the multiple marketing efforts we put in place with e-mail and web promotions to drive registrations and attendees to the live event as well as attendees to the archived event with all of the registration and attendee contact information given to you as leads.

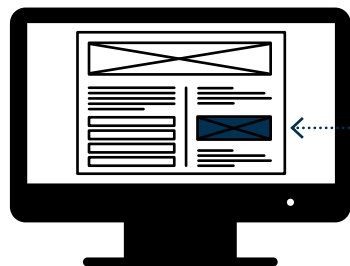
Webinars can be multi-sponsored, single-sponsored or a custom arrangement. Regardless, sponsors benefit from months of lead generation and branding to the archived event to keep your lead nurturing efforts supported for an extended period of time.

Program Features

- Live or recorded audio, plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor
- Customized registration page
- Marketing traffic driving campaign
- Lead retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

Webinar programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.

Specs



Advertiser Logo: 300 dpi, eps, jpg

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation a Feature Report is also a thought leadership opportunity that positions your brand around solving an industry challenge or issue. Feature reports are written by *Physical Therapy Products*. This ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, therefore is more successful in lead generation and positioning the sponsor as a thought leader in the industry.

We execute a full marketing campaign to driving traffic to our gated Resource Center pages where your report is hosted. We then provide the full contact information records turning all registrations into leads.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page, 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

White Paper

\$6,000 total | \$700 per page for content creation

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of physical therapy professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

Production time frame - 2.5 weeks from signed insertion date

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

Additional Materials Needed

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

PART ONE
Employee Issues
A White Paper for
Healthcare and Medical Industry

Employee Issues and Legal Compliance:
A White Paper for HR Managers in the
Healthcare and Medical Industry

Introduction: Employee issues and legal compliance are a necessary aspect of human resources management. Even so, many in human resources (HR) feel that staying abreast of the laws...

Include Affirmative Action (AA), Equal Employment Opportunity (EEO), Fair Labor Standards Act (FLSA), Family Medical Leave Act (FMLA), Occupational Safety & Health Act (OSHA), Immigration and Nationality Act (INA), Americans with Disabilities Act (ADA), as well as those...

consultants or legal counsel, but given the fact that HR effectiveness depends on a thorough understanding of compliance issues, some may be left wondering how to develop efficient systems for remaining informed and compliant without tipping the organization into the red.

The rest of this white paper will describe some of the common practices employed by HR managers and HR departments for staying up-to-date and informed on employee issues and legal compliance that affect their people and work environments. Examples and advice have been drawn from conversations and interviews with a number of HR specialists and practice managers who have openly shared their knowledge and experience.

First, be informed: Understand that state and federal laws change frequently. These laws govern how your practice or hospital operates in many respects. Failure to align your HR strategy with legal compliance can result in steep fines. It's...

Please complete the form below.

Email*

First Name*

Last Name*

Street Address*

City*

State*

Zip code*

Submit **Cancel**

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 *Physical Therapy 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 physical therapy 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, 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 *Physical Therapy 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

Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 setup fee for editorial involvement

Overview

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video, now what? You need to drive traffic to it and we've got your audience!

For videos already in the public domain, we will keep the video with open access on our site. For videos that are not available in the public domain, we gate the video for registration making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video so you gain that added visibility from our audience.

Specs



Video: YouTube or Vimeo formats only

Short Description: 200 words max

Program Features

Production time frame - 4 weeks from signed insertion date

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms

A screenshot of a landing page for a video showcase. The page has a teal header with the text 'The HearingReview'. Below the header is a large teal banner featuring a computer monitor displaying the Oticon logo. To the right of the monitor, the text 'VIDEO SHOWCASE' is written in large, white, sans-serif capital letters. Below the banner, the text 'Oticon's People First. BrainHearing™ Technology Video.' is displayed. Underneath this, a paragraph states: 'Oticon provides better hearing with less effort by giving the brain the clearest, purest signal to decode. BrainHearing™ Technology powered by Inium.' Below the paragraph is a quote: 'Think brain first, with the performance line from Oticon. mindset for hearing care.' A large orange button with the text 'WATCH NOW!' is positioned below the quote. At the bottom of the page, the Oticon logo is displayed next to the text 'People First. BrainHearing™ Technology' and 'Watch to see how you can have better hearing with less effort.' A smaller version of this promotional graphic is shown in the bottom right corner of the screenshot.

White Paper

\$6,000 total | \$700 per page for content creation

Overview

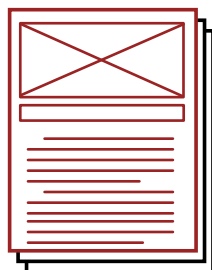
Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of biomedical equipment and clinical engineering professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

Production time frame - 2.5 weeks from signed insertion date

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Inclusion in monthly promotional e-blast

Specs



Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

Additional Materials Needed

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed white paper in PDF format
- Customized registration page

PHILIPS
Healthcare
Multi-Vendor Services

Enhancing images and uptime in the radiology department

Philips teams up with The UVM Medical Center to deliver multi-vendor service and support.

Who/where
The University of Vermont (UVM) Medical Center, Burlington, Vermont, named a "Best Regional Hospital" by U.S. News & World Report four years in a row.

Challenge
Maximize system uptime, streamline workflow, control costs, and improve the patient experience in the busiest and highest radiology department in Vermont.

Solution
Philips's end-to-end of onsite service and support for a full range of highly advanced CT scanners, MR machines, PET-CT and SPECT-CT scanners, interventional systems, and diagnostic X-ray systems - from Philips and other manufacturers.

Results
The Radiology Department's close working relationship with Philips has led to consistently high quality clinical imaging, productive system availability, and exceptional patient satisfaction. It began in 2011 with the purchase of a Philips CT scanner. Today, more than 80% of imaging equipment is Philips.

The University of Vermont Medical Center is committed to diagnostic and therapeutic excellence - supported by Philips's expertise - to help us perform at the highest level. "The equipment is, in many ways, the backbone of our department. We need to keep our equipment running so our radiologists can reach a diagnosis," says Paula Gonyea, Director of Radiology. "Our close collaboration with Philips has helped contribute to our success."

Please complete the form below.

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Last Name*

Street Address*

City*

State*

Zip code*

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