

Opportunities. Always Connected.

ALLIED MEDIA | ONLINE MARKETING SOLUTIONS



24x7

●●● 24x7mag.com

CLP: Clinical Lab Products

●●● clpmag.com

Hearing Review & Hearing Review Products

●●● hearingreview.com

Imaging Economics

●●● imageconomics.com

Orthodontic Products

●●● orthodonticproductsonline.com



Physical Therapy Products

●●● ptproductsonline.com

PSP: Plastic Surgery Practice

●●● plasticsurgerypractice.com

Rehab Management

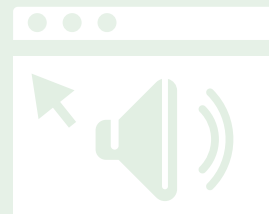
●●● rehabpub.com

RT

●●● rtmagazine.com

Sleep Review

●●● sleepreviewmag.com




ALLIED MEDIA
a division of Arthemis Media Group

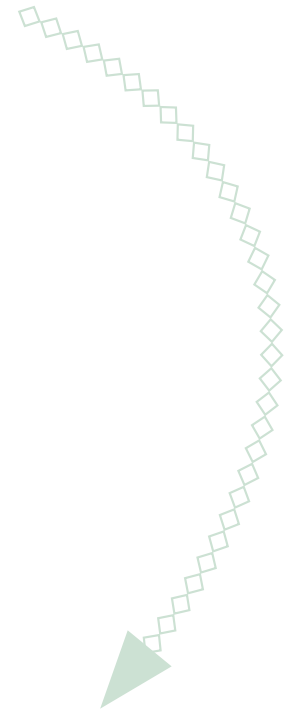
next page ►

How to Navigate

It's simple to find what you need:

Click on **Home** button to return to Table of Contents
or Click on Product Tabs at bottom of each page

- [Site Advertising](#)
- [E-Newsletters](#)
- [Webinars](#)
- [Podcasts](#)
- [Online Videos](#)
- [Blog Sponsorships](#)
- [Trade Show Programs](#)
- [Expert Insights](#)
- [Custom Programs](#)
- [Sales Representatives](#)



Site Advertising

Building Brands. Driving Traffic.

Allied Media has redesigned all Web sites, creating bold new content for users and branding opportunities for advertisers. Online banners are part of an integrated marketing approach creating brand awareness as well as direct results and site traffic.

Site Advertising Positions

① LEAD BANNER 728x90

Premium size ad unit providing maximum visibility. Built into horizontal navigation bar.

② ROAD BLOCK 336x280

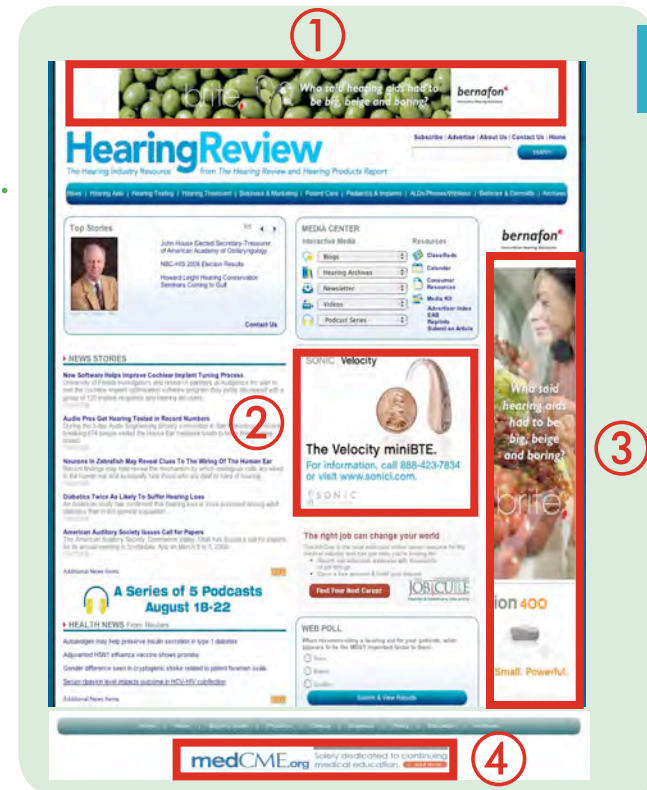
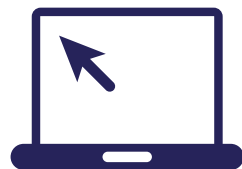
Positioned above the fold and wrapped in content for high-impact visibility

③ TOWER 120x600

Positioned along content action links

④ BOTTOM BANNER 468x60

Positioned along the bottom of the page



▶ Home

High-Impact Banner Positions

- **PAGE PEEL 800x600 plus 300x200 and 160x120**
Upper right corner banner that peels back with mouse rollover revealing high-impact brand message.
- **INTERSTITIAL 640x480**
Complete home page takeover at users first point of site entry.

E-Newsletters

Always Direct. Always Delivers.

▶ Home



Allied Media's newly redesigned e-newsletters are designed to provide insight into industry news and new product developments. E-newsletter sponsorship creates market awareness of your brand, provides a platform for direct response programs and builds traffic to your site.

24x7's Weekly Jolt
 Deploys: Tuesday
 Distribution: 13,000+

Orthodontic Products' Newsbites
 Deploys: Monday
 Distribution: 6,900+

Sleep Review's Sleep Report
 Deploys: Wednesday
 Distribution: 15,000+

CLP's CLPrime
 Deploys: Wednesday
 Distribution: 12,500+

PTP's SOAP Notes
 Deploys: Wednesday
 Distribution: 7,500+

Hearing Review The Insider
 Deploys: Thursday
 Distribution: 11,500+

PSP's eReport
 Deploys: Friday
 Distribution: 4,400+

Imaging Economic's Advisor
 Deploys: Tuesday
 Distribution: 13,500+

Rehab Management's Rehab Today
 Deploys: Monday
 Distribution: 9,900+

Imaging Economic's Tech Edge
 Deploys: Wednesday
 Distribution: 13,500+

RT's Respiratory Report
 Deploys: Thursday
 Distribution: 15,000+



E-Newsletters continued on next page

Site Advertising

E-Newsletters

Webinars

Podcasts

Online Videos

Blog Sponsorships

Trade Show Programs

Expert Insights

Custom Programs

Sales Reps

E-Newsletters

Always Direct. Always Delivers.



Monthly Sponsorship Opportunities

Positions available in each newsletter:

- ① **EXCLUSIVE LEADER BOARD SPONSORSHIP**
728x90 banner with url link
- ② **EXCLUSIVE SKYSCRAPER POSITION**
120x600 banner with url link
- ③ **TEXT SPONSORSHIPS** (Rotating 4 available)
120x60 Button with url link
50-words of text, bold headline and URL link
Note: Text ads rotate positions each week so every sponsor has premium position.



▶ [Interested in custom e-newsletter programs?](#)
[Ask your sales manager about:](#)
[Single-Sponsor E-Newsletters • Trade Show E-Newsletters](#)

Webinars

Creating Awareness. Generating Leads.



Editorial Webinars

These topic-specific Webinars bring together our expert editor with other leading industry experts for an in-depth product or market briefing. This unique format offer sponsors everything interactive, online content can offer:

- ▶ Brand awareness across print, online and e-newsletter platforms
- ▶ Association with respected, topic-specific content
- ▶ Result-driven online program generating interested and qualified leads for your company
- ▶ Built-in direct response program to push out additional sponsor resources on topic

Sponsorship Benefits:

- Logo or name used in all electronic or marketing
- Targeted banner next to Webinar description on landing page
- Sponsor recognition within Webinar PPT
- Verbal sponsor recognition by editor host
- One unique demographic question on registration form
- Receive all leads with complete contact details and demographic data
- Hosting on site for up to 12-months

Custom Webinars on next page

Webinars

Creating Awareness. Generating Leads.

Custom Webinars

Custom Webinar programs deliver dynamic, multimedia Webinar programs that are in line with your company's specific objectives and goals. One of our expert industry-specific editors will work with you to create timely, insightful content and will host the Webinar discussion. By sponsoring this type of Webinar you get the opportunity to deliver a thought provoking, high-impact customized message while bolstering your market perception and collecting targeted leads.



Program Includes:

- Audio-based live program with an accompanying synchronized slide presentation (branded with magazine and your logo)
- Panel discussion hosted by an Allied Media leading editor (your company representative(s) may participate on panel)
- The audience-marketing plan includes several weeks of pre-event marketing as well as six months of on-demand hosting.
- We develop complete campaign and all marketing materials to promote Webinar—and ensure you receive an extensive marketing footprint.
- Delivery of all pre-registered leads on day of live Webinar. Twice monthly delivery of on-demand generated leads for six months.

Podcasts

Reaching Decision-makers. While They Listen.

As healthcare professionals strive to stay in front of trends, keep up-to-date on product developments and build their practices or businesses they are looking for smart, interesting information and viewpoints in a digestible format.

Editorial Monthly Podcasts:

Monthly podcasts, hosted by our industry-specific expert editors, features a one-on-one interview with industry leaders that provide insights into the topics that are critical right now.



Special Podcast Series:

These trend or topic-specific podcast series, take an in-depth look at a topic over the period of one week. A series of five podcasts dissect an industry development that demands multiple viewpoints.

Benefit from this unique platform and user content experience. Podcast sponsors provide branding, association with delivery of intelligent content and embedded direct response opportunities.

Sponsorship Benefits:

- Single or multi- sponsorship of a podcast
- Lead and Tower banners on podcast launch page
- Logo button on landing page with URL link
- 15-second audio commercial before podcast begins
- Sponsorship recognition (and URL link) in podcast traffic promotions
- Archived for 12-months and accessible from Podcast general landing page

▶ [Interested in custom podcast programs? Ask your sales manager about: Sponsor Supplied Podcasts • Custom Podcasts](#)

Online Product Videos

Your Products Videos. Our Powerful Platform.

Allied Media provides industry leaders the opportunity to provide your product videos, your information on our powerful Product Video Platform. We'll host your video on our platform and deliver your content to active industry decision-makers via our powerful audience marketing programs. Branding and sponsorship opportunities are available for smart marketers wanting to take their message one step further.



Sponsorship Opportunities:

- Exclusive monthly sponsor of Online Video Platform
- 425x60 banner in platform player
- Unlimited hosting of your product videos
- Sponsorship recognition on all Online Product Video promotions including (but not limited to):
 - ▶ E-Blasts
 - ▶ Web Site Mentions
 - ▶ Newsletter Promos
 - ▶ Print Ads

Blog Sponsorships

Community Created. Message Delivered.

Our industry-specific healthcare blogs enables the entire editorial staff, physicians and industry guests to shed light on news, legislation, products and practice strategies. For marketers, this presents an exciting new sponsorship opportunity. You can own the advertising on either of these blog portals—giving you prime positioning in an interactive Web community alongside compelling, fresh content. And because we give top billing to this content on our Web sites and in our e-newsletters, you can be sure that we are always pushing new people to the blog forums.

Sponsorship Benefits:

- Exclusive monthly sponsor of industry-specific Blog
- Sponsorship recognition on Home Page, includes logo and url link
- Lead and Tower banners on Blog landing page
- Sponsorship recognition on all Blog traffic promotions including (but not limited to):
 - ▶ E-Blasts
 - ▶ Web Site Mentions
 - ▶ Newsletter Promos
 - ▶ Print Ads



Trade Show Opportunities

Create Impact. Maximize Event Results.

Trade shows are an expensive, yet important venture. You need to make sure you are getting the most out of your trade show experience, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news and post-event highlight newsletter programs provide your company maximum reach and impact—before, during and after key industry events.

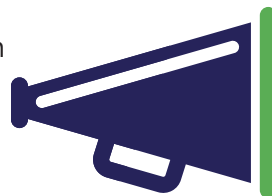


Pre & Post Event Product Highlights Sponsorships

These product-focused e-newsletters deploy before and after key industry events. They provide sponsors an opportunity to promote featured products and new innovations as well as generate booth traffic and potential leads.

Each sponsor receives:

- ▶ 150x150 banner
- ▶ 75-words of product or company information
- ▶ URL link



Daily News E-Newsletter Sponsorships

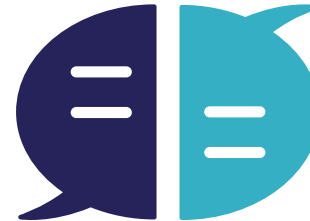
These event e-newsletters provide daily coverage of the news, insights and products direct from an industry event. Written by our expert editors, these e-newsletter inform, educate and connect event attendees, as well as the industry-at-large. E-newsletter sponsors benefit from:

- ▶ Promotional impact before, during and after event
- ▶ Being associated with timely and important industry information
- ▶ Reaching customers and attendees not attending the event

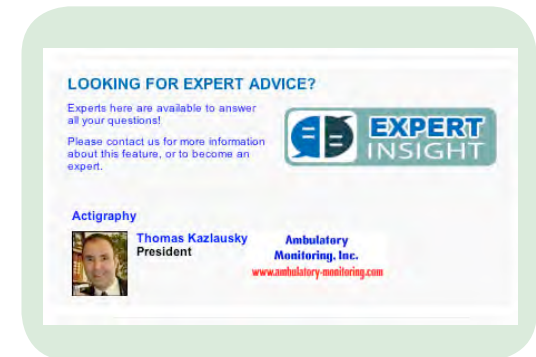
▶ [Also ask about these other event-specific opportunities: Blog Sponsorships • Video Highlights • Daily Podcasts](#)

Expert Insights

Our Reach. Your Experts.



Set your company apart from the competition by offering expert solutions they can't find anywhere else. Become a resident expert by hosting our Expert Insights Q&A Web forum. Your company expert shares his/her knowledge about a particular topic, establishing your company as an industry leader—all within the powerful environment of our leading brands. As a sponsor, you maintain exclusive rights to answer questions submitted by the audience and post your own questions and answers in your chosen category for a minimum of three months.



Sponsorship Includes:

- Sponsorship banners on Expert Insights Landing Page
LEAD BANNER 728x90
TOWER 120x600
- Sponsorship recognition (and URL link) in monthly traffic promotions, including (but not limited to):
E-BLASTS
WEB SITE MENTIONS
NEWSLETTER PROMOS
PROMO PRINT ADS

Custom Programs

Beyond Traditional. Custom Created Programs.



If you want to engage your audience while creating a useful resource for the industry, we can create custom programs for your company. Custom programs allow you to open doors to new audiences, initiate discussions of topics that align with your core business message and offer a non-traditional way to build your brand and gather leads. Whether it is a completely online project such as a Webinar or a joint online and print program, Allied Media and our leading healthcare brands can provide you with turnkey, end-to-end creation from writing to design to marketing.

Go beyond traditional advertising—reach out to active and interested audience through custom programs.

Programs include:

- Custom Webinar
- Custom Podcasts
- Custom E-Newsletters
- Custom Interactive E-Collateral
- Custom Videos
- Custom Supplements



Sales Manager Contacts and Rate Cards

Please click for rates and a formal online proposal.

24x7

www.24x7mag.com

[Sales Contact Info](#)

CLP: Clinical Lab Products

www.clpmag.com

[Sales Contact Info](#)

Hearing Review & Hearing Review Products

www.hearingreview.com

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Imaging Economics

www.imagingeconomics.com

[Sales Contact Info](#)

Orthodontic Products

www.orthodonticproductsonline.com

[Sales Contact Info](#)

Physical Therapy Products

www.ptproductsonline.com

[Sales Contact Info](#)

PSP: Plastic Surgery Practice

www.plasticsurgerypractice.com

[Sales Contact Info](#)

Rehab Management

www.rehabpub.com

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RT

www.rtmagazine.com

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Sleep Review

www.sleepreviewmag.com

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