24x7

connecting product and
technology providers to
biomedical professionals

2014 media kit

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About *24x7* Magazine

Programs

connect with buyers

24x7 connects biomedical professionals and providers of the products, technologies, and services essential to the rapidly evolving arena of healthcare technology management (HTM). Through a range of platforms including social networks, mobile media, interactive websites, e-mail newsletters, and a monthly print publication, *24x7* brings the HTM community together. Addressed exclusively to biomedical professionals, *24x7* is a unique forum for sharing practical service and management solutions along with the latest information on technology and industry trends.

The medical device industry is rapidly changing, and *24x7* keeps pace by addressing the needs most important to our readers. With editorial focused 100% on biomeds, *24x7* has the most targeted reach in the biomed community. It is the No 1 source for practical service solutions, business management strategies, and technical information in the medical service and support industry. *24x7* 's articles keep healthcare service and support professionals up to date by providing educational information and insight into the latest products and technology, regulations, and industry trends, as well as by offering managerial advice and professional profiles. *24x7* 's articles and columns are so well received that our readers regularly request reprints to use in training sessions at healthcare facilities, association meetings, and larger educational sessions.
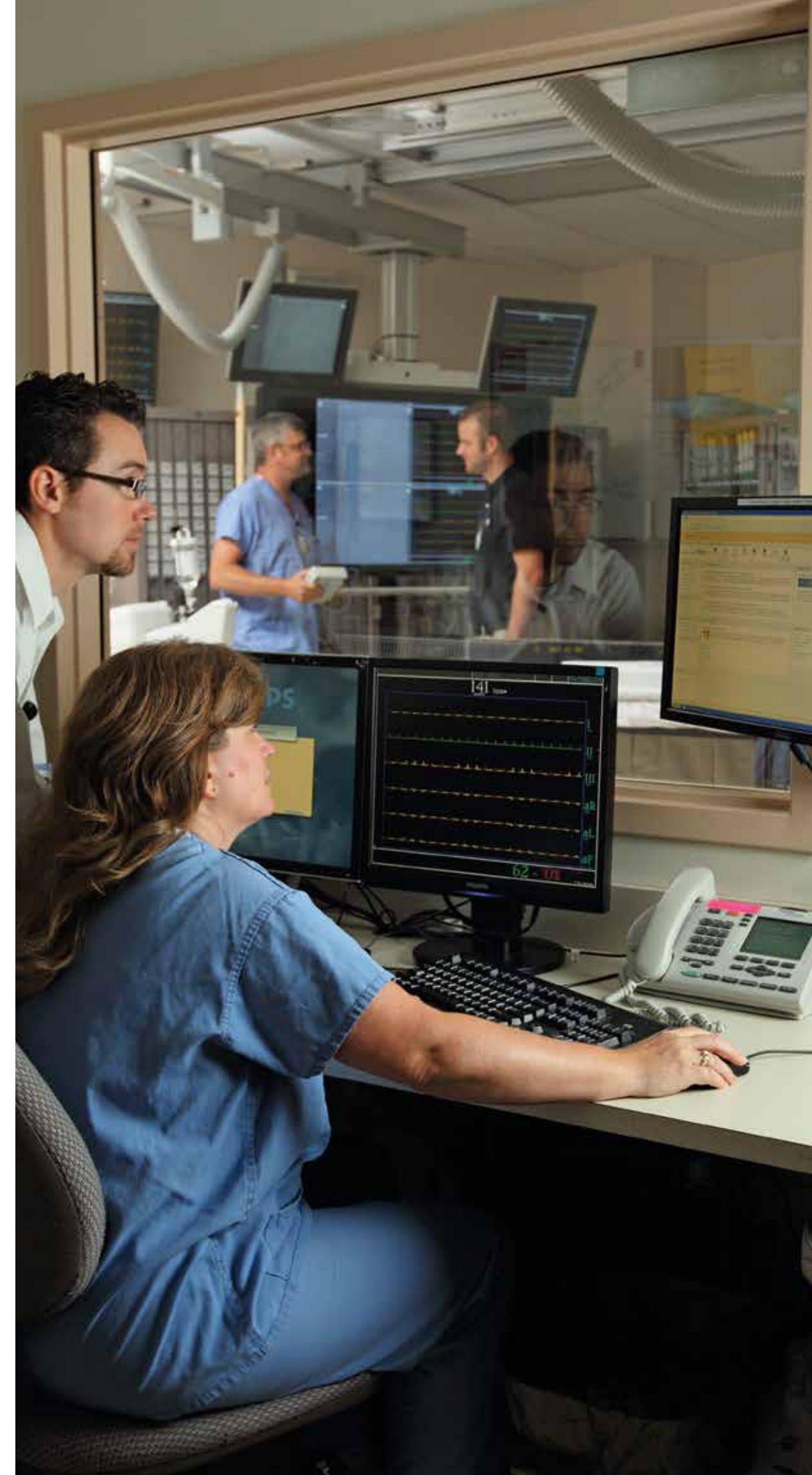
meet the editor

John Bethune | Chief Editor
phone: (818) 584-6363
email: jbethune@allied360.com

The healthcare technology management field is dynamic and rapidly changing. With the cost-control measures of healthcare reform, the increasing emphasis on safety and efficiently, and the integration of traditional biomedical and information technology departments, the need for information and communication has never been more urgent. Through *24x7*, biomedical professionals have a resource where they can interact with and learn from their peers, gain valuable insights from the leading experts in the industry, and discover new products and services that can help them excel in their jobs.

"In 2014, we are putting an emphasis on providing our community members with the information resources they want in the formats and media that best serve their needs. That means reaching them via newly robust websites, social networks, and other digital media as well as our traditional print outlet."

"Our editorial advisory board, which includes prominent educators and leading members of the healthcare technology management community, keeps us abreast of the rapidly changing medical device environment and technology and industry trends."

> **"Healthcare technology managers are the unsung heroes in the increasingly urgent effort to improve the safety, efficiency, and cost-effectiveness of healthcare delivery. Our aim at *24x7* is to help them in that effort and in gaining recognition for the key role they play."**

facebook.com/pages/24x7-Magazine/67840887280

twitter.com/24x7mag

advertise with us

Brand yourself as the expert in the biomedical industry's most trusted editorial source.

24x7 reaches an audience of over 40,000 (and growing) professionals who are passionate about this magazine.

Boost your advertising dollars' productivity.

Readers view our magazine as a trustworthy source for industry intelligence. That's why so many successful businesses continue to make *24x7* their long-term advertising choice.

Engage consumers through dynamic multimedia platforms.

Your customers get their information through various platforms. *24x7* takes your sales message and transforms it into an integrated marketing campaign. Year after year, *24x7* is rated highest among competitors in reach, content, and results. We can increase brand visibility, drive traffic to your site, and offer lead generation.
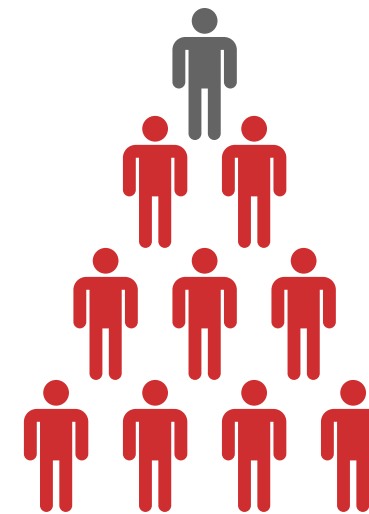
9 OUT OF 10 INDUSTRY PROFESSIONALS

who receive *24x7* have taken action (visited an advertiser's website, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *24x7*.*
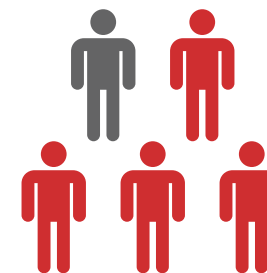
4 OUT OF 5 INDUSTRY PROFESSIONALS

who receive *24x7* will spend as much or more on equipment and services in 2012 compared to last year.*

*Publisher's own data August 2013

the audience

24x7 allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. 24x7 delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.
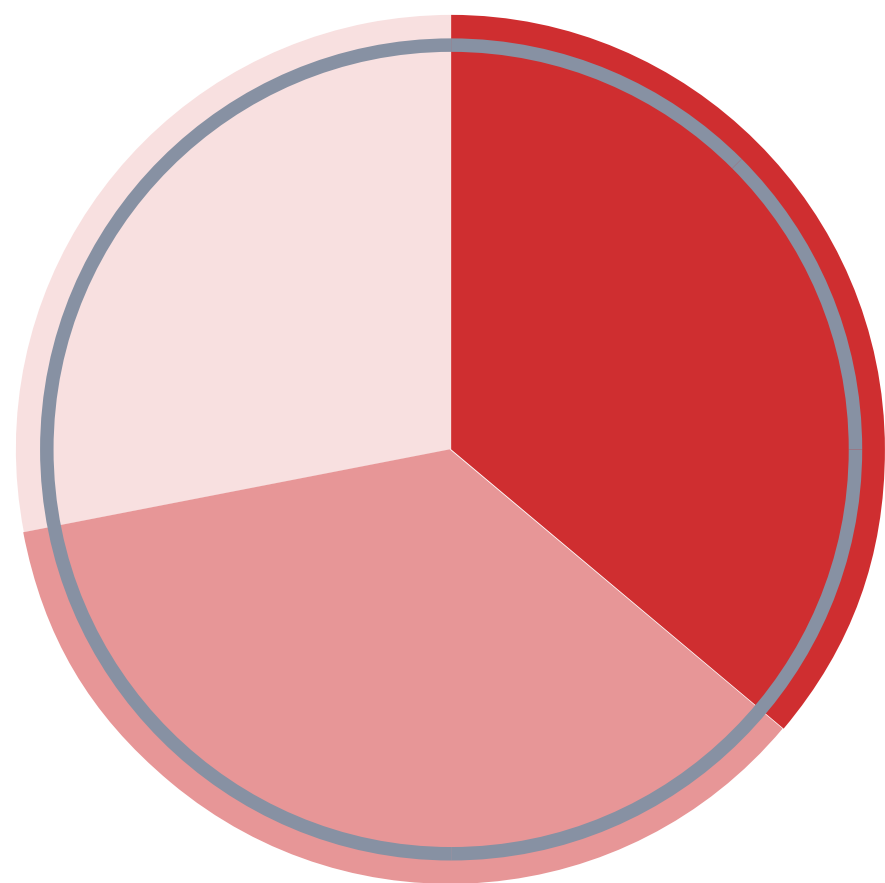
The *24x7* brand showcases your products and services to more than

5,891
buying prospects per month

14,004
total qualified recipents

occupational breakdown of qualified recipients

average engagements

■ E-media audience - 14,499

■ Average monthly print - 14,478

■ Website monthly visits - 11,150

40,127*
total gross monthly contacts to *24x7*

*Publisher's own data August 2013

■	Clinical Biomedical or Radiology Engineer or Directory	7,431
■	Biomedical Equipment Technician	3,917
■	Service/Support Manager	701
■	IS/Network Manager	55
■	Purchasing Manager	22
□	Sales/Marketing Manager	369
■	Department Administrator/Director or Manager	1,059
■	General/Executive Manager	453

24x7 2014 content calendar

	[JAN]	[FEB]	[MARCH]	[APRIL]	[MAY]	[JUNE]
PRINT						
News & Issues	• Alarm Inventory	• Medical Device Integration	• CMS and Preventive Maintenance	• Project Management	• Trends in Education	• The Future of HTM
Technology	• Ultrasound	• DR Imaging	• Infusion Pumps	• Wireless	• Sterilization	• Respiratory
Community	• Social Media Resources	• FDA and the Biomed Community	• Becoming a Clinical Engineer	• Building a Career Path	• How Regional Associations Can Help	• HTM Around the World
Ad Space Close	12.10.13	1.9.14	2.7.14	3.7.14	4.8.14	5.6.14
Ad Material Deadline	12.16.13	1.15.14	2.13.14	3.13.14	4.12.14	5.12.14
Mail Date	1.14.14	2.8.14	3.11.14	4.8.14	5.8.14	6.6.14
ONLINE						
Online Exclusive			• Interactive Forum: Device Integration			• AAMI Live Blog
Podcasts	• Career Growth for Biomeds			• Biomeds Abroad		
Webinars		• Networking			• Training	
Weekly eNewsletter	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products

	[JULY]	[AUGUST]	[SEPT]	[OCT]	[NOV]	[DEC]
PRINT						
News & Issues	• AAMI Wrap Up	• In-House or Outsource?	• Cost Containment in HTM Departments	• Cybersecurity	• Home Health Care	• Is the HTM/IT Convergence Inevitable?
Technology	• Simulation	• Power Management	• Anesthesia	• RTLS	• CT	• Mobile Devices
Community	• Working with Interns	• BMET of the Year	• HTM Leadership Award	• Troubleshooting by Crowdsourcing	• HTM Staffing Models	• The HTM Job Outlook
Ad Space Close	6.6.14	7.8.14	8.5.14	9.5.14	10.7.14	11.4.14
Ad Material Deadline	6.12.14	7.14.14	8.11.14	9.11.14	10.13.14	11.12.14
Mail Date	7.8.14	8.7.14	9.4.14	10.7.14	11.6.14	12.10.14
ONLINE						
Online Exclusive			• Interactive Forum: Outsourcing			• Salary Calculator
Podcasts	• New Technologies			• Staffing		
Webinars		• RTLS			• Alarm Management	
Weekly eNewsletter	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products	• Industry News • Research • New Products

online ad rates & mechanicals

RATES & AD DETAILS

	Leaderboard	Medium Rectangle 1	Medium Rectangle 2	Bottom Banner	Interstitial	Page Peel
Initial Dimensions (WxH in pixel)	728 x 90	300 x 250	300 x 250	940 x 60	550 x 480	80 x 80 500 x 500
Supported File Types	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif	jpg, gif
Max Inital File Load Size	45kb	45kb	45kb	45kb	45kb	45kb
Max Video & Animation Frame Rates	24 fps	24 fps	24 fps	24 fps	-	-
Max Animation Length (Flash & GIF)	30 sec	30 sec	30 sec	30 sec	-	-
Max Number of Frames	3	3	3	3	-	-
Design Guidelines	Ad unit content must be clearly distinguishable from normal webpage content (ie ad unit must have clearly defined borders and not be confused with normal page content)					
Material Submissions	10 days prior to campaign start					
Rates *All rates are net	$1500 / month	$1500 / month	$1000 / month	$1000 / month	$3000 / month	$2000 / month
Total Units Available	3	3	3	3	1	1
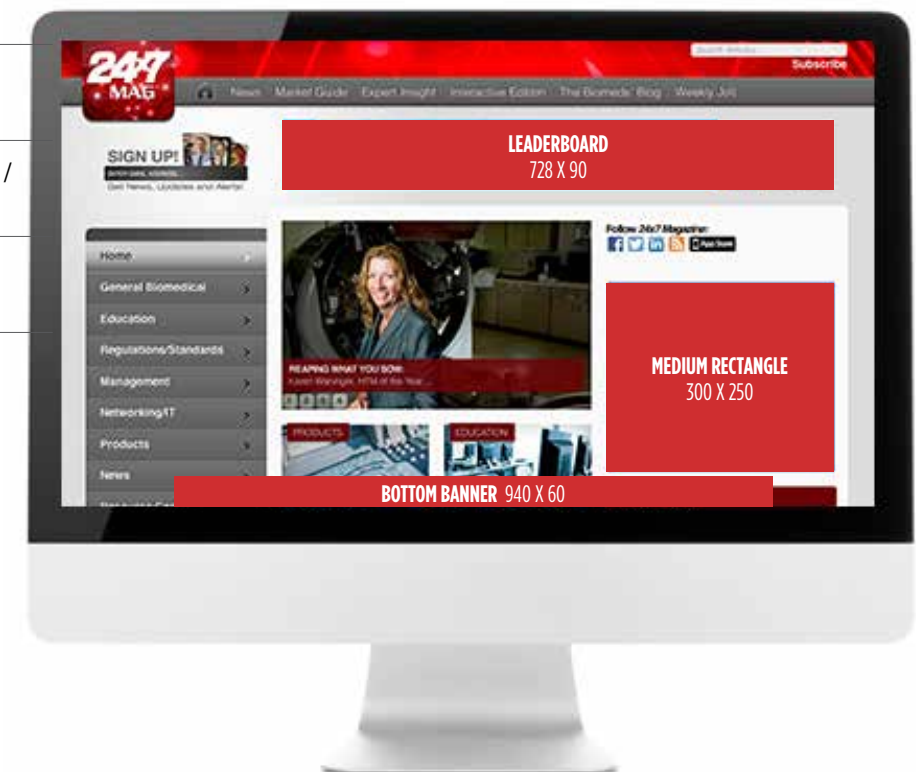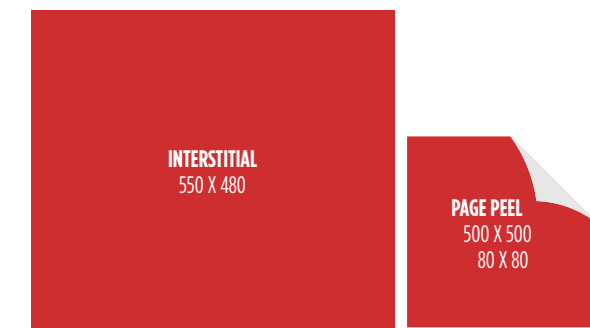
INTERSTITIAL
550 X 480

PAGE PEEL
500 X 500
80 X 80

LEADERBOARD
728 X 90

MEDIUM RECTANGLE
300 X 250

BOTTOM BANNER 940 X 60

SEND AD MATERIALS
to Ad Coordinator:

NINA KATSOV
(913) 894-6923, ext 621
Fax (913) 647-6108
nkatsov@allied360.com

print ad rates & mechanicals

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Preferred Positions		
Guaranteed Positions	10% premium	
Inside Cover	$515	
Back Cover	$590	
Color Rates		Spread
Standard/matched inks	$625	$800
4-Color	$1,000	$1,500
5-Color PMS	$1,200	$1,900

HALF PG SPREAD
LIVE AREA: 14.75 X 5
TRIM SIZE: 15.75 X 5.5

1/3 VERT.

1/6 PG

1/3 PAGE
4.56 X 4.875

1/2 PAGE VERT.
3.375 X 10

VERT.
3.375 X 10

1/2 PAGE HORIZONTAL
7 X 4.875

2/3 PAGE
4.56 X 10

1/4 PAGE
3.375 X 4.875

FULL PAGE
LIVE AREA: 7.375 X 10.25
TRIM SIZE: 7.875 X 10.75
BLEED: 8.125 X 11

SPREAD PAGES
LIVE AREA: 15.5 X 10.25
TRIM SIZE: 15.75 X 10.75
BLEED: 16 X 11

1/2 ISLAND
LIVE AREA: 4.56 X 7.5

CUSTOM MARKETING

BELLYBAND
MIN. HEIGHT 5.75
CONTACT FOR PRICING

COVER TIP
CONTACT FOR PRICING

PAGE PEEL
CONTACT FOR PRICING

PRINTED INSERTS
SINGLE OR MULTI
PAGE INSERTS
CONTACT FOR PRICING

POLYBAG INSERTS
CONTACT FOR PRICING

MECHANICAL REQUIREMENTS

	Live Area	Trim Size	Bleed Size
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11
1 page	7.375 x 10.25	7.875 x 10.75	8.125 x 11
2/3 page	4.56 x 10		
1/2 page spread	14.75 x 5	15.75 x 5.5	
1/2 page island	4.56 x 7.5		
1/2 page vertical	3.375 x 10		
1/2 page horizontal	7 x 4.875		
1/3 page vertical	2.375 x 10		
1/3 page square	4.56 x 4.875		
1/4 page vertical	3.375 x 4.875		
1/6 page vertical	2.187 x 4.875		
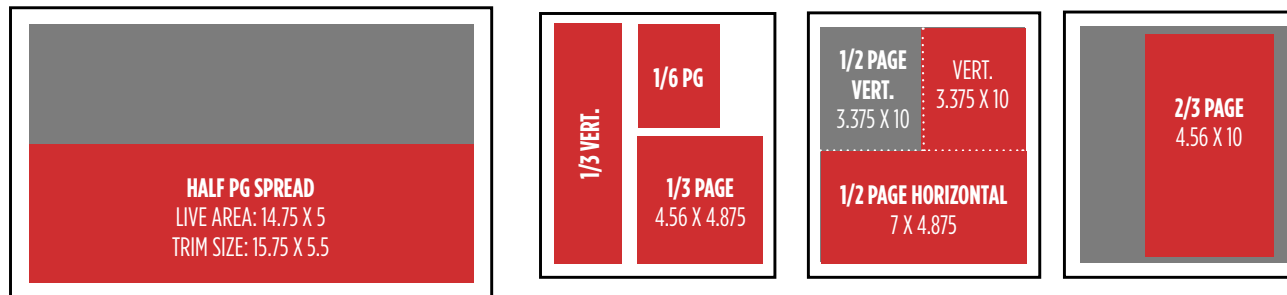
STANDARD RATES

Size	1x	3x	6x	12x	24x
1 Page	$3,205	$3,120	$3,040	$2,885	$2,560
2/3 pg	$2,540	$2,475	$2,415	$2,285	$2,035
1/2 Island	$2,460	$2,395	$2,335	$2,215	$1,970
1/2 pg	$1,900	$1,855	$1,805	$1,715	$1,525
1/3 pg	$1,585	$1,545	$1,510	$1,420	$1,275
1/4 pg	$1,270	$1,230	$1,205	$1,150	$1,015
1/6 pg	$785	$775	$755	$715	$630

KEY DATES & DEADLINES

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Space Close	12.10.13	1.9.13	2.7.14	3.7.14	4.8.14	5.6.14	6.6.14	7.8.14	8.5.14	9.5.14	10.7.14	11.4.14
Ad Material Due	12.16.14	1.15.14	2.13.14	3.13.14	4.12.14	5.12.14	6.12.14	7.14.14	8.11.14	9.11.14	10.13.14	11.12.14
Est. Mail Date*	1.14.14	2.6.14	3.11.14	4.8.14	5.8.14	6.6.14	7.8.14	8.7.14	9.4.14	10.7.14	11.6.14	12.10.14

*Mailing date is an estimated date and could vary depending on delays in print production, postal processing or mailing transit times

lead generation program

By delivering relevant and valuable content we empower our readers. In turn, our audience recognizes the worth of our news and insights and is willing to provide their contact data in order to access this key information. Lead-retrieval options include daily, weekly, or monthly.
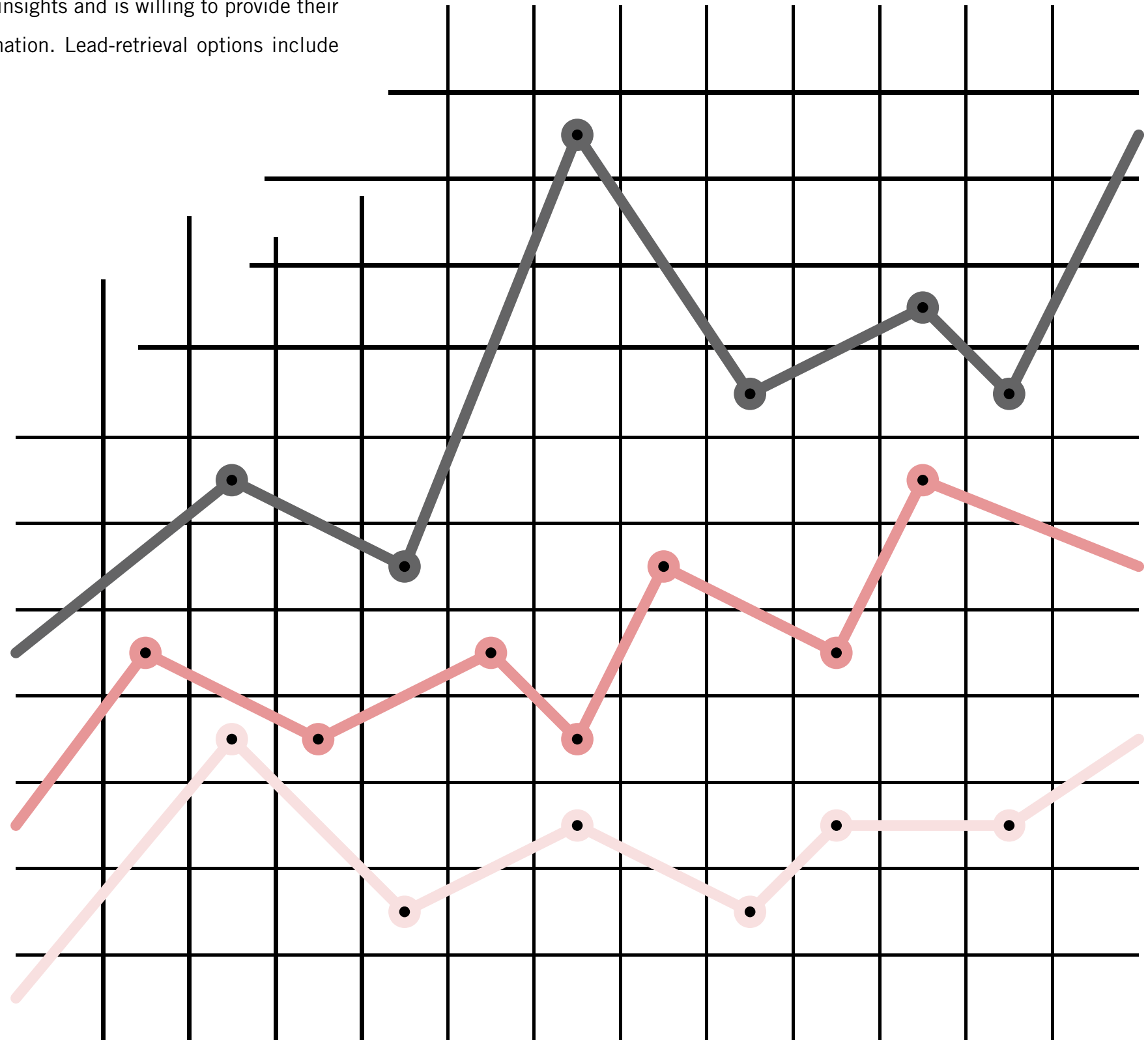
digital edition

Our digital editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

program features

PRIMARY SPONSOR

- Single or multiple issue sponsorship of digital edition
- Leaderboard (728 x 90) on two separate e-blasts for each edition
- Left-hand page facing the digital edition front cover
- Traffic Driver promotional items on brand website and weekly e-newsletters
- Sponsorship recognition on digital edition promotion ad in print

$2500/issue

DIGITAL AD LINK

- Live link on ad and in Ad Index

$150 | $100/additional

BANNER AD

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

$350/each

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)

MULTIMEDIA ADD-ONS

- Add Audio, Video, and Flash items to an Enhanced Digital Ad, or replace your ad completely with a flash version

ENHANCED DIGITAL AD SPREAD

- 2-page ad in digital edition

DIGITAL AD ENHANCEMENT DETAILS

	Digital Ad	Digital Spread	Audio	Video	Flash animation	Flash Ad
Type	pdf	pdf	TC	youtube, vimeo	swf	swf
Specs	7.875 x 10.75	15.75 x 10.75	2 min	2 min	30 sec	30 sec loop
Pricing	$500	$1,000	$175	$200	$200	$300

*Multimedia add-on items are only available with an enhanced digital ad
**Multimedia features added to online digital edition only and do not bundle with tablet edition

e-newsletter & e-blast

Promote your message via marketing directly to the desktop or mobile device. E-blasts and e-newsletters deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

program features

E-NEWSLETTER AD UNIT
- Leaderboard (728 x 90) ad with URL link

BREAKING NEWS
- Leaderboard (728 x 90) ad with URL link

TOP TEN E-BLAST
- Leaderboard (728 x 90) ad with URL link
- Sent to editorial preference list

AD UNITS PRICING (PER MONTH)

	Daily Newsletter	Weekly Newsletter	Breaking News	Top Ten
Leaderboard - 1	$7,000	$3,000	$3,000	$3,000
Leaderboard - 2	$6,000	$2,000	—	$2,000
Leaderboard - 3	$5,000	$1,000	—	$1,000
Leaderboard - 4	—	$750	—	—
Leaderboard - 5	—	$750	—	—

MULTI-SPONSOR/SHOW E-BLAST
- 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)

$400/per listing | $800/for lead gen

THIRD PARTY E-BLAST/NEWSLETTERS
- Client provided materials
- Sent to third party preference list

$300/CPM | $200 production charge

buyer's guide

24x7 annual Buyer's Guide summarizes and highlights the companies serving the clinical lab market. The guide is published every year and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

CATEGORY SPONSORSHIP ADVERTISING
- Banner ad branding of a category and all sub-categories

AD UNITS DETAILS

	Leaderboard	Medium Rectangle	Bottom Banner
Ads/per Category	3	3	3
Specs	728 x 90	300 x 250	940 x 60
Pricing/per year	$5,000	$5,000	$4,000

program features

BASIC LISTING ONLINE - FREE
- Your Company Information
- Free listing will be included in annual print edition

FEATURED LISTING ONLINE
- Logo
- Flagged as Featured
- Access to Recommend/Print/Visit/Claim features
- Ability to make listing popular based on number of clicks
- Rotated feature listing in left column
- Company Descriptions
  - Short - 200 characters max - listing will rotate in sidebar
  - Long - 1150 characters max - will be part of your company listing page
- Product listings
- FREE Featured Listing with purchase of print ad (half page minimum) and product category sponsorship

$1200/year (50% discount with purchase of category sponsorship ad)

featured listings - print - requires purchase of a display ad in print buyer's guide

FEATURED LISTING - BASIC
- Short Company Description - 200 characters max
- Company logo
- Display ad call out

$450/per listing

FEATURED LISTING - 1/4 PAGE
- Long Company Description - 1150 characters max
- One image and company logo
- Display ad call out

$635/per listing

FEATURED LISTING - 1/2 PAGE
- Long Company Description - 1150 characters max
- One image and company logo
- Display ad call out

$1140/per listing

FEATURED LISTING - FULL PAGE
- Extended Company Description - 2500 characters max
- Two images and company logo
- Display ad call out

$2564/per listing

feature report

Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. We assign an industry freelance editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program. Feature Reports are great for branding, promoting the sponsor as a subject matter expert, and generating leads, and provide great leave-behinds for a client's sales team or for use at trade shows.

This is an editorial product that is sponsored by your company. We provide you with a draft version of the report and will provide an opportunity to offer suggestions to clarify points or offer commentary to improve overall readability of the report.

program features

- 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

MATERIALS NEEDED

- Logo with URL link (eps or jpg format - 300 dpi)
- 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 email)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

$17,000 total | promoted for 3 months

Production time frame – 12 weeks from signed insertion date

Rapid changes in how pathologists must do their job today require tools that can help them quickly adapt, continue to work efficiently, and provide accurate answers to the critical questions related to patient care.

By: Sherri' Heffner, CT ASCP

Introduction

With the healthcare system being redefined by the adoption of the electronic medical record (EMR), emergence of accountable care organizations (ACOs), advances in technology for histologic sample collection, the rapid growth of molecular technology as the heart of personalized medicine, significant decreases in reimbursement, and increased patient demands for quality of care, the pathologist now finds himself/herself in the position of reinventing their role as a healthcare provider in order to adapt and survive in this new healthcare environment.

The landscape of patient care is taking many new routes. An aging population and the large influx of patients into the healthcare system in the near future are being met by a growing primary care physician shortage that is only expected to get worse, according to the American Academy of Family Physicians.[1] Already, this type of care is seeing a shift to being administered by the growing field of nurse practitioners and physician assistants, who are capable of writing prescriptions and utilizing clinical and pathology laboratory services. There is also rapid growth and adoption of telemedicine as a driving force for the future care of many patients. States are quickly passing laws that are expanding the use of this new electronic technology to cover a multitude of patients, including the underserved.[2] Lastly, more new physicians coming out of medical school are following the path to becoming specialists; and many are going on to subspecialize within many of the medical specialties such as gastroenterology, pediatrics, etc.

These new groups of basic care providers and specialty/subspecialty physicians face the inevitable task of providing the high-quality care that Americans have come to expect, and at the same time, meeting efficiency goals that are being driven to reduce the cost of healthcare in this country. Specialized physicians are also requiring access to new molecular technologies and access to "specialized pathologists," either directly or through their own local pathologist, to help get the diagnostic answers they need for treatment-planning decisions.

Thus, as this new trend matures, treating physicians are going to require more guidance from the pathologist and the laboratory. "Pathologists, PhDs, nurse practitioners, and physician assistants all have an opportunity to play a significant role as consulting advisors in a most cost-effective way by helping to solve the problem of cutting down on inappropriate testing," says Jared Schwartz, MD, PhD, past president of the **College of American Pathologists** (CAP) and currently chief medical officer, **Leica Biosystems**, Vista, Calif. "It doesn't mean not allowing tests to be ordered. Where the pathologist and the laboratory team can assist is in making sure the right tests are ordered to answer the physician's specific questions related to the treatment of a patient. Thus, the pathologist can become a more active member of the patient's team and provide the role of an interpretive director and clinical advisor."

With these new healthcare demands and the increased growth of "electronic medicine," digital pathology is opening new doors for the pathology laboratory in the aim for better patient care. As part of reinventing the pathology laboratory's role, pathologists must look for, and adopt, a variety of new tools that can help them successfully meet the demands for quick analysis, increased precision, immediate access, and expanded service. Today's electronic technology is an accelerator, and digital pathology is quickly becoming a "prized tool" in the pathologist's tool kit to help him or her in this transition. Digital pathology is allowing pathology laboratories in the clinical healthcare and life science arenas to engage, evaluate, and excel in a whole new dimension of transparency, consistency, and collaboration.

"Pathologists, PhDs, nurse practitioners, and physician assistants all have an opportunity to play a significant role as consulting advisors in a most cost-effective way by helping to solve the problem of cutting down on inappropriate testing,"

—*Jared Schwartz, MD, PhD*

webinars

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. You can sponsor an editorial webinar, work with us to create something customized for your product message, or let us host your already-recorded content. These topic-specific webinars bring together our editorial team with our leading industry experts for an in-depth product or market briefing.

program features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor (marketer provides PowerPoint)
- Customized registration page
- One full-page 4-color print ad
- Weekly e-newsletter promotion
- Weekly e-blasts promoting webinar
- Inclusion in monthly promotional e-blast after live event
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months

WEBINAR OPTIONS

	Rate
60-Minute Event	$13,000
30-Minute Event	$7,500
15-Minute Event	$4,500

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.
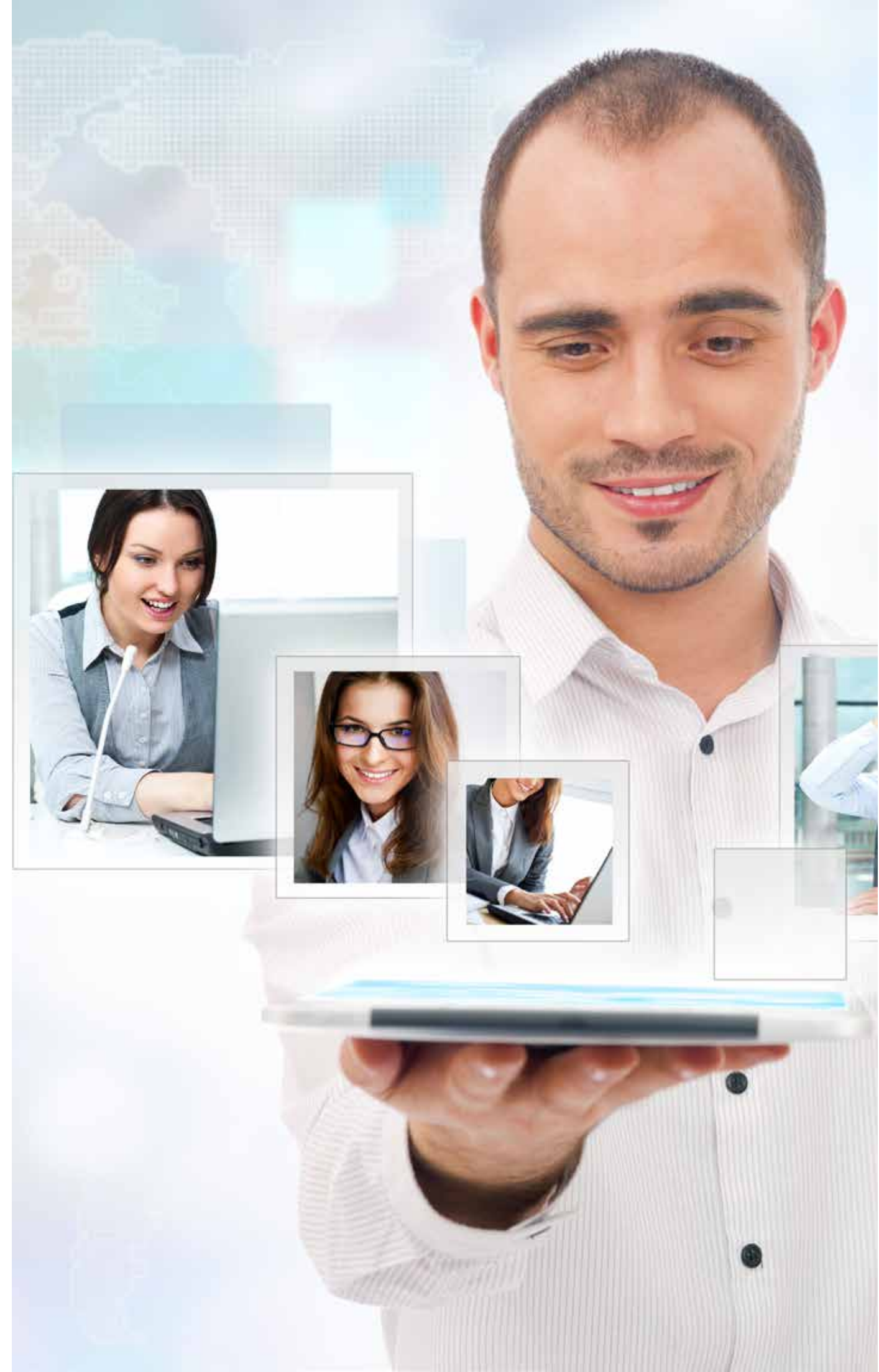
podcasts

Podcasts can be custom-developed for your message. Hosted by our chief editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissects industry developments. Podcast sponsors provide branding, association with delivery of intelligent content, and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

program features

- Single or multi sponsorship
- 15-second audio commercial
- Customized registration form to access podcast
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months
- Inclusion in monthly promotional e-blast

$2000/month | (3 months minimum)

Production time frame - 8 weeks from signed insertion date

video showcase

Tell your story, present your solution, or demonstrate your product with video. All packages include print, website, and e-newsletter promotions, and these videos are only accessible to registered site visitors.

program features

- Video URL link or embedded YouTube link hosted in Resource Center
- Inclusion in monthly promotional e-blast
- Promotional traffic drivers across platforms

$2000/month | (3 months minimum)

Production time frame - 4 weeks from signed insertion date

dedicated communities

Create a niche community dedicated exclusively to the category of your choice! With this community-style platform, readers can log on to find out information on product news, new research, educational articles, and much more!

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 micro site ranking with the other sections of the website and daily site traffic for the micro site.

program features

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

MATERIALS NEEDED
- Logo (150 x 140) with URL link (eps or png format)
- Leaderboard (728 x 90) and bottom banner (940 x 60)

$5000/month | (6 months minimum)

Production time frame - 4 weeks from signed insertion date

white paper

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of biomedical 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

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- E-newsletter promotion as news item
- Lead-retrieval options include daily, weekly, or monthly reporting
- Inclusion in monthly promotional e-blast

MATERIALS NEEDED
- Logo (150 x 140) with URL link (eps or png format)
- Completed whitepaper in PDF format
- Customized registration page

$2000/month | (3 months minimum)

Production time frame - 2.5 weeks from signed insertion date

trade show marketing

Trade shows are an important venture to get to know and connect with your target audience. You need to make sure you are getting the most out of your trade show investment, 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 e-newsletter programs provide your company maximum reach and impact— before, during, and after key industry events.

program features

- Sponsors will have prominent branding on all print, website, and e-newsletter promotions

MATERIALS NEEDED

- Because each sponsor's needs are specific, custom package pricing will be developed. Please contact our sales representative for details.

Production time frame - 8 weeks from signed insertion date

sweet spot marketing

24x7's new Online Management Services Team gets your customers to see your message.

At Sweet Spot Marketing, we know that a website without traffic is just art and copy.

- Your ad will come up in relevant search results **THEY HAVE** requested
- With our Precise Targeting and Budget Management, the end result is a higher return on investment (ROI) for your advertising budget
- We will create your keywords
- We will create your ad
- We will drive customers where they want to go
- You only pay when people click through to your site
- We will show your ads to the thousands of potential clients proactively looking for your product or service
- An Inc 500 fastest growing company
- One of a **SELECT FEW** Google Certified Search Engine Marketing Companies

SWEETSPOT
MARKETING

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(913) 859-9886 | Toll-free: (888) 505-7111

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