

Rehab management

connecting product
manufacturers in the
physical medicine industry
to rehab professionals

2014 media kit



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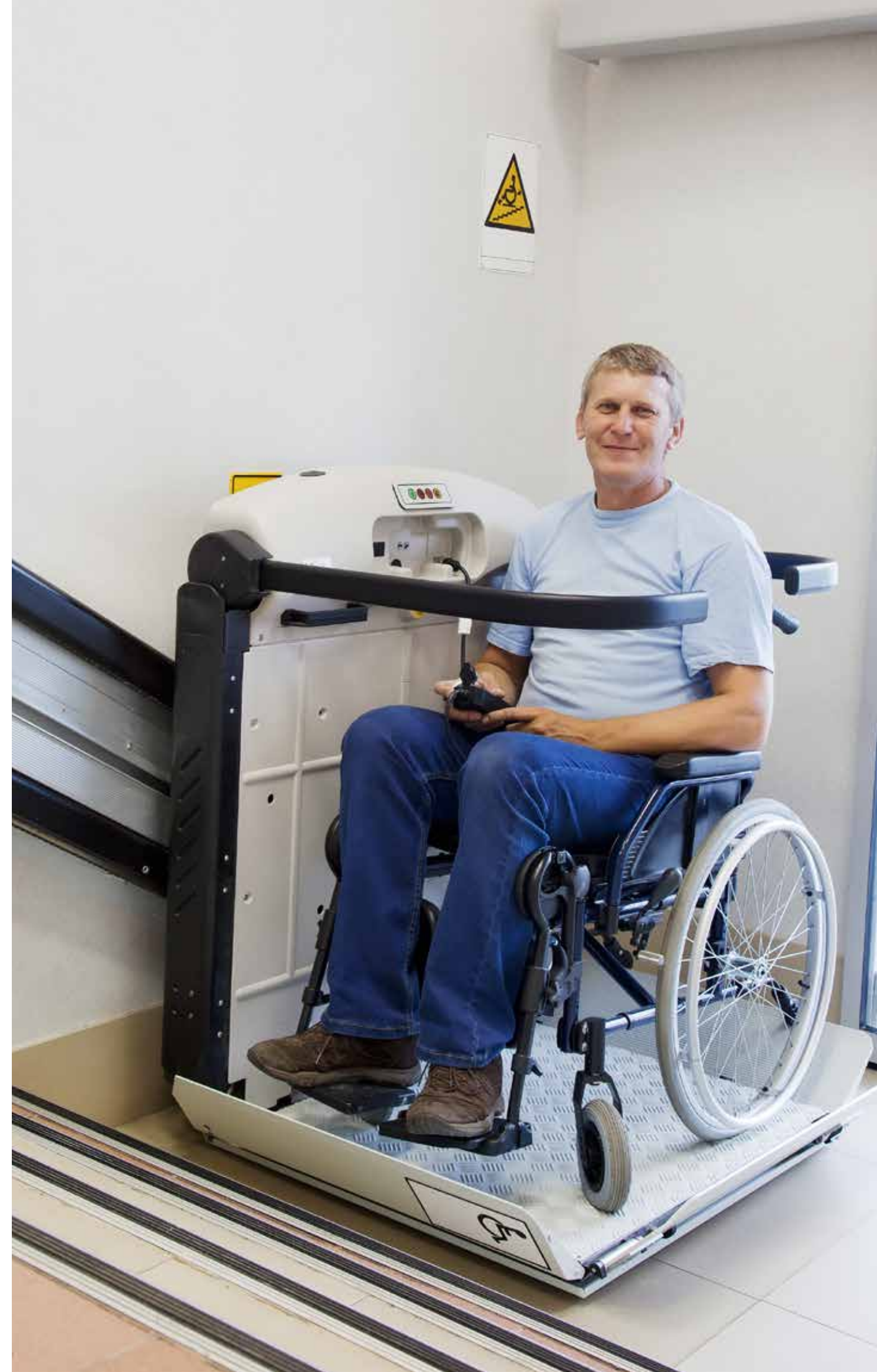
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connect with buyers

Rehab Management's editorial team works with thought leaders and top clinicians to deliver in-depth content that physical medicine and rehabilitation professionals can use to be successful in this dynamic industry. Today's healthcare environment changes rapidly, and healthcare consumers have become more savvy than ever about services they seek. These developments have helped transform physical rehabilitation into a highly competitive marketplace, which makes access to industry news, legislative decisions, and product and technology innovations crucial for practitioners' success.

Whether it is our print magazine, online, or direct e-newsletters, *Rehab Management's* editorial team, expert authors, and editorial advisory board provide the smart, essential information physical medicine and rehabilitation professionals need to thrive.



meet the editor



Frank Long | Chief Editor
phone: (714) 434-4883
email: flong@allied360.com

As a journalist and editor, Frank Long has covered the practice and management of healthcare for more than 7 years, and in 2011 took the helm of *Rehab Management* as editorial director. Through cover stories and feature articles Frank has authored for past issues of *Rehab Management*, he has formed important relationships within the physical and occupational therapy community. Responsive and committed, he works with members of the profession to provide the most current, beneficial information for the magazine's audience.

Rehab Management will offer regular columns about professional growth from thought leader and nationally-recognized advocate for individuals affected by disabilities, Ann Eubank, LMSW, OTR/L, ATP, CAPS. Ann's popularity as a disability activist resonates throughout the rehab community, and *RM* will be the place readers gather regularly to be inspired by her no-holds-barred advice about how to help disabled individuals live the best lives they can.

Our Editorial Advisory Board is composed of clinicians based at some of the nation's top rehabilitation hospitals, and at leading physical therapy and occupational therapy private practices. This select group of professionals keeps us abreast of emerging trends in clinical treatment and technologies used in long-term rehabilitation. They also provide perspective about issues associated with reimbursement, compliance, and continuing education.

"Time is of the essence, and every rehab professional knows it. My purpose is to connect therapists with clinical and administrative updates—as they become available—so they can make the most informed decisions about care and management."



facebook.com/pages/Rehab-Management/128910957182876?sk=wall

advertise with us

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

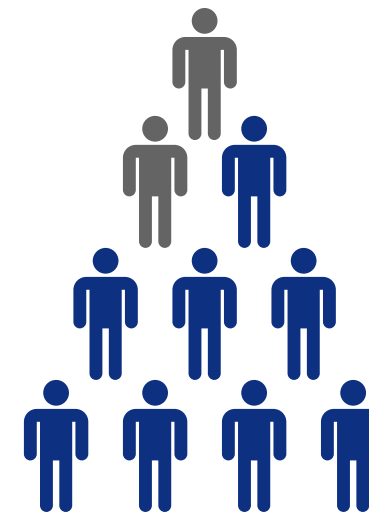
Rehab Management reaches an audience of over 38,000 (and growing) professionals who are passionate about this magazine.

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 *Rehab Management* their long-term advertising choice.

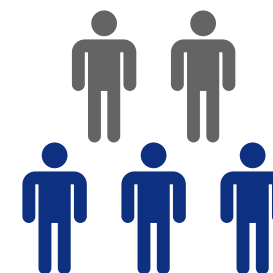
Engage consumers through dynamic multimedia platforms.

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



8 OUT OF 10 INDUSTRY PROFESSIONALS

who receive *Rehab Management* have taken action (visited an advertiser's website, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *Rehab Management*.*



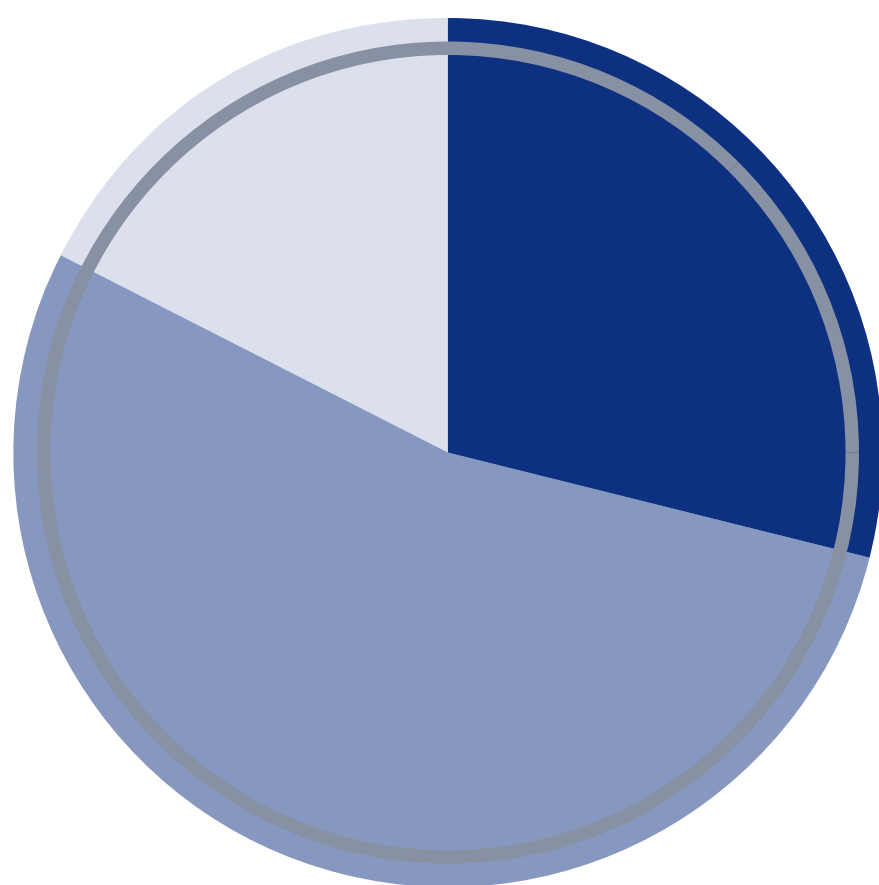
3 OUT OF 5 INDUSTRY PROFESSIONALS

who receive *Rehab Management* share each issue of *Rehab Management* with additional readers.*

*Publisher's own data August 2013

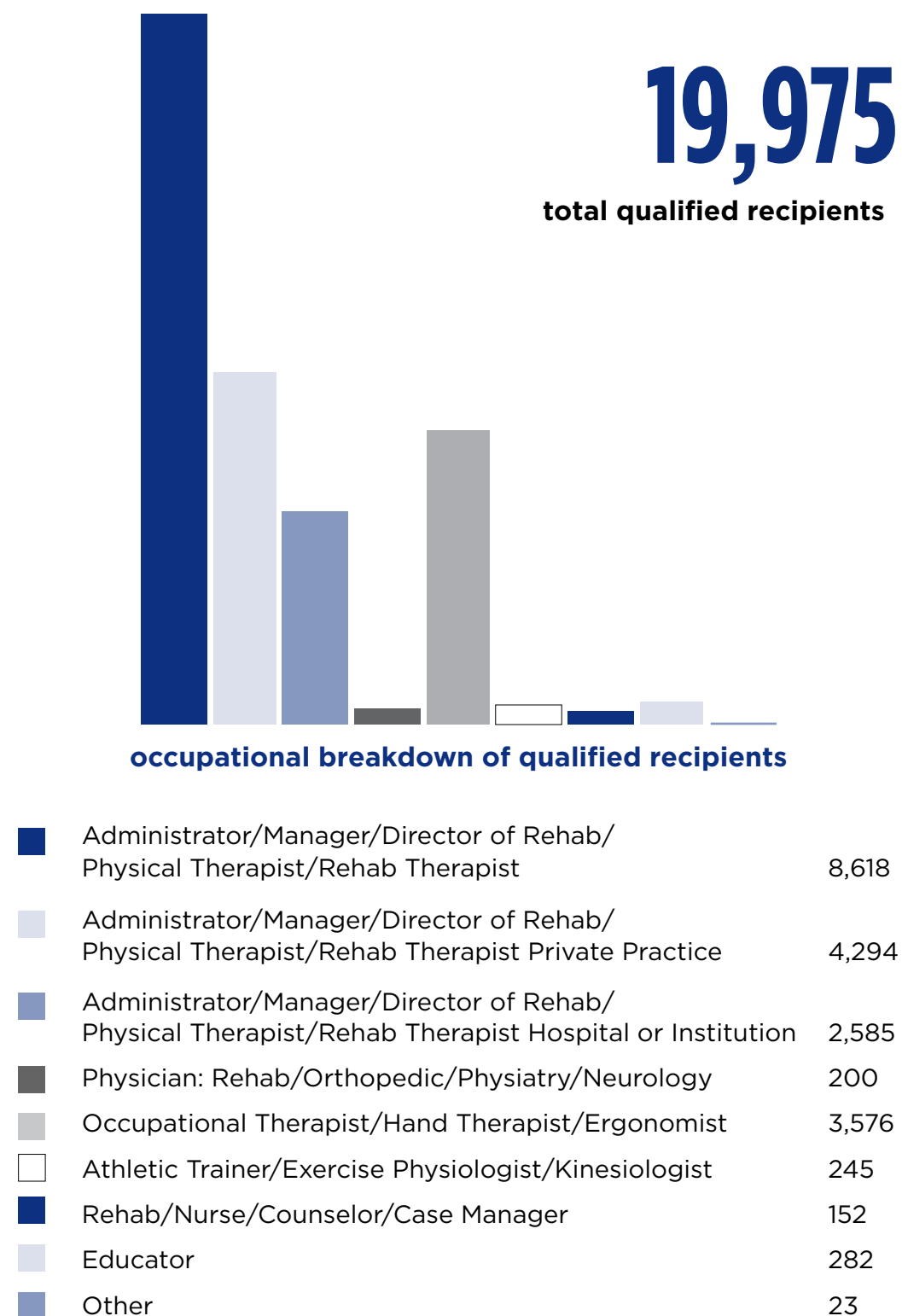
the audience

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



38,085*
total gross monthly contacts
to *Rehab Management*

*Publisher's own data August 2013



[JAN/FEB]

[MARCH]

[APRIL]

[MAY]

[JUNE/JULY]

PRINT					
Features	<ul style="list-style-type: none"> Lightweight Wheelchairs Stroke/Neuro Aquatic-Based Therapy Pilates Facility-Based Equipment 	<ul style="list-style-type: none"> Seating and Accessories Standing Systems Drop Foot Mobility Functional Assessment and Measurement 	<ul style="list-style-type: none"> Hand Rehab Vestibular Rehab Professional Practice Insurance Pediatric Strollers and Beyond Back to Work 	<ul style="list-style-type: none"> Buyer's Guide 	<ul style="list-style-type: none"> Treating Chronic Pain Continuing Education Stroke and Neurological Disorders Patient Lifts and Transfers Pediatric Mobility Solutions
Practice Management	<ul style="list-style-type: none"> Documentation Software 	<ul style="list-style-type: none"> Managing Pain 	<ul style="list-style-type: none"> Software Matrix 		<ul style="list-style-type: none"> Billing Software
Ad Space Close	12.23.13	1.23.14	2.19.14	3.26.14	4.30.14
Ad Material Deadline	12.31.13	1.28.14	2.24.14	3.29.14	5.5.14
Mail Date	1.24.14	3.1.14	4.1.14	5.1.14	6.1.14
ONLINE					
Columns	<ul style="list-style-type: none"> Ann Eubank: From the Roots 	<ul style="list-style-type: none"> Ann Eubank: From the Roots 	<ul style="list-style-type: none"> Ann Eubank: From the Roots 		<ul style="list-style-type: none"> Ann Eubank: From the Roots
Rehab Today Weekly eNewsletter	<ul style="list-style-type: none"> Industry News Research New Products 	<ul style="list-style-type: none"> Industry News Research New Products 	<ul style="list-style-type: none"> Industry News Research New Products 	<ul style="list-style-type: none"> Industry News Research New Products 	<ul style="list-style-type: none"> Industry News Research New Products
Webcasts		<ul style="list-style-type: none"> Pediatric Seating 	<ul style="list-style-type: none"> Dynamic Seating for Mobility Devices 		
Blog	<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 	<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 	<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 	<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 	<ul style="list-style-type: none"> Ann Eubank (update 1x per week)

[AUG]

[PRODUCT GUIDE]

[SEPT]

[OCT]

[NOV/DEC]

PRINT					
Features	<ul style="list-style-type: none"> Aquatic Therapy Custom Seating Treating the Weekend Warrior Mobility Update Wheelchair Cushion Showcase 	<ul style="list-style-type: none"> Product Guide 	<ul style="list-style-type: none"> Therapeutic Modalities Home Modification Gait and Balance Pilates and Cash-Based Practice Prevention and Fitness 	<ul style="list-style-type: none"> Power Mobility Lower Extremity Rehab Pressure Sore Prevention Stroke and Neurological Rehab Continuing Education 	<ul style="list-style-type: none"> Sport Injuries Mobility Update Fall Prevention Therapeutic Taping Pain Management
Practice Management	<ul style="list-style-type: none"> Work Hardening 		<ul style="list-style-type: none"> Cloud Computing Roundtable 	<ul style="list-style-type: none"> Billing Software 	<ul style="list-style-type: none"> Practice Management Software
Ad Space Close	6.26.14	7.24.14	8.1.14	8.29.14	10.29.14
Ad Material Deadline	7.1.14	7.29.14	8.6.14	9.4.14	11.1.14
Mail Date	8.1.14	9.1.14	9.1.14	10.1.14	11.26.14
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Columns	<ul style="list-style-type: none"> Ann Eubank: From the Roots 		<ul style="list-style-type: none"> Ann Eubank: From the Roots 	<ul style="list-style-type: none"> Ann Eubank: From the Roots 	
Rehab Today Weekly eNewsletter	<ul style="list-style-type: none"> Industry News Research New Products 		<ul style="list-style-type: none"> Industry News Research New Products 	<ul style="list-style-type: none"> Industry News Research New Products 	<ul style="list-style-type: none"> Industry News Research New Products
Webcasts	<ul style="list-style-type: none"> New Options for Power Mobility 			<ul style="list-style-type: none"> A Year in Review 	
Blog	<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 		<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 	<ul style="list-style-type: none"> Ann Eubank (update 1x per week) 	<ul style="list-style-type: none"> Ann Eubank (update 1x per week)

INDUSTRY EVENTS

APTA 2014
LAS VEGAS, NV
FEBRUARY 3-6

Bonus Distribution

ISS 2014
VANCOUVER, BC
MARCH 4-6

Bonus Distribution

MEDTRADE SPRING 2014
LAS VEGAS, NV
MARCH 10-12

Bonus Distribution

AOTA 2014
BALTIMORE, MD
APRIL 3-6

Bonus Distribution

APTA 2014 (NATIONAL MEETING)
CHARLOTTE, NC
JUNE 11-14

Bonus Distribution

APTA (PPS) 2014
COLORADO SPRINGS, CO
NOVEMBER 5-8

Bonus Distribution

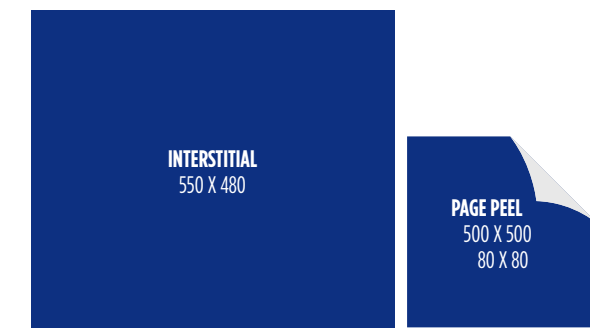
MEDTRADE FALL 2014
ATLANTA, GA
NOVEMBER 20-23

Bonus Distribution

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 Initial 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 <i>*All rates are net</i>	\$1500 / month	\$1500 / month	\$1000 / month	\$1000 / month	\$3000 / month	\$2000 / month
Total Units Available	3	3	3	3	1	1



SEND AD MATERIALS

to Ad Coordinator:

NINA KATSOV

(913) 894-6923, ext 621

Fax (913) 647-6108

nkatsov@allied360.com

print ad rates & mechanicals

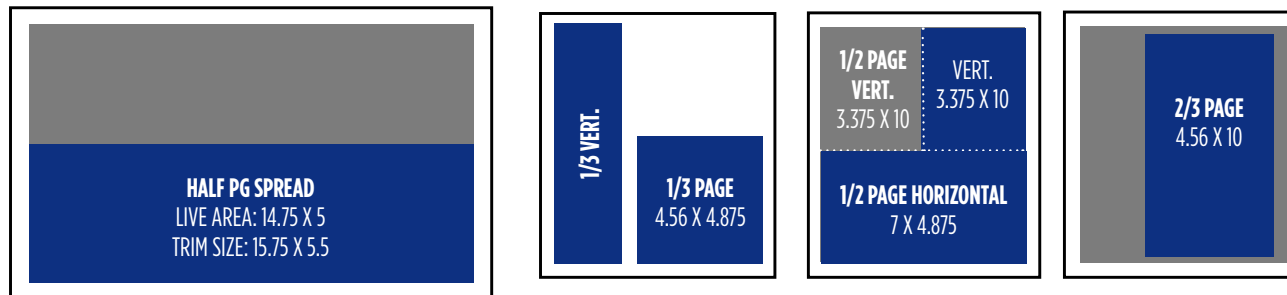
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Fax (913) 647-6108
nkatsov@allied360.com

Preferred Positions			
Guaranteed Positions	10% premium		
Inside Cover	\$525		
Back Cover	\$605		
Color Rates		Spread	
Standard/matched inks	\$675	\$800	
4-Color	\$1,250	\$1,800	
5-Color PMS	\$1,450	\$2,200	

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		



STANDARD RATES

Size	1x	3x	6x	12x	18x	24x	30x
1 Page	\$3,820	\$3,625	\$3,460	\$3,205	\$3,070	\$2,980	\$2,895
2/3 pg	\$3,330	\$3,160	\$3,010	\$2,795	\$2,680	\$2,600	\$2,525
1/2 Island	\$2,875	\$2,730	\$2,600	\$2,420	\$2,325	\$2,250	\$2,185
1/2 pg	\$2,600	\$2,465	\$2,350	\$2,185	\$2,095	\$2,030	\$1,970
1/3 pg	\$1,990	\$1,895	\$1,805	\$1,680	\$1,605	\$1,560	\$1,515
1/4 pg	\$1,605	\$1,540	\$1,465	\$1,355	\$1,300	\$1,260	\$1,225

CUSTOM MARKETING



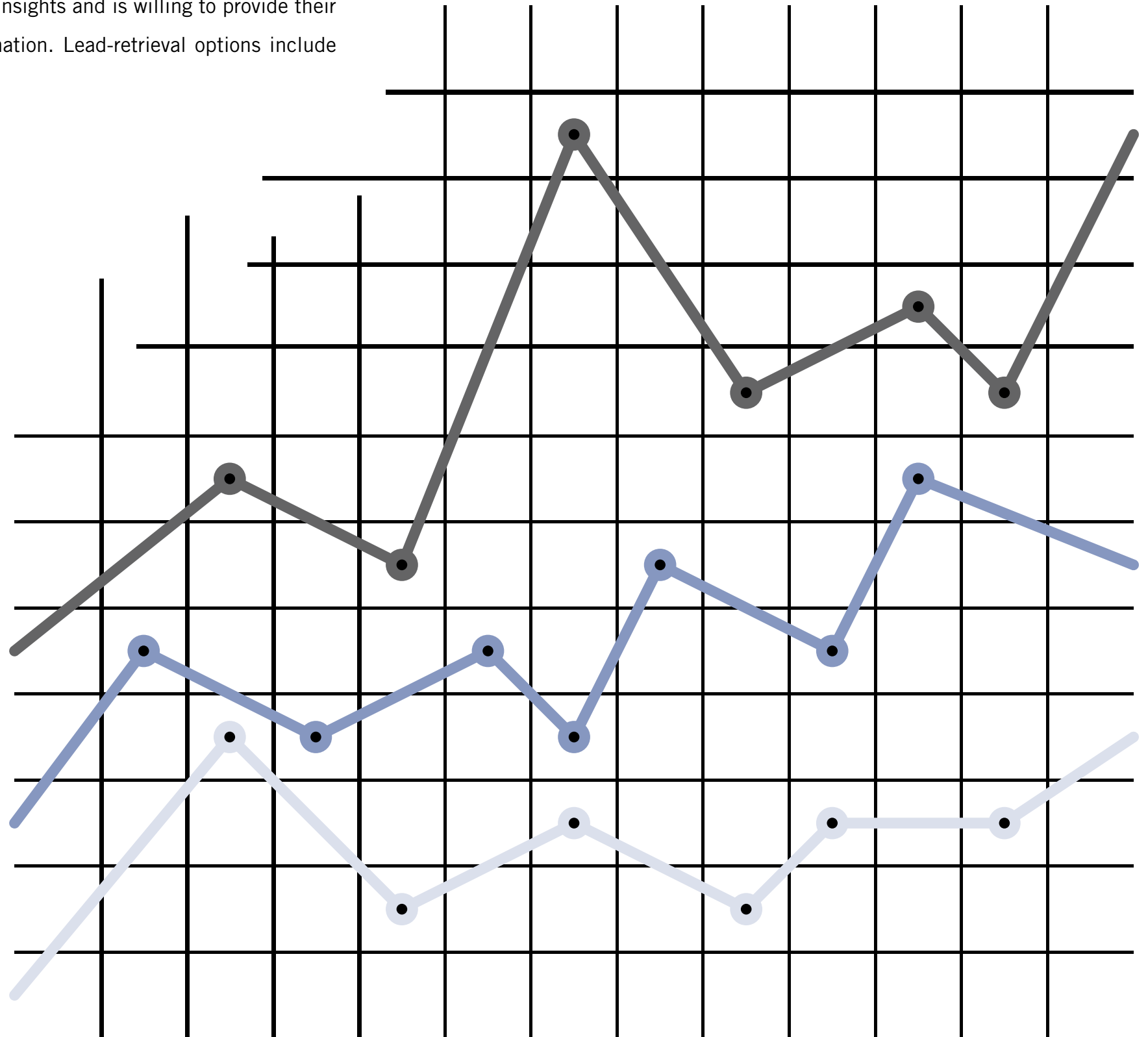
KEY DATES & DEADLINES

	Jan/Feb	March	April	May	June/July	Aug	Product Guide	Sept	Oct	Nov/Dec
Space Close	12.23.13	1.23.14	2.19.14	3.26.14	4.30.14	6.26.14	7.24.14	8.1.14	8.29.14	10.29.14
Ad Material Due	12.31.13	1.28.14	2.24.14	3.29.14	5.5.14	7.1.14	7.29.14	8.6.14	9.4.14	11.1.14
Est. Mail Date*	1.24.14	3.1.14	4.1.14	5.1.14	6.1.14	8.1.14	9.1.14	9.1.14	10.1.14	11.26.14

*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

Rehab Management annual Buyer's Guide summarizes and highlights the companies serving the rehab market. The guide is published in May 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

\$350/per listing

FEATURED LISTING - 1/4 PAGE

- Long Company Description - 450 characters max
- One image and company logo
- Display ad call out

\$802.50/per listing

FEATURED LISTING - 1/2 PAGE

- Long Company Description - 1150 characters max
- One image and company logo
- Display ad call out

\$1560/per listing

FEATURED LISTING - FULL PAGE

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

\$3056/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' Hefner, 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 tech-

nologies 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 *Rehab Management* 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

LEADERBOARD 728 X 90

ULTRASOUND

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FDA Clears Aixplorer Multiwave Ultrasound System for US Market

French medical device company [Supersonic Imagine](#), Aix-en-Provence, announced on September 29, 2013, that the Aix MultiWave Ultrasound system, first cleared by the FDA in 2011, has now received FDA clearance for the groundbreaking capabilities of its Real-Time ShearWave Elastography (SWE) technology.

According to the company, it delivers images up to two times faster than conventional ultrasound, allowing it to generate shear waves in tissue and simultaneously image and compute the velocity of the waves. Because shear wave velocity is directly related to tissue stiffness, the technology permits non-invasive elastic palpation, even in deep, hard to reach organs.

SWE also provides additional clinical advantages for all manual-guided procedures, evaluation of muscular soft tissue, dynamic analysis of elasticity changes and longitudinal follow-up of tissue abnormalities and treatment, according to the company.

Philips launches EPIQ ultrasound

Gets FDA (21k) clearance to market the premium ultrasound system

[Royal Philips](#) has received (21k) clearance from the FDA to market its new EPIQ ultrasound system in the United States.

One of the biggest innovations provided by EPIQ, says Sean Gallimore, vice president, global ultrasound marketing for Philips, is acRFPT imaging.

According to Gallimore, what acRFPT does is basically address the "key traditional tradeoffs between frame rate and resolution that you would normally have to live with using a parallel processing abilities and really refined beamforming." Consequently with acRFPT these limitations are avoided, allowing the user to improve all aspects of imaging performance, such as spatial resolution, temporal resolution and frame uniformity without compromising each other.

Image quality is therefore improved substantially, according to Gallimore, with a 70% increase in penetration and a 20% increase in temporal resolution (the ability to maintain high resolution at high frame rates).

BOTTOM BANNER 940 X 60

white paper

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of rehab management 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 white paper in PDF format
- Customized registration page

\$2000/month | (3 months minimum)

Production time frame - 2.5 weeks from signed insertion date

The screenshot shows a webpage layout for a white paper download. At the top, there is a green header with the text 'INDUSTRY INSIDER WHITE PAPER' and a green folder icon with a download arrow. To the right of the header, a green box contains the text: 'Learn how you can prevent leaking formalin while maintaining IHC quality!'. Below the header, the main title is 'Lab Business Intelligence: A Lab Manager, Quality System Analyst and IT Director Perspective'. The main body of text describes how clinical laboratories are thriving by using business intelligence solutions. A blue box on the right side of the page contains the text 'LOGO 150X140'. Below this, a green button says 'Download the full white paper HERE'. At the bottom of the page, there are social media links for LinkedIn and Twitter, and a footer with the address '#400 Overland Park, KS 66210' and links for 'Privacy Policy' and 'Terms of Service'. A smaller version of the white paper graphic is overlaid on the bottom left of the screenshot, showing the same header and a blue box with 'LOGO 150X140'. The main body text of this graphic reads: 'The business environment for clinical labs is getting tougher. Download the Viewics whitepaper to learn how one lab is fighting back with business intelligence tools.' and a green button says 'Download the full whitepaper HERE'.

trade show marketing

Trade shows are an important venue 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

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MARKETING

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