

2015

**REHAB**

**MANAGEMENT**

**MEDIA**

**KIT**

**REHAB**  
MANAGEMENT



# Table of Contents

## 3 Rehab Management

Meet the new, intelligent media that gives serious, actionable business intelligence. *Rehab Management* enables marketers to create targeted, content-enabled marketing solutions for their business, identify and engage key market influencers, and provide a new level of marketing ROI.

## 4 View

View™ is the software tool that helps make sense out of all that data so that marketers can assess and react in near real-time, allowing for content and strategies adjustments and retargeting.

## 5 Discover

View™ accesses “Big Data” and applies physics principles to help marketers visualize it in a way that makes sense for their business. With View’s real-time monitoring of your ecosystem, *Rehab Management* can understand the effects of your marketing strategy and can adjust that strategy as quickly and decisively as necessary.

## 6 Solve

*Rehab Management* and Allied 360 can reach any key influencers, no matter what healthcare vertical they’re in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

## 7 Content & Audience

Our solutions begin with a fact-based understanding of your markets and customers. Because your business is unique in its marketing approach, our teams don’t make a move until they have a solid command of your company’s goals, customers, and go-to-market strategy and data assets. Once we shift into execution mode, we continually evaluate progress against key performance metrics, identifying opportunities to make improvements that will deliver measurable gains.

## 8 Appendix

## 9 Editorial Calendar

## 10 Rates & Specs

## 15 RFP Form

## 16 Contact

# Rehab Management

## Our Brand



This new, intelligent media is founded in data-driven, actionable business intelligence that works in concert with relevant, timely, and desirable content. *Rehab Management* and Allied 360 is able to provide a whole new level of ROI to marketers through our ability to create targeted, content-enabled marketing solutions, identify and engage key market influencers, and empower businesses with real-time insights that allow for ongoing refinement and adjustment of marketing strategies.

## Our Benefits



Allied 360's brands enjoy a central market position within the verticals they serve, as well as other crucial values like content context, market trend awareness, audience penetration, and content and marketing message distribution.

By leveraging our significant footprint across healthcare, we're investing in the future of data and insights, as well as the differentiation within our spaces. The power of *Rehab Management's* network allows us to identify and track a brand's ecosystem. View™ uses Network Theory and Analysis methods to create a new layer of discovery and measurement.

## Our Mission



At *Rehab Management*, we recognize marketers' needs are evolving, which is why we offer solutions to today's challenges:

- Show ability to prove marketing ROI and success of campaigns
- Measure performance and capture leading indicators
- Execute businesses' marketing campaigns across multiple channels
- Ability to leverage data to improve marketing performance
- Navigate large volume of internal and external data to identify and connect with customers, as well as track and manage customers

With today's information overload, marketers and customers are in need of relevant and timely information, which calls for an evolution of traditional information-gathering and buying practices. *Rehab Management* realizes and solves for the need to access relevant information quickly and across multiple channels, whether it's desktop, smartphone, tablet, print, or in-person.

We also realize that the world's increased reliance on networks and peers for information, opinions, and advice make marketers' need for trusted, independent information sources they can rely on – *Rehab Management* can help.

## Technology



View™ is an evolutionary software tool that helps make sense out of “big data” so marketers can assess and react in near real-time, and applies physics principles to help marketers visualize data in a way that makes sense for their business. View™ accesses more than 4 billion Internet pages – every blog, social media, conversations, advertising, emails, articles, images – even print and television ads.

## Benefits



View™ uniquely proves ongoing value for marketers, and links marketing investments to success and ROI. It is a powerful, proprietary technology platform that tracks and measures all relevant data on a marketing campaign, media, influencers, and results. Customizable and flexible, View™ employs state-of-the-art data-visualization tools that scours the complete world wide web to collect the data that’s most relevant to your objectives, with relevant third party data as well as your own proprietary data, to create the most comprehensive data set available.

## Software



View™ includes several types of visualization engines that allow the massive amount of data behind the ecosystem of a brand to be easily interpreted by the human brain. View™ visualization engines depict the volume, velocity, value and variety of the data within your ecosystem, and incorporates more than 40 different applets or “widgets” that can be used to visualize specific types or elements of data. With such a large variety of visualization widgets, any client situation can be customized to display only the most critical insights.

## Capabilities



View™ is able to measure the effectiveness of your brand or specific campaign by monitoring key mentions of your brand or topic throughout the entire web. View™ provides a mix of monitoring tools that allow you to see ranking of your websites and your competitors in real-time based on a number of factors:

- Who your prospects are, their identification and communication to influencers, outliers, and mavens
- Who, what, when, and where are your influencer networks
- Where and how to penetrate unknown ecosystems

# Discover

## Data-Driven Marketing Intelligence



*Rehab Management* fuels customer engagement by employing View™ to create and manage the marketer-specific data that forms your ecosystem. This identifies key influencers and unique market conditions that drive sales, which in turn forms the basis of a customized marketing strategy. We then bring in our Data Sciences, Creative Services, E-Media, and Account Services teams to work with the customer and formulate an accountable marketing and media strategy with benchmarks and key deliverables. By leveraging all appropriate media and marketing services to successfully execute your marketing strategy, *Rehab Management* can rely upon ongoing, real-time monitoring of your ecosystem to understand the effects of your marketing strategy, and adjust that strategy quickly and decisively as necessary.

## 3 Performance Improvements

- 1 Better marketing ROI based on channel reach. Increasing targeting to channels with a high value in communication impact.
- 2 Bridging gaps into new marketing. Extended insights allow for new products to existing customers, new customers, new channels and other ways of looking at markets.
- 3 Pinpointing subject matter experts who influence decision makers in your industry.



# Solve

Today, *Rehab Management* and Allied 360 is built to deliver intelligent and innovative marketing solutions that drive results. As a technology-based market intelligence business, with well-established media brands, and a full service marketing agency, *Rehab Management* truly does it all. From brand strategies to content marketing, print media to live events, digital performance media to reputation management, *Rehab Management* is uniquely positioned to drive your growth.

*Rehab Management* has access to over 1.3 million healthcare providers throughout the U.S. *Rehab Management* includes 10 respected and relied-upon

## Marketing Strategies

- Brand Development
- Message creation and channel distribution
- Experiential marketing

## Marketing Services

- Social media
- Web site design and development
- SEO & SEM
- Reputation management
- Online interactive media
- Trade show programs
- Event marketing and community engagement
- Experiential marketing

## Direct Marketing

- Direct mail/Inserts
- Dedicated email newsletters
- List rental

media brands and a healthcare practitioner database of more than 400,000 industry professionals in select verticals within U.S. healthcare. Additionally, combine that with our content creation and channel agnostic distribution capabilities, and no other marketing intelligence or marketing service provider can compare. We can reach your key influencers no matter what healthcare vertical they're in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

## Content Marketing

- Contributed and branded articles in print and online
- Sponsored research reports
- Magazines (print or digital)
- Print & Email Newsletters
- Microsites
- Webinars, Podcasts, Blogs, and Videos
- Community development around key topics

## Advertising Solutions

- Print advertising in established magazines
- Digital advertising on our branded web sites
- Branded e-mail newsletters
- Editorial webinars, webcasts, and virtual events
- Buyers' Guides
- Second covers, gatefolds, belly bands, tip-ons

## Overview

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.

## The Brand

*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.

## Allied 360 Practice Areas

**Biomedical Professionals, Healthcare Technology Management**  
24x7mag.com



**Diagnostic Imaging, Healthcare IT Professionals & Executives**  
axisimagingnews.com



**Clinical Diagnosticians, Lab Technicians, Specialists**  
clpmag.com



**Audiologists, Hearing Instrument Specialists, ENTs**  
hearingreview.com



**Practicing Orthodontists & Dental Administration**  
orthodonticproductsonline.com



**Physical Therapy Professionals in Hospitals & Clinics**  
ptproductsonline.com



**Plastic Surgeons, Dermatologists & Dermatologic Surgeons**  
plasticsurgerypractice.com



**Respiratory Care Practitioners, Pulmonary Physicians & Directors**  
rtmagazine.com



**Sleep Specialists, Neurologists & Sleep Lab Executives**  
sleepreviewmag.com



# Content & Audience

## Meet the Editor



**Frank Long**

Editorial Director

✉ flong@allied360.com

☎ 714.434.4883

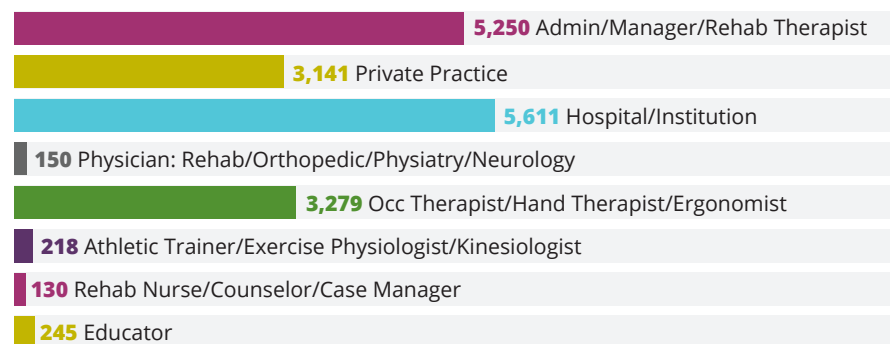
As a journalist and editor, Frank Long has covered the practice and management of healthcare for more than 8 years, and in 2011 took the helm of *Rehab Management* as editorial director. Through cover stories and feature articles Frank has authored for past issues of *Rehab Management*, he has formed 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.

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.

## Audience

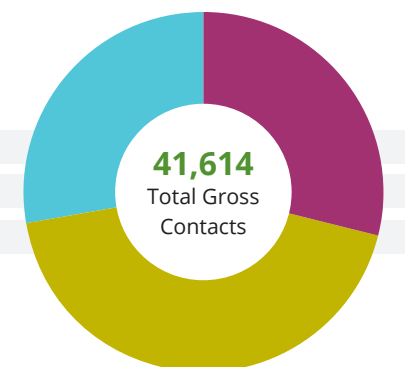
*Rehab Management* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Rehab Management* delivers complete coverage of critical technological advancements, applied products intelligence,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

### Audience Breakdown



### Total Contacts

12,094	E-Media Audience
18,097	Average Monthly Print Copies
11,503	Average Monthly Online Visits



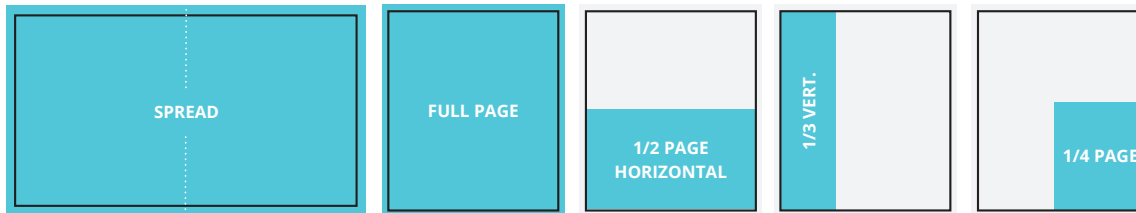


# Editorial Calendar

JAN/FEB	MAR/APR	MAY	JUNE/JULY	AUG/SEPT	PRODUCT GUIDE	OCTOBER	NOV/DEC
<p><b>Editorial Topics</b>                      Facility-Based Equipment                       Pain Management                       Stroke Treatment &amp; Technology                       Patient Lifts &amp; Transfers                       Software                       Pediatric Mobility</p> <p><b>Bonus Distribution</b>                      APTA Combined Sections Meeting</p>	<p><b>Editorial Topics</b>                      Mobility                       Standing                       Pressure Sore Prevention                       Aquatics                       Vestibular Rehab                       Software Matrix</p> <p><b>Bonus Distribution</b>                      International Seating Symposium                       AOTA Nashville</p>	<p><b>Editorial Topics</b>                      Buyer's Guide</p> <p><b>Bonus Distribution at all shows</b></p>	<p><b>Editorial Topics</b>                      Pain Management                       Continuing Education                       Gait &amp; Balance                       Mobility Update                       Home Modification                       Software Roundtable</p> <p><b>Bonus Distribution</b>                      APTA NEXT Conference</p>	<p><b>Editorial Topics</b>                      Aquatics                       Wheelchair Cushion Showcase                       Pediatrics: Strollers &amp; Beyond                       Pain Management                       Back To Work                       Practice Management Software</p>	<p><b>Editorial Topics</b>                      Fall Product Guide</p> <p><b>Bonus Distribution at all shows</b></p>	<p><b>Editorial Topics</b>                      Software                       Pain Management                       Seating &amp; Positioning                       Aquatic Rehab                       Home Modification                       Functional Assessment &amp; Measurement</p> <p><b>Bonus Distribution</b>                      APTA Private Practice Section</p>	<p><b>Editorial Topics</b>                      Mobility                       Documentation Software                       Lower Extremity Rehab                       Therapeutic Modalities (Taping)                       Custom Seating                       Pediatrics</p>
<p>Ad Close Date: 12.17.14                      Ad Materials Due: 12.19.14                      Mail Date: 1.21.15</p>	<p>Ad Close Date: 1.12.15                      Ad Materials Due: 1.14.15                      Mail Date: 3.1.15</p>	<p>Ad Close Date: 4.1.15                      Ad Materials Due: 4.3.15                      Mail Date: 5.1.15</p>	<p>Ad Close Date: 5.26.15                      Ad Materials Due: 5.28.15                      Mail Date: 6.24.15</p>	<p>Ad Close Date: 6.25.15                      Ad Materials Due: 6.29.15                      Mail Date: 8.3.15</p>	<p>Ad Close Date: 7.24.15                      Ad Materials Due: 7.28.15                      Mail Date: 9.25.15</p>	<p>Ad Close Date: 8.26.15                      Ad Materials Due: 8.28.15                      Mail Date: 9.25.15</p>	<p>Ad Close Date: 9.25.15                      Ad Materials Due: 9.29.15                      Mail Date: 11.2.15</p>

# Rates & Specs

## Print



### PREFERRED POSITIONS

**Premium:**

Premium Placement ..... \$615

**Color Rates:**

CMYK - Spread ..... \$1,800

CMYK ..... \$1,250

Spot Color ..... \$400-800

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	\$7,640	\$7,250	\$6,920	\$6,410	\$6,140	\$5,960	\$5,790
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$3,820	\$3,625	\$3,460	\$3,205	\$3,070	\$2,980	\$2,895
1/2 Page Horizontal	7 x 4.875	-	-	\$2,600	\$2,465	\$2,350	\$2,185	\$2,095	\$2,030	\$1,970
1/3 Page Vertical	2.375 x 10	-	-	\$1,990	\$1,895	\$1,805	\$1,680	\$1,605	\$1,560	\$1,515
1/4 Page Vertical	3.375 x 4.875	-	-	\$1,605	\$1,540	\$1,465	\$1,355	\$1,300	\$1,260	\$1,225

## 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	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000/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:** KAREN ECKMAN 913.955.2764, FAX 913.647.6108, KECKMAN@ALLIED360.COM  
**FTP:** anthemcloud.egnyte.com/ul/1uhVNQ89Ng

# White Paper

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

**Marketing** - Marketing Manager  
**Design** - Client  
**Website** - Editor

## Overview

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

- Advertiser Logo and URL link
- Completed white paper in PDF format
- Customized registration page
- Up to three custom registration questions
- Marketing support campaign included
- Lead-retrieval options

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



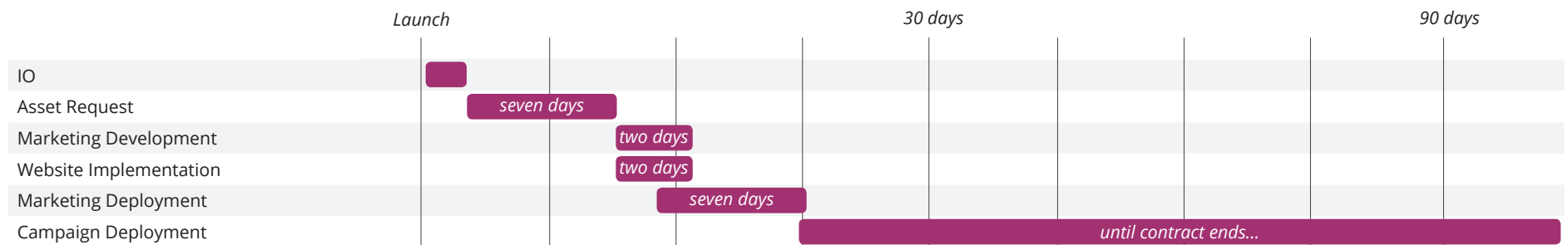
**Page Count:** not required but recommend 6-10 pages

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

**Short Description:** 200 words or less

**Advertiser Logo:** 300 dpi, eps, jpg

## Timeline



# Podcast

**\$1,000 per podcast | posted for 1 year**  
**\$1,000 set up fee for editorial involvement**

**Marketing** - Marketing Manager  
**Editorial** - Editor  
**Design** - Art Director  
**Website** - Director of E-media

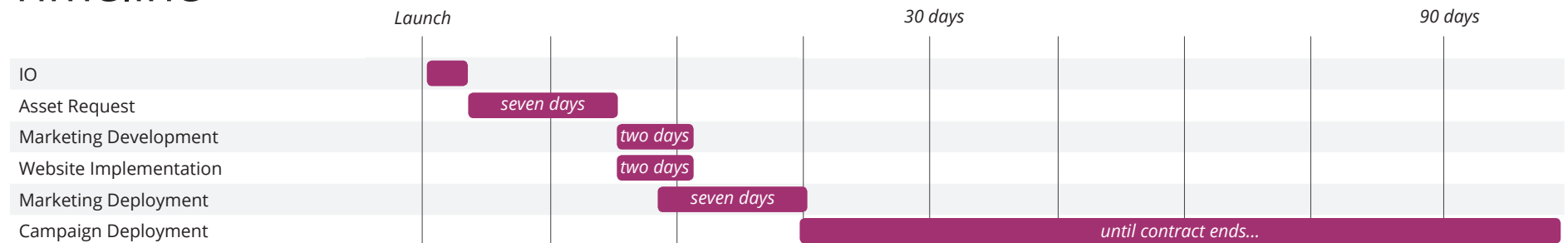
## Overview

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-sponsored
- 15-second audio commercial
- 100x300 ad unit with URL link
- Customized registration form to access podcast
- Marketing support campaign included
- Lead-retrieval options

## Timeline



## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



← Audio: 15-seconds

## Overview

Promote your message via marketing directly to the desktop or mobile device. 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.

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Manage final approval

## Specs



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

## Program Features

### Daily E-Newsletter

*Reach up to 183,600\* audience members monthly for around \$15/per 1000*

- Leaderboard - Zone 1..... **\$2,750 month**
- Leaderboard - Zone 2..... **\$2,475 month**
- Leaderboard - Zone 3..... **\$2,225 month**

### Weekly E-Newsletter

*Reach up to 46,000\* audience members monthly for around \$25/per 1000*

- Leaderboard - Zone 1..... **\$1,150 month**
- Leaderboard - Zone 2..... **\$1,025 month**
- Leaderboard - Zone 3..... **\$925 month**
- Leaderboard - Zone 4..... **\$825 month**
- Leaderboard - Zone 5..... **\$750 month**

### Breaking News

*Reach up to 11,500\* audience members monthly for around \$50/per 1000*

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

### Top Ten

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

## Overview

Promote your message via marketing directly to the desktop or mobile device. E-blasts 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

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

- Advertiser Logo and URL link
- Client provided materials
- Minimal materials required: image, advertiser name and short description
- Editorial preference list

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

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

## Roles & Duties

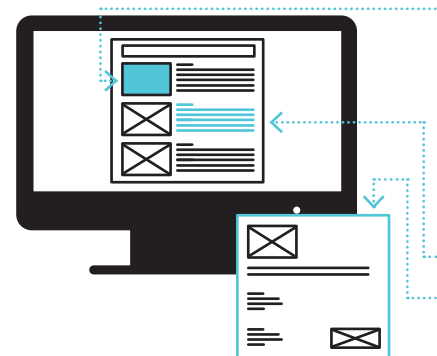
### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



**Advertiser Logo:** 300 dpi, eps, jpg  
**Advertiser Name**  
**Body Text:** 75 words max  
**Contact Info:** URL and phone number  
**Booth Number:** Show blast only  
**Image:** 175 x 175 pixels, jpg, gif  
**Short Description:** 300-500 words  
**E-Mail:** 600 x 1250 px HTML file\*

\*recommended size

# RFP Form

## Allied 360° gives you access to big data. View™ makes sense out of all that data.

See [Why Businesses Rely on View™ to Transform their Brand](#).

Through the revolutionary View™ Analytics Platform, Allied 360 measures and scores your business' data in motion against key metrics for your industry. By capturing successful trends, we develop repeatable, decision-driven strategies that will transform your business and brand.

Book your Live Demo of View™ today and experience big data analytics and business insights like you never thought possible.

Your interactive demo will be inclusive of:

- Ecosystem Topography: 1 Topic Profile
- Connection Depth: 1st and 2nd Degree
- Active Nodes: Up to 5000

Have questions? We have answers. Let Allied 360's team guide and show you all the elements of View™ that make it one-of-a kind.

**\*First Name**

**\*Last Name**

**\*Business Email Address**

**\*Company**

**\*Request Demo Topic**

**Industry**

**\*Country**

**\*Phone Number**

**\*Number of Employees**

**\* required fields**

# Contact

## Business & Sales

### Roger Buckley

VP Media/Marketing Services

✉ rbuckley@allied360.com

☎ 972.216.5104

### Jody Rich

Publisher

✉ jrich@allied360.com

☎ 480.575.6631

## Editorial

### Frank Long

Editorial Director

✉ flong@allied360.com

☎ 714.434.4883

### Deborah Overman

Associate Editor

✉ doverman@allied360.com

☎ 310-559-1312

## Production

### Eli Patterson

Creative Manager

✉ epatterson@allied360.com

☎ 913.955.2728

### Jennifer Tanous

Art Director

✉ jtanous@allied360.com

☎ 913.955.2731

☎ 816.520.7023

### Karen Eckman

Advertising Coordinator

✉ keckman@allied360.com

☎ 913.955.2764

## Corporate Headquarters

Rehab Management

4303 W 119th St, Leawood, KS 66209

☎ 913.894.6923 📠 913.894.6932

🌐 rehabpub.com