

# PHYSICAL THERAPY PRODUCTS

Product Solutions for Physical Therapists



## 2013 MEDIA SOLUTIONS

PTProductsOnline.com

Physical Therapy Products

# MISSION STATEMENT

*Physical Therapy Products* is one of the fastest growing magazines covering the physical therapy market. In the past 3 years, our revenues have risen dramatically above the industry average. There is a simple reason for this: The magazine works for our advertisers.

*Physical Therapy Products'* success derives from its focus on products. We deliver the most product coverage of any magazine in the field. Each issue includes product-focused features on business management, technology, and treatment methods and modalities.

Aside from its unique editorial focus, *Physical Therapy Products* works because it reaches physical therapy professionals in both private practice-based clinics and hospital-based rehab departments.

If you are looking to sell your product or service to the physical therapy market, *Physical Therapy Products* needs to be a part of your marketing mix.



# EDITORIAL OVERVIEW

## MEET THE EDITOR

As a journalist and editor, Frank Long has covered the practice and management of healthcare for more than 6 years, and in 2011 took the helm of *Physical Therapy Products* as editorial director. As an avid recreational athlete, Frank understands the mission of physical therapy from a personal perspective, and through his continuing work in medical publishing, he has formed important relationships within the physical therapy community. Responsive and committed, he works with members of the profession to provide the most current, beneficial information for the magazine's audience.



**Frank Long**  
Chief Editor of *PTP*  
(714) 434-4883  
flong@allied360.com

The thought leaders who are members of our Editorial Advisory Board include some of the country's top clinicians and physical therapy educators. This distinguished group provides insight and guidance about new physical therapy products, as well as recent advances in how those products can provide maximum therapeutic benefit.

One major change in 2013 is the newly focused investment on Audience Engagement. We are currently investing in marketing automation which will give our advertisers the improved ability to amplify content specifically for our readers needs. This new focus will allow for greater lead nurturing opportunities for our advertisers as well.



"Physical Therapy Products is the premier source for industry professionals looking to find the most up-to-date product news. It's an honor to serve such dedicated and knowledgeable therapists who are seeking top-notch news and information."

Frank Long, Chief Editor, *PTP*

	[ JAN ]	[ FEB/MARCH ]	[ APRIL ]	[ MAY/JUNE ]	[ JULY ]	[ AUGUST ]	[ SEPT/OCT ]	[ NOV ]	[ DEC ]
Features Main Feature (What keeps PT's up at night)	Reimbursement Update	Advances in Technology	Product Guide	Cash Practice Considerations	Risk Management	Professional Insurance	Growing Your Practice	Recruiting new team members	Market Guide
Practice Mgmt	Software Showcase	Practice Management Solutions		Documentation Software	Integrated Software	Cloud Computing	SOAP Notes	Billing Software	
Pain Mgmt	Treating Chronic Pain	Therapeutic Taping		Lasers & Beyond	Pain Management Showcase	Hot/Cold/Topicals	Therapeutic Modalities	Sports Injuries Treatments	
Therapeutic Equipment	Gait & Balance	Fitness & Therapy		Core Strengthening	Pilates and Fitness	Resistance Equipment & Accessories	Gait & Balance	Capital Expenditures	
Upper and Lower Extremities	Foot Drop	Functional Electrical Stimulation		Knee Rehab	AFO's	Industrial Rehab	Lower Extremity Bracing	Aquatic Therapy Showcase	
Capital Expenditures	Functional Assessment & Measurement	Work Injury		Gait & Balance	Facility Based Equipment	Continuing Education	Stroke & Neuological	Concussion Management	
<b>BONUS DISTRIBUTION</b>	APTA CSM San Diego, CA Jan 21-24	APTA National Salt Lake City, UT June 26-29 <b>BEST of 2013</b>				APTA PPS New Orleans, LA Nov 6-9			
Ad Space Close	12.12.12	2.7.13	3.18.13	5.15.13	6.13.13	7.12.13	9.16.13	10.16.13	11.11.13
Ad Material Due	12.18.12	2.14.13	3.25.13	5.22.13	6.20.13	7.19.13	9.23.13	10.23.13	11.18.13

	[ JAN ]	[ FEB ]	[ MARCH ]	[ APRIL ]	[ MAY ]	[ JUNE ]	[ JULY ]	[ AUG ]	[ SEPT ]	[ OCT ]	[ NOV ]	[ DEC ]
ONLINE TOPICS	Budgeting for the Year	Risk Assessment	Continuing Education	Parkinson's Treatment	Funding for Practice Expansion	Arthritis Management	Geriatrics	Women's Imaging	Stroke Rehab	ACL	Ergonomics	Upper Extremity Rehab
	Cancer Management	Mobile Apps	Returning Soldiers	Government Update	Hippotherapy	Tele-Medicine	Breast Cancer	People in the News	Lymphedema	Revenue generating	Insurance Update	Medicare Update
	Vestibular Rehab	Multiple Sclerosis	Pediatric Injuries	Innovative Modalities	Salary survey	Biomechanics	Billing for Alternative Therapies	Patient Relations	Biofeedback	Compliance Costs	Cerebral Palsy	Practice Expansion

# TOTAL AUDIENCE

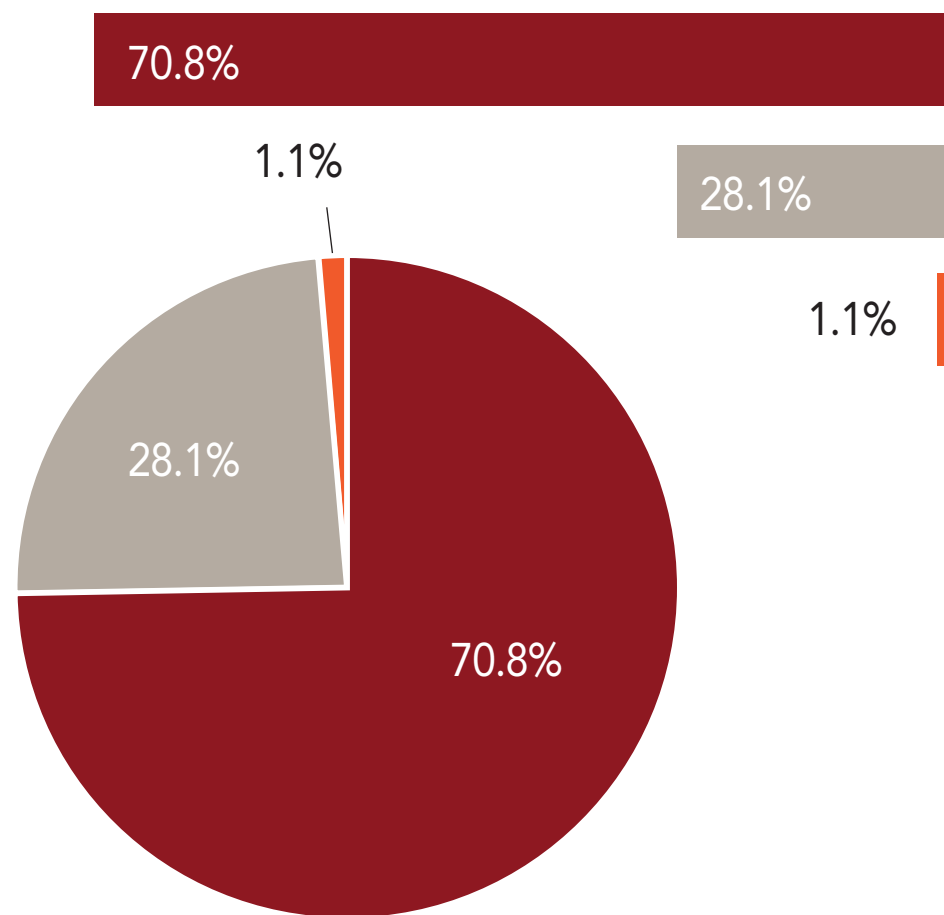
*PTP* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. We are unique in the market place because our emphasis on products and our industry-leading number of advertisers create a buying atmosphere for our readers, 64% of whom say that they look to our magazine to make purchasing decisions.

# 28,000

physical therapy professionals subscribe to *Physical Therapy Products*.\*

# 20,000

subscribers are private and institutional physical therapists.\*



- Private and Institutional Physical Therapists
- Physical Therapy Facility Director/Manager and Facility Owner
- Athletic Trainer and Others

\* Publishers own Data, August 2012

# CUSTOM PUBLISHING

## HIGH-IMPACT CUSTOM SOLUTIONS

Build awareness of your company, products, and/or services with high-impact print opportunities, such as:

Inserts

Supplements

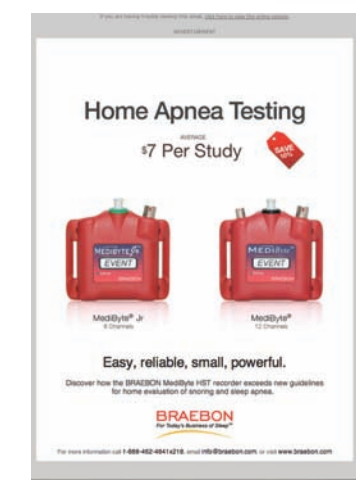
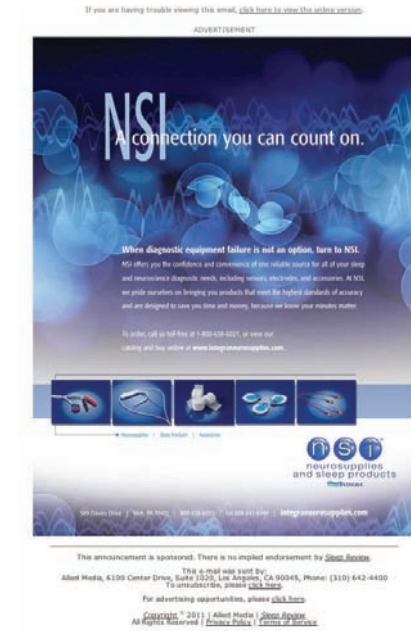
Bellybands

Printed Polybags

French Door Covers

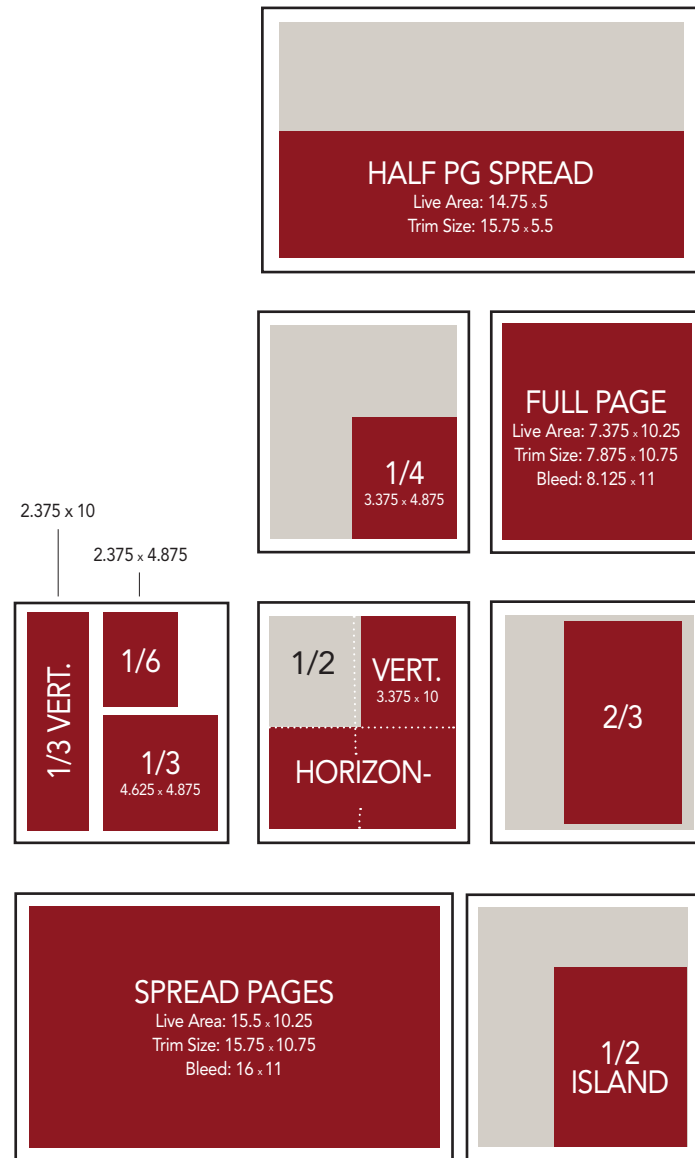
## [ PROGRAM FEATURES ]

- High quality custom pieces that can be specialized to your requirements
- Distribution to our subscriber audience and inclusion in bonus distributions
- Print as many or as few copies as you need and even use the pieces across brands



*PTP* is a part of Allied Media, a premier custom publishing company, responsible for producing more than 1,796,780 pieces in 2011 alone.

# PRINT AD RATES & MECHANICALS



## 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		

Custom Marketing  
Contact for Pricing  
Inserts  
Bellybands  
Printed Polybags  
French Door Covers  
Supplements

Preferred Positions	10% premium	Spread
Guaranteed Positions	\$430	\$650
Inside Cover	\$535	\$1250
Back Cover		\$1650
Color Rates		
Standard/matched inks	\$475	
4-Color	\$850	
5-Color PMS	\$1050	

## RATES

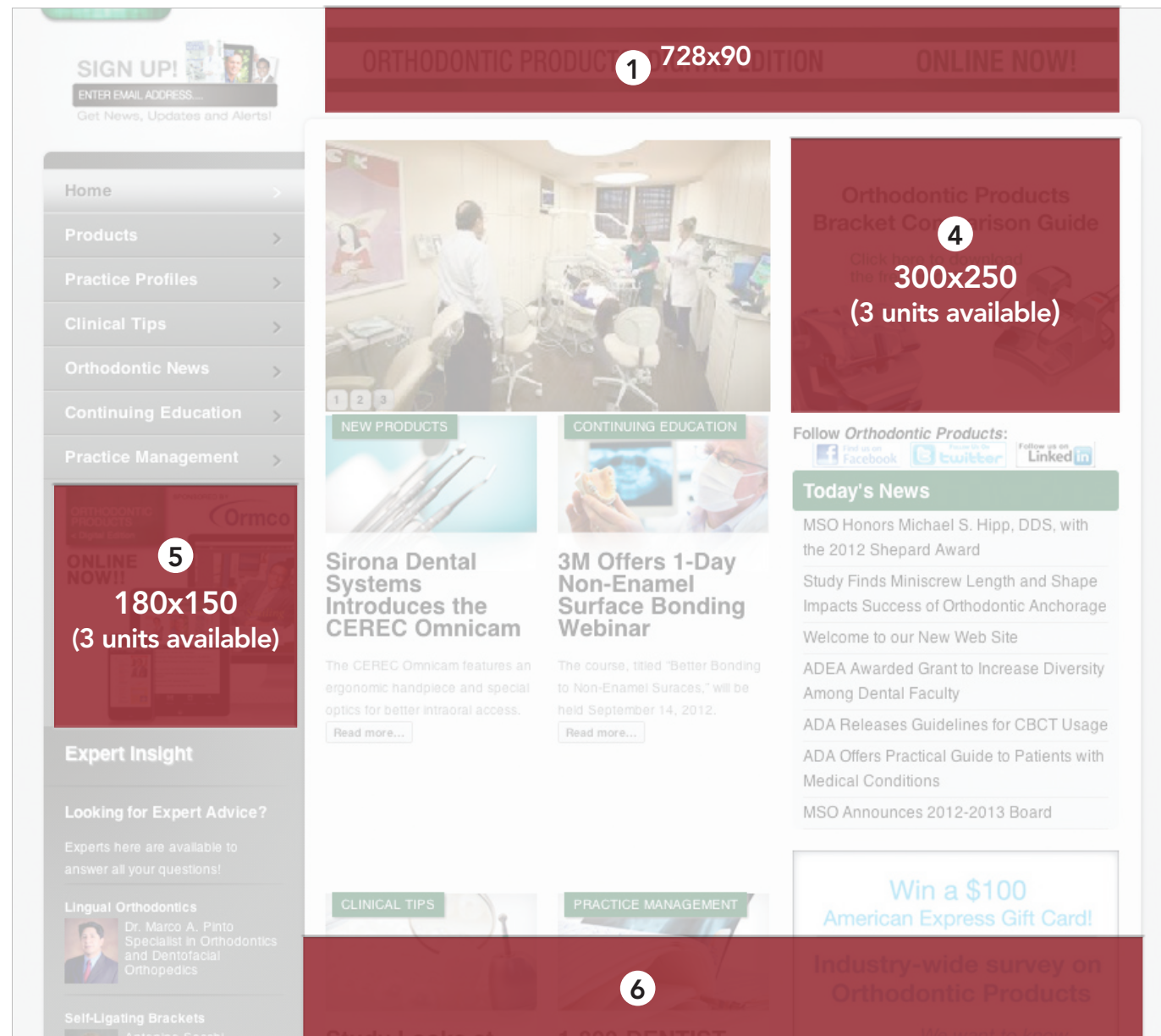
Size	1x	3x	6x	12x	18x	24x	30x
1 Page	\$3,325	\$3,210	\$3,105	\$2,960	\$2,655	\$2,580	\$2,450
2/3 Page	\$2,735	\$2,640	\$2,545	\$2,425	\$2,190	\$2,105	\$2,015
1/2 Island	\$2,410	\$2,350	\$2,270	\$2,165	\$1,945	\$1,885	\$1,790
1/2 Page	\$2,205	\$2,155	\$2,080	\$1,990	\$1,785	\$1,730	\$1,645
1/3 Page	\$1,705	\$1,645	\$1,620	\$1,535	\$1,380	\$1,335	\$1,265
1/4 Page	\$1,440	\$1,390	\$1,370	\$1,290	\$1,175	\$1,135	\$1,080

SEND AD MATERIALS  
to Ad Coordinator:  
NINA KATSOV  
(913) 894-6923 ext 621  
Fax 913-647-6108  
nkatsov@allied360.com

## DATES & DEADLINES

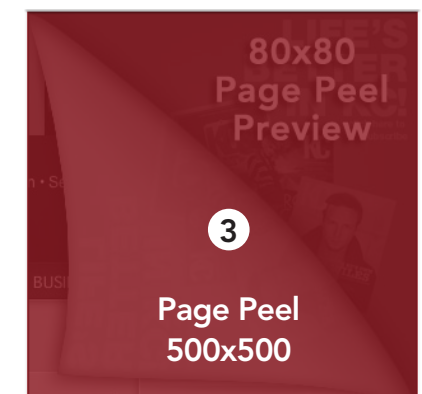
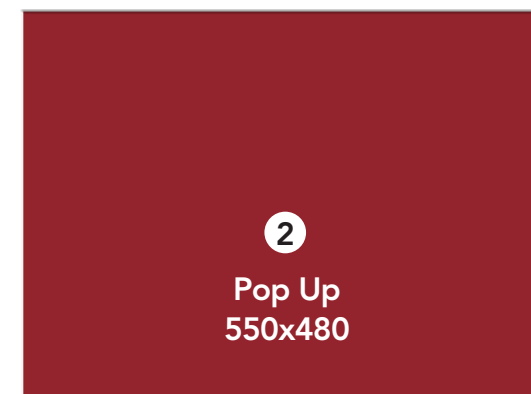
	Jan	Feb/ March	Apr	May/ June	July	August	Sept/Oct	Nov	Dec
Ad Space Close	12.12.12	2.7.13	3.18.13	5.15.13	6.13.13	7.12.13	9.16.13	10.16.13	11.11.13
Ad material Due	12.18.12	2.14.13	3.25.13	5.22.13	6.20.13	7.19.13	9.23.13	10.23.13	11.18.13

# ONLINE AD RATES & MECHANICALS



## RATES

Leaderboard 728 x90	\$1500 /month ( limit 2 marketers )
Pop Up 550 x 480	\$3000 /month
Page Peel 500 x 500 & 80 x 80	\$2000 /month
Right Column 300 x 250	\$1500 /month ( limit 2 marketers )
Left Column 180 x 150	\$1000/month ( limit 2 marketers )
Bottom Banner 940 x 60 or 728 x 90	\$750 /month ( limit 2 marketers )





# EXPERT INSIGHT

Set your company apart from the competition by offering expert advice that can't be found anywhere else. Expert Insight is your opportunity to brand your company as the go-to source when physical therapy professionals are seeking solutions to help them do their jobs.

## [ PROGRAM FEATURES ]

- Link from Homepage
- ROS promotion in available site inventory
- 1/6th page print ad in every month active
- Live link in the interactive edition every month
- E-newsletter promotion as news item
- E-newsletter ad (150x40)
- Inclusion in monthly promotional e-blast
- Complete branding on Expert's landing page:
  - Leaderboard (728x90)
  - Bottom Banner (728x90) or (940x60)
  - Rectangle (180x150)
  - Logo (150x140) with URL link
  - Email address of expert
  - Bio of expert
- \$2000/month (3 months minimum)

**SIGN UP!**  
ENTER EMAIL ADDRESS  
Get News, Updates and Alerts!

**Expert Insight**

Lingual Orthodontics >

Self-Ligating Brackets >

TADs >

**Expert Insight**  
Looking for expert advice?  
180x150

**Lingual Orthodontics**  
Dr. Marco A. Pinto  
Specialist in Orthodontics  
and Dentofacial  
Orthopedics

**Self-Ligating Brackets**  
Antonino Secchi, DMD, MS  
Straight Wire Appliance,  
Self-ligation,  
Treatment Mechanics

**TADs**  
Richard Cousley BSc,  
BDS, MSc, FDS,  
FDS(Orth) RCS

Contact us about this feature or to  
become an expert.

**Legal Disclaimer:**  
The opinions/insights expressed  
herein are those of the sponsor and  
do not reflect the opinions or policies  
of this magazine or Allied Media, nor  
do we endorse the sponsor's  
products and/or services in any way.

**ORTHODONTIC PRODUCTS DIGITAL EDITION ONLY**  
728x90

**Expert Insight - Self-Ligating Brackets**

Ask a Question - Login to ask a question  
Log in Register

For better dentistry  
**DENTSPLY GAC**

Antonino Secchi, DMD, MS  
Straight Wire Appliance, Self-ligation, Treatment Mechanics  
Dentsply GAC International  
(800) 645-5530

Dr. Secchi is Assistant Professor of Orthodontics-Clinician Educator and Clinical Director of the Department of Orthodontics, University of Pennsylvania USA and Visiting Professor at the University of Los Andes, Chile. Dr. Secchi received his PhD in Orthodontics, and a Master of Science in Oral Biology from the University of Pennsylvania. Dr. Secchi is a Diplomate of the American Board of Orthodontics and member of the Edward H. Angle Society of Orthodontists. At the University of Pennsylvania, he has developed and implemented courses on Orthodontic Treatment Mechanics, Straight Wire Appliance Systems, and Occlusion in Orthodontics. In addition, he maintains an active orthodontic practice at the Dental Care Center of the University of Pennsylvania.

Click on a question below to view the answer:

▶ What are the prescription values of Damon 3, Smart Clip, and In-Ovation? - Jodhpur, Rajasthan

▶ Can I use molar bands with welded tubes that I use when using conventional brackets in Damon systems? - Tashir Sanu, Lagos

▶ I'm using the Damon Passive SL system and having trouble with torque control and finishing cases. I'm having the same issues with the interactive system? - Juan Torres, Puerto Peñasco, Mexico

▶ With the In-Ovation C bracket, do you see the wire being worn with sliding mechanics as I've seen with Mystique?  
Thanks, - John S. Walker, DMD, Boulder, CO

▶ I have heard that some dentists can correct "deep bite" by placing composite buildups on the occlusal surface of upper first molars, then using interarch elastics in box formation to extrude premolars to depress the molar buildups are finally removed and molars are extruded via elastics too. Does this work? What is the best method of solving deep overbite, in your experience? - Dwayne Kowalchuk, Calgary, Alberta

▶ I'm a new practitioner. What is the best way to close residual spaces using Innovation self-ligating brackets? This is a retreatment case.  
Thanks, - Janice Dixon, Pasig, Philippines

▶ I would like to know your opinion regarding the Lotus Passive Self Ligating Brackets from Orthodontics. I will be pleased to hear from you. - Dr. Takreem Rehman, India

**940x60**

**Expert INSIGHT**

**Have questions about computer and information systems?**

Physical Therapy Products acknowledges Eclipse for its generous sponsorship of the computer and information systems expert.

Mike Norworth  
President, Eclipse

Looking for expert advice?  
[www.ptproductsonline.com](http://www.ptproductsonline.com)

# VIDEO SHOWCASE

The Video Showcase brings your message to life. Take advantage of the growing trend of Web video with creative and dynamic promotional packages. All packages include print, Web site, and e-newsletter promotions, and these videos are only accessible to registered site visitors. The growth of online video continues to explode and change the way businesses communicate and executives consume information.

Online video was the fastest growing ad format in 2012 with nearly 55% growth (*eMarketer*, January 2012). Online video now accounts for 50% of all mobile traffic and up to 69% of traffic on certain networks (*Bytemobile Mobile Analytics Report*, 2012). Mobile commerce will reach \$119 billion by 2015 (*MobiThinking*, 2011). Video in email marketing has been shown to increase click-through rates by over 96%. In response, the number of marketers planning to use video in email campaigns has increased 5x since the beginning of 2009 (*Implix 2010 Email Marketing Trends Survey*).



## [ PROGRAM FEATURES ]

- Video URL link or embedded YouTube link hosted in Resource Center
- E-newsletter promo (includes right column text ad: (75 character headline, 150 character text, no photo/logo)
- Inclusion in monthly promotional e-blast
- ROS promotion in available site inventory
- \$1000/month (3 month commitment)

# PODCASTS

**Healthcare professionals** strive to stay in front of trends, keep up-to-date on product developments, and build their businesses. They are looking for smart, interesting information and viewpoints in a digestible format.

**Podcasts**, hosted by our chief editor, feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These trends are topic-specific podcasts, and can be a one-time interview or part of a series that dissect industry developments. Benefit from this unique platform and user-content experience.

**Podcast sponsors** provide branding, association with delivery of intelligent content, and embedded direct response opportunities.

## [ PROGRAM FEATURES ]

- Single or multi sponsorship of a podcast
- 100x300 ad unit with URL link
- 15-second audio commercial before podcast begins
- Customized registration form to access podcast
- Monthly lead retrieval Excel spreadsheet
- Archived for 3 months
- Inclusion in monthly promotional e-blast
- \$1000/month (3 months minimum)



# WEBINARS

Reach influential professionals seeking educational information **delivered in a dynamic, digestible 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. Sponsor an editorial Webinar, or work with us to create something customized for your product message. These topic-specific Webinars bring together our editorial team with our leading industry experts for an in-depth product or market briefing.



## [ PROGRAM FEATURES ]

- One hour live, or recorded, audio plus PowerPoint presentation, moderated by Chief Editor (marketer provides PowerPoint)
- ROS ad placement in available site inventory for 4 months
- Customized registration page
- Sponsorship recognition in Webinar PowerPoint
- One full page 4-color print ad
- Weekly e-newsletter promotion for 4 months (includes right column text ad: (75 character headline, 150 character text, no photo/logo)
- Weekly (4) e-blasts promoting Webinar 1 month prior to start date (includes client logo and URL link)
- Full report post webinar of registrants and attendees
- Inclusion in monthly promotional e-blast
- Archived on the website for 3 months in the resource center
- \$12,000 - 4 months total

# WHITE PAPER LIBRARY | TECHNOLOGY GUIDES PRODUCT CATEGORY SPONSORSHIPS

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

Along with our Clinical/White Paper program, your company can effectively “stamp ownership” on a given product category through the Product Category Sponsorship program. Our editors construct a “comparison matrix” of each product category and house it on our site (which includes a call out to the sponsoring company). When a visitor proceeds to download the comparison matrix, they are required to register their complete contact information (including name, location, email). In turn, we deliver these leads to you via Excel spreadsheet!



## [ PROGRAM FEATURES ]

### WHITE PAPER LIBRARY

- Link from Homepage
- ROS promotion in available site inventory
- Customized registration page
- E-newsletter promotion as news item
- Monthly lead retrieval Excel spreadsheet
- Inclusion in monthly promotional e-blast
- \$1000/month (3 months minimum)

## [ PROGRAM FEATURES ]

### PRODUCT CATEGORY SPONSORSHIP & TECHNOLOGY GUIDES

- Original Content developed by editorial team
- Link from Homepage
- ROS promotion in available site inventory
- Customized registration page
- E-newsletter promotion as news item
- Monthly lead retrieval Excel spreadsheet
- Inclusion in monthly promotional e-blast
- \$2000 month (3 months minimum)

# LEAD GENERATION OPPORTUNITIES

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. Each of these features listed below has lead gen capabilities that can be passed on to your sales team via a weekly or monthly Excel spreadsheet.

## [ PROGRAM FEATURES ]

- Dedicated Communities
- Featured Report
- Webinars
- Podcasts & Webcasts
- Expert Insight
- White Papers
- E-Newsletters & E-blasts
- Annual Market Guide & Best of 2013
- Interactive Editions source center



# ANNUAL MARKET GUIDE \*LEAD GEN PROGRAM

## ANNUAL MARKET GUIDE

The guide is published in December and hosted throughout the year at [ptproductsonline.com](http://ptproductsonline.com). The *Physical Therapy Products* annual Market Guide summarizes and highlights the companies serving the physical therapy market. This is a resource that purchasing decision-makers will refer to throughout the year.



### [ PROGRAM FEATURES ]

#### BASIC LISTING FREE

- Online includes:
  - Company name
  - Website
  - Products listings
  - Address, City, State, Country, Postcode, Telephone and Email address

#### PRINT INCLUDES:

- Alphabetized listing in Company Index
- Company name, Website and Telephone
- Products listings

#### FEATURED LISTING ONLINE

- Basic Listing plus:
  - Logo
  - 500 character description / 25 word description
  - 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 (includes small logo, company name, 25 word description)
  - Products listings
  - \$1200/year (\*50% discount with purchase of product category sponsorship)
  - FREE Featured Listing with purchase of print ad (half page minimum) and product category sponsorship

#### FEATURED LISTING PRINT

- Alphabetized listing in Company Index
- Logo
- 25 word description
- Company name
- Website
- Address, City, State, Country, Postcode, Telephone and Email address
- Products listings
- \$600/year

#### ADVERTISEMENTS IN THE MARKET GUIDE

- Available for each category, as follows:
  - Leaderboard (728x90) on Market Guide category page (3 marketers max) \$5000/yr
  - Medium rectangle (300x250) on Market Guide category page (3 marketers max, 3 units total available) \$5000/yr
  - Bottom banner (728x90) or (940x60) on Market Guide category page (3 marketers max) \$4000/yr

# INTERACTIVE EDITIONS \*LEAD GEN PROGRAM

Healthcare professionals strive to stay in front of trends, keep up-to-date on product developments, and build their businesses. They are looking for smart, interesting information and viewpoints in a digestible format. Our interactive 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 multi sponsorship of interactive edition
- Leaderboard (728x90) on 2 separate e-blasts for each edition
- Left hand page facing the interactive edition front cover
- Client logo and URL link on home page ad unit (125x125) for interactive edition
- Sponsorship recognition on weekly e-newsletter (client name and URL link)
- Client logo on interactive edition promotion ad in print
- \$2500/edition

### MOBILE APP SPONSOR

- Single or multi sponsorship of interactive edition
- Tower (160x600) on 2 separate e-blasts for each month
- Bottom banner (742x105) on mobile app landing page with URL link
- Splash page (1536x2048) and (2048x1536) in mobile app of interactive edition landing page with URL link
- Client logo and URL link on home page ad unit (125x125) for interactive edition
- Sponsorship recognition on weekly e-newsletter (client name and URL link)
- Client logo on interactive edition promotion ad in print
- \$1500/edition

### DIGITAL ONLY AD INSERT

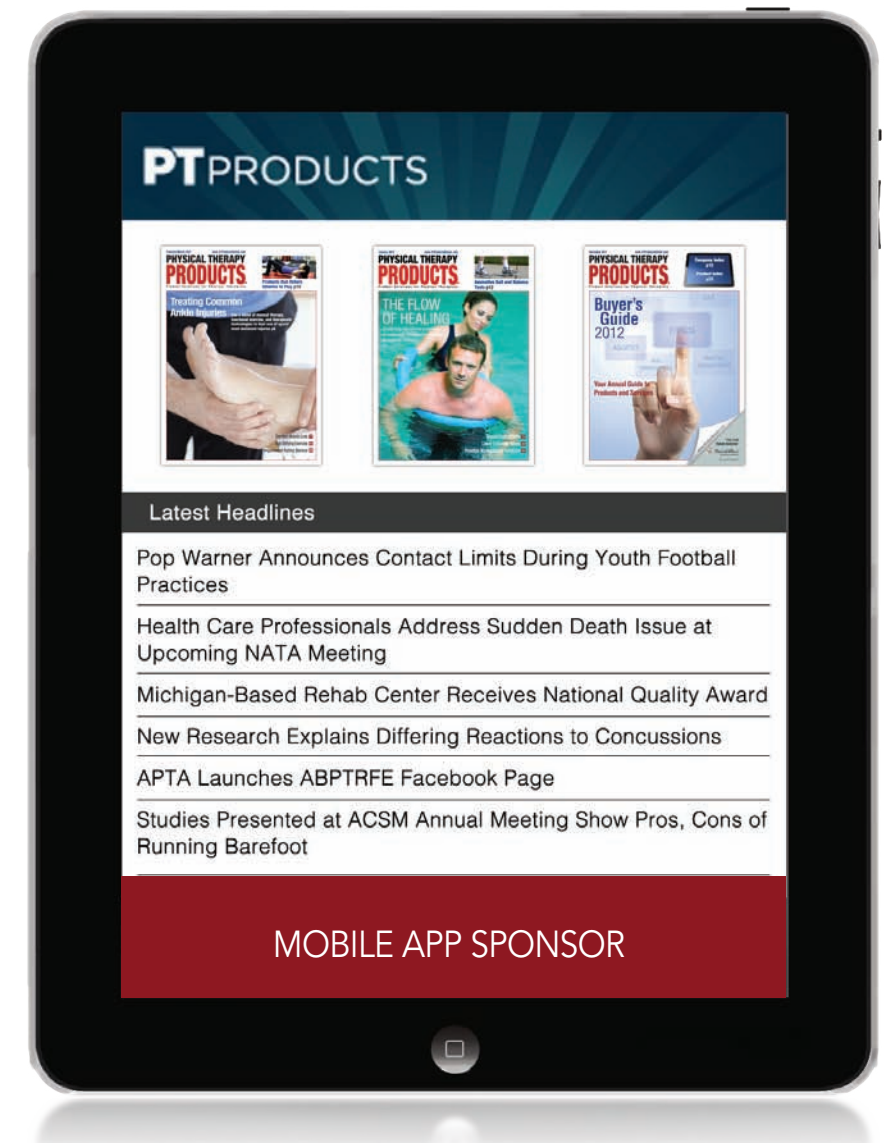
- 2-page ad in digital edition, including live link from ad and in Resource Center of the interactive edition
- \$1000

### BASIC ENHANCEMENT

- Live link in ad, Ad Index and in Resource Center
- \$150

### ADVANCED ENHANCEMENT

- Substitute a web optimized (anything in the ad linked or otherwise optimized for web) ad for print ad in the interactive edition
- \$500 each





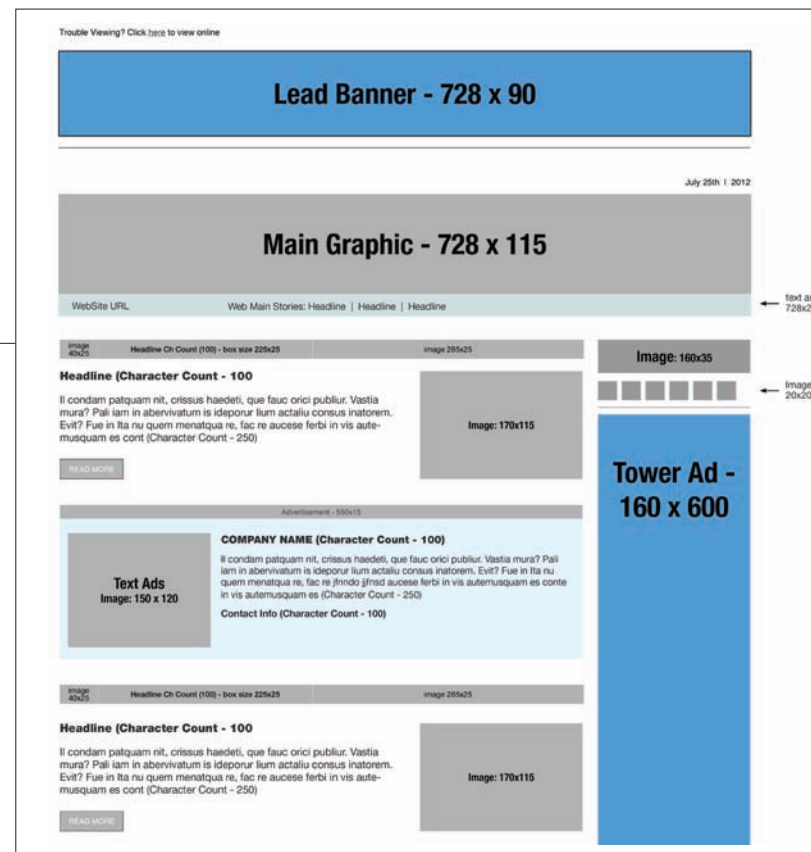
# E-BLASTS & E-NEWSLETTERS

## E-BLASTS

With the benefit of a snail mail piece, but with instant gratification, e-blasts can be purchased to announce breaking news, a new product release, or to tell prospects where to find you at an upcoming trade show to garner more traffic. Simply provide us with your materials and we'll deploy an e-blast to our list of qualified healthcare professionals.

## E-NEWSLETTERS

Weekly e-newsletters from our editors deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Advertising in weekly e-newsletters delivers your message directly to the desktop of your target audience and increases market awareness. In addition, it drives traffic to your website, research, or detailed product information.



## [ PROGRAM FEATURES ]

### 3RD PARTY CUSTOM E-BLAST/NEWSLETTERS

- Client Logo and URL link
- Client provided materials
- Sent to 3rd party preference list
- \$300/CPM (Cost per 1000)

### MULTI-SPONSOR/SHOW E-BLAST

- Client Logo and URL link
- Client provided materials
- Sent to editorial preference list
- 300-500 words from editorial must be included (highlighting pertinent information to e-blast)
- \$400/ per company or product

### TOP TEN E-BLAST

- Leaderboard (728x90) ad with URL link
- Tower (160x600) ad with URL link
- Sent to editorial preference list
- \$1500/month for each position

### E-NEWSLETTER SPONSORSHIP

- Leaderboard (728x90) ad with URL link
- Tower (160x600) ad with URL link
- Client Logo and URL link (150x40) located at bottom of e-newsletter
- \$3000/month (\*When possible Client Logo in print edition of house ad for e-newsletter, and live link in interactive edition for house ad of e-newsletter \$1000/weekly)

### E-NEWSLETTER ADVERTISER (4 MAXIMUM)

- 150x120 text ad/image
- Company Name (150 character count)
- Description (250 character count)
- Contact Info (100 character count)
- Client Logo and URL link (150x40) located at bottom of e-newsletter, and live link in interactive edition for house ad of e-newsletter
- 1 month commitment \$1000/month
- 3 month commitment \$750/month

# DEDICATED COMMUNITIES \*LEAD GEN PROGRAM

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

3 entries/articles per week will be included on the micro site. These articles will range from consumer-oriented to industry specific editorial. The major benefit is multiple content distributions from a respected editorial source.

## ANALYTICS

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

### [ PROGRAM FEATURES ]

- Weekly e-newsletter ad, includes right column text ad (75 character headline, 150 character text, no photo/logo)
- ROS promotion in available site inventory
- Customized registration form
- Monthly lead retrieval excel spreadsheet
- Inclusion in monthly promotional e-blast
- 3 Original content articles per week
- All category content from brand linked from community
- \$5000/month (3 months minimum)



# TRADE SHOW PROGRAMS \*LEAD GEN PROGRAM

## TRADE SHOWS

Trade shows are an expensive, yet important venture. 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.

## DAILY BLOG

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

### [ PROGRAM FEATURES ]

- One E-blast prior to tradeshow, which would include 300-500 words of editorial
- Daily e-blasts during the tradeshow driving traffic to the blogs live show coverage
- 300x100 ad on landing page of with URL link
- Custom pricing



# SWEET SPOT MARKETING

## *PTP's Physical Therapy Practice's* NEW ONLINE MANAGEMENT SERVICES TEAM GETS YOUR CUSTOMERS TO SEE YOUR MESSAGE

- 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 pro actively looking for your product or service

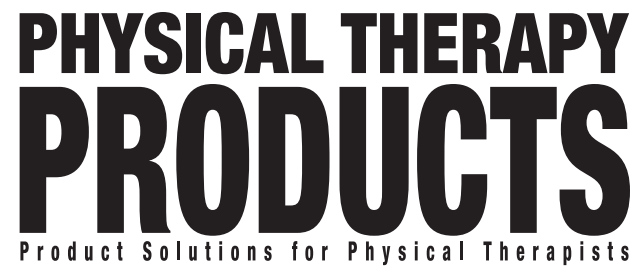
## AS A *PTP* ADVERTISER YOU NOW HAVE EXCLUSIVE ACCESS TO

- An Inc 500 fastest growing company
- One of a SELECT FEW Google Certified Search Engine Marketing Companies



7101 COLLEGE BLVD SUITE 400. | OVERLAND PARK, KS. 66210  
913-859-9886 | TOLL-FREE: (888) 505-7111

# SOCIAL MEDIA & MARKET INFLUENCE TRACKING



- Monitoring of Twitter for related keywords, then pushing links/ tweets to those talking about relevant topics
- Generate weekly media analysis reports on activity surrounding your company's name
- Gather Demographic Data by gender
  
- Provide SENTIMENT analysis; positive/negative/neutral
- Text Analysis; extraction of key insights, themes, and trending topics
- Drill down of demographic data
- Historical content access
- Geography snapshot
- Popularity time line

***PTP*** is everywhere.

Constantly connecting product and technology providers to healthcare professionals. Find us on Facebook. Follow us on Twitter. You name it, we're connected.

# ALLIED MEDIA CONTACTS

## PHYSICAL THERAPY PRODUCTS

Product Solutions for Physical Therapists

### BUSINESS & SALES

PUBLISHER  
Jody Rich | (480) 575-6631 | jrich@allied360.com

AD SALES  
Marsha Robbins | (214) 341-8109 | mrobbins@allied360.com

### EDITORIAL

EDITORIAL DIRECTOR  
John Bethune | (818) 584-6363 | jbethune@allied360.com

CHIEF EDITOR  
Frank Long | (714) 434-4883 | flong@allied360.com

ASSOCIATE EDITOR  
Cassandra Perez | (818) 285-8797 | cperez@allied360.com

### PRODUCTION

CREATIVE MANAGER  
Eli Patterson | (913) 894-6923, ext 687 | epatterson@allied360.com

ART DIRECTOR  
Ashley Miller | (913) 579-4301, ext 664 | amiller@allied360.com

AD COORDINATOR  
Nina Katsov | (913) 894-6923, x 621 | nkatsov@allied360.com  
Fax (913) 647-6108



24x7: Technology and Service Solutions for Biomed



Clinical Lab Products



The Hearing Review & Hearing Review Products



Imaging Economics



Orthodontic Products



Physical Therapy Practice



Physical Therapy Products



Rehab Management



RT: For Decision Makers in Respiratory Care



Sleep Review



7101 College Boulevard, Suite 400, Overland Park, KS 66210  
(913) 894-6923 | Fax: (913) 894-6932