RESULTS MATTER

PRECISION-TARGETED MARKETING SOLUTIONS

2014 MEDIA TOOLS

PRINT > DIGITAL > ONLINE > MOBILE
We’re here to help build your brand...

What are your marketing goals? Raising awareness? Creating an image? Targeting a precise market segment and generating immediate sales?

Whatever your objectives, DOTmed has the full range of media solutions you need.

Today’s print/digital/mobile/online media choices have made advertising increasingly granular — allowing you to reach your prospects more efficiently and effectively. What you need is the right media partner — that partner is DOTmed.

DOTmed has been the leader in health care marketing since 1999. We provide a world class marketplace designed to help you sell whatever medical equipment, parts, or services you offer.

The people involved in the business end of the health care industry conduct their business on DOTmed.com, and read DOTmed HealthCare Business News magazine.

Our premium audience of key prospects:
• Have decision-making power
• Have budgetary responsibility
• Are looking for fresh, alternative solutions
• Are business owners, C-level executives, department heads and key influencers
• Are high-value targets in the $2.4 trillion dollar health care industry

...and your sales
Why the change? Our readers asked for it.
DOTmed is very proud of our news magazine. DOTmed Business News has grown and evolved into an anchor publication for the health care industry. In fact, our magazine has outgrown its original focus and name. To keep it highly responsive to the expectations of our readers, we polled our readers about various name changes that would more accurately reflect the broad-based and in-depth coverage our magazine now embodies.

The overwhelming choice was DOTmed HealthCare Business News.

Our editorial mission is, more than ever, to report on all events and developments in health care that have a major impact on your patients, and your business. We cover the health care industry from end to end, and our new name clearly reflects that.

Starting January 1, 2014, the new name becomes official. We’re sure DOTmed HealthCare Business News will become your #1 monthly industry magazine, and DOTmed Daily News online will become your #1 source for breaking news.

Please note: Much of the artwork in Media Tools 2014 – which was printed in November of 2013 – reflect the original name of our magazine as it appeared in 2013, and not the new name, DOTmed HealthCare Business News.

DOTmed’s Complete Selection of Media Tools

In Print
DOTmed HealthCare Business News magazine offers
• Display Ads
• Advertorials
• Marketplace Ads
• Specialty Options:
  Belly bands, poly bags, tip-ins, and more

DOTmed’s Annual Buyer’s Guide – The Industry Standard
• 200-plus pages
• The Biomed’s #1 Reference Guide

Online
DOTmed Website
• Leaderboard Ads
• Skyscraper Ads
• 180 x 150 Display Ads
• Virtual Trade Show Booths
• WebStores & OEM WebStores
• Service Technicians’ Forum
• Targeted Text Ads
• Virtual Auction Houses
• Classified Listings Upgrades
• Self-Managed Auctions
• Sponsored Posts in the Service Technicians’ Forum
• DOTmed HealthCare Business News Digital Edition

DOTmed Daily News & Weekly Emailed News
• Targeted Text Ads
• 300x250 Display Ads
• E-Advertorials

Specialty Emails
• Trade Show Preview Emails
• Weekly User Equipment Alerts
• Daily Technicians’ Forum Digest

Reach your prospects anywhere, any time.
Enjoy precision-targeted ad management across all platforms

Maximizing the efficiency of your advertising program is easy with DOTmed.

Our print and online ad options enable you to pinpoint customers at different points in the buying cycle. We can help design a media mix that optimizes your advertising effectiveness and return on investment.

We specialize in customizing packages within our clients’ budgets that help achieve the results they want.

- Reach more than 30,000 key influencers, decision makers and buyers at IDNs, hospitals, and imaging centers across the country every month in DOTmed HealthCare Business News magazine.

- Reach tens of thousands of active buyers monthly while they are shopping online on DOTmed.com.

DOTmed.com is the World’s Leading Public Medical Equipment Marketplace.
DOTmed HealthCare Business News Magazine

Unique Content & Premium Demographics
Create the Ideal Advertising Environment

**Qualified Audience**

Hospital business environments are unlike any other. Delivering your message to all the people you need to reach can be a challenge, and we have solved that challenge with our demographic mix. HCBN provides a highly qualified audience. And we offer numbers you can trust, with our magazine audience confirmed independently via BPA audit. Our publication delivers the key decision-makers and influencers you want to reach: the executives, administrators and department heads in charge of purchasing equipment, parts, software, and choosing service providers.

We are now read by PACS Administrators and CIOs

In 2012, DOTmed HealthCare Business News added PACS Administrators and Chief Information Officers to our monthly circulation. These titles are now a permanent part of our demographic mix.

**The most memorable advertising appears...**

65% in magazines

Source: Affinity Research
Effective advertising is about more than finding the right demographics and numbers. It’s about connecting with your customers in a meaningful, memorable way.

DOTmed HealthCare Business News (HCBN) readers are fully engaged: our content is designed to complement the impact of your advertising message. Your sales message is read by professionals who trust HCBN as a reliable resource for locating high-quality vendors.

The same thing happens online. Visitors to our site are there to do business. And they are looking for the equipment, parts and services you sell. People come to DOTmed as much for the advertising as for the listings, auctions, news and forums.

In Every Issue…

**Industry Sector Reports**
These exclusive reports cover the latest information on the clinical, technical, legal and legislative developments that affect all the key segments of the medical equipment industry.

**Equipment Guides**
Each month – based on that issue’s Industry Sector Reports – we run our New Equipment Guides and invite leading OEMs to submit their current top products. This gives our readers an unparalleled chance to compare the latest equipment side-by-side.

**New Products Showcase**
NPS introduces readers to the latest and greatest technologies hitting the health care market.

**IT Matters**
DOTmed helps readers stay ahead of the curve with keen analysis from IT experts on what the latest technological developments mean for the industry.

**Shows & Conferences Spotlight**
Previews of the most important upcoming industry shows are presented here. Readers are also offered a calendar of events for the months ahead.

**Hospital Spotlight**
Every month we select a U.S. hospital and focus on its accomplishments and conduct a Q&A session with the hospital’s leadership.

**Best of the Online News**
An important recap of the top news stories of the month – there’s always something interesting you might have missed!

**The Future of Health Care**
Each month, we present a key figure in the health care sector and his or her predictions about where certain aspects of the industry are headed– from world-renowned surgeons, to industry innovators, to best-selling authors (sometimes all three), these individuals offer serious food for thought.
**Bonus distribution**

**Bonus online distribution**
Every issue of *DOTmed HealthCare Business News* magazine is posted on DOTmed in a dynamic, easy-to-read digital flip-book format. We add live links to your ad’s website address and email address, so it’s easy for customers to contact you. Each online issue is available to more than 20,000 daily visitors.

**Bonus trade show distribution**
HCBN delivers bonus distribution at these major health care industry trade shows and events: RSNA, HIMSS, AHRA, AAMI, SNMMI, FIME, IDN, SIIM and more. This means your message can reach an additional audience of thousands.

**An unequal bonus of 5,000 additional RSNA copies**
We mail the print edition of the RSNA issue directly to 5,000 RSNA attendees from a list we purchase from the RSNA – nobody else in the health care industry does this!

**Bonus mobile distribution**
The *DOTmed HealthCare Business News* iPad app is free at the iTunes Store.

Print media is spreading to mobile devices fast, and DOTmed is ahead of the curve. In 2012, we developed our own iPad app which Apple offers free of charge at the iTunes Store: keyword: “DOTmed.” Get it if you haven’t, and join over a thousand readers who already have! This free bonus exposure is another added-value feature DOTmed media delivers.

**Bonus email distribution**
Every month, we email the electronic version of *DOTmed HealthCare Business News* to more than 28,000 readers across the U.S. and around the world.
The Demographics You Want, At Rates That Look Great

2014 DEMOGRAPHICS

- Hospital CEO (11%) 3377
- Director/Manager Diagnostic Imaging (11%) 3140
- Diag. Imaging Center/Supervisor (17%) 5266
- Director/Manager Biomedical Engineering (12%) 3689
- Hospital CFOs (10%) 3226
- Operating Room Manager/Supervisor (9%) 2654
- Hospital CIO (7%) 2082
- Non-Hospital Reg Users (8%) 2748
- Rotating Circ (5%) 1500
- PACS Admin (4%) 1322
- Hospital COO (2%) 1196
- Hospital CFOs (9%) 734

TOTAL CIRCULATION: 30,934

BPA Worldwide is the global industry resource for verified audience data. BPA delivers business media audits of unsurpassed rigor, objectivity, accuracy—audits that provide solid assurance for media buyers.

More than 65% of our readers are C-level, Administrators and Directors.
Ad Specifications

**FULL PAGE**

8-3/8” W x 11” H

**Note:**

Full Page Ads must be submitted at:
8-3/8” W x 11” H (includes 1/8” bleed)
Bleed size: 8-3/8” W x 11” H
Trim size: 8-1/8” W x 10-3/4” H
Safety area: 7-5/8” W x 10-1/4” H

**2 PAGE SPREAD**

16-1/2” W x 11” H

**Note:**

2 Page Spread Ads must be submitted at:
16-1/2” W x 11” H (includes 1/8” bleed)
Bleed size: 16-1/2” W x 11” H
Trim size: 16-1/4” W x 10-3/4” H
Safety area: 15-3/4” W x 10-1/4” H

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**Ad Submission Requirements:**

- Ads are to be submitted via email, CD, or FTP (For FTP site and upload instructions, ask your DOTmed Sales Rep)
- File Format: High resolution 300dpi pdf, tif, jpg, eps, ai, psd, indd, or qxp files
- Color Profiles: CMYK only

**Premium Ad Pages**

- Premium ad pages are: page one, facing the ToC, special positions, and all positions in special promotional sections

**Complimentary Ad Design Services**

- DOTmed HealthCare Business News has an award-winning in-house advertising department that can help you to write and create any display ads that run for six months or longer.

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**DOTmed HealthCare Business News 2014 Rate Card**

HCBN DOES NOT add an up-charge for 4-color ads.

<table>
<thead>
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<th></th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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<td>Inside Back Cover</td>
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<td>$2,750</td>
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<td>$1,700</td>
</tr>
<tr>
<td>1/2 Page Horz. or Vert.</td>
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<td>$2,550</td>
<td>$2,200</td>
<td>$1,900</td>
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<tr>
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<td>$1,150</td>
<td>$1,000</td>
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</table>
Specialty Options in Print

Complimentary Ad Design Services
Marketplace Ads
The Marketplace is a special section in every issue that gives you exceptional value for your advertising because people turn to when they are ready to buy. Marketplace ads are available in two sizes.

Advertorials
Advertorials are client-provided and are subject to review by DOTmed HealthCare Business News editors. Advertorials are one or two full pages in length.

High-Impact Specialty Advertising Options
We offer full array of specialty options that can help your message standout. Your marketing material can be delivered piggyback in a clear polybag, or as a tip-in. Belly bands and business reply cards are also available. Whatever you have in mind, we can accommodate it — just ask your DOTmed Sales Rep.

DOTmed's Annual Buyer's Guide
The Industry Standard

Featuring our unsurpassed Find-It-Fast Cross-Referenced Categorical Index that brings you more business!

DOTmed's 2014 Buyer's Guide will continue to be the "Go To Resource" for biomeds and other health care professionals because our highly targeted Categorical Index makes it easy for customers to find what they want fast.

Your company is listed by the equipment or services you specialize in, and includes:

1. The services you provide for each kind of equipment
2. The primary contact name at your company
3. The state your company is located in (a DOTmed exclusive!)

- The best value in print media today
- Full page 4-color ad just $999
- Closing: December 15th, 2013
- Issue date: February 2014
- Distributed at leading trade shows and biomed shows in 2014 such as AAMI, FIME, RSNA, GBIS, NCBA, CEAI, FBS and more.
- Online all the time at dotmed.com/BG

30,000-plus copies of the DOTmed Buyer's Guide will be mailed to hospitals, imaging centers, surgery centers, clinics, ISOs and other health care businesses, reaching the industry's key buyers and decision-makers.
JANUARY 2014 — GREEN ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Therapeutic Ultrasound
• Hospital Beds
FEATURES
• Reprocessing
• Green Vendors: the latest in eco-conscious products and services
• Practice Greenhealth Leadership Q&A
• Food Service
• Sneak Peak of the 2014 Tradeshows

FEBRUARY 2014 — HEALTH IT ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• DR/CR
• PACS/RIS/HIS
• Portable X-ray
FEATURES
• Viewpoints: Health IT
• Top 10 Best Health Care Apps
• Affordable Care Act Update
• HIMSS leadership Q&A
• iHT2 leadership Q&A
BONUS DISTRIBUTION: HIMSS; iHT2

MARCH 2014 — OR ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• OR Suite
• Endoscopy
• Surgical Lasers
• DOTmed 100
• Evolving role of Nurse Practitioners
• Federally Qualified Health Centers: Fact and fiction
• AORN Leadership Q&A
• NAPT Leadership Q&A
BONUS DISTRIBUTION: National Proton Therapy Conference

APRIL 2014 — C-ARM ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• C-Arm
• Special Procedure
• Injectors
FEATURES
• Contrast Agents
• Rise of the Hospitalists
• HCP Leadership Q&A
• IDN Leadership Q&A
• Medical World Americas Leadership Q&A
BONUS DISTRIBUTION: IDN; HCP; Medical World Americas

MAY 2014 — BIOMED ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Patient Monitors
• Infusion Pumps
• Testing Equipment
• Defibrillators
FEATURES
• 3-D Printing
• Imaging Informatics
• Viewpoints: Biomed
• AAMI Leadership Q&A
• SIIM Leadership Q&A
BONUS DISTRIBUTION: SIIM; AAMI

JUNE 2014 — MOLECULAR IMAGING ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Molecular Imaging
FEATURES
• Radiopharmaceuticals
• Hot Labs
• Imaging Children
• Best Children's Hospitals
• SNMMI Leadership Q&A
BONUS DISTRIBUTION: SNMMI

JULY 2014 — WOMEN'S HEALTH ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Ultrasound Imaging
• Mammography and Breast Imaging
• Bone Densitometers
FEATURES
• Tomosynthesis
• Preparing for a compliance audit
• Imaging Center Management
• AHRA Leadership Q&A
BONUS DISTRIBUTION: AHRA

AUGUST 2014 — PARTS & SERVICE ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Parts
• Sterilizers
FEATURES
• Viewpoints: Choosing a service provider
• Disaster preparedness
• Infection control/concerns for hospitals
BONUS DISTRIBUTION: FIME

SEPTEMBER 2014 — CT/ONCOLOGY ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• CT
• X-ray Tubes
• Radiation Oncology
• Proton Therapy
FEATURES
• ASTRO Leadership Q&A
BONUS DISTRIBUTION: ASTRO;IDN Fall; iHT2

OCTOBER 2014 — MRI ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• MRI
• MRI Coils
• MRI Keep Cold
FEATURES
• MRI safety
• Medical Equipment Shielding

NOVEMBER 2014 — RSNA ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Radiography
• Chillers
FEATURES
• RTLS/RFID
• RSNA Leadership Q&A
• RSNA Exhibitor Guide
• RSNA Products Showcase
BONUS DISTRIBUTION: RSNA

DECEMBER 2014 — EMERGENCY / ICU ISSUE
INDUSTRY SECTOR REPORTS/NEW EQUIPMENT GUIDES
• Mobile Medical Solutions
• Cosmetic Lasers
FEATURES
• ED
• ICU
• Transport Logistics
• Preview of Next Year’s Stories
• Year in Review – the “Best of” list
• Rural Health
• Urban Health
DOTmed is the world’s leading public trading platform for medical equipment, parts and services. An industry-leading 20,000-plus visitors come to DOTmed every day to shop for and buy what they need — and up 60% of those visitors can be health care providers and end-users on any given day. No other media resource creates an environment that makes advertising an organic part of the content like DOTmed. Health care professionals who come to our website welcome your ads. They read the content. They know who you are and what you do.

We also reach out to our more than 225,000 registered users through our news, emails and equipment alerts. Our media rates are very competitive and we deliver the demographics you need — decision makers with purchasing power.

DOTmed online advertising delivers...

2,000,000 page views/month

MORE THAN 20,000 unique visitors a day

MORE THAN 600,000 visitors every month
DOTmed has more than 225,000 registered users. Over 47% are end-users working in hospitals and health care facilities, and we are adding over 1,300 more registered users every month.

**ONLINE REGISTERED USERS**

- Medical Offices (17%)
- Dealers (14%)
- Brokers (12%)
- Hospitals (13%)
- Independent Service Organizations (10%)
- Exporter (3%)
- Laboratory (3%)
- Veterinary (3%)...

DOTmed represents a rich target audience for health care vendors and services companies. On average, up to 60% of our daily guests and visitors are health care providers and end-users – active buyers that give you the traffic and demographics you’ve been looking for.

**MORE THAN 225,000 REGISTERED USERS**

**OVER 20,000 VISITORS/DAY**
More than 350,000 listings on any given day

DOTmed’s regular BPA audits include “Website Activity by Month,” and those numbers prove that DOTmed gets almost 2 million page views a month, or 24 million a year – that’s an exceptionally high volume of traffic that no other medical equipment website even approaches.

DOTmed.com is the world’s leading, public marketplace for buying, selling and auctioning medical equipment & parts online.

BPA Audited and Certified Traffic

We use Interactive Advertising Bureau (IAB) standard ad sizes so your existing digital ads can run without modification. These include:

- 728 x 90 Leaderboard ads
- 300 x 250 Display ads
- 180 x 150 Display ads
- 600 x 160 Skyscrapers

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<thead>
<tr>
<th>Month</th>
<th>Page Impressions</th>
<th>Users Sessions</th>
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<tr>
<td>January</td>
<td>1,922,637</td>
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<td>February</td>
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<td>March</td>
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<tr>
<td>April</td>
<td>1,952,069</td>
<td>478,306</td>
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<td>May</td>
<td>1,968,433</td>
<td>505,659</td>
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<td>June</td>
<td>1,720,423</td>
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<tr>
<td>Average</td>
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</table>
### All online / digital ad options

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<tr>
<th>Location</th>
<th>Upgraded Classified Listings</th>
<th>Targeted Text Ads</th>
<th>Leaderboard Ads</th>
<th>180 x 150 Digital Display Ads</th>
<th>300 x 250 Digital Display Ads</th>
<th>Skyscraper Ads</th>
<th>E-Advertorials</th>
<th>Sponsored Postings</th>
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<tbody>
<tr>
<td>Main Equipment &amp; Parts Listings</td>
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<tr>
<td>Virtual Trade Show &amp; Equipment Guide</td>
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<td>✅</td>
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<td>Service Techs’ Forum</td>
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<td>User Equipment Emailed Alerts</td>
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</table>

**Virtual Trade Show Booth**
- Make a complete Company Presentation, Add Personnel Bios, Product Offerings, Videos, PDFs and more with the Infinite Page; amass Followers to Email; Post HotDOTs

**Pre-Trade Show Email Blasts**
- Exhibiting Company Show Highlights & Booth No.

**Dealer & OEM WebStores**
- Complete Equipment & Parts Listings, automatically updated when you add products

**Self-Managed Auctions**
- Maximum Visibility Listings with Open Bidding — for maximum results

**HCBN Digital Edition**
- *DOTmed HealthCare Business News* magazine online ad opportunities
Use Our Traffic to **Drive Your Sales**

DOTmed gets more daily traffic than any other B2B health care website in the world. You can tap into the buying power of our more than 20,000 unique daily visitors with any of four precision-targeted ad options.

- Leaderboards
- Display Ads
- Skyscrapers
- Targeted Text Ads

DOTmed’s heavy traffic gives your ads great visibility. The majority of the 2,000,000-plus pages views/month on DOTmed occur in the Equipment & Parts Listings.

With a total of more than 7.2 million DOTmed visitors a year, many ad in our Equipment & Parts pages are seen over 100,000 times a year!

**100% On-target Efficiency**

You’ll enjoy laser-like precision in reaching your customers — with over 600 equipment categories to choose from. We let you advertise only to the people you want to reach.

No waste + 100% efficiency = more awareness and more sales.

**180 X 150 Display Ads**

These ads occupy a prime spot at the top-right of every equipment page. Animated GIFs are recommended for maximum visibility. So you ad loads fast and runs smoothly, please keep the file size at 40k or less.

**Priced by traffic rating:**
Moderate Traffic: $250/month
Moderately-high to High Traffic: $375/month
Very High Traffic: $500/month

**Targeted Text Ads**

Targeted Text Ads appear at the top of a given equipment category as well as within the listings of that category, and rotate on an equal basis. They are priced on the level of traffic in the categories you choose:

**Priced by traffic rating:**
- $50/month for Medium traffic
- $75/month for Medium-high to High traffic
- $100/month for Very-high traffic
Leaderboard/Category Sponsorship Ads

Build your brand, enhance your image, set the table for sales. “Own” an Equipment Category with more than 500 to choose from.

Get thousands of views per month:

1. Shows on top of every listing page in the category you are sponsoring
2. When visitors come to DOTmed from a Google search, your Leaderboard Ad appears
3. When visitors click DOTmed Search Results, your Leaderboard Ad appears
4. Standard IAB 728 x 90 size

So your ad loads fast and runs smoothly, please keep the file size at 40k or less.

Leaderboard Ad Rates per Category:

1. Medium Traffic — $500 per month
2. Medium-High to High Traffic — $750 per month
3. Very High Traffic — $1000 per month

Bonus Placement: Your Leaderboard ad will display in the Service Technicians’ Forum when a discussion starts, for instance on MRIs, which matches the category you’re in.

Skyscraper Ads

Big, tall, and attractive 600p x 160p towers

Your Skyscraper ad will stand out in the category where it runs because it is not just big, it is animated – and it appears opposite the auctions and listing results on every page

At 600 pixels tall and 160 pixels wide, your Skyscraper ad has plenty of room so you can dramatically present your message – DOTmed will even help you create your ad for you for a nominal fee. If you have an existing Skyscraper ad, DOTmed uses IAB standard ad sizes so your Skyscraper will fit without modification.

So your ad loads fast and runs smoothly, please keep the file size at 40k or less.

Priced by traffic rating:

- Medium to Medium-high Traffic: $150/month
- Medium-high to High Traffic: $225/month
- High to Very-high Traffic: $300/month
The Virtual Trade Show — VTS

Now Over 400 Top Companies Exhibiting; Open 24.7.365

Turn new sales prospects into lasting business relationships — 24/7/365

The DOTmed Virtual Trade Show (VTS) brings your business to life. You can promote your company with videos, feature all your product and services, introduce your sales staff, show off your facility. With a Gold VTS Booth Infinite Page, you can literally do everything you’ve always wanted to do online to connect with new buyers — and make more sales.

Gold & Silver VTS Booths — Automatically Displayed Features:

1. High-end graphics
2. Your complete contact information, logo and tagline
3. Google map pinpointing your location — really puts your business “On the Map!”
4. Links to your DOTmed WebStore (If purchased)
5. Logos you have earned: DOTmed 100, DOTmed Certified and/or DOTmed Certified Parts Vendor
6. Your DOTmed 5-Star User Rating
7. “About Us” — Uses your own words from your DOTmed registration page — which you can edit at any time
8. “Advertiser Logo” displayed if you advertise in DOTmed Business News or the Buyer’s Guide
9. Photos and links to your five most recent DOTmed listings (If a Listing Upgrade is purchased)
10. Links to DOTmed Online news stories about your company

Gold Booth Infinite Page Ideas:

1. Post multiple online videos about your company, your products and services
2. Post photos and bios of your salespeople and staff
3. Post photos and descriptions of your facility
4. Include a “Guest Book” where customers can register with you
5. Post upcoming trade shows, testimonials, tips, or any other items of interest
6. Add links to external news, press releases, videos or other media
7. ...then add more....Your Infinite Page can be as long as you want!

Your Infinite Page can be as long as you want!

You can see the most-followed companies here

You can see that many companies have hundreds of followers

Gold or Silver VTS Booths can be purchased separately as Entry Level products

Recommendation: Purchase either an Executive Level Standard Package (Silver VTS Booth with Pro Upgraded Listings) or a Premium Package (Gold VTS with Pro Upgraded Listings).
**VTS Skyscraper Ads**

Your Skyscraper ad will dominate the category where it runs. A big 600 pixels tall by 160 pixels wide, your Skyscraper ad has plenty of room so you can dramatically present your message.

**Priced by traffic ratings**

- Medium to Medium–High: $50/month
- Medium–High to High: $75/month
- High to Very–High: $100/month

**VTS owners get HotDOT posting privileges**

A HotDOT is a brief message or announcement that Virtual Trade Show (VTS) Booth owners can post on DOTmed.

Who sees your HotDOTs? Everyone! Because HotDOTs are posted at the bottom of our home page. Your HotDOTs are also posted in the header section of your VTS.

You can also easily turn a new listing, a Self-Managed Auction, a comment on news story into a HotDOT with a click of your mouse. They’re great for getting hot news out to the DOTmed Community.
Have a big inventory?  
Open a DOTmed WebStore

A WebStore shows buyers everything you have posted on DOTmed – even hundreds of listings – in one Big List.

- It’s exclusive -- there is no competition from other listings
- It’s Automatic – we stock it with all your equipment listings and update it automatically every time you add or delete listings
- It’s Targeted – we post it in all equipment categories where you have regular listings
- It’s Email-able – send your entire WebStore to potential buyers with one click

- It Links – to and from your Virtual Trade Show Booth!
- It Promotes – every one of your listings has a “Visit My WebStore” link

To open a WebStore you first must have an Executive Level Standard Package ($100/month) or Premium Package ($125/month), then you can open a WebStore for just $20/month additional.

Have Multiple Salespeople?  
You can give them all of them full WebStore listing privileges under their own name.

Are you a manufacturer?  
Open an OEM WebStore

DOTmed is known for its buyer traffic. If you advertise your new products in our high-traffic environment, your products will sell. The majority of DOTmed’s visitors are users who are looking to buy. OEM WebStores have special “OEM Direct” corner ribbons to differentiate them from other listings. They can link to your website and product pages. You can post videos, demos, and product PDFs.

An OEM WebStore is $500/month and comes with a Free Pro Listing Upgrade and Free Gold VTS Booth
Service Technicians’ Forum
Display Ads and Sponsored Postings

Advertising space in this popular Forum is limited. Each 180 x 150 animated display ad is $500/month, ask your DOTmed Sales Rep about availability.

To meet the demand for access to this area, and as an alternative to the display ads, we have introduced Sponsored Forum Posts. Sponsored Posts look like standard postings. They can feature any product or service you want, the length is unlimited, and you can run a video and photos. A link to your Sponsored Post will appear within the daily Forum Digest emails for a period of one week.

We email more than 220,000 Forum Digests a week

More than 40,000 people are registered for the Service Technicians’ Forum, and we email 30,000 Forum Digests every day of the week, including weekends, and email 10,000 additional every Friday, which totals more than 220,000 emails a week.

Your post will also appear on the Forum homepage for one month. The text in your Post will be picked up by major search engines. If you post about servicing Siemens CTs, chances are your post will show up within Google’s organic listing results when someone searches for Siemens CT service. Cost for each Sponsored Post is $1,000. It’s permanently archived, so weeks, months, even years later, customers can still find your posting when they search the web.

Sample Sponsored Forum Post
Your Forum Post can be as simple or extensive as you want. This one by Siemens entitled “Education and Training” is clean and simple, with a link back to their website. If you want, however, you can add a demo video, explanatory photos, or any graphic you want that helps you get your message across.

MORE THAN 1,300 new people register every month on DOTmed
DOTmed News - Online

Available all the time to our more than 20,000 daily visitors. DOTmed HealthCare Business News is one of the best and most dynamic news services in the health care industry.

Content-Related Targeting

Your ad will run two ways:

1. Primary: In association with stories related to your business — for example, if you service MRIs, your ad will run, to the exclusion of other ads not targeted to MRIs, when stories about MRI equipment run.

2. Secondary: Run-of-Publication placement — your ad will rotate evenly with other ads throughout all non-specific news stories.

BONUS: Your Online News ads will appear when any of our more than 55,000 Emailed News readers click on a story.

No Flash ads in e-mail, only GIF

DOTmed News - Emailed Edition

Our emailed News is received by 55,000 registered users every week. It’s a great place to build your brand or generate immediate sales.

You also have the bonus benefit of permanent archiving. When people search Google for stories about medical equipment or service — say for MRIs -- and a DOTmed story is returned, your ad is returned too!

Medical Equipment Industry News
New Update Every Weekday from DOTmed.com

Emailed News
180 x 150 Display Ads
$500/mailing

Leaderboard Ads
$500/month, Flash or GIF, 40kb max

300 x 250 Display Ads
$250/month/category
static, Flash, or GIF

Bright Ideas To Save You Money

E-Advertorial
$1000/permanently archived

Targeted Text Ads
$75/month per category

Targeted Text Ads
$350/mailing

DOTmed News
- Online

DOTmed News
- Emailed Edition
E-Advertorials

Your Marketing Message – Always Online!
Permanent archiving makes E-Advertorials a permanent value

E-Advertorials are placed on the front page of DOTmed’s Emailed Daily News or Equipment Alerts so your customers can’t miss them. When people click on an E-Advertorial, it takes them to your complete story, which can have photos, links, and cover any topic you want.

The added value of E-Advertorials is archiving – they permanently reside on DOTmed after they run. That means weeks, months, or even years from now, people will still be linked to your story from Google searches if they use the right search terms. $1000 per listing.

Virtual Auction Houses – For Regional Auction Companies

If you auction medical equipment – in a brick & mortar setting or online – you can leverage DOTmed’s unequaled industry traffic of 20,000-plus daily visitors by opening a DOTmed Virtual Auction House (VAH).

Your VAH can build bidder interest 7 to 14 days in advance of your auction, and throughout your auction. All DOTmed traffic is redirected to your website. Your VAH auction can be open-ended or close on a pre-set date. Call for a customized solution that will maximize your ROI.
Opt-in Equipment Alerts Weekly Emails

DOTmed users set-up the Alerts they receive each week about the equipment and parts they want, so they open them and read them! Each week we email more than 30,000 Alerts to individual users.

Trade Show Preview Emails

DOTmed attends more than 12 major trade shows a year, including: RSNA, AHRA, AAMI, and SNMMI.

Trade Show Preview Emails are a very cost-effective way to drive traffic to your booth. If you are interested in a show not listed, let us know.

Get the DOTmed Mobile App for Free

Now you can browse and search through DOTmed equipment and parts listings at any time on your iPhone. Our free mobile app lets you see all categories quickly and easily. With more than 350,000 listings on DOTmed on any given day, this app will come in handy many times. From the App Store on your iPhone search for “My DOTmed.” An app for Android phones will be ready in early 2014.
**Email Advertising Vehicles**

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<td>AAMI Preview</td>
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<td>SNMMI Preview</td>
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<td>AHRA Preview</td>
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<td>Imaging/Radiology</td>
<td>One/year</td>
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<tr>
<td>Equipment &amp; Parts Alerts</td>
<td>30,000</td>
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<td>DOTmed News Online</td>
<td>55,000</td>
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+10,000 additional on Fridays

**DOTmed HealthCare Business News – Digital Edition**

Every issue of our magazine is posted online in a reader-friendly format hosted by Zmags. All ads have live email and website links so it is easy for customers to contact you. Readership increases every month, and we notify more than 28,000 users worldwide when each issue is online.

- **Sponsor’s Banner** – The first thing readers see; displayed when each issue loads; always displayed above every page. $500/month - $5,000/year
- **Page Zero** – Faces the cover of every issue, can’t be missed. $1000/month - $10,000/year
- **2-page Digital Spread** – Digital technology lets you run a full 2-page spread at the front of any issue of your choice. $1000/insertion – includes a video or photo gallery

**DOTmed Buyer’s Guide – Digital Edition**

Each annual Buyer’s Guide is posted online in the same reader-friendly format we use for our magazine, which is hosted by Zmags. All ads have live email and website links so it is easy for customers to contact you.

- **Page Zero** – Faces the cover of the Buyer’s Guide where it can’t be missed. 12 month contact only, $1000/year
Upgraded Classified Listings

DOTmed is known for our robust and unparalleled number of user posted listings – you will typically find more than 350,000 on any given day. Those listings attract more than 20,000 visitors to our website every day.

Your equipment and parts listings belong here too.

DOTmed is the only major medical equipment website that lets users run classified ads for free – free ads are typically posted by health care providers.

Professional dealers typically opt for Upgraded Classifieds Listing to get more visibility and faster sales. DOTmed makes Upgrading easy with two simple choices. Starter and Pro Upgrades.

Please be aware: Only Pro Upgraded Listings can be emailed by unregistered guests, a huge selling advantage!

Pro Upgrades – $50/month upgrades all your listings, includes phone, your name & company name; Receive Guest Emails & User Emails

Starter Upgrades – $25/month upgrades all your listings includes phone, your name & company name; Receive User Emails only

Free Listings – For first time users; Receive Users Emails only

Ask for a copy of our Elite Dealer brochure which feature a comprehensive comparison chart.

Entry Level Listing Upgrades
Pro Upgrades - $50/month upgrades all your listings
Starter Upgrades - $25/month upgrades all your listings
Free Listings – For first time users

Entry Level Company Upgrades
Silver Virtual Trade Show Booth - $50/month
Gold Virtual Trade Show Booth - $75/month
See pages 17 thru 20 for more on the Virtual Trade Show and WebStores

Executive Level Upgrades
Many dealers expand their footprint on DOTmed by combining Upgrade Listings with a Virtual Trade Show Booth and a WebStore; we call these package Executive Level Upgrades.

Executive Upgrades:
• The Standard Upgrade features Pro Listings and a Silver VTS Booth – 100/month – add a WebStore for $20 additional
• The Premium Upgrade features Pro Listings and a Gold VTS Booth - $125/month – add a WebStore for $20 additional
Elite Dealer Upgrades

Elite Dealer Upgrades are for dealers who want to maximize their sales, optimize their presence and grow their business on DOTmed.

Elite Packages start with an Executive Premium Package and add special features, such as a high listing limit, faster listing reposting, high search result placement, enhanced communications features like Instant Messaging and Live Help, and a Sales Command Center.

These features make Elite Dealer Listings stand out above all others.

Ask for a copy of our Elite Dealer Brochure with a detailed comparison chart of all the features and benefits that come with an Elite Dealer Package.

Have Multiple Salespeople?

You can give them all of them Elite Dealer WebStore listing privileges and Instant Messaging privileges.

Self-Managed Auctions for Dealers and OEMs

Choose Low-Commission Or No-Commission — Ideal for dealers and OEM trade-in desks

Self-Managed Auctions are like super-premium ads. They get the same high-visibility on DOTmed as Full-Service Auctions and are viewable by the more than 20,000 visitors who come to DOTmed every day. You can post a Self-Managed Auction yourself, or call 212-742-1200 x 237 for assistance.

Contact the DOTmed Sales Team and learn how to optimize the use of our Media Tools and grow your business and your sales:

866-999-DOTmed (3686) x 237
212-742-1200 x 237
sales@dotmed.com