2015 MEDIA TOOLS

PRECISION-TARGETED MARKETING SOLUTIONS

PRINT
DIGITAL
ONLINE
MOBILE

Results Matter
Whatever your marketing goals are — raising awareness, creating an image, targeting a market segment, or generating immediate sales — DOTmed has the full range of media solutions you need to succeed.

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 that will 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
Your Complete Selection of DOTmed Media Tools

In Print
DOTmed HealthCare Business News magazine
• Display Ads
• Advertorials
• Marketplace Ads
• Specialty Options: Belly bands, poly bags, tip-ins, tip-ins, and more
• Each Issue Posted as a Digital Edition with live links in your ad

DOTmed’s Annual Buyer’s Guide
– The Industry Standard for 6 years running
• 200-plus pages
• Unique Find-it-Fast Categorical Index
• Posted as a Digital Edition with live links in your ad
• The Biomed’s #1 Reference Guide
• Posted as a Digital Edition on our Homepage all year

Online
DOTmed Website
• Leaderboard Ads
• Skyscraper Ads
• 180 x 150 Display Ads
• Targeted Text Ads
• Virtual Trade Show Booths
• WebStores & OEM WebStores
• Service Technicians’ Forum
• Virtual Auction Houses
• Classified Listing Upgrades
• Self-Managed Auctions

DOTmed Daily News & Weekly Emailed News
• Targeted Text Ads
• 300 x 250 Display Ads
• E-Advertorials

Specialty Emails
• Trade Show Preview Emails
• Weekly User Equipment Alerts
• Daily Technicians’ Forum Digest
• Sponsored Posts in the Service Technicians’ Forum

Reach your prospects anywhere, any time.
Profit from precision-targeted ad placement across all platforms

Our print and online ad options enable you to optimize the efficiency of your advertising program and pinpoint customers at different points in the buying cycle.

We can help design a media mix that will give your advertising program the best return on your 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 — with more than a quarter million registered users.
The most memorable advertising appears... IN MAGAZINES 65%
An environment that makes advertising an organic part of the content

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.

Popular Monthly Features

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.

Cost Containment Corner - Exclusive Sponsorship Available
The bottom line is top-of-mind with our readers, so we invite experts from different disciplines to share their strategies on reducing costs in meaningful and significant ways.

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

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

Shows & Conferences Spotlight
Previews of the most important upcoming industry shows are presented here.

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

DOTmed Daily News Round-up
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 - Exclusive Sponsorship Available
Each month we invite a key figure in health care to share their predictions on where key segments of the industry are headed.
Bonus distribution / bonus readership

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.

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. 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.

An unequaled bonus of 5,000 copies mailed directly to RSNA attendees

We mail the print edition of the November/RSNA issue directly to 5,000 RSNA attendees from a list of radiologists we purchase from the RSNA – nobody else in the health care industry does this or offers such high-quality bonus distribution!
The Demographics You Want, At Rates That Look Great

2015 DEMOGRAPHICS

30,855 CIRC.

Diagnostic Imaging Center Manager/Supervisor (18.8%)
Director/Manager Biomedical Engineering (13.0%)
Hospital CEO (11.8%)
Director/Manager Diagnostic Imaging (10.9%)
Non-Hospital Reg Users (9.2%)
Hospital CFOs (7.3%)
Operating Room Manager/Supervisor (6.6%)
PACS Adim (4.6%)
Rotating Circ (4.2%)

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

TOTAL CIRCULATION: 30,855

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.
Ad Specifications

### Ad Specifications

**FULL PAGE**
- 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**
- 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

### 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 TIF, JPG, EPS, AI, PSD, INDD, or QXP files - PDF not recommended (fonts in PDF files must be converted to outlines)
- 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.

### DOTmed HealthCare Business News 2015 Rate Card

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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1x Price</th>
<th>3x Price</th>
<th>6x Price</th>
<th>12x Price</th>
<th>24x Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$7,800</td>
<td>$7,100</td>
<td>$6,300</td>
<td>$5,200</td>
<td>$4,300</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,000</td>
<td>$5,700</td>
<td>$5,300</td>
<td>$4,700</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,250</td>
<td>$4,950</td>
<td>$4,550</td>
<td>$4,000</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,150</td>
<td>$4,850</td>
<td>$4,450</td>
<td>$3,900</td>
<td>$3,300</td>
</tr>
<tr>
<td>Premium Page</td>
<td>$4,850</td>
<td>$4,500</td>
<td>$4,100</td>
<td>$3,500</td>
<td>$3,100</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,550</td>
<td>$4,200</td>
<td>$3,800</td>
<td>$3,200</td>
<td>$2,800</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,750</td>
<td>$2,550</td>
<td>$2,200</td>
<td>$1,900</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/3 Page*</td>
<td>$2,000</td>
<td>$1,850</td>
<td>$1,650</td>
<td>$1,400</td>
<td>$1,100</td>
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<tr>
<td>1/4 Page*</td>
<td>$1,525</td>
<td>$1,375</td>
<td>$1,200</td>
<td>$1,100</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*For guaranteed placement, add $500

**Closing / Insertion Orders / Material Dates**
- The Closing Date for each issue is 20 days prior to the date of publication
- Insertion Orders must be accepted online by the Closing Date
- Ad cancellations are not accepted after the Closing Date
- Ad materials must be received within 5 days of the Closing Date

**DOTmed HealthCare Business News Is Posted Online as a Free Bonus**
- The current and back issues of DOTmed HealthCare Business News are available online in a dynamic digital publishing platform with live links available to your website and email
Specialty Print Options

Marketplace Ads
The Marketplace is a special section in every issue that gives you exceptional value for your advertising dollars because people turn to it 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 typically one or two full pages in length, but can be longer.

High-Impact Specialty Advertising Options
We offer a 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.

Custom Publishing
If you have special print project in mind, we can execute it, just ask your DOTmed Sales Rep.

DOTmed's Annual Buyer's Guide
The Industry Standard for 6 Years Running

FEATURING OUR UNSURPASSED FIND-IT-FAST CATEGORICAL INDEX THAT BRINGS YOU MORE BUSINESS!

DOTmed’s 2015 Buyer’s Guide will continue to be the “Go To Resource” for biomeds and other health care professionals because our highly targeted Find-itFast Categorical Index makes it easy for customers to find what they need.

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; 1/2 page $575; 1/3 page $450; 1/6 page $350; Premium Listings $250 & $180
- Closing: December 15th, 2014
- Issue date: February 2015
- Distributed at leading trade shows and biomed shows in 2015 such as AAMI, FIME, RSNA, MEDICA, 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.

Cover design subject to change
<table>
<thead>
<tr>
<th>Issue</th>
<th>Industry Sector Reports/New Equipment Guides</th>
<th>Features</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY 2015 — AESTHETIC ISSUE</strong></td>
<td>Cosmetic Lasers, Aesthetic Treatment Options, Focused Ultrasound</td>
<td>Reprocessing, Medical Tourism, Medical World Americas Preview, Aesthetic Lasers Special Report - by the ASLMS, Green Vendors: The latest in Eco-conscious Products and Services, Practice Greenhealth Leadership Q&amp;A, Sneak Peek of the 2015 Tradeshows</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>FEBRUARY 2015 — OR ISSUE</strong></td>
<td>OR Suite, Endoscopy, Surgical Lasers, Sterilizers, Hospital Beds</td>
<td>Infection Control/Concerns for Hospitals, Handling on the Job Injuries, AORN Leadership Q&amp;A, SGNA Leadership Q&amp;A</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>MARCH 2015 — C-ARM / SPECIALS ISSUE</strong></td>
<td>C-Arm, Special Procedure/Cath-Angio, Injectors</td>
<td>DOTmed 100, Contrast Agents, Cardiology Special Report, ACC Leadership Q&amp;A, NAPT Leadership Q&amp;A</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>APRIL 2015 — HEALTH IT ISSUE</strong></td>
<td>PACS/RIS/HIS, EMR/EHR</td>
<td>Imaging Informatics, RTLS/RFID, Viewpoints: Health IT, Top 10 Best Health Care Apps, HIMSS leadership Q&amp;A, SIIM Leadership Q&amp;A, MWA Leadership Q&amp;A</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>JUNE 2015 — MOLECULAR IMAGING ISSUE</strong></td>
<td>Molecular Imaging</td>
<td>Radiopharmaceuticals, Imaging Children, SNMMI Leadership Q&amp;A, ASNC Leadership Q&amp;A</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>JULY 2015 — WOMEN’S HEALTH ISSUE</strong></td>
<td>Ultrasound Imaging, Mammography and Breast Imaging, Bone Densitometers</td>
<td>Tomosynthesis, Imaging Center Management, AHRA Leadership Q&amp;A</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>AUGUST 2015 — PARTS &amp; SERVICE ISSUE</strong></td>
<td>Parts &amp; Service</td>
<td>Viewpoints: Choosing Service Providers/Negotiating Service Contracts, Disaster Preparedness, FIME Preview</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>OCTOBER 2015 — CT / ONCOLOGY ISSUE</strong></td>
<td>CT, X-Ray Tubes, Radiation Oncology, Proton Therapy</td>
<td>Radiation Shielding, ASTRO Leadership Q&amp;A, MEDICA Leadership Q&amp;A</td>
<td>dotmed.com</td>
</tr>
<tr>
<td><strong>DECEMBER 2015 — EMERGENCY / ICU ISSUE</strong></td>
<td>ED / ICU, Mobile Medical/Mobile Imaging Solutions, Interim Solutions</td>
<td>Transport Logistics, Year in Review – The “Best of” List, Rural Health / Urban Health, Charity</td>
<td>dotmed.com</td>
</tr>
</tbody>
</table>
DOTmed.com Precise Online Advertising

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 does. 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 quarter of a million 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 big numbers...

1,575,000 page views/month

MORE THAN 20,000 unique visitors a day

MORE THAN 354,000 users sessions per month
DOTmed has more than a quarter million 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**

- Hospitals (13%)
- Medical Offices (17%)
- Dealers (14%)
- Brokers (12%)
- Other (7%)
- Independent Service Organizations (10%)
- Manufacturers (7%)
- Veterinary (3%)
- Exporter (3%)
- Clinics (4%)
- Imaging Centers (5%)
- Group Practices (2%)

**Registered User Growth**

- **Broker**: Projected users from 150,000 in 2005 to 250,000 in 2015.
- **Dealer**: Projected users from 170,000 in 2005 to 270,000 in 2015.
- **Healthcare Providers**: Projected users from 190,000 in 2005 to 290,000 in 2015.

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 250,000 registered users**

**Over 20,000 Visitors/day**
MORE THAN
400,000
listings on any given day

BPA AUDITED AND CERTIFIED TRAFFIC

DOTmed’s regular BPA audits include “Website Activity by Month,” and those numbers prove that DOTmed gets almost 1.5 million page views a month, or 18 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.

WEBSITE ACTIVITY BY MONTH

<table>
<thead>
<tr>
<th>Month</th>
<th>Page Impressions</th>
<th>Users Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2014</td>
<td>1,329,290</td>
<td>351,683</td>
</tr>
<tr>
<td>May 2014</td>
<td>1,528,767</td>
<td>348,793</td>
</tr>
<tr>
<td>April 2014</td>
<td>1,581,367</td>
<td>358,266</td>
</tr>
<tr>
<td>March 2014</td>
<td>1,709,961</td>
<td>362,124</td>
</tr>
<tr>
<td>February 2014</td>
<td>1,599,460</td>
<td>340,639</td>
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<tr>
<td>January 2014</td>
<td>1,690,095</td>
<td>365,757</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>1,575,156</strong></td>
<td><strong>354,543</strong></td>
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</tbody>
</table>

iab.

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
### All online / digital ad options

<table>
<thead>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>Main Equipment &amp; Parts Listings</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>Virtual Trade Show &amp; Equipment Guide</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>DOTmed News Online</td>
<td>✔</td>
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<tr>
<td>Emailed DOTmed News Online</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Service Techs’ Forum Online</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Emailed Service Techs’ Forum</td>
<td>✔</td>
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<tr>
<td>User Equipment Emailed Alerts</td>
<td>✔</td>
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**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

**Trade Show Exhibitor Previews**
- 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

**Virtual Auction House**
- For Regional Auction Companies to promote auctions online
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 1,600,000-plus pages views /month on DOTmed occur in the Equipment & Parts Listings.

With a total of more than 4.25 million DOTmed visitors a year, many ads 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 your 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 ‘for sale’ 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 which matches the category you’re in, for instance on MRIs.

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

Email your Followers special offers & promotions -- the top companies have more than 1,000 followers each.

Gold Booth Infinite Page

1. Post videos & demos about your company
2. Post photos and bios of your salespeople and staff
3. Post photos and descriptions of your facility
4. Post testimonials, tips, or any other items of interest
5. Add links to external news, press releases, other media
6. Post your YouTube videos
7. Add links to your Social Networks
8. ...then add more….Your Infinite Page can be as long as you want!

Your Infinite Page can be as long as you want!

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.

HotDOTs are posted at the bottom of our home page. Your HotDOTs are also posted in the header section of your VTS. Share your HotDOTs on LinkedIn, Facebook and Twitter with one mouse click.

You can also easily turn a new listing, a Self-Managed Auction, or a comment on a 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

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.

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
Advertising Options

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.

The ad options available on this popular Forum are 1) Targeted Text Ads, 2) 180x150 Animated Display Banners and 3) Sponsored Forum Posts.

Targeted Text Ads are $75 to $100 per month depending on your categories. When users post about your service categories, your ad shows. These non-exclusive ads also show in the Virtual Trade Show and on any “Service” or “Company” search.

180x150 Animated Display Ads show on the website and in the Forum Digest Emails. Cost is $500 per month and only three exclusive slots are available. Ask about availability.

Sponsored Forum Posts cost $1,000 per post and 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.

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 brief or extensive as you want. This one by Siemens entitled “Growth with Body MRI” 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 that helps you get your message across.
DOTmed Daily 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 MRs, your ad will run, to the exclusion of other ads not targeted to MRs, when stories about MR 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 50,000 Emailed News readers click on a story.

DOTmed News

Emailed Edition

DOTmed Daily News is emailed once a week to approximately 50,000 registered users. It’s a great place to build your brand or generate immediate sales.

When people search Google for stories about medical equipment or service — say for MRs — and a DOTmed story is returned, your ad is returned too!

No Flash ads in e-mail, only GIF

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**Targeted Text Ads**

$75/month per category

**300 x 250 Display Ads**

$250/month/category static, Flash, or GIF

**Leaderboard Ads**

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

**Emailed News 180 x 150 Display Ads**

$500/mailing

**E-Advertorial**

$1000/permanently archived

**Targeted Text Ads**

$350/mailing
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 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. $995 per posting.

Virtual Auction Houses – For Regional Auction Companies

If you auction medical equipment – in a brick & mortar setting or online – you can leverage DOTmed’s unequalled 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.

More than 1,300 new people register every month on DOTmed

E-Advertorials expand to have the look and feel of our popular News stories

Your auctions also run in DOTmed’s corresponding Equipment Category pages
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 Exhibitor

Preview Emails

DOTmed attends more than 12 major trade shows a year, including: RSNA, AHRA, AAMI, FIME 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 is also available.
## Email Advertising Vehicles

<table>
<thead>
<tr>
<th>Product</th>
<th>Circulation</th>
<th>Ad Options</th>
<th>Audience</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSNA Preview</td>
<td>30,000</td>
<td>Booth Write-Up</td>
<td>Imaging/Radiology</td>
<td>One/year</td>
</tr>
<tr>
<td>AAMI Preview</td>
<td>13,500</td>
<td>Booth Write-Up</td>
<td>Biomed/Technicians</td>
<td>One/year</td>
</tr>
<tr>
<td>SNMMI Preview</td>
<td>5,500</td>
<td>Booth Write-Up</td>
<td>Molecular Imaging</td>
<td>One/year</td>
</tr>
<tr>
<td>AHRA Preview</td>
<td>8,000</td>
<td>Booth Write-Up</td>
<td>Imaging/Radiology</td>
<td>One/year</td>
</tr>
<tr>
<td>FIME Preview</td>
<td>5,000</td>
<td>Booth Write-Up</td>
<td>U.S. / Latin American Buyers</td>
<td>One/year</td>
</tr>
<tr>
<td>Equipment &amp; Parts Alerts</td>
<td>30,000</td>
<td>Text Ads, 180 x 150 Ads, E-Advertorials</td>
<td>Equipment Buyers, all modalities</td>
<td>Weekly</td>
</tr>
<tr>
<td>DOTmed Online News</td>
<td>50,000</td>
<td>Text Ads, 180 x 150 Ads, E-Advertorials</td>
<td>DOTmed Users</td>
<td>Weekly</td>
</tr>
<tr>
<td>HCBN Digital Edition</td>
<td>28,000</td>
<td>180 x 150 Ads</td>
<td>Domestic &amp; International Users</td>
<td>Monthly</td>
</tr>
<tr>
<td>Service Technicians’ Forum</td>
<td>30,000 daily</td>
<td>180 x 150 Ads, Sponsored Post</td>
<td>Biomed/Technicians</td>
<td>Daily</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+10,000 additional on Fridays</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## 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 contract only, $1000/year
Upgraded Classified Listings

DOTmed is known for our unparalleled number of user listings – you will typically find more than 400,000 on any given day. Those listings attract more than 20,000 visitors every day.

Your equipment and parts listings belong here too.

DOTmed lets users run classified ads for free – free ads are typically posted by health care providers.

Professional dealers typically choose Upgraded Classified Listings 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 receive emails from 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 with a maximum limit of 365 email

### Ask for a copy of our Elite Dealer brochure which features 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

### Add a PayPal Button to Your Listings
- It Pays Off in More Sales DOTmed sellers who have a PayPal button on their listings have sold over $1,700,000 worth of products in the last 5 years. It’s the fastest, most direct way for buyers to really “Buy Now!” It’s just $25 a month for all your listings if you have a Pro Upgrade and WebStore, and it’s free with an Elite D2C or Enterprise Package.
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. You can also add videos.

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

Make more money and save time with Elite Level features. Here are how some features display in your listings to help generate new sales:

- Dealer2Dealer listing
  - The red “SPECIAL” tag means Dealer2Dealer and/or Friend pricing inside
  - Instant Message icon – gray means Dealers is offline
- Dealer2Consumer listing
  - Live Help! Customer Chat, green means they are ready chat
- An Enterprise listing
  - D2D and/or Friend pricing inside
  - Green means Dealer is ready to chat
  - Green means Customer Service is ready to chat with Guests

Contact a DOTmed Project Manager for complete explanation of the benefits that you receive at each Upgrade Level.

Executive and Elite Level Packages have a primary User. Additional employees can be added as Company WebStore Users and as Instant Messaging Users. Discounts apply for packages paid in advance for 12 months.

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