

2018 MEDIA GUIDE

Benefits • Demographics • Overview • Sponsorships



MedWrench

MedWrench • the medical product support network

ADVERTISING BENEFITS



LEAD GENERATION SERVICE - Qualified sales leads from your sponsored categories sent to your inbox.



BANNER CAMPAIGN on MedWrench linked to a URL of your choice.



ABILITY TO INTERACT WITH MEDWRENCH USERS working on, servicing or interested in purchasing your equipment, parts or services.



SOCIAL MEDIA PROMOTION through our Facebook, Twitter and LinkedIn accounts, all linking to a URL of your choice.



Consider this:

Take advantage of MedWrench's multiple media channels for a fully integrated advertising and marketing campaign.

Advertising with MedWrench ensures that your products and services are seen by the largest, most influential group of medical equipment professionals around the world, and most importantly... MedWrench delivers results!

By utilizing the full spectrum of the resources offered by MedWrench, advertisers are able to reach end users at a critical point in the buying process. Our annual advertising campaigns incorporate digital strategies to boost your company's branding efforts. We can customize a campaign to fit your needs and your budget!

Bringing Focus to your digital marketing strategy

- **MedWrench is a product focused support network** where medical professionals, purchasing administrators, manufacturers, dealers and industry experts can provide opinions, share ideas, and gather relevant information on medical technology and equipment.
- **MedWrench fosters guided dialogue** with a targeted audience around critical medical equipment issues and provides the quickest way to find medical technology and equipment information – from solving problems to purchasing – all in one place.

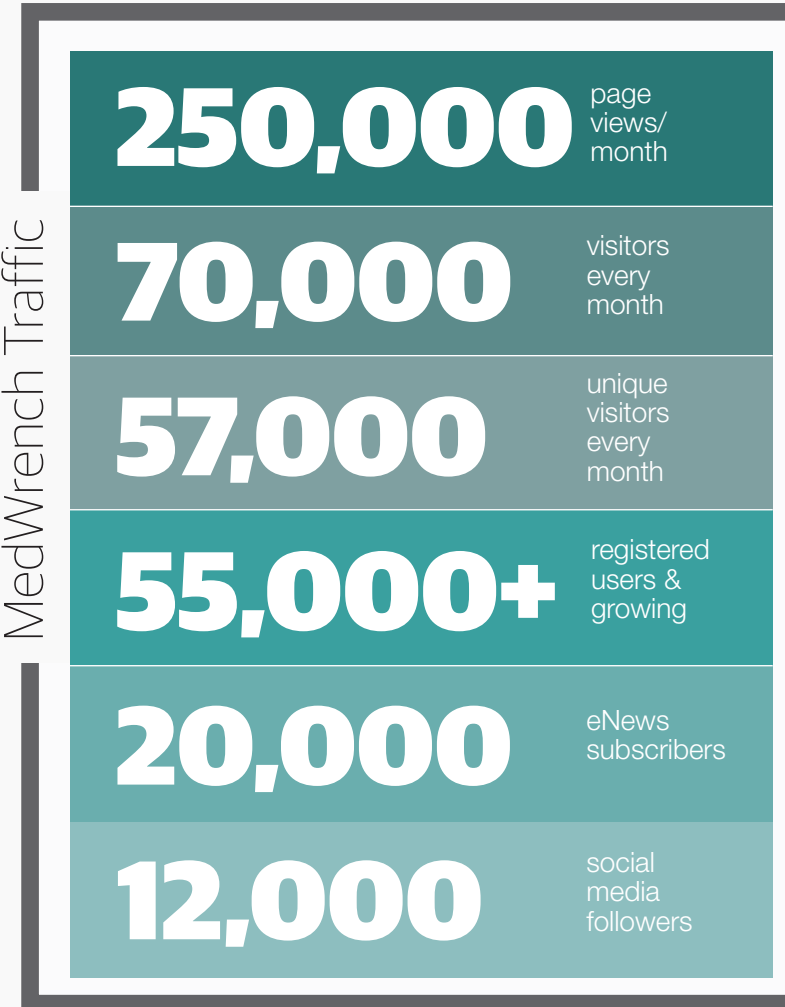
Medical Equipment Information & Discussions

MedWrench brings a new networking experience to advertisers with opportunities to connect their brand messages with content medical professionals are viewing and sharing. Even if you are already using digital and social media tools, many companies are challenged to determine objectives for audience engagement and methods for measuring effectiveness. Monitoring your brand and your competitor's can yield insights to help you optimize ongoing marketing campaigns, act quickly on opportunities, and positively impact the success of SEM programs and other online tactics.

MEDWRENCH DEMOGRAPHICS

“*Medwrench is an excellent site and tool for engineers in the field.*”
-Leonard Place, Aramark

MedWrench Traffic



Users by Job Title



MedWrench users are dedicated, loyal, & influential.

96% are involved with equipment purchasing decisions for their organization.

91% find MedWrench a valuable resource in staying connected with vendors.

82% find advertisements on MedWrench helpful when looking for product and service information.

62% has been a MedWrench user for over four years.

68.52% visit MedWrench at least once a week.

78% read the eNewsletter to help stay informed on new product, updates, and news.

*Results from 2017 user survey

BULLETIN BOARD

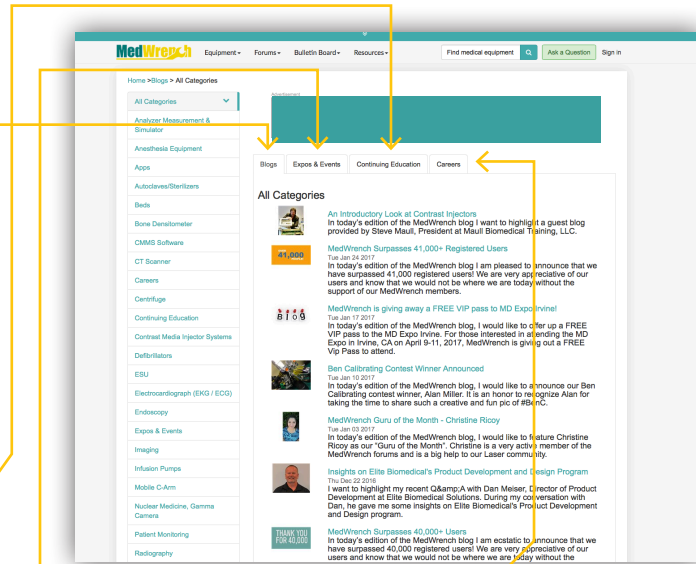
A resource where medical professionals can find all the information needed to help them be more successful! The easy to navigate Bulletin Board allows visitors to see.

OUR WEEKLY BLOG: Visitors can stay up-to-date on topics ranging from preventative maintenance tips, new products, marketing and more.

CONTINUING EDUCATION & CLASSES: Visitors can see what CE classes are offered, or where to find the training they need to further their career.

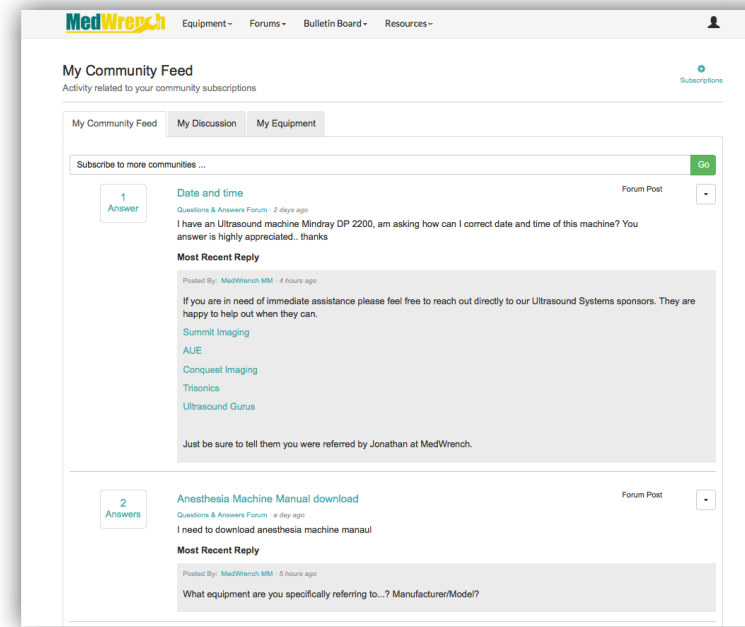
UPCOMING EXPOS & EVENTS: A listing of conferences, expos and events within the industry.

CAREERS: Visitors can review and apply to open jobs in the industry.



SPONSORSHIP NAME	INCLUDES	RATE
<p>JOB POSTING:</p> <p>Reach qualified candidates through a 60 day job posting.</p>	<ul style="list-style-type: none"> Logo/banner added to job post entry. Linked to the url of your choice. Promoted on social media platforms. E'News highlights. 	<p>\$250 (1 job posting)</p> <p>\$1,063 (5 job postings)</p> <p>\$2,125 (10 job postings)</p>
<p>CE TRAINING SCHEDULE:</p> <p>Promote your full training schedule to a targeted audience.</p>	<ul style="list-style-type: none"> Each class is posted individually. Includes logo/banner linked to url of your choice. Promoted on social media platforms. E'News highlights. 	<p>\$200 (30 day posting)</p> <p>\$350 (60 day posting)</p> <p>\$475 (90 day posting)</p> <p>* Packages for multiple postings are available</p>

MY BENCH



“MedWrench is my prime source for assistance in troubleshooting many devices. They have a wealth of information and their website is very easy to use!”
- Jewel C Newell at Brown Mackie College

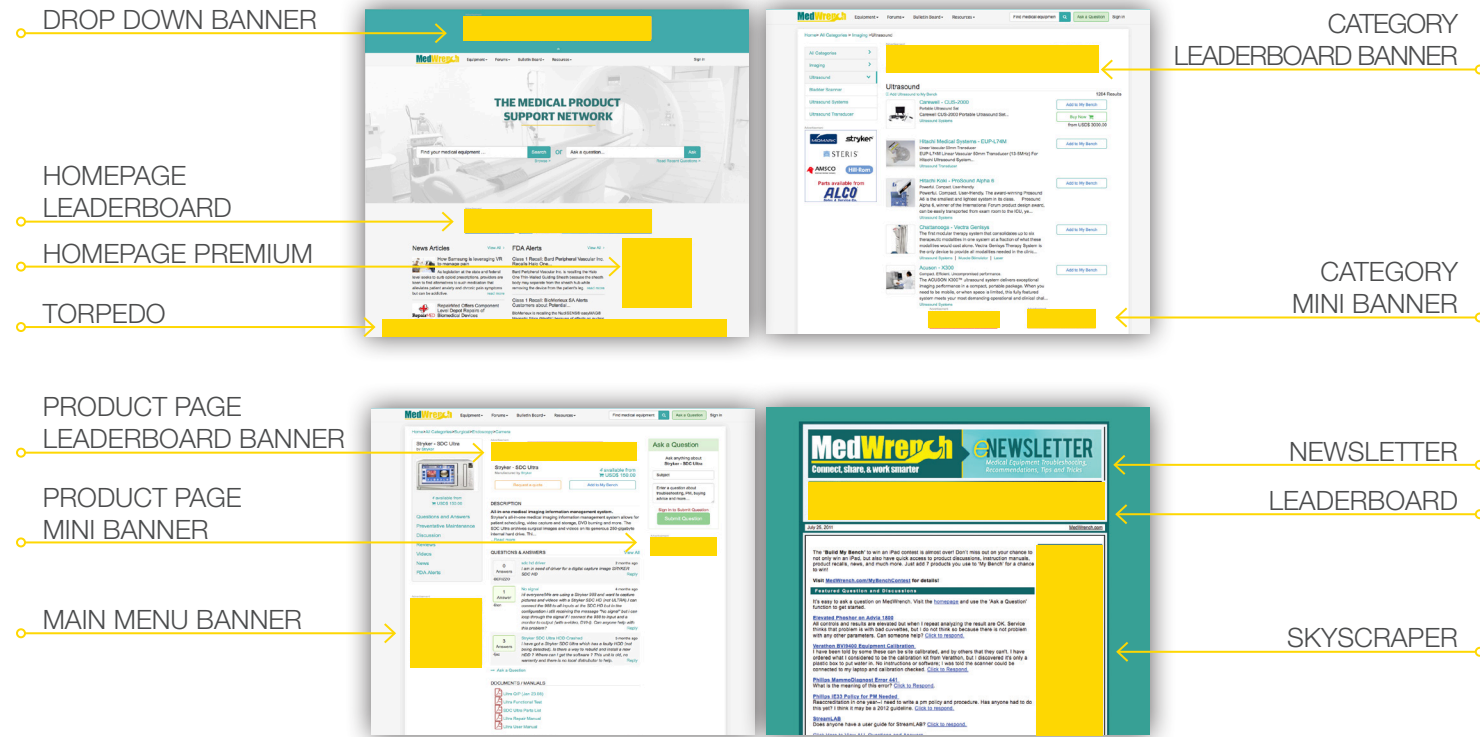
“As all of us biomed are aware that you never know what resource we might have to use next to find a solution to a problem. I have found MedWrench to be a great resource at many different levels. From tracking recalls, talking amongst other technicians, and finding information on various pieces of equipment. MedWrench is just a good all-around resource for what we do.” - Adam Colvin, Rockingham Memorial Hospital

Stay Connected, Join the Conversation Using “My Bench”

When browsing MedWrench you may see the “Add to My Bench” buttons. Clicking these buttons will bookmark whichever equipment, category or manufacturer you choose. This allows you to receive updates on articles and newsfeeds and allows you to join any related discussions. For advertisers, manufacturers and dealers the My Bench feature will allow you to engage MedWrench users in an effort to assist with questions, and potentially identify needs for your products and/or services.



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP NAME	INCLUDES	SPECS	RATE
DROP DOWN BANNER: NEW Highly visible ROS leader board banner located at the top of the website. <i>Only one advertising space available!</i>	<ul style="list-style-type: none"> Premium leader board banner on the top of every page. Inclusion in our lead generation service for up to five categories. eNews highlights as our featured sponsor. Social media promotion 	728x90px 40k Max	\$2,500/mo
HOME PAGE PREMIUM: Located prominently on the MedWrench homepage, this banner is visible by the ever-growing number of visitors to the site. <i>Only two advertising spaces available!</i>	<ul style="list-style-type: none"> Premium tile banner on MedWrench's homepage Leaderboard banner on all unsponsored product pages 2 E'news highlights as the Featured Sponsor Minimum of 6 social media promotions 1 custom email blast Inclusion in our Lead Generation Service for up to 5 categories of your choice 	250x250px, 40k max 728x90px, 40k max	\$8,200 12mo \$4,200 6mo

SPONSORSHIP NAME	INCLUDES	SPECS	RATE
HOME PAGE LEADERBOARD: Highly visible leader board located on the medwrench homepage. <i>Only four advertising spaces available!</i>	<ul style="list-style-type: none"> Leaderboard banner located on the MedWrench homepage. Tile banner located site wide under main menu 2 E'news highlights as the Featured Sponsor Minimum of 6 social media promotions Inclusion in our Lead Generation Service for up to 5 categories of your choice Mini banner located on all unsponsored product pages. 	728x90px, 40k max 234x60px, 16k max 250x250px, 40k max	\$7,725 12mo \$3,860 6mo
TORPEDO: One of the most visible banner. It's located at the bottom of every page, following visitors around the entire site. <i>Only one advertising space available!</i>	<ul style="list-style-type: none"> Premium Torpedo banner on the bottom of every page. Inclusion in our lead generation service for up to 5 categories of your choice. eNews highlights as our featured sponsor. 	960x45px, 40k max	\$1,995/mo
BULLETIN BOARD: Highly visible leader board banner located at the top and bottom of the MedWrench Bulletin Board, main Q&A Forum, equipment, and resource pages. <i>Only three advertising spaces available!</i>	<ul style="list-style-type: none"> Leaderboard banner on the Bulletin Board Page Leaderboard banner on the Q&A Forum Page Leaderboard banner on the equipment Page Leaderboard banner on the resources Page 1 custom email blast Inclusions in our Lead Generation Service for up to 5 categories of your choice 	728x90px, 40k max	\$4,600 12mo \$2,300 6mo
CATEGORY: Highly visible at the top of the category page, these banners position your brand as a preferred sponsor and deliver qualified traffic. <i>Up to five advertising spaces per category!</i>	<ul style="list-style-type: none"> Banners linked to a URL of your choice Leaderboard banner located on related forum pages Leaderboard and mini-banners located on all related product pages Inclusion in the Lead Generation Service per category 2 E'news highlights Minimum of 6 social media promotions per category 	728x90px , 40k max 234x60px, 16k max	\$4,200 12mo
MEDWRENCH WEEKLY E'NEWS: LEADERBOARD: This banner reaches the ever-growing number of E'news subscribers	<ul style="list-style-type: none"> Leaderboard banner placed within the weekly eNews eNews highlights as our featured sponsor Banner linked to a URL of your choice Reports provided on number of deployed, opened and click throughs 	728x90px, 40k max	\$395 weekly
MEDWRENCH WEEKLY E'NEWS: MINI BANNER: This banner reaches the ever-growing number of E'news subscribers	<ul style="list-style-type: none"> Mini banner placed within the weekly eNews Banner linked to a URL of your choice Reports provided on number of deployed, opened and click throughs 	234x60px, 24k max	\$295 weekly

BUY IT NOW

MedWrench has launched a new program that allows for immediate buying! The Buy Now program enables buyers to purchase products directly through the MedWrench website, and gives sellers a quick and efficient way to advertise and sell! Advertisers are notified as soon as an item is purchased through the MedWrench shopping cart.



Need Medical Equipment?

BUY IT NOW



Free to list as many items as you like.



Commissions based on sale of an item.



Extra exposure through MedWrench eNewsletter



Active PayPal account required

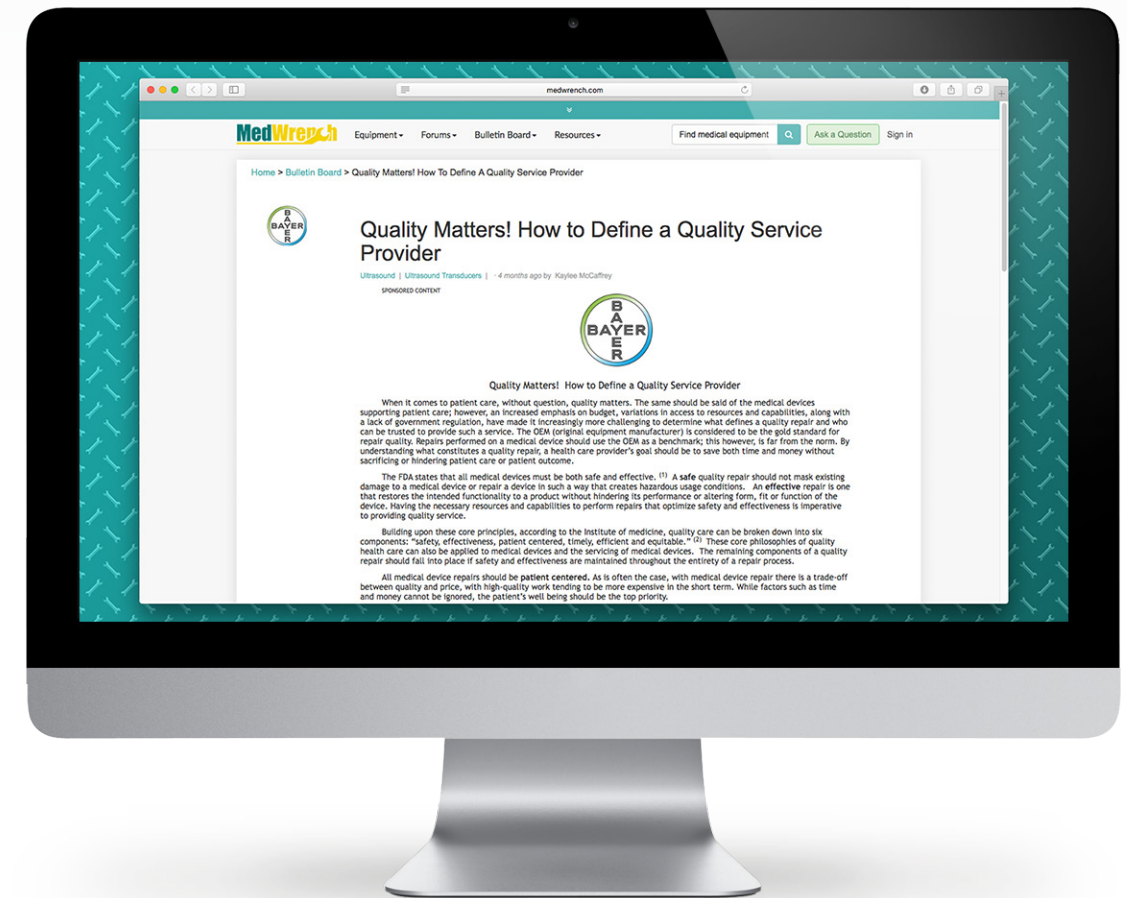
SPONSORED CONTENT

MedWrench's content marketing is designed to support your brand's unique objectives by providing truly relevant and useful content to your prospects and customers to help them solve their issues.

WHAT'S INCLUDED:

- Featured article located in the MedWrench News section
- Archived without end
- Distributed through eNews and social media platforms.
- Leads generation form - all leads are sent directly to advertiser.

Cost: \$1,740



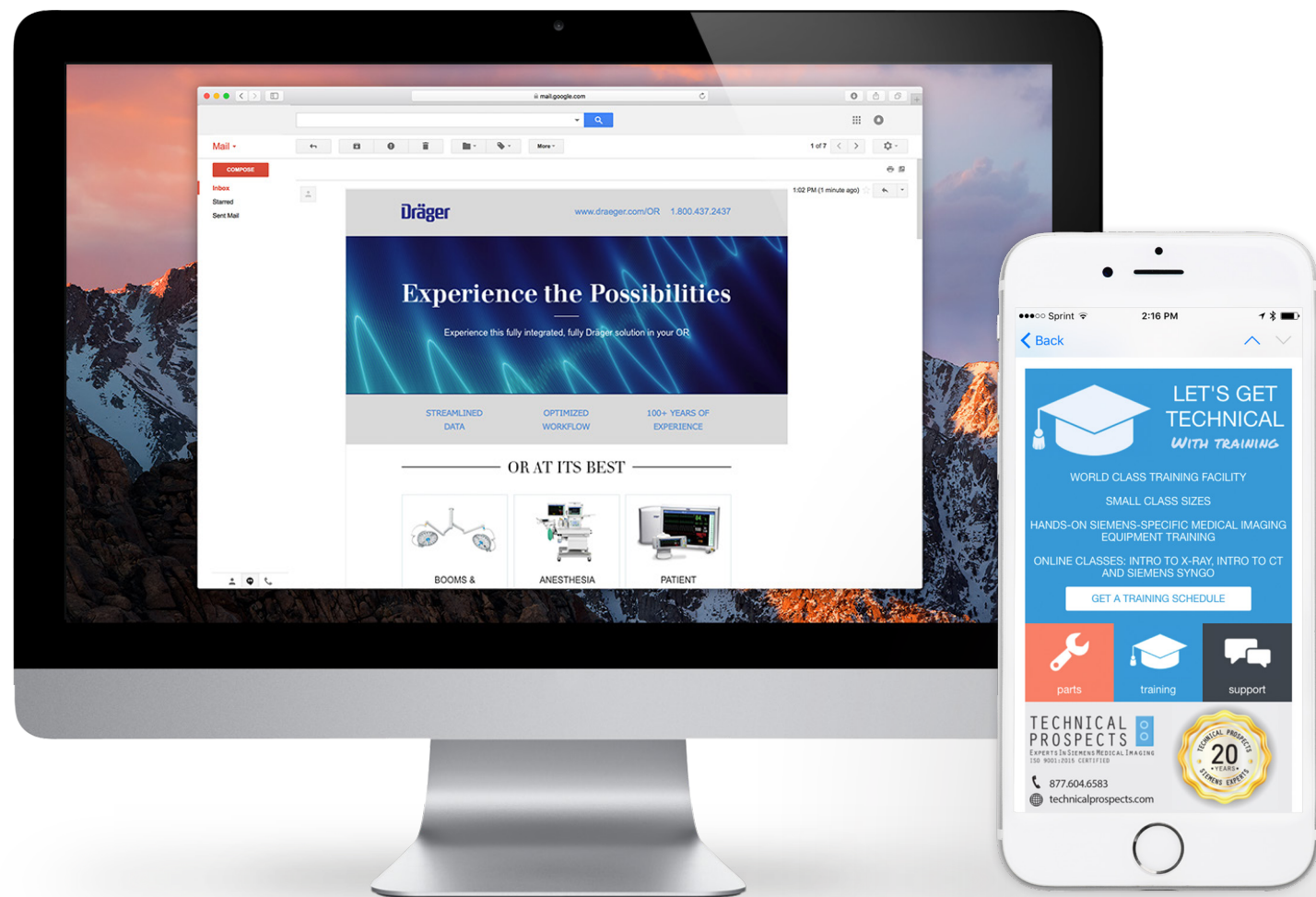
PRECISION EMAIL MARKETING

Create a customized, measurable campaign through targeted email marketing while drawing from our robust email database of more than 20,000 subscribers.

Ensure your email campaign has the best open rates, click-through rate and overall effectiveness with MedWrench's targeted email marketing opportunities. Precision email marketing is designed with robust preparation, delivery, and post-delivery enhancement options.

KEY FEATURES AND BENEFITS

- Gain access to more than 20,000 medical equipment professionals
- Reach a highly engaged audience
- Choose targeting options including job title and geographic location
- Remarketing options available to increase your campaign's effectiveness



“ We use MedWrench to extend our reach to our customers to inform them about our service. Since using their service we have seen a great benefit in responses to our advertising on their site and social media outlets. Also, their statistical response data reporting to our ad campaigns and email blasts are sent to us basically in real time and extremely helpful to understand what audience we are getting in touch with and who is interested in our services. We will continue to use them to grow our business.”

- Justin Smith, ReNew Biomedical

SPONSORSHIP NAME	INCLUDES	RATE
CUSTOM EMAIL BLAST: Create a custom email blast to promote your company, products, services and/or promotions to the ever-growing number of E'news subscribers	<ul style="list-style-type: none"> • Creation/coding of custom email blast • Sent to all E'news subscribers as a "stand alone" email • Additional week of promotion through inclusion in MedWrench's weekly E'news • Reports provided on number of deployed, opened and click throughs for both weeks • Social media promotion 	\$1,495 each*
VIDEO EMAILS: Deliver embedded videos to expand your campaign message.	<ul style="list-style-type: none"> • Creation/coding of email blast • Sent to a targeted list • Social media and eNews promotion provided. • Reports provided on number of deployed, opened, and click throughs. 	\$2,200 each

*Rate is for the full list. Inquire for precision email marketing rates.

OPTIMIZE YOUR EFFORT

ECHO SEND

Resend your email (same creative) to all recipients who have NOT YET OPENED the email within 14 days of the original send.

OPEN RE-MARKETING SEND

Follow up email to all those that opened and engaged with original email (requires new creative and subject line)

CLICKS RE-MARKETING SEND

Follow up email to all those that opened and physically clicked through on original email (requires new creative and new subject line)

A/B TESTING

Add pre-send testing (subject text and/or art/messaging) to ensure the most effective email is sent to the entire defined list.



THE BEST TOOL IN MY TOOLBOX

MedWrench