

MedWrench

MedWrench • the medical product support network

2020 M E D I A G U I D E

Benefits • Demographics • Overview • Sponsorships



www.medwrench.com



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

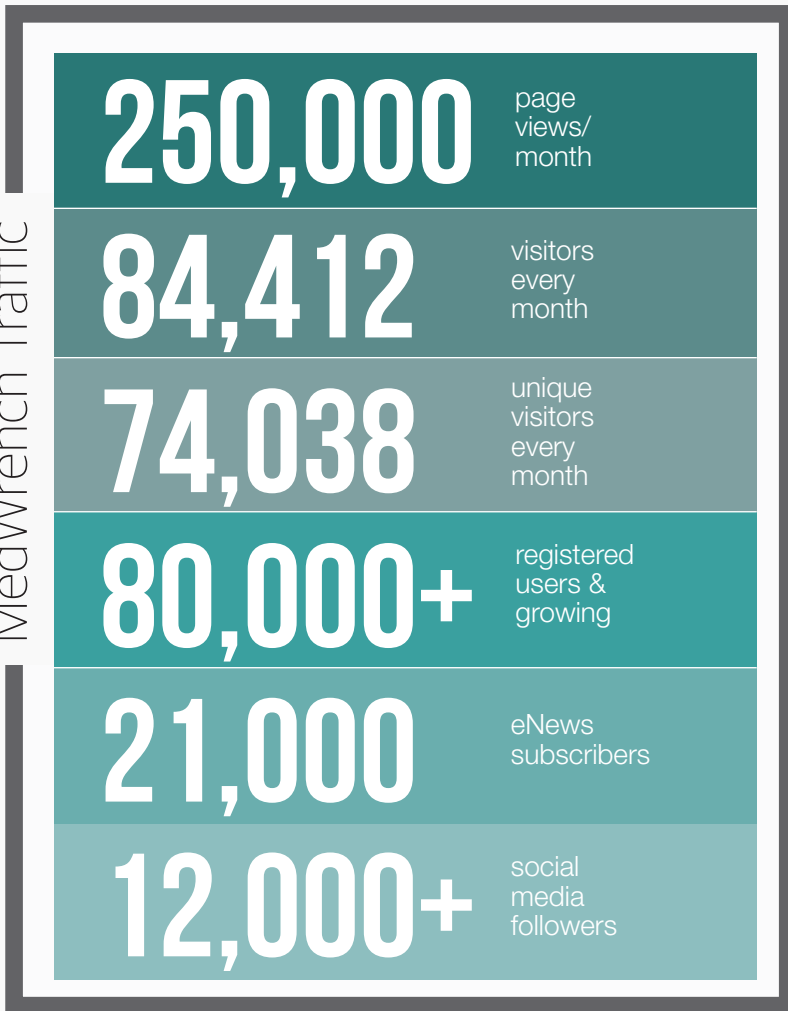
- **MedWrench is a product focused support network** where medical professionals, purchasing administrators, manufacturers, dealers and industry experts can provide opinions, share ideas, and gather relevant information on medical technology and equipment.
- **MedWrench fosters guided dialogue** with 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 Traffic



“A must have for any HTM professional.” - Ed Bican, Lead Tech, UH St. John Medical Center

MedWrench users are dedicated, loyal, & influential.

81% are involved with equipment purchasing decisions for their organization.

69% find ads on MedWrench Helpful.

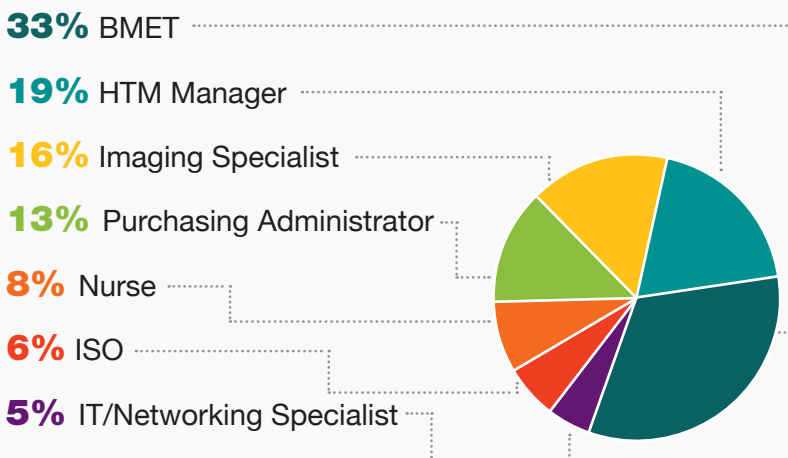
67% say that the MedWrench forums have helped them with solving a problem or connected them with a vendor for service or purchasing support.

62% used social networks to connect with industry colleagues and vendors.

59% read the eNewsletter to help stay informed.

56% has been a MedWrench user for over four years.

Users by Job Title



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.



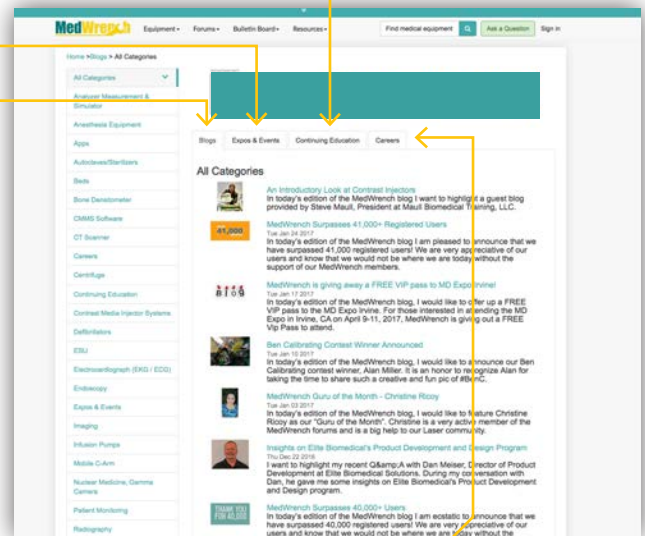
CONTINUING EDUCATION & CLASSES: Visitors can see what CE classes are offered, or where to find the training they need to further their career.



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

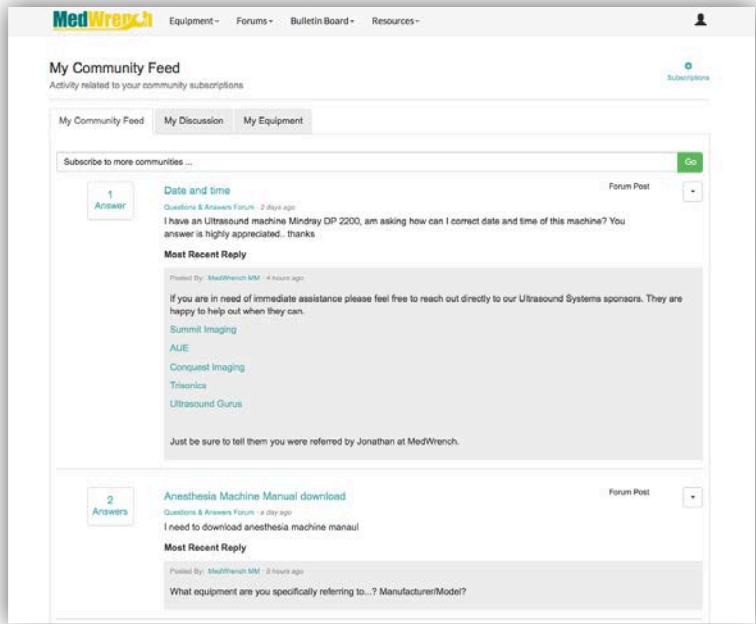


CAREERS: Visitors can review and apply to open jobs in the industry.



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



“ A site focused on supporting the HTM professional, giving them instant access to industry experts to address topics and equipment relative to their day-to-day functions. ”

-Ted Lucidi, Customer Experience and Clinical Insights, Innovatus Imaging

“ MedWrench is a great resource for finding out about the newest advances in medical equipment and various sources that deal with med equipment repair and issues. ” - Julie Gottlieb, Account Manager, Rytel Intl



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
<p>DROP DOWN BANNER: Highly visible ROS leaderboard banner located at the top of the website. <i>Only one advertising space available!</i></p>	<ul style="list-style-type: none"> Premium leaderboard 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 	<p>728x90px, 40k Max</p> <hr/> <p>320x50px, 24k max</p>	<p>\$2,575/mo</p>
<p>HOMEPAGE 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></p>	<ul style="list-style-type: none"> Leaderboard banner on the MedWrench 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 	<p>320x50px, 24k max</p> <hr/> <p>728x90px, 40k max</p>	<p>\$8,801 12mo</p> <hr/> <p>\$4,429 6mo</p>

SPONSORSHIP NAME	INCLUDES	SPECS	RATE
<p>HOMEPAGE LEADERBOARD: Highly visible leaderboard located on the medwrench homepage. <i>Only four advertising spaces available!</i></p>	<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. 	<p>728x90px, 40k max</p> <hr/> <p>234x60px, 16k max</p> <hr/> <p>250x250px, 40k max</p> <hr/> <p>320x50px, 40k max</p>	<p>\$7,956 12mo</p> <hr/> <p>\$3,975 6mo</p>
<p>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></p>	<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. 	<p>960x45px, 40k max</p> <hr/> <p>320x50px, 24k max</p>	<p>\$2,111/mo</p>
<p>BULLETIN BOARD: Highly visible leaderboard 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></p>	<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 	<p>728x90px, 40k max</p> <hr/> <p>320x50px, 24k max</p>	<p>\$4,841 12mo</p>
<p>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></p>	<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 	<p>728x90px , 40k max</p> <hr/> <p>234x60px, 16k max</p> <hr/> <p>320x50px, 24k max</p>	<p>\$4,480 12mo</p>
<p>MEDWRENCH WEEKLY E'NEWS: LEADERBOARD: This banner reaches the ever-growing number of E'news subscribers</p>	<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 	<p>728x90px, 40k max</p>	<p>\$406 weekly</p>
<p>MEDWRENCH WEEKLY E'NEWS: MINI BANNER: This banner reaches the ever-growing number of E'news subscribers</p>	<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 	<p>234x60px, 24k max</p>	<p>\$303 weekly</p>



BUY IT NOW





Sell Direct with the MedWrench Ecommerce Platform

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 advertiser and sell!

Over 250,000 annual visitors!

21,000 Buy Now Products on MedWrench!

96% of users are involved with purchasing decisions!

-  Unlimited Listings
-  Funds are Deposited Directly to you
-  Secure Check Out
-  Flexible Fee Structure

	Option 1	Option 2	Option 3
Annual Fee	\$0	\$1,770	\$3,200
Commission Rate	10%	8%	6%
Number of Product Listings	Unlimited	Unlimited	Unlimited
Promotions and Extras	—	6x eNews Leaderboard 6x eNews Product Listings	1 eBlast created by MedWrench 6x eNews Leaderboard 6x eNews Product Listings

Have an eBay store?

It's easy! MedWrench will pull your items directly from your eBay store. Syncs run daily to keep MedWrench listings up to date.

No eBay store?

No problem! We can upload all your products via spreadsheet or you can add products as you go.



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

INTERACTIVE SOCIAL CAMPAIGN

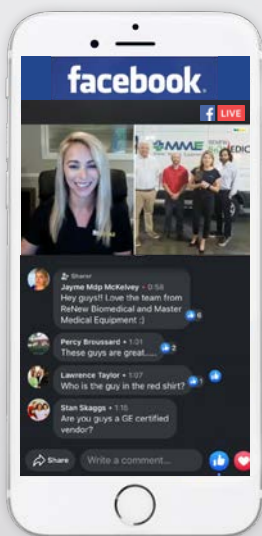
'ASK THE EXPERT'

Article with images and/or videos featured on the MedWrench homepage. Advertiser is positioned as a subject matter in the article. Topic to be selected by advertiser. Includes form for readers to contact/ask a question to advertiser.

- Article will be featured in [weekly eNews](#) - over 21,000 subscribers
- Article will be promoted two times on MedWrench social channels ([Facebook](#), [Twitter](#), [LinkedIn](#)) -over 12,000 followers.
- [eBlast](#) to promote traffic back to article.

TOTAL COST: \$2,100

VIEW EXAMPLE



FACEBOOK LIVE Q&A

- Social media teaser organic post to Facebook, Twitter, and LinkedIn followers
- Facebook live
- Location options:
 1. MD Expo or AAMI
 2. Advertiser/MedWrench office using BeLive.TV
- Content will be shared to Twitter, LinkedIn, and Kaylee MedWrench McCaffrey, Kaylee McCaffrey LinkedIn and Twitter accounts
- Advertiser will be tagged on all posts
- Video will be uploaded to the MedWrench YouTube page

TOTAL COST: \$1,595

VIEW EXAMPLE

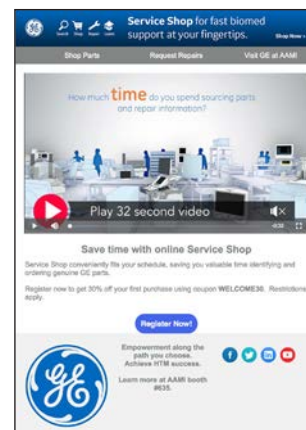
VIDEO EBLAST

- Creation/Coding of email blast
- Sent to targeted list.
- Social media and eNews promotion provided
- Reports provided on number of deployed, opened, and click throughs.

TOTAL COST: \$2,200

VIEW EXAMPLE

Note: Discounts applied for multimedia/multiple months



SOCIAL MEDIA CAMPAIGNS

SOCIAL MEDIA MANAGEMENT PACKAGES

MedWrench's social media management plans are designed for MedWrench to help client's social media pages to stay fresh and current.

Full Service Social Media Package Starting at \$833/mo.

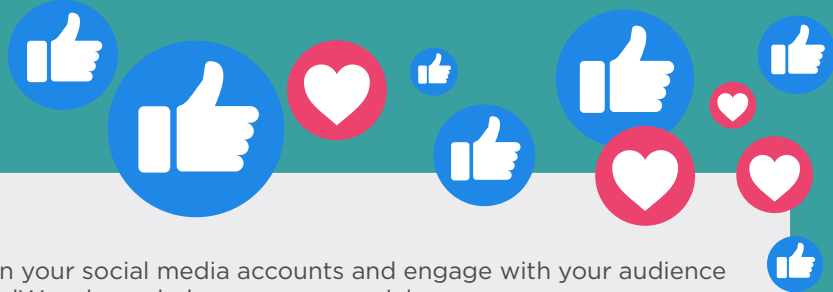
This campaign includes added visuals, videos, research, links, etc. This campaign includes full management of client's accounts. MedWrench will work to not only post relevant content but will also help to increase followers. We will post to your social media accounts daily.

Daily Social Media Posts Starting at \$650/mo.

This campaign includes added visuals, videos, research, links, etc. We will post to your social media accounts daily.

Three Social Media Posts Per Week Starting at \$400/mo.

We will post to your social media accounts three times a week. Client should still remain engaged with this package.



SOCIAL CONTESTS

Partner with MedWrench to help grow your audience on your social media accounts and engage with your audience through social contests. With over 12,000 followers, MedWrench can help grow your social presence.

Like, Comment, and Tag Campaign

contest is designed to increase your social media audience by encouraging interaction amongst a targeted audience.

1. Includes prize package of at least \$500 in value. To be promoted and distributed by MedWrench with cross promotion on advertiser's social pages. - over 12,000 in reach
2. eBlast to promote contest - over 20,000 in reach

Packages starting at \$1,995

Video Contest Social Campaign

Contest is designed to encourage user-generated video content. Allows advertiser to activate brand ambassadors in a way that engages followers and extends reach.

1. MedWrench to design contest landing page, social images, and social posts to promote video contest.
2. Video eBlast to be sent to promote contest participation.

Packages starting at \$2,500

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.

WHATS 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.

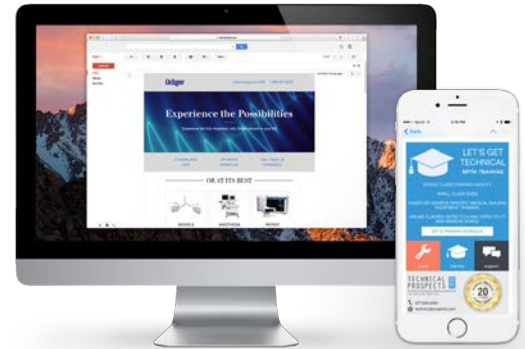
Cost: \$1,740



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

SPONSORSHIP NAME	INCLUDES	RATE
<p>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</p>	<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 	\$1,850 <i>each</i> *
<p>VIDEO EMAILS: Deliver embedded videos to expand your campaign message.</p>	<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 <i>each</i>

**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.

MedWrench



**THE BEST
TOOL IN MY
TOOLBOX**

SEE WHAT OTHERS ARE SAYING ABOUT MEDWRENCH VISIT

WWW.MEDWRENCH.COM/TESTIMONIALS