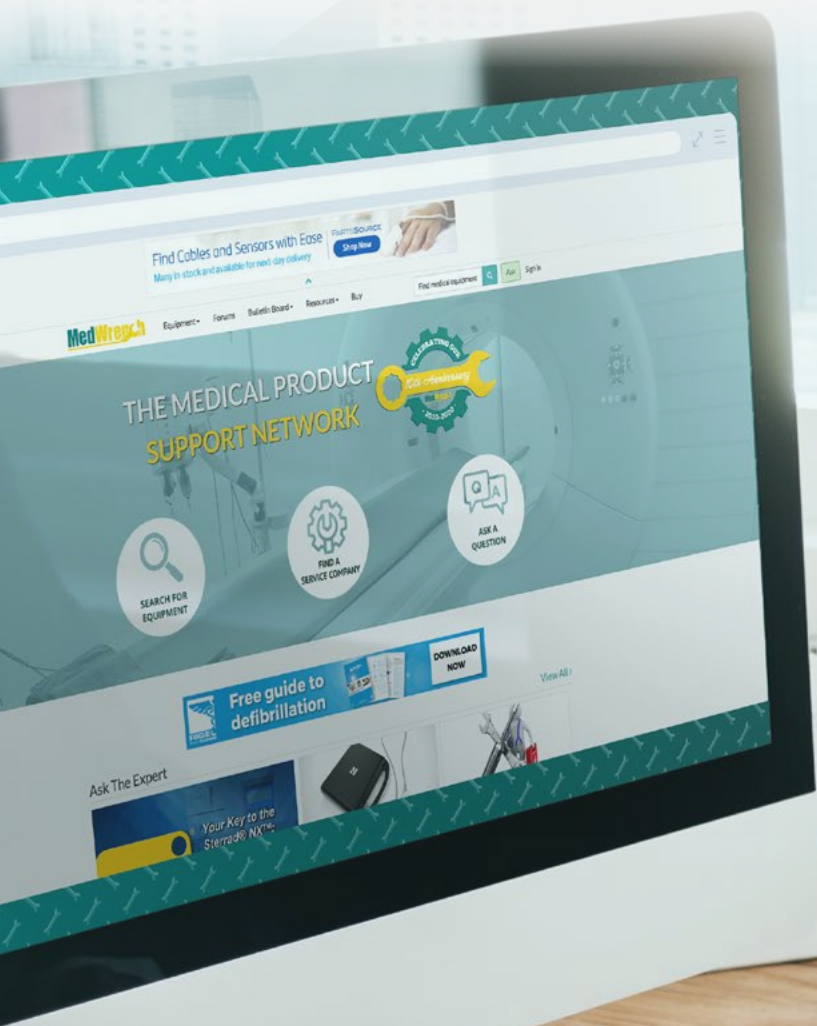




*Bringing Focus to your Digital Marketing Strategy*

2021

# MEDIA GUIDE



## WHY SHOULD YOU ADVERTISE WITH US?

OUR **DIGITAL STRATEGIES** CAN HELP BOOST YOUR COMPANY'S BRANDING EFFORTS.



**QUALIFIED SALES LEADS** for equipment, parts & service.



**BRAND AWARENESS** 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.



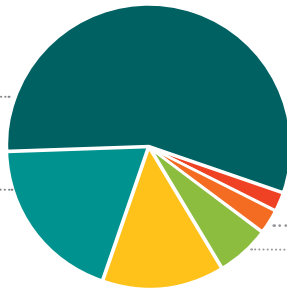
**SOCIAL MEDIA PROMOTION** through our Facebook, Twitter, LinkedIn, and YouTube accounts, all linking to a URL of your choice.

### USERS BY JOB TITLE

**56%** BMET

**19%** HTM Manager

**14%** Imaging Specialist



**6%** ISO

**3%** Purchasing Administrator

**2%** IT/Networking Specialist

“ 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



311,535

page  
views/  
month

93,873

visitors/  
month

81,462

unique  
visitors/  
month

110,000+

registered  
users &  
growing

30,000+

eNews  
subscribers

11,100+

social  
media  
followers

“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

MedWrench users are dedicated, loyal, & influential.

**87%** are involved with equipment purchasing decisions for their organization.

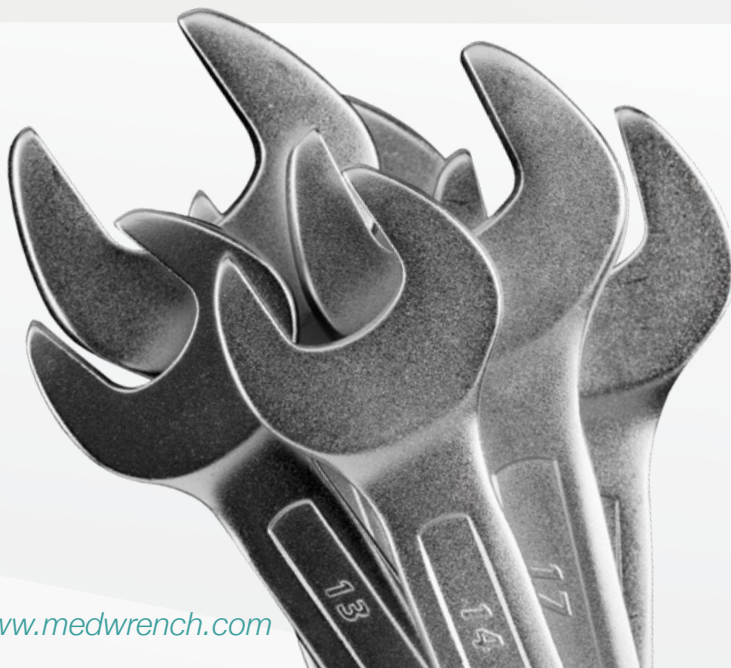
**87%** used social networks to connect with industry colleagues and vendors.

**80%** read the eNewsletter to help stay informed.

**78%** has been a MedWrench user for over three years.

**74%** say that the MedWrench forums have helped them with solving a problem or connected them with a vendor for service or purchasing support.

**69%** find ads on MedWrench Helpful.





# WHAT ARE YOUR ADVERTISING OPTIONS?

## 1 DROP DOWN BANNER

## 2 HOMEPAGE LEADERBOARD

## 3 HOMEPAGE PREMIUM

## 4 TORPEDO

## 2 PRODUCT PAGE LEADERBOARD BANNER

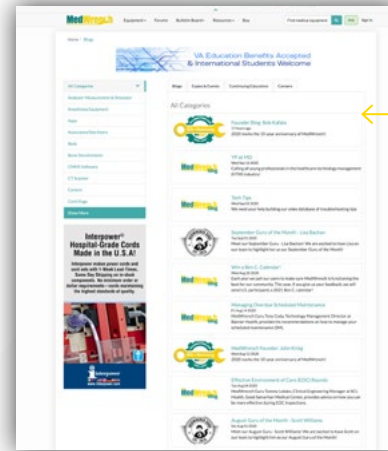
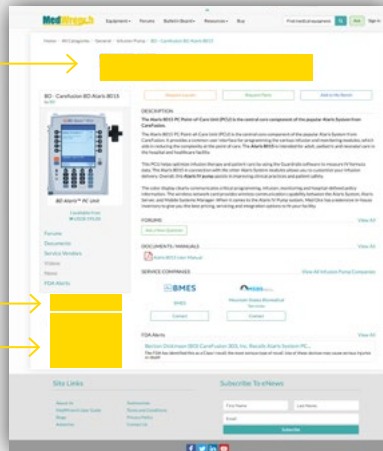
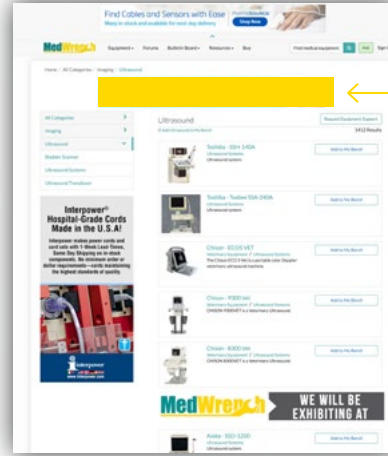
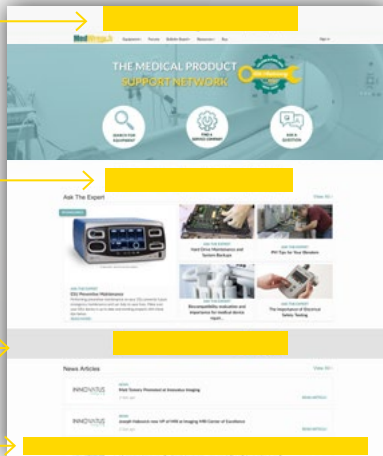
## 2 PRODUCT PAGE MINI BANNER TILE BANNER

## CATEGORY LEADERBOARD BANNER

5

## BULLETIN BOARD

6



## DROP DOWN BANNER:

*Only one advertising space available!*

- 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

728x90px,  
40k Max

**\$2,575/mo**

320x50px,  
24k max

## HOMEPAGE LEADERBOARD:

*Only four advertising spaces available!*

- Leaderboard banner located on the MedWrench homepage.
- Tile banner located site wide under main menu
- 2 eNews 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.

970x90px, 40k max

300x100px, 40k max

300x600px, 40k max

**\$7,956/12mo**

**\$4,002/6mo**

## 3 HOMEPAGE PREMIUM:

*Only two advertising spaces available!*

- Leaderboard banner on the MedWrench homepage
- Leaderboard banner on all unsponsored product pages
- 2 eNews 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

300x100px, 40k max

320x50px, 24k max

970x90px, 40k max

**\$8,802/12mo**

**\$4,500/6mo**

## 4 TORPEDO:

*Only one advertising space available!*

- 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

**\$2,111/mo**

320x50px,  
24k max

## 5 CATEGORY:

*Only five advertising spaces available per category!*

- 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 eNews highlights
- Minimum of 6 social media promotions per category

728x90px, 40k max

300x100px, 40k max

320x50px, 24k max

**\$4,800/12mo**



**THE BULLETIN BOARD** is a resource where medical professionals can find all the information needed to help be more successful! The easy to navigate Bulletin Board allows visitors to see our weekly blog, continuing education & classes, upcoming expos & events, and careers.

6

## BULLETIN BOARD:

*Only three advertising spaces available!*

- 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

320x50px, 24k max

**\$4,800/12mo**



## JOB POSTING:

Reach qualified candidates through a 60 day job posting.

- Logo/banner added to job post entry.
- Linked to the url of your choice.
- Promoted on our social media platforms.
- eNews highlights.

\*\$250 (1 job posting) | \$1,150 (5 job postings) | \$2,125 (10 job postings)



## CE TRAINING SCHEDULE:

Promote your full training schedule to a targeted audience.

- Each class is posted individually.
- Includes logo/banner linked to url of your choice.
- Promoted on our social media platforms.
- eNews highlights.

\$200 (1 CE) | \$900 (5 CE) | \$1,750 (10 CE) *\*Packages for multiple postings are available*

# SOCIAL MEDIA MANAGEMENT

**PAID SOCIAL  
CONTENT  
\$500**  
Promoted through  
MedWrench's  
Facebook!

## 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 \$1250/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.

### **Three Social Media Posts Per Week Starting at \$750/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 11,000 followers, MedWrench can help grow your social presence.

### **Like, Comment, and Tag Contest**

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.
2. Email blast to promote contest to MedWrench users.

**Package starting at \$1,995**

## FACEBOOK PREMIER

- Social media teaser to Facebook, Twitter, and LinkedIn followers
- Facebook live
- Location options:
  1. MD Expo or AAMI
  2. Record remotely
- Content will be shared to Twitter and LinkedIn
- Advertiser will be tagged on all posts
- Video will be uploaded to the MedWrench YouTube page
- Video featured in eNews

**Package starting at \$1,595**

## 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.

**\$1,740**

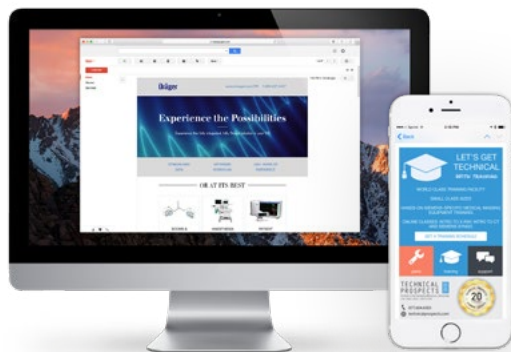
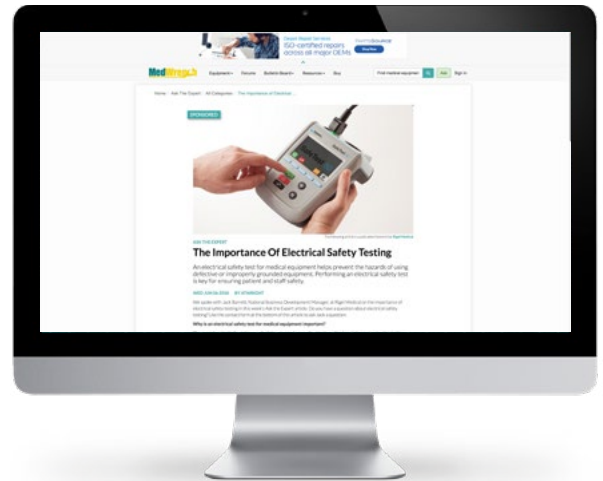


# ASK THE EXPERT

Article with images and/or videos featured on the MedWrench homepage. Advertiser is positioned as a subject matter expert 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 30,000 subscribers
- Article will be promoted two times on MedWrench social channels ([Facebook](#), [Twitter](#), [LinkedIn](#)) - over 11,000 followers.
- [Email blast](#) to promote traffic back to article.

**\$2,100**



## PRECISION EMAIL MARKETING

**AVERAGE OPENS: 3,395 • AVERAGE CLICKS: 337**

Create a customized, measurable campaign through targeted email marketing while drawing from our robust email database of more than 30,000 subscribers.

### CUSTOM EMAIL BLAST:

Create a custom email blast to promote your company, products, services and/or promotions to the ever-growing number of eNews subscribers

- Creation/coding of custom email blast
- Sent to all eNews subscribers as a “stand alone” email
- Additional week of promotion through inclusion in MedWrench’s weekly eNews
- Reports provided on number of deployed, opened and click throughs for both weeks
- Social media promotion

**\$1,850 each\***

### VIDEO EMAILS:

Deliver embedded videos to expand your campaign message.

- 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\***

\*Discounts applied for multimedia/multiple months

## OPTIMIZE YOUR EFFORT **\$500**

Echo Send • Open Re-Marketing Send • Clicks Re-Marketing Send • A/B Testing



## ADVERTISING OPPORTUNITIES

### FREE STANDARD LISTING

- Company Name
- Location
- Service Description
- Listed in Service Categories

**Ampronix**  
California, United States

Ampronix offers a World-Class Medical Service and Repair Center for all of your medical Product Equipment Needs. Overnight Replacement & Exchanges are Available.

**BC Group**  
Missouri, United States

The company was formed as a sales and service organization to handle the test equipment needs of the biomedical engineering community.

**BMES**  
Kentucky, United States

BMES specializes in biomedical equipment repair services. From telemetry and patient monitors, to bedside modules and infusion pumps, we do it all. Our national repair center, located in Louisville, KY, is minutes away from the National UPS hub, which ensures that we receive shipments by 10:30AM each workday so that we can provide our customers with fast turn around on their repairs.

**Dräger**  
Pennsylvania, United States

Dräger provides product services including calibration, preventative maintenance, repair, training, trade in, and testing.

## DEDICATED SERVICE PAGE

### Competitively position your company...

- Featured on MedWrench's Homepage
- Featured in Service Directory
- Featured on Product Pages
- Dedicated Service Leads
- Service Category Listing
- Featured in eNewsletter
- Featured on Social Media
- Monthly Service Page Report

**TTG Imaging Solutions**  
TTG Imaging Solutions is your partner for nuclear medicine and molecular imaging equipment, service, and parts.

**Location & Contact Information**  
Headquarters  
2403 Sidney Street Suite  
Pittsburgh, Pennsylvania

**Details**

- Bonded
- Emergency Service
- Will Travel
- Preventive Maintenance
- Calibration
- Service Contracts
- Insured
- Warranties
- Multiple Locations
- Installation
- Provides Training
- Supplies Parts

**Popular Service Categories**

- Cardiology
- Patient Monitoring
- Infusion Pumps
- Ultrasound
- Sterilizers/Autoclaves
- Beds, Tables & Chairs
- Imaging
- Contrast Injectors
- Surgical

**Featured Service Providers for All Categories Equipment**

- Richardson Electronics
- Richardson Healthcare
- DEXA Solutions
- TTG Imaging Solutions
- PartsSource

**Categories**

- CT Scanner
- Nuclear Medicine-Gamma Camera
- PET/CT Scanner

**RATE: \$150/MONTH**

6 or 12 month commitment required