

2016
REHAB
MANAGEMENT
MEDIA
KIT

Content

Meet the Editor



Frank Long | Editorial Director

☎ 714.434.4883

✉ flong@allied360.com

With nearly 10 years of experience in healthcare publishing, Frank Long has spent the majority of that time working and growing exclusively with *Rehab Management*. Since being named editorial director in 2011, Frank has connected with many of the profession's thought leaders, influencers, and leading clinicians, to assure that *Rehab Management's* editorial content is wrapped in the latest thinking. Likewise, Frank works closely with rehabilitation technology manufacturing professionals to remain abreast of developments that are evolving the tools therapists use to meet the demands of their work.

True to the brand name, *Rehab Management* is dedicated to informing managers and decision makers in physical rehabilitation with timely information from their peers as well as with data from recent research. In 2016 *Rehab Management* will continue to be a leader in providing dynamic online content that includes podcasts focused on clinical procedures and practice management, as well as video coverage of industry events. The rehabpub.com website offers news content refreshed daily and encourages readers to sound off about what they read via interactive comments enabled for each article.

In 2016 readers will continue to enjoy the convenience of having the Rehab Today newsletter delivered to their inbox, highlighting select topics that affect therapists as well as their patients and clients.

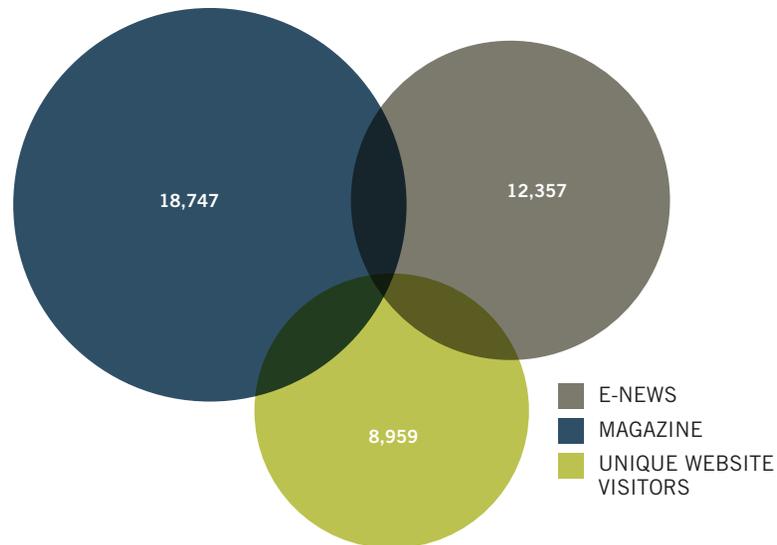
Helping to shape the editorial mission of *Rehab Management* is an editorial advisory board composed of exceptional therapists and administrators. Among the board members are individuals who have earned top honors for their clinical work from organizations such as the APTA and AOTA. The board also includes executives from leading rehabilitation hospitals, regulatory experts, and educators who lead highly regarded academic programs for physical and occupational therapy. Together, these professionals regularly help recommend and review content topics to *Rehab Management's* editorial staff, and work to connect the brand with important sources for news and events.

Audience

Audience

Rehab Management allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Rehab Management* delivers complete coverage of critical technological advancements, applied products intelligence, and industry news as well as important updates about the legislative and regulatory environment.

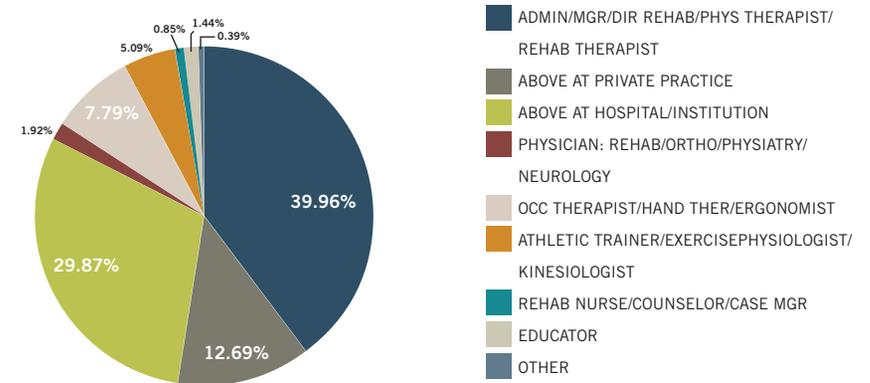
Audience By Distribution



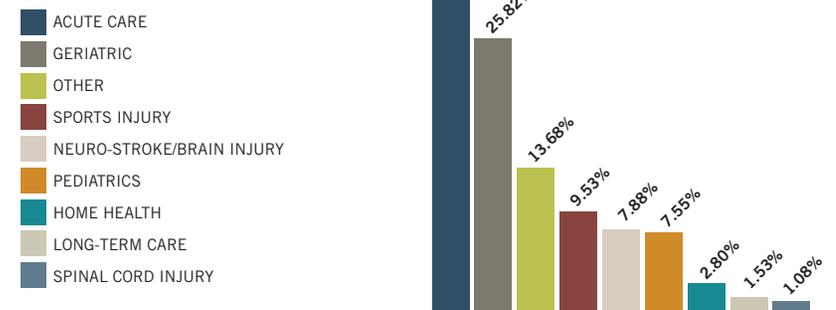
Web Statistics

Year	Avg. Visits	Avg. Uniques	Avg. Page Views
2015	14,858/MO	8,959/MO	20,618/MO

Audience by Occupation



Purchasing Audience



E-News Breakdown



Editorial Calendar

JAN/FEB	MARCH	APRIL	MAY/JUNE	JULY/AUG	PRODUCT GUIDE	SEPT/OCT	NOV/DEC
<p>Editorial Topics Facility-Based Equipment</p> <p>Gait & Balance</p> <p>Software Matrix</p> <p>Standing</p> <p>Pressure Mapping</p> <p>Therapeutic Modalities</p> <p>Bonus Distribution APTA Combined Sections Meeting, Anaheim, Calif, Feb 17-20</p> <p>NuMotion Show, San Antonio Texas, Feb 11-13</p>	<p>Editorial Topics Mobility</p> <p>Seating & Positioning</p> <p>Stroke Technology & Treatment</p> <p>Aquatics</p> <p>Back to Work</p> <p>Lower Extremity Rehab/Orthotics</p> <p>Bonus Distribution International Seating Symposium, Vancouver, Canada, March 1-4</p>	<p>Editorial Topics Pediatric Mobility</p> <p>Vestibular Rehab</p> <p>Gait & Balance</p> <p>Practice Management Software</p> <p>Patient Lifts & Transfer</p> <p>Home Modification</p> <p>Bonus Distribution AOTA Annual Conference, Chicago, Illinois, April 7-10</p>	<p>Editorial Topics Buyer's Guide</p> <p>Bonus Distribution at all shows</p> <p>Bonus Distribution APTA NEXT, Nashville, Tenn, June 8-11</p>	<p>Editorial Topics Software</p> <p>W/C Cushion Showcase</p> <p>Geriatric Rehab</p> <p>Pain Management</p> <p>Mobility</p> <p>Aquatics</p>	<p>Editorial Topics Fall Product Guide</p> <p>Bonus Distribution at all shows</p>	<p>Editorial Topics Complex Rehab</p> <p>Fitness & Rehab</p> <p>Software Roundtable</p> <p>Gait & Balance</p> <p>Treating Chronic Pain</p> <p>Standing Systems</p> <p>Bonus Distribution APTA Private Practice Section, Las Vegas, Nevada, Oct 20-23</p> <p>Medtrade, Atlanta, Georgia, Nov 1-3</p>	<p>Editorial Topics Pediatrics Strollers, Standing & More</p> <p>Aquatic Rehab</p> <p>Custom Seating</p> <p>Home Modification</p> <p>Pain Management</p> <p>Integrated Software</p>
<p>Ad Close Date: 12.18.15 Ad Materials Due: 12.22.15 Mail Date: 1.20.16</p>	<p>Ad Close Date: 1.25.16 Ad Materials Due: 1.27.16 Mail Date: 3.1.16</p>	<p>Ad Close Date: 2.22.16 Ad Materials Due: 2.24.16 Mail Date: 4.1.16</p>	<p>Ad Close Date: 4.19.16 Ad Materials Due: 4.21.16 Mail Date: 5.18.16</p>	<p>Ad Close Date: 7.6.16 Ad Materials Due: 7.8.16 Mail Date: 7.28.16</p>	<p>Ad Close Date: 8.3.16 Ad Materials Due: 8.5.16 Mail Date: 9.20.16</p>	<p>Ad Close Date: 8.23.16 Ad Materials Due: 8.25.16 Mail Date: 9.20.16</p>	<p>Ad Close Date: 10.26.16 Ad Materials Due: 10.28.16 Mail Date: 11.20.16</p>

Web Site Advertising Opportunities

Overview

Take advantage of trackable results by advertising on rehabpub.com! Be in front of *Rehab Management's* online audience when they are actively online consuming our content. *Rehab Management's* online audience is engaged!

8,285 average unique visitors per month
18,062 average page views per month

Coming into our site either through search engines or by clicking through on a specific story they've seen in one of our e-mail newsletters, our online audience is proven to be engaged with our content as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding or driving traffic to a specific area of your own site.

Inventory is limited so make sure to reserve your ad positions early!

The screenshot shows the Rehab Management website interface. At the top, there is a dark blue navigation bar with the site logo and a 'sign up' button. Below the navigation bar, there are several content sections. A 'Top news' button is highlighted with a mouse cursor. To the right of the 'Top news' button, there are several news articles with headlines such as 'Patterson Pulls Out of Medical Market', 'Hang On for the Ride: Big WAV of Accessible Vehicles Coming to North America', 'Playground Facelifts Help Disabled Students Join the Fun', 'Hip Replacement Patients Will Split \$1 Billion Stryker Settlement', and 'Waves from Roadside Blasts May Damage the Brain More Than Previously Thought'. Below these articles, there are more news items, including 'United Spinal Association Announces James Weisman is Its New President and CEO', 'CMS Proposes New Hip and Knee Replacements Payment Model for Medicare Beneficiaries', and 'SofTech Pressure Ulcer Treatment Cushion Aims to Heal Wounds While User is Sitting'. At the bottom, there is a 'Resource Library' section with the title '5 Keys to Unlocking Clinic Profitability' and a 'FREE WEBINAR' banner.

Leaderboard

Medium Rectangle

Medium Rectangle

E-Newsletter

Overview

Recipients of *Rehab Management's* Editorial and Product E-Newsletters are hungry for timely industry and product information. With open rates that average 20%, your advertising message will be in front of the most elite group of physical therapists and occupational therapists who want to stay on top of their game!

You benefit from reaching an audience that engages with our content monthly, weekly and with Breaking News.

Rehab Today Weekly E-Newsletter

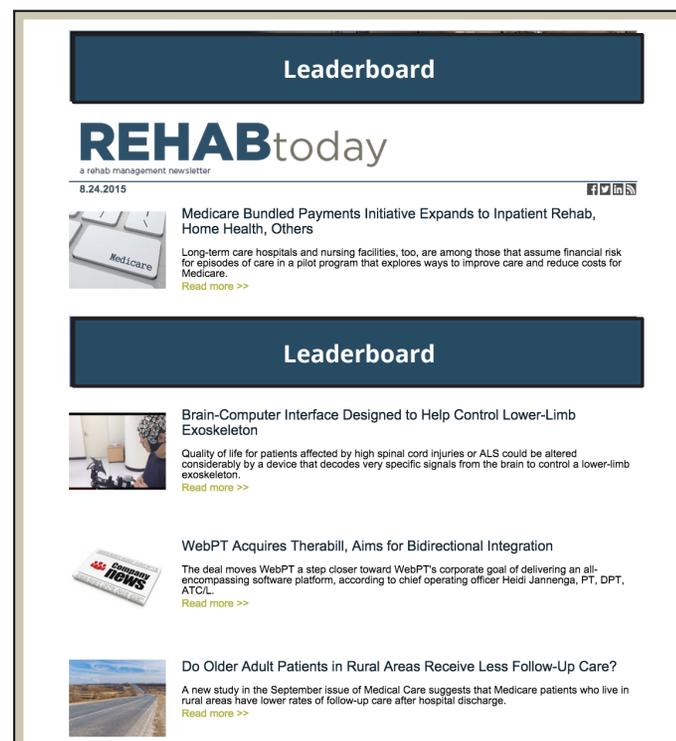
Get your weekly update from *Rehab Management* on what's going on in the rehabilitation industry! The Rehab Today e-newsletter contains the week's most important information about industry news, events, new products, research, legislation, educational opportunities, and much more.

The Top Ten Monthly E-Newsletter

Site analytics give us the added capability to see the 10 most popular stories of the last month and we publish these Top 10 stories in its own dedicated e-newsletter. You benefit from being associated with the most important stories of the last month. And since we already have the stats, open rates can go above 20% ensuring high visibility of your brand

Breaking News E-Newsletter

When something big happens in our industry, *Rehab Management* feels a responsibility to break that news first. Sponsoring the Breaking News E-Newsletter associates your brand with thought leadership and with breaking news that could impact our industry.



E-Newsletter

Program Features

Daily E-Newsletter

- Leaderboard - Zone 1..... **\$2,550 month**
- Leaderboard - Zone 2..... **\$2,300 month**
- Leaderboard - Zone 3..... **\$2,075 month**

Weekly E-Newsletter

- Leaderboard - Zone 1..... **\$1,500 month**
- Leaderboard - Zone 2..... **\$1,200 month**
- Leaderboard - Zone 3..... **\$1,000 month**
- Leaderboard - Zone 4..... **\$900 month**
- Leaderboard - Zone 5..... **\$750 month**

Breaking News

- Leaderboard - Zone 1..... **\$3,000 month**

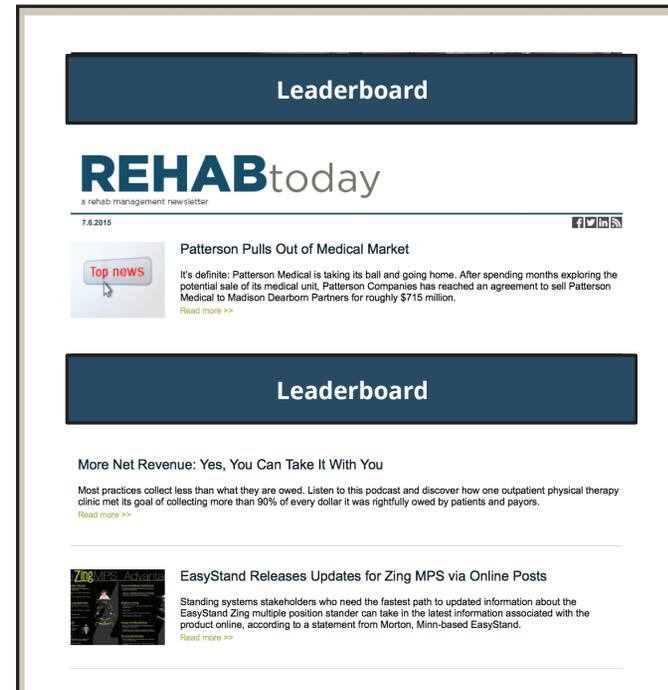
Top Ten

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**

Specs



..... **Leaderboard: 728 x 90, gif, jpg, 45kb**



Overview

Driving traffic for a particular product or special offer by renting *Rehab Management's* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours timed to meet your specific needs for product launches or special offers that have limited time-frames before the offer expires. So renting our list delivers that sense of urgency for recipients to click on your offer driving traffic to your product or coupon page. Available dates are limited so please contact Jody Rich at jrich@allied360.com for open inventory.

Program Features

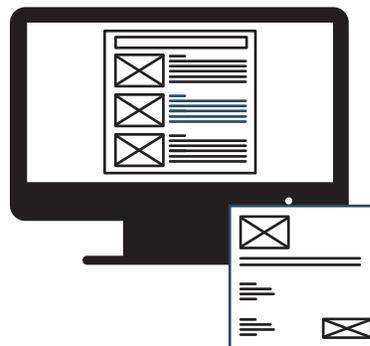
Multisponsor \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

Third Party\$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Specs



	Dimensions	File Size	Format
Image	800x600	200k max	Static jpg or gif
HTML	800x600	200k max	Incline CSS only

SPECIAL INSTRUCTIONS: Full URL for all links and image source files

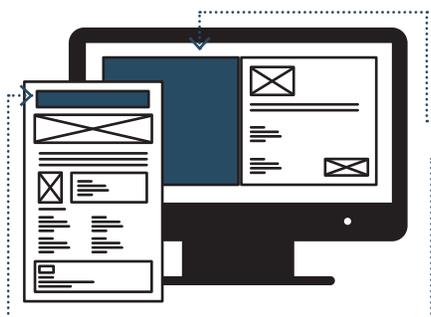
Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list and preferred method of asset provision

Overview

As the Digital Edition sponsor you gain high visibility and high-impact around reader-engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. Archived on the site with promotional mailings each month driving readers to the digital edition, you're gaining exposure constantly through every month.

Specs



Full Page: See rates & specs page

Leaderboard: 728 x 90, gif or jpg, 45kb

Banner Ad: 940 x 60, gif or jpg, 45kb

Program Features

Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

Enhanced Digital Ad Extras

- Basic Enhancement Link..... **\$150 | \$100/additional**
- Digital Call for Action Ad (7.875x10.75 PDF)..... **\$500**
- Digital Call for Action Spread (15.75x10.75 PDF) **\$1,000**
- Multimedia Add On (YouTube or Vimeo formats only):
 - Audio **\$175 | 2 minutes**
 - Video..... **\$200 | 2 minutes**

Overview

Our tablet editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

Specs



Full Page: See rates & specs page
Leaderboard: 728 x 90, gif or jpg, 45kb
Advertiser Logo: 125 x 125, gif or jpg, 45kb

Program Features

DFT (Designed for Tablet).....**\$600 total**

- Submitted digital focused unit
- Created ad can be viewed at 100% on tablet
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to 4 links with features
- Full ownership of screen

EFT (Enhanced for Tablet)..... **Starts at \$1,100**

- Custom ad creation for the tablet
- Advanced interactive features including slideshows, videos, scrolling content
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to 4 links with features
- Multipage options - 3 advanced features and links per page*
- Full ownership of screen

**additional charges may apply*

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation a Feature Report is also a thought-leadership opportunity that positions your brand around solving an industry challenge or issue. Written by *Rehab Management* ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, therefore is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We gate the content with a registration form on our site in The Resource Center. Then we create a full marketing campaign to drive traffic for registrations that become leads for you. Full contact information for you to be able to follow-up with and start the lead nurturing process.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

Webinar

60 minutes | \$13,000 total | promoted 4 months

30 minutes | \$7,500 total | promoted 4 months

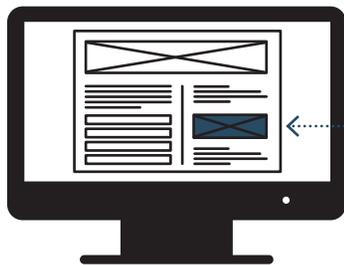
15 minutes | \$4,500 total | promoted 4 months

Overview

Webinars are highly engaging platforms that allow attendees to interact with the moderator and panel visually with educational slides as well as interact directly through chat and Q&A. This higher level of interactivity gives the sponsor elevated benefits of branding and direct contact with the attendees. Sponsors also benefit from the multiple marketing efforts we put in place with e-mail and web promotions to drive registrations and attendees to the live event as well as attendees to the archived event with all of the registration and attendee contact information given to you as leads.

Webinars can be multi-sponsored, single sponsored or custom. Regardless, sponsors benefit from months of lead-generation and branding to the archived event to keep your lead nurturing efforts supported for an extended period of time.

Specs



Advertiser Logo: 300 dpi, eps, jpg

Program Features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webinar will be moderated by Editorial Director
- Customized registration page
- Marketing traffic driving campaign
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

Webinar programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.

Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 set up fee for editorial involvement

Overview

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video, now what? You need to drive traffic to it and we've got your audience!

For videos already in the public domain, we will keep the video with open access on our site. For videos that are not available in the public domain, we gate the video for registration making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video so you gain that added visibility from our audience.

Specs



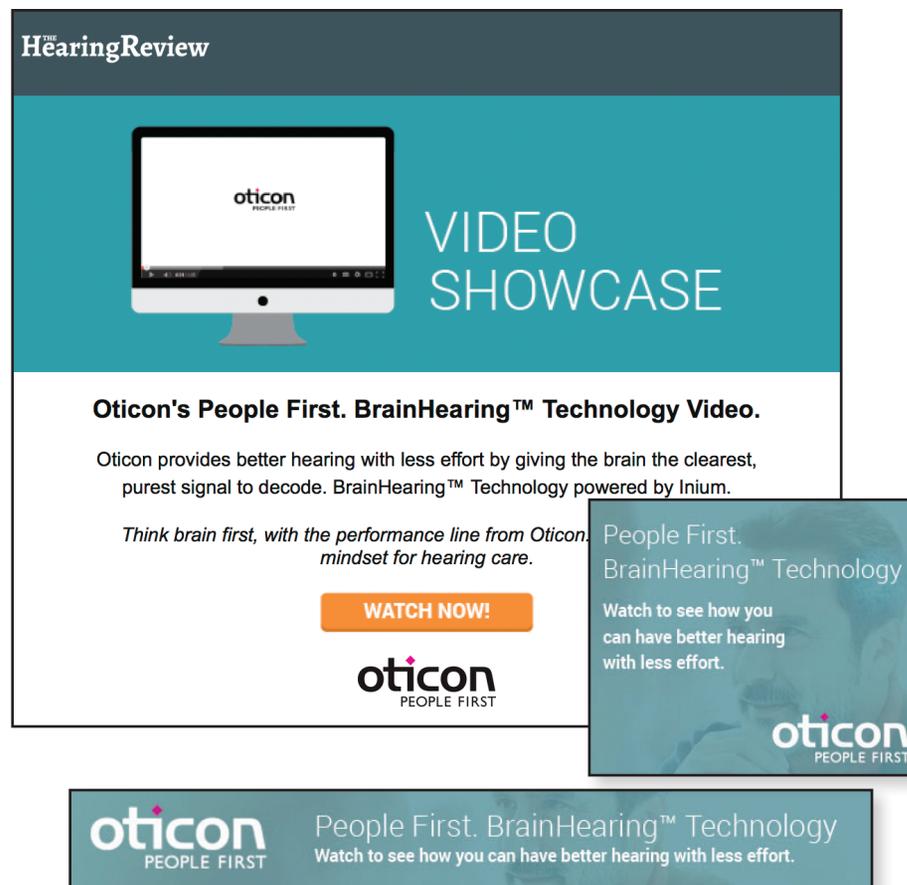
Video: YouTube or Vimeo formats only

Short Description: 200 words max

Program Features

Production time frame - 4 weeks from signed insertion date

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms



THE HearingReview

oticon
PEOPLE FIRST

VIDEO SHOWCASE

Oticon's People First. BrainHearing™ Technology Video.

Oticon provides better hearing with less effort by giving the brain the clearest, purest signal to decode. BrainHearing™ Technology powered by Inium.

Think brain first, with the performance line from Oticon. mindset for hearing care.

WATCH NOW!

oticon
PEOPLE FIRST

People First.
BrainHearing™ Technology

Watch to see how you can have better hearing with less effort.

oticon
PEOPLE FIRST

oticon
PEOPLE FIRST

People First. BrainHearing™ Technology
Watch to see how you can have better hearing with less effort.

Dedicated Communities

\$5,000 month (min. 6 months) | \$5,000 set up fee

Overview

As marketers you are constantly challenged to drive more new customers to your sites because you are challenged to constantly expand your audience and your reach and ultimately revenue. You've got your existing returning base of customers to your site. So how do you really take an aggressive step in growing your audience on your site beyond running banner campaigns in multiple places? Consolidate your efforts with a partnership with the leading media brand, *Rehab Management*.

What a community on our site accomplishes for you:

Focused effort A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

Content marketing As publishers, we've been in the content marketing business for the rehabilitation market for over 20 years. We leverage this expertise for your audience engagement and your community! Expert content.

We leverage all of our platforms to drive traffic and engagement Our content is published in e-mail, social media and other dedicated marketing channels that you don't have time to maintain, we do it for you! You have more time to do the rest of your job!

Linking back to your site increases your audience and reach By having literally hundreds of ways of linking back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

Content development We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *Rehab Management* editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

Analytics Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

Program Features

Production time frame - 4 weeks from signed insertion date

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

Specs



Advertiser Logo: 150x140 with URL 300 dpi, eps, jpg
Leaderboard: 728 x 90, gif or jpg, 45kb

White Paper

\$6,000 total | \$700 per page for content creation

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of rehab professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

Production time frame - 2.5 weeks from signed insertion date

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

Additional Materials Needed

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

ROHO

Smart Check™ Product Research & Development Testing Whitepaper

PURPOSE
The purpose of this document is to detail in-clinic and in-home evaluations executed by ROHO® during the research and development phase of Smart Check. These studies were performed prior to Smart Check market launch in clinical facilities. In-home evaluations were performed by wheelchair users, independent of clinical supervision.

PRODUCT OVERVIEW
Smart Check by ROHO is an electronic device that enables users access to real-time feedback of cushion inflation levels and to aid in ROHO cushion set up. Smart Check, is designed to make it easy for clinicians and product end users to check and maintain up and maintained at appropriate levels for skin and soft tissue protection.

TESTING OVERVIEW
Prior to product launch in March 2015, ROHO conducted a series of tests to verify Smart Check function and acceptability. The details of the tests are presented in this whitepaper. Smart Check was designed for clients with spinal cord injury who present the greatest risk of skin and soft tissue damage and breakdown. A variety of risk factors for skin breakdown and tissue damage, ROHO conducted testing with a variety of clients across a broad range of diagnoses, including length of time using a wheelchair.

In addition to in-clinic and at-home studies, ROHO conducted a battery of tests to ensure product safety, durability and performance.

© 2015 ROHO
Confidential & Proprietary

Please complete the form below.

Email*

First Name*

Last Name*

Street Address*

City*

State*

Zip code*

Buyer's Guide

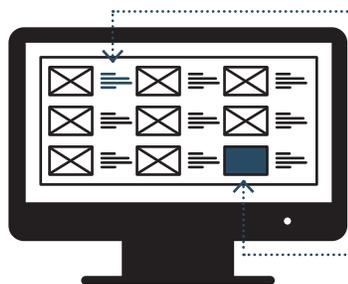
Overview

Our Buyer's Guide summarizes and highlights the companies serving the market. The guide is published every year and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

Program Features

- Company logo and display ad call out, plus one of the following:
- Featured Listing - Enhanced **\$450/per listing**
 - Short company profile
- Advertorial Profile - 1/4 Page..... **\$635/per listing**
 - Expanded company profile and one image
- Advertorial Profile - 1/2 Page..... **\$1,140/per listing**
 - Expanded company profile and one image
- Advertorial Profile - Full Page **\$2,564/per listing**
 - Extended company profile and two images

Specs



- **Short Description:** 50 words max
- **Expanded Description:**
 - 1/4 Page: 115 words max
 - 1/2 Page: 225 words max
- **Extended Description:** 525 words max
- **Advertiser Logo:** 300 dpi, eps, jpg

The screenshot shows a website with a dark blue header containing navigation links: NEWS, PRODUCTS, BUYER'S GUIDE, RESOURCES, and DIGITAL EDITION. There are also social media icons for search, Facebook, Twitter, LinkedIn, and YouTube. The main content area is divided into several columns:

- Aretech LLC:** 21730 Red Rum Dr, Ste 112, Ashburn, VA, 20147. (571) 292-8889 Fax: (571) 223-6464. http://www.aretchllc.com info@aretchllc.com
- BACK to GOLF:** 245 Crossroads Blvd, Carmel, CA, 93923 (831) 620-0744 Fax: (831) 620-0711. http://Backtogolf.com Bud@backtogolf.com
- Bailey Manufacturing Company:** 118 Lee St, Lodi, OH, 44254 (330) 948-1080 Fax: (800) 224-5390. http://www.baileymfg.com baileytables@gmail.com
- Ari-Med Pharmaceuticals:** 1615 W University Dr, Ste 135, Tempe, AZ, 85281 (480) 966-9802 Fax: (480) 966-9806. http://www.ari-med.com info@ari-med.com
- Astra Tech Inc:** 21535 Hawthorne Blvd, Torrance, CA, 90503 (310) 316-2626 Fax: (310) 316-5296. http://www.lofric.us info.urology.us@astratech.com
- ATLAS – Navigating Mobility:** 15954 Jackson Creek Pkwy, Ste B-471, Monument, CO, 80132
- Featured Media:** Podcast: Software – key to award-winning patient care. Includes a 'LISTEN NOW' button.
- Balanced Body:** 8220 Ferguson Ave, Sacramento, CA, 95828 (916) 388-2838 Fax: (916) 379-9277. http://www.pilates.com
- Silverpop - Official Site:** The Leading Provider of Digital Marketing Software. View Video Demo. Includes a blue button with a right arrow.
- Ball Dynamics International LLC:** 14215 Mead St, Longmont, CO, 80504 (970) 535-9090 Fax: (877) 223-2962. http://www.fitball.com orders@fitball.com
- Bandages Plus Inc:** 1701 NW 82nd Ave, Miami, FL, 33126 (305) 477-0062 Fax: (877) 265-0044. http://www.bandagesplus.com info@bandagesplus.com

Aretech LLC

21730 Red Rum Dr, Ste 112, Ashburn, VA, 20147
 (571) 292-8889 Fax: (571) 223-6464
 http://www.aretchllc.com
 info@aretchllc.com

Aretech@LLC is a world leader when it comes to producing advanced rehabilitation technologies for improving function and independence in patients after neurological and orthopedic injuries. Since 2008, our products have been used in the leading rehabilitation centers throughout the United States and Canada. We proudly manufacture and distribute the ZeroG® Gait and Balance System product line at our headquarters in Ashburn, VA. Aretech®, LLC was founded in 2008 by Dr. Joseph Hidler, who has been conducting research in the area of NeuroRehabilitation and Rehabilitation Robotics since 1994.

Pay Per Lead

Advertiser Rate \$25/per lead*

***100 lead purchase minimum**

Overview

Your Content, Our Reach

We can host your content on our website to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast and many other types of files, you are added to a vast medical library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content and in return, deliver the quality leads to help your ROI.

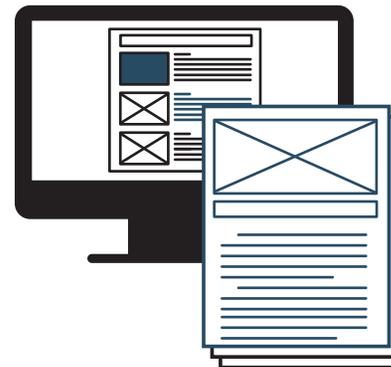
Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)*
**min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

Don't have a whitepaper, featured report or specs data charts?

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

Specs



Text based documents: Preferred: max size 8.5 (w) x 11 (h) – print quality pdf

Document Title: 100-150 characters

Document Overview: 200 words or less

Contact E-mail: e-mail for report delivery

Multimedia files: please contact us for specs

Rates & Specs

Print



PREFERRED POSITIONS

Premium:

Premium Placement\$615

Color Rates:

CMYK - Spread.....\$1,800

CMYK.....\$1,250

Spot Color.....\$400-800

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$7,640	\$7,250	\$6,920	\$6,410	\$6,140	\$5,960	\$5,790
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$3,820	\$3,625	\$3,460	\$3,205	\$3,070	\$2,980	\$2,895
1/2 Page Horizontal	7 x 4.875	-	-	\$2,600	\$2,465	\$2,350	\$2,185	\$2,095	\$2,030	\$1,970
1/3 Page Vertical	2.375 x 10	-	-	\$1,990	\$1,895	\$1,805	\$1,680	\$1,605	\$1,560	\$1,515
1/4 Page Vertical	3.375 x 4.875	-	-	\$1,605	\$1,540	\$1,465	\$1,355	\$1,300	\$1,260	\$1,225

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	640 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: SARAH WALL 913.955.276, FAX 913.647.6108, SWALL@ALLIED360.COM
FTP: anthemcloud.egnyte.com/ul/FbcUW3jXy9

Contact

Business & Sales

Roger Buckley

VP Media/Marketing Services

✉ rbuckley@allied360.com

☎ 972.216.5104

Jody Rich

Publisher

✉ jrich@allied360.com

☎ 480.575.6631

Editorial

Frank Long

Editorial Director

✉ flong@allied360.com

☎ 714.434.4883

Deborah Overman

Associate Editor

✉ doverman@allied360.com

☎ 310.559.5582

Production

Eli Patterson

Creative Manager

✉ epatterson@allied360.com

☎ 913.955.2728

Jennifer Tanous

Art Director

✉ jtanous@allied360.com

☎ 913.955.2732

Sarah Wall

Advertising Coordinator

✉ swall@allied360.com

☎ 913.955.2776

Corporate Headquarters

Rehab Management

4303 W 119th St, Leawood, KS 66209

☎ 913.894.6923 📅 913.894.6932

🌐 rehabpub.com