Break through the clutter to build your brand...

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 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 health care Industry

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 26,000 key influencers, decision-makers and buyers of equipment, parts, services and software at IDNs, hospitals and imaging centers across the country in 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.
Your Complete Selection of Media Tools

**In Print**
*HealthCare Business News magazine*
- Display Ads
- Advertorials
- Resource Guide
- Specialty Options: Belly bands, poly bags, tip-ins and more
- Each issue posted as a Digital Edition with live links in your ad

**DOTmed Equipment Classifieds**
- Medical equipment classifieds sent to the most active buyers using DOTmed.com
- Digital edition and emailed version reaching even more buyers

**DOTmed’s Annual Buyer’s Guide**
– The Industry Standard for Over 10 Years Running
- 200-plus pages
- Posted as a Digital Edition on our homepage with live links in your ad to your website

**Online**
**DOTmed Website**
- Leaderboard Ads
- Skyscraper Ads
- 300 x 250 and 180 x 150 Display Ads
- Targeted Text Ads
- 180x260 Homepage Slider
- Virtual Trade Show Booths
- WebStores & OEM WebStores
- Service Technicians’ Forum
- Virtual Auction Houses
- Classified Listings Upgrades
- Featured Listings
- Self-Managed Auctions
- BuyNow Powered Website Service

**HealthCare Business Daily News & Weekly Emailed News and Targeted Euro News**
- Targeted Text Ads
- 180x260 Tile Banner
- 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
- Standalone Marketing Emails

**Mobile**
- “Adhesion” Banner Ads – they’re always on-screen
- Targeted Text Ads, Classified Ads, WebStores, The Virtual Trade Show, Self-Managed Auctions and HealthCare Business Daily News Online ads all run on all mobile devices

---

**Online User Growth & Web Traffic**

**MORE THAN 310,000 REGISTERED USERS**

**OVER 22,000 VISITORS/DAY**

Reach your prospects anywhere, any time.
In Print

HealthCareBusiness

A Top-tier Publication in the Health Care Industry

Who Reads HealthCare Business News?

With a circulation of over 26,000 healthcare providers, HealthCare Business News (HCB News) magazine reaches virtually every hospital and imaging center in the U.S. Our editorial team’s commitment to delivering fresh and intelligent articles to this unique demographic creates an ideal advertising environment for companies seeking exposure to medical software and equipment decision-makers.

HCB News is created by an award-winning team of writers, editors and graphic designers with a singular goal of informing and educating a sophisticated audience of healthcare stakeholders. Every issue contains comprehensive feature-length articles written by our own reporters, where important industry trends are brought to light through interviews with experts at the top of their field. In addition to our own articles, we work with some of the country’s most reputable reporters, where important industry trends are brought to light through interviews with experts at the top of their field. In addition to our own articles, we work with some of the country’s most reputable hospitals to publish exclusive thought leadership bylines from the industry’s most highly regarded and well-known luminaries.

An Audience at the Front Lines

Every issue of our magazine tackles a different theme from all angles (flip to page 9 for our Editorial Calendar) and brings invaluable insight to hospital professionals who count on us to help them make competitive decisions and stay informed. Our advertisers understand that HealthCare Business News provides exceptional access to key decision-makers on the front lines; hospital executives, administrators and department heads who oversee purchasing equipment, parts, software and selecting service partnerships. We also reach the biomedical technicians and HTM team leaders who directly oversee equipment management. Plus, thanks to our annual BPA audits, our demographics and circulation statistics are numbers you can trust.

A Proven Editorial Strategy

Our magazine succeeds by putting a theme in the spotlight for each issue and examining it from all angles. Whether the subject is Pediatrics, MR imaging, Radiotherapy or anything else, it is explored from the perspectives that deliver meaningful intelligence to healthcare leaders.

Our readers also know that depending on their role, (department managers, HTM professionals, C-suite or purchasing leader) we have monthly columns addressing the unique and specific challenges they’re facing. See page 5 for more details.

The Cream of the Crop

What do Mayo Clinic, St. Jude, Mt. Sinai, Brigham & Women’s, Ochsner Health, Stanford Medical, Nicklaus Children’s, Children’s of Philadelphia, Baylor College of Medicine, Yale School of Medicine, Cincinnati Children’s, UCSF Medical Center, Moffitt Cancer Center, Intermountain Healthcare, Wexner Medical Center, Harvard Medical School, Cleveland Medical Center, Levine Cancer Institute and UT Southwestern all have in common?

Aside from being leading academic hospitals and health care institutions, they all employ providers and researchers who contributed to our editorial content in 2019.

The most memorable advertising appears...

IN MAGAZINES

65%

Source: Affinity Research
Popular Monthly Columns and Features

Industry Features
Every month, a major highlight of our magazine is the exclusive in-depth reports our journalist write addressing different aspects of the issue theme. Whether it’s MR safety, biomedical engineering trends, or the emergence of spectral CT, we interview multiple leaders in the field to deliver candid, well-rounded insight to our readers.

What’s New?
We interview leading manufacturers to discover new technology on the market for each of the major imaging equipment modalities. From MR to CT to mammography and more, our “What’s New” articles deliver clear, easy to read insights so that our readers can be better informed about the latest and greatest capabilities of new systems.

Leadership Matters - Exclusive Sponsorship Available
The challenges faced by hospital executives are both unique to their own facilities and common across the industry. In this column we deliver key insights from experts who know what it takes to oversee a successful healthcare organization from the top.

Imaging Management - Exclusive Sponsorship Available
Whether it’s a radiology department in a major health system or a standalone imaging center, managers and administrators are facing complex financial, organizational and interpersonal challenges. Every month we set out to help solve one.

Purchasing Insights - Exclusive Sponsorship Available
When it comes to purchasing medical imaging equipment, it isn’t always clear what constitutes a good price and what features are must-haves. That’s why every month we call on the experts at MD Buyline to share basic, clear-eyed market analysis to help providers invest their money more intelligently.

Biomedical Perspectives - Exclusive Sponsorship Available
The roles of HTM professionals and biomedical engineers are changing rapidly. As their departments work more closely with IT, they also seek better relationships with device manufacturers and hospital executives. In “biomedical perspectives” we give the floor to a leading biomed who discusses their own experiences as an increasingly critical member of the hospital team.

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.

The Future of Healthcare - Exclusive Sponsorship Available
Take any topic from our editorial calendar and chances are it will be very different ten years from now. This is the premise of our “Future of” column, in which we invite some of the most successful business-people in the industry to draw upon their first person experiences and share their vision for the future.

Hospital Spotlight
Each month we shine our light on a U.S. hospital and its unique accomplishments, culture, challenges and community. In addition a two-page spread providing photographs and statistics on the facility, we also conduct an exclusive Q&A with the hospital’s leadership.

HCB Daily News Round-up
Readers of HCB News know that the magazine is only one part of our coverage. The online Daily News is where our journalists cover breaking news as it happens, five days a week. In each issue of the magazine, the Round-up recaps some of the biggest current events shaping the industry.

Upcoming Events
Every issue of HCB News includes a list of the most important upcoming industry shows and events. We bring you all the vital details, including when and where it’s taking place, how many attendees are expected, and what type of health care professionals should attend.

Special Trade Show Coverage
Attending major industry events like RSNA, AHRA, ASTRO, AAMI, FIME or SNMMI (just to name a few) can be overwhelming if you’re not prepared. That’s why HCB News brings insightful coverage to these events and more, through leadership Q&A’s, show previews, exhibitor guides and product showcases recapping some of the most exciting innovations to check out in the exhibit hall. With a copy of our magazine under your arm, you’ll always know which booth or presentation to check out next.
**Bonus online distribution**

Every issue of *HealthCare Business News* is posted on DOTmed in a dynamic, easy-to-read digital flip-book format. We add live links to the website and email address you include in your ad, so it’s easy for customers to contact you. Each online issue is permanently archived and always available to DOTmed’s more than 22,000 daily visitors.

**Bonus email distribution**

Every month we email the electronic version of *HealthCare Business News* to more than 32,500 readers across the U.S. and around the world. More than 20,000 of those recipients are DOTmed registered health care providers.

**Bonus trade show distribution**

HCB News delivers bonus distribution at these major health care industry trade shows and events: RSNA, AHRA, AAMI, SNMMI, FIME, IDN Summit, HCP, SIIM and more. This means your message can reach an additional audience of thousands of active buyers.

**Bonus mobile distribution**

The HealthCare Business News iPad app is free to all our readers at the iTunes Store.
Ad Specifications

**Full Page**

8-3/8” W x 11” H

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

**Double Page Spread**

16-1/2” W x 11” H

Double 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

**Double Half Page Spread**

16-1/2” W x 5-1/2” H (includes 1/8” bleed)
Bleed size: 16-1/2” W x 5-1/2” H
Trim size: 16-1/4” W x 5-1/4” H
Safety area: 15-3/4” W x 5” H

**1/2 Page Island**

4-7/8” W x 7” H

**1/2 Page Horizontal**

7” W x 4-7/8” H

**1/3 Page Square**

4-1/2” W x 4-7/8” H

**1/3 Page Horizontal**

7” W x 3-1/8” H

**1/3 Page Vertical**

2-1/4” W x 9-1/2” H

**1/4 Page Vertical**

3-3/8” W x 4-7/8” H

**16-1/2” W x 11” H**

HealthCare Business News 2020 Rate Card

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

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
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<tbody>
<tr>
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<tr>
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<td>$5,300</td>
<td>$4,700</td>
</tr>
<tr>
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<td>$4,950</td>
<td>$4,550</td>
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<tr>
<td>Inside Back Cover</td>
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<td>$4,850</td>
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<tr>
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<td>$1,375</td>
<td>$1,200</td>
<td>$1,100</td>
</tr>
<tr>
<td>Resource Guide 1/4</td>
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<td>$675</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>Resource Guide 1/2</td>
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<td>$1,250</td>
<td>$1,100</td>
<td>$950</td>
</tr>
<tr>
<td>Resource Guide Full Page</td>
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<td>$2,100</td>
<td>$1,900</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Complimentary Ad Design Services
- 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.

Closing / Insertion Orders / Material Dates
- The closing date is the 10th of the month prior to the Issue Date
- 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
31,000-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.

DOTmed’s 2020 Buyer’s Guide will continue to be the “Go To Resource” for clinical engineers and other health care professionals because our highly targeted Find-it-Fast 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
• Closing: December 18th, 2019
• Issue date: March 2020
• Distributed at leading trade shows and biomed shows in 2020 such as AAMI, FIME, RSNA, AHRA, GBIS, NCBA, CEAI & more.
• Online all the time at dotmed.com/BG
### JAN/FEB – DEVICE HTM
**FEATURES**
- Patient monitors
- Testing equipment
- Infusion pumps

**DEPARTMENTS:** AEDs, Cybersecurity, RTLS, RIS, PACS

**CURRENT EVENTS:** ECR Q&A / Exhibitor guide / Product showcase

**BONUS DISTRIBUTION:** ECR

### MARCH – CARDIAC IMAGING
**FEATURES**
- What’s new in C-arms and tables?
- Cath angio / special procedures – Trends and innovations
- Cardiac ultrasound – Trends and innovations

**DEPARTMENTS:** Cath angio injectors, Wearables and heart health, Interventional radiology

**CURRENT EVENTS:** WHCC Q&A, DOTmed 100

**BONUS DISTRIBUTION:** HCP Spring Conferences, SIR

### APRIL – PEDIATRICS / PROTON
**FEATURES**
- Fear Factor – making hospital less scary
- Proton therapy – access update

**DEPARTMENTS:** Contrast enhanced ultrasound

**CURRENT EVENTS:** NAPT Q&A

**BONUS DISTRIBUTION:** NAPT, IDN Spring Summit

### MAY – IMAGING HTM
**FEATURES**
- HTM Viewpoints

**DEPARTMENTS:** Cybersecurity, Phantoms, Reprocessing / sterilizing, AEDs

**CURRENT EVENTS:** AAMI Q&A / Exhibitor guide / Product showcase

**BONUS DISTRIBUTION:** AAMI, Intalere Elevate

### JUNE – SUPPLY CHAIN
**FEATURES**
- Supply chain trends and innovations
- Install / Deinstall
- Mobile imaging
- What’s new in PET and SPECT?

**DEPARTMENTS:** Imaging informatics, Teleradiology

**CURRENT EVENTS:** FIME Q&A / Exhibitor guide / Product showcase; SNMMI Q&A / Exhibitor guide / Product showcase; SIIM Q&A

**BONUS DISTRIBUTION:** FIME, SIIM, SNMMI

### JULY – WOMEN’S HEALTH
**FEATURES**
- What’s new in breast imaging?
- OB/GYN ultrasound

**DEPARTMENTS:** Breast density update, Disaster preparedness, Imaging department management, RTLS

**CURRENT EVENTS:** AHRA Q&A / Exhibitor guide / Product showcase

**BONUS DISTRIBUTION:** AHRA, AHRMM

### AUGUST – PARTS & SERVICE
**FEATURES**
- Non-OEM service trends
- OEM service trends
- X-ray tubes

**DEPARTMENTS:** Tips for negotiating service contracts, Ceiling mounted installations, Lifecycle management

**CURRENT EVENTS:** Best of AAMI

**BONUS DISTRIBUTION:** IDN Fall Summit

### SEPTEMBER – MR
**FEATURES**
- What’s new in scanners and coils?
- MRI Keep Cold (Chillers, Coldheads, Compressors)
- Coil maintenance tips
- RF Shielding
- MR safety / detectors
- MR remote monitoring
- Patient experience

**DEPARTMENTS:** Theranostics, WMIC Q&A

**BONUS DISTRIBUTION:** HCP Fall Conferences

### OCTOBER – CT / RADIATION ONCOLOGY
**FEATURES**
- What’s new in radiotherapy?
- What’s new in CT?
- Radiation shielding

**DEPARTMENTS:** Proton therapy trends, Spectral CT, MR linac

**CURRENT EVENTS:** ASTRO Q&A / Exhibitor guide / Product showcase

**BONUS DISTRIBUTION:** ASTRO

### NOV/DEC – RSNA / BEST OF 2020
**FEATURES**
- What’s new in DR / Fluoroscopy?
- What’s new in detectors?
- Portable X-ray
- Forces impacting radiologists

**DEPARTMENTS:** Charity profile, CT year in review, MR year in review, X-ray year in review, AI year in review

**CURRENT EVENTS:** RSNA Q&A / Exhibitor guide / Product showcase

**BONUS DISTRIBUTION:** RSNA

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The topics and content of this editorial calendar are subject to change. The calendar will be updated on DOTmed’s homepage each month as changes and additions occur. Ask your Sales Representative for the most updated version if you are interested in PR submissions or advertising.
DOTmed Equipment Classifieds is published monthly

Medical equipment available now printed up in an easy to read classified format and sent to the most active buyers on DOTmed.com. Feature your top items and reach an engaged audience of buyers every month. You pick which equipment to show and buyers can easily look up your products on DOTmed.com.
**Ad Specifications**

**DEMOGRAPHICS**

- Upgraded DOTmed Users ........................................ 1577
- Hospital Biomed Title .............................................. 1489
- Medical Office ...................................................... 1347
- HCP Trade Show Attendees ...................................... 1299
- Specialty HCP providers .......................................... 1117
- Hospital Mixed Titles ............................................. 1028
- Imaging Center .................................................... 627
- Cosmetic Facility / Spa ........................................... 515
- Clinic ..................................................................... 514
- Surgery Center ..................................................... 316
- Laboratory ............................................................. 251

**AD SIZES**

- **Full page**
  - Up to 20 listings
- **1/2 page**
  - Up to 8 listings
- **1/4 page**
  - Up to 4 listings
- **Individual Listing**
  - Grouped 20 per page

- **Full Page Display Ad**
  - 8.125" x 10.75"
  - Bleed size: 8.375" x 11"
  - Trim size: 8.125" x 10.75"
  - Safety area: 7.375" x 10.25"

**AD RATES**

- Two page spread (Up to 40 listings) $750
- Full page $500
- 1/2 page $300
- 1/4 page $175
- Individual Listing $30
- Full page Display ad (only size available) $1000
- **Covers**
  - Front: 4 Available Featured Listings $500
  - Back $1500
  - Inside Back $1000

**DIGITAL EDITION**

Each month DOTmed Equipment Classifieds is converted to a digital flip book and housed on DOTmed’s homepage. Your ad page links directly back to your Webstore on DOTmed.com. Each issue is added to an online archive with searching capabilities. Your print ad is online essentially forever.

**EMAIL CIRCULATION**

DOTmed Equipment Classifieds is also emailed to a group of 15,000 domestic and international DOTmed users and auction bidders. The email version is targeted to show the buyers the types of equipment they have looked for on DOTmed.com. If they were looking for OR equipment we serve them the Equipment Classified listings from the OR category.

**TRADE SHOW DISTRIBUTION**

In addition to physically mailing the issue to qualified healthcare providers that we meet at trade shows the physical issue itself will be distributed at over 20 trade shows each year including: ECR, HIMSS, IDN Summit, HCP, AAMI, FIME, AHRA, NCBA, CEAI, GBIS, RSNA & more.
DOTmed online advertising delivers big numbers...

1,397,060
page views/month

22,000
unique visitors a day

394,060
user sessions per month

DOTmed is the world’s leading public trading platform for medical equipment, parts and services. An industry-leading 22,000-plus visitors come to DOTmed every day to shop for and buy what they need — and up to 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. 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 over 310,000 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.com Precise Online Advertising

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 registered users every month.

DOTmed represents a rich target audience for health care vendors and service 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.
## Virtual Trade Show Booth
- Make a complete Company Presentation, Add Personnel Bios, Product Offerings, Videos, PDFs and more with the Infinite Page; Collect Followers to Email; Post HotDOTs

## Trade Show Preview Emails
- 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

## HCB News Digital Edition
- **HealthCare Business News** magazine online ad opportunities

## Virtual Auction House
- For Regional Auction Companies to promote auctions online

## Mobile
- Mobile "Adhesion" Ads display on all mobile devices

## More Than 750,000 Listings
- 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
  - 160 x 600 Skyscrapers
  - 320 x 50 Mobile Ad

## 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 per month or 18 million per 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>Year</th>
<th>Pageviews</th>
<th>Sessions</th>
<th>Users</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
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</tr>
<tr>
<td>July</td>
<td>1,383,501</td>
<td>404,799</td>
<td>259,430</td>
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<tr>
<td>August</td>
<td>1,399,861</td>
<td>396,673</td>
<td>249,534</td>
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<tr>
<td>September</td>
<td>1,341,045</td>
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<tr>
<td>October</td>
<td>1,519,936</td>
<td>424,487</td>
<td>268,845</td>
</tr>
<tr>
<td>November</td>
<td>1,451,624</td>
<td>397,178</td>
<td>257,965</td>
</tr>
<tr>
<td>December</td>
<td>1,286,394</td>
<td>363,343</td>
<td>237,789</td>
</tr>
<tr>
<td>Average</td>
<td>1,397,060</td>
<td>394,060</td>
<td>252,708</td>
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</table>
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 22,000 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 1,500,000-plus page 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 200k 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 600 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 200k 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 on posts in the Service Technicians’ Forum when a discussion starts that matches the category you’re in.

**Skyscraper Ads**

Big, tall and attractive 160p x 600p 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 160 pixels wide and 600 pixels tall, your Skyscraper ad has plenty of room so you can dramatically present your message – DOTmed will even help you create your ad for you 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 200k 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
Listing Upgrades / Virtual Trade Show Booths / WebStores / Targeted Text Ads / Self-Managed Auctions

Upgraded Classified Listings

DOTmed is known for our unparalleled number of user listings – you will typically find more than 750,000 on any given day. Those listings attract more than 22,000 visitors every day.

Your equipment and parts listings belong here too.

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 Registered User Emails only

Free Listings – For first-time users; Receive Registered User Emails only with a maximum limit of 365 emails

Visit DOTmed.com/UpgradeMe to see the full 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
Standard Virtual Trade Show Booth - $50/month
Premium Virtual Trade Show Booth - $75/month
See pages 18 thru 21 for more on the Virtual Trade Show and WebStores

Executive Level Upgrades
Combine your Company and Listing Upgrades into a DOTmed WebStore.

The Standard Upgrade features Pro Listings and a Standard VTS Booth - $100/month
The Premium Upgrade features Pro Listings and a Premium VTS Booth - $150/month
Elite Level Upgrades (in red like other headers in this section)
Enterprise Upgrade - $200/month
Ultimate Upgrade - $300/month
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, Extra Large Photos, Video, BlueBook Access, DM Messenger, and a Sales Command Center.

The top Ultimate upgrade includes Automatic Listing Transfer, Automatic Listing Renewal at 6 days and the ability to only show a company name in your listings.

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.

Help your products sell faster with Featured Listings

Utilize this premium listing location to help generate greater sales. Your listing is still a listing, so the style and content remain the same. Being a Featured Listing just means you gain more visibility by being at the top of the category you choose -- for 3 consecutive days.

ONLY 3 listings are shown at a time per category...giving you real exclusivity!

Purchase Featured Listings in Bulk:

One Time Pack:
Add 20 credits of Featured Listings for $16 per month.
Add 50 credits for $40.
Add 100 credits for $70.

Monthly Pack:
Add 20 credits of Featured Listings for $14 per month.
Add 50 credits for $30.
Add 100 credits for $50.
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, and show off your facility. With a Premium 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.

Premium & Standard 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 HCB Daily Online News stories about your company

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

Now Over 650 Top Companies Exhibiting; Open 24/7/365

Premium or Standard VTS Booths can be purchased separately as Entry Level products

Recommendation: Purchase either an Executive Level Standard Package (Standard VTS Booth with Pro Upgraded Listings) or a Premium Package (Premium VTS with Pro Upgraded Listings).
VTS Skyscraper Ads

Your Skyscraper ad will dominate the category where it runs. A big 160 pixels wide by 600 pixels tall, 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

160 x 600
Skyscrapers
GIF or Flash

Your Skyscraper runs in the Search Results - like CT Scanner - and the same Equipment Guide category for one low price

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.

Your HotDOT messages run on our homepage
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
- It Links – to and from your Virtual Trade Show Booth!
- It Promotes – every one of your listings has a “Visit My WebStore” link

You can open a WebStore for just $100/month and post up to 300 listings in it. Want to post more listings? Upgrades are easy to afford, just ask your DOTmed Sales Rep.

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 Premium VTS Booth

Have Multiple Salespeople?
You can give all of them full WebStore listing privileges under their own name.
Service Technicians’ Forum
Advertising Options

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.

Sponsored Forum Posts cost $995 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.

We email more than 140,000 Forum Digests a week

More than 35,000 people are registered for the Service Technicians’ Forum, and we email 19,000 Forum Digests every day of the week, including weekends, and email 6,000 additional every Friday, which totals nearly 140,000 emails per 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. The cost for each Sponsored Post is $995. 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, you can add a demo video, explanatory photos, or any graphic that helps you get your message across.
Online News Banners
Targeted Ads That Generate Sales

News Silos Offer Content-Relevant Placement
Our news is broken up into Silos. These are neat, compartmentalized drawers of information, organized by category for our online reader’s convenience. Let’s say they are only interested in MRI-related stories. They simply click the "MRI" button and are directed to all of our news stories that are MRI-related.

There are three online news pages where news banners show.

1. The News Homepage, rotates all Silo sponsor ads (Leaderboard and SkyScraper).
2. News Silo pages with category specific news. All Silo Sponsors (Leaderboard and SkyScraper) show on this page as well.
3. News Story page where all four banner options show: the 728 x 90 Silo Sponsor Leaderboard banner, the 160 x 600 Silo Sponsor SkyScraper, the 300 x 250 Display ad and the Targeted Text Ad.

DOTmed Online News
Readership by Country (%)

USA 58%
India 14.6%
Mexico 13.9%
Pakistan 12.7%
Other 7.3%
Canada 9.1%
China 10.9%
Brazil 7.3%

DOTmed Online News
Readership by Type

Dealer 14.6%
Medical Office 13.9%
Independent Service Org. 12.7%
Manufacturer 9.1%
Broker 10.9%
Hospital 7.3%
Other 7.3%
HCB Daily News

**Emailed Edition**

HCB Daily News is emailed once a week to approximately 42,000 registered users. It’s a great place to build your brand or generate immediate sales.

**HCB Euro News**

Target: European Users

HCB Euro News is emailed once a week to approximately 6,000 registered users across Europe.

It’s a great way to reach the $3.17 trillion EU health care marketplace with your “euro-targeted” message. Static or GIF ads accepted.

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**DOTmed Registered European Users**

- United Kingdom: 20.6%
- Italy: 20.6%
- Germany: 10.6%
- Russia: 10.2%
- Poland: 10.9%
- Spain: 10.2%
- France: 7.6%
- Romania: 6.3%
- Greece: 6.3%
- Ukraine: 5.8%

Over 25,000 Registered Users in Europe

MORE THAN 1,300 new people register every month on DOTmed
E-Advertorials

Your Marketing Message – Always Online!
Permanent archiving makes E-Advertorials a permanent value

E-Advertorials are placed on the front page of HCB Daily News’ 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.

HCB News Digital Edition Email

Each digital edition of HealthCare Business News magazine is emailed to over 32,500 subscribers. There is one 180x260 banner spot available for $500 per mailing. This is an exclusive spot with only one advertiser per issue.

Trade Show Preview Emails

DOTmed preview emails are available for these leading shows: RSNA, AHRA, AAMI, FIME, SNMMI and ECR.

Pricing is $500 per show or buy any three shows in advance for $999 or run a 1/2 page or larger ad in the show issue — only open to exhibitors.

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.

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

180x260 Static Banner for $500 per mailing

RSNA Preview 2017
Nov. 26th - Dec. 1st
McCormick Place, Chicago
Email Advertising Vehicles

<table>
<thead>
<tr>
<th>Product</th>
<th>Circulation</th>
<th>Ad Options</th>
<th>Audience</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>Equipment &amp; Parts Alerts</td>
<td>26,000</td>
<td>Text Ads, 180 x 150 Ads, E-Advertorials</td>
<td>Equipment Buyers, all modalities</td>
<td>Weekly</td>
</tr>
<tr>
<td>Service Technicians’ Forum</td>
<td>19,000 daily</td>
<td>180 x150 Ads, Sponsored Post</td>
<td>Biomed/Technicians</td>
<td>Daily</td>
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<tr>
<td>+6,000 additional on Fridays</td>
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<tr>
<td>HCB Daily News - Emailed</td>
<td>42,000</td>
<td>Text Ads, 180 x 150 Ads, E-Advertorials</td>
<td>DOTmed Users</td>
<td>Weekly</td>
</tr>
<tr>
<td>HCB Euro News - Emailed</td>
<td>6,000</td>
<td>Text Ads, 180 x 150 Ads, E-Advertorials</td>
<td>DOTmed European Users</td>
<td>Weekly</td>
</tr>
<tr>
<td>HCB News Digital Edition</td>
<td>32,500</td>
<td>180 x260 Ads</td>
<td>Domestic &amp; International Users</td>
<td>Monthly</td>
</tr>
<tr>
<td>RSNA Preview</td>
<td>30,000</td>
<td>Booth Write-Up</td>
<td>Imaging/Radiology</td>
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</tr>
<tr>
<td>AAMI Preview</td>
<td>10,000</td>
<td>Booth Write-Up</td>
<td>Biomed/Technicians</td>
<td>One/year</td>
</tr>
<tr>
<td>SNMMI Preview</td>
<td>2,000</td>
<td>Booth Write-Up</td>
<td>Molecular Imaging</td>
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<tr>
<td>ECR Preview</td>
<td>7,500</td>
<td>Booth Write-Up</td>
<td>European / Imaging / Radiology</td>
<td>One/year</td>
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<tr>
<td>AHRA Preview</td>
<td>7,000</td>
<td>Booth Write-Up</td>
<td>Imaging/Radiology</td>
<td>One/year</td>
</tr>
<tr>
<td>FIME Preview</td>
<td>10,500</td>
<td>Booth Write-Up</td>
<td>U.S. / Latin American Buyers</td>
<td>One/year</td>
</tr>
</tbody>
</table>

Standalone Marketing Emails

Reach specific segments of our subscriber base by using custom-designed Standalone Marketing Emails to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of thousands of healthcare professionals. This targeted and cost-effective method of reaching our audience uses your company’s own words, terminology, and images. These can include a space for contact information or can lead to a gate page on your website.

You select the audience segments from our email list of 310,000+ contacts in settings such as medical offices, hospitals, imaging centers or labs and choose to reach end users or vendors in U.S., Europe or Global locations.

Availability for this product is extremely limited and we reserve the right to approve all editorial in advance.

- **Up to 3,000 contacts** .................. $2,000
- **4,000-5,000 contacts** .................. $2,500
- **8,000-9,000 contacts** ................. $3,500
- **10,000 – 15,000 contacts** .......... $5,000
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 26,000 Alerts to individual users.

WE SEND MORE THAN

26,000

Equipment Alerts every week

Virtual Auction Houses –
For Regional Auction Companies

If you auction medical equipment – in a brick & mortar setting or online – you can leverage DOTmed’s unequaled industry traffic of 22,000-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. DOTmed can accept bids on our platform or we can redirect buyers to your site to place bids. Your VAH auction can be open-ended or close on a pre-set date. Call for a customized solution that will maximize your ROI.

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 22,000 visitors who come to DOTmed every day. You can post a Self-Managed Auction yourself, or call 212-742-1200 x 237 for assistance.
Mobile Advertising on DOTmed

The Future is Here...

Reach DOTmed’s most engaged users with Smart Phone ‘Adhesion’ ads!
People who use their phones to get on our mobile site are super active shoppers in a “buy now” mode. 10% of our traffic is mobile — and growing fast!

More than 10,000 buyers browse DOTmed on their phones every day — which is nearly 300,000 a month! — and that number will continue to grow year after year — so get in on the ground floor!

For just $250/month you can reach these more than 2,000 high-value customers every day. Adhesion ads are targeted by categories you choose and are shown on a rotating basis with other ads in that category.

Animated or static – Your adhesion ad can be an animated GIF or static image. Send us your message and we’ll create the ad for you. If you do it yourself, the file size needs to be 15K or less.

BuyNow Powered Website Service

Host your Website with DOTmed

You can now host a website on DOTmed.com and have your DOTmed listings automatically update on your website and on DOTmed.

Have a Buy Now button on your DOTmed listings? You will also have one on your website!

You can also add company description, employee bios, and any other pages you want to make your website your own!

Your website will be indexed by Google and follows the newest SEO practices.

Features

• Free SSL Certificate
• 3rd Party Shipping Rates
• Payments with PayPal
• Unlimited Bandwidth
• Mobile Friendly Website
• Search Engine Optimized
• Built In Shopping Cart
• Inventory Management
• Unlimited Contributors
• 30 USD per month