



American Podiatric Medical Association



APMA News Brief

Weekly eNewsletter

www.naylornetwork.com/apm-nwl

Distributed to more than **13,000 weekly!**



APMA Buyers' Guide

apma.officialbuyersguide.net

The APMA Advantage

- We **represent more than 75%** in the United States.
- Our members **spend an estimated \$320 million** on products and services each year.
- As **the leading resource for foot and ankle health information** your ad will be viewed by those who make purchasing decisions, including:
 - Podiatrists
 - Podiatric Medical Assistants
 - Office Managers

What Our Members Need

We represent the vast **majority of the estimated 15,000 podiatrists** in the country. These members need and use products and services like yours, such as:

- dermatology products
- surgical products
- orthotics
- pharmaceuticals
- footwear
- office equipment and supplies
- medical equipment and supplies
- software (billing and EMR)
- pathology services
- durable medical equipment

Put your product and services in front of the podiatry decision makers you want to reach. Positions are limited so secure your space today!

APMA News Brief

About the eNewsletter – www.naylornetwork.com/apm-nwl/

Now more than ever, professionals consume information on the go. Our APMA News Brief eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 13,000 decision-makers on a regular basis
- In addition to APMA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other APMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Average open rate per issue: 27.92%
 Average clicks per issue: 618
 *Traffic stats form 12/15 to 02/16



Top Leaderboard – EXCLUSIVE
 12 Months | \$12,500

2nd Leaderboard – EXCLUSIVE
 12 Months | \$10,000

1st Row Rectangle Ads – three available
 12 Months | \$6,500

1st Company Spotlight
 12 Months | \$4,500

Distributed weekly on Thursday

Sections include:

- National News
- Legislative Updates
- APMA News

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

Ads featured on the APMA News Brief regularly receive 18,784 impressions a month!

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Rates continued on next page...

APMA News Brief

...Rates continued



3rd Leaderboard – EXCLUSIVE

12 Months | \$7,500

2nd Row Rectangle Ads – three available

12 Months | \$5,000

2nd Company Spotlight

12 Months | \$3,500

Product Spotlight – four available

12 Months | \$1,500

Distributed weekly on Thursday

Sections include:

- National News
- Practice Management
- Legislative Updates
- New Products & Technology
- APMA News
- ...and more!

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APMA Buyers' Guide

About the APMA Buyers' Guide – apma.officialbuyersguide.net

The APMA Buyers' Guide is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the APMA Buyers' Guide makes it easy to locate products and professional services geared to the podiatry industry.

A Reference at Your Fingertips:

- Cross-promoted in other APMA communication pieces
- Optimized to drive traffic from search engines and the APMA home page
- Efficient browsing with fewer clicks
- Users can set the APMA Buyers' Guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, APMA Buyers' Guide receives:

- Nearly 450 visitors per month
 - Nearly 2,000 page views per month
 - An average visitors of 3.40 page per session
- *Traffic statistics from 10/14-4/15

The purchase of any APMA Buyers' Guide display ad comes with a COMPLIMENTARY Premier Listing – a \$395 value!



Page Peel (75 x 75 and 500 x 500 pixels) – EXCLUSIVE POSITION | \$3,250

Display your business uniquely on the entire APMA Buyers' Guide. With the move of a mouse, your company's message sweeps down over the site, drawing attention and visitors to your website. Exclusive run-of-site position.

Banner Package | \$2,450

No matter what page of the APMA Buyers' Guide visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the Rectangle Ad position. Run-of-site. Only 6 banner packages are available.

Featured Companies (120 x 60 and 120 x 120) | \$1,950

The Featured Companies section allows 7 companies to showcase their offerings through two rotating rectangle positions. Includes company logo and short description. Run-of-site.

Category Rectangle (300 x 250 and 180 x 150) | \$750

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services.

Product Showcase (175 x 120) | \$950

The Product Showcase will feature eight companies rotating through two positions on the home page, as well as on the Product Showcase page. This is the perfect opportunity to showcase your new product or service to APMA members.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

APMA Buyers' Guide

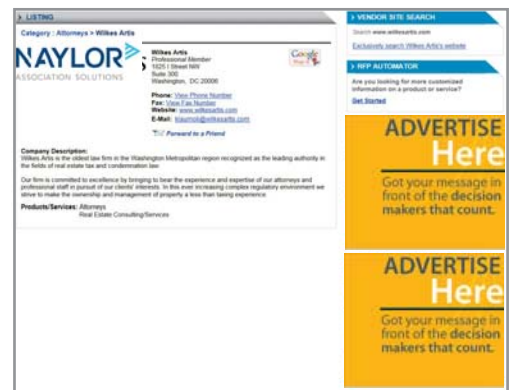
The purchase of any APMA Buyers' Guide display ad comes with a COMPLIMENTARY Premier Listing – a \$395 value!

Premier Listing Package | \$395

Premier Listings are designed to offer heightened visibility within APMA Buyers' Guide. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, plus extended features below. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



Maximize the impact of your Premier Listing with these upgrades



Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the OBG TITLE, your company is the first that they see. Includes Premier Listing upgrade.

Category Sponsor #1 | \$650

Category Sponsor #2 | \$550

Category Sponsor #3 | \$450



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$200

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications - For more information, visit:
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APMA Buyers' Guide

Premier Listing Categories

Our *APMA Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

Continuing Education

- Compliance Manuals
- Continuing Education
- Courses/Seminars
- Publications

Diagnostic Equipment

- Blood Pressure Cuffs
- Blood Testing
- Diagnostic/Scanning Systems
- Electromyography
- Gait Analysis
- Imaging Equipment/Supplies
- Microbiology Testing
- Neurological Testing
- Pressure Mapping
- Scales
- Stethoscopes
- Ultrasound
- Urinalysis
- Vascular Testing
- X-Ray Equipment

Footwear

- Athletic Footwear
- Children's Footwear
- Custom-Molded Shoes
- Diabetic/Therapeutic Shoes
- Extra-Depth Shoes
- Footwear - Miscellaneous
- Footwear/Shoe Components
- Occupational Footwear
- Post-Op Shoes
- Socks/Hosiery
- Walking Shoes

Medical/Surgical

- Anatomical Models/Charts
- Ankle Walker
- Antifungals/Antimicrobials
- Artificial Joints/Limbs

- Bandaging Materials
- Blister, Chafing, and Pressure Prevention
- Bone Growth Stimulators
- Braces/Splints
- Casting Materials
- Circulation Augmentation Devices
- Compression Garments
- Cryosurgery/Cryotherapy
- Debriding Drills/Burrs
- Deodorizers and Hygiene Products
- Diabetic Neuropathy
- Durable Medical Equipment
- Electrotherapy
- Emergency Kits
- First Aid Supplies
- Foot Creams and Moisturizers
- Grinders/Dust Collectors
- Hot/Cold Therapy
- Hydrotherapy
- Implants
- Infection Control
- Instruments
- Lab Testing
- Lasers
- Massage
- Medical Supplies
- Medicinal Agents
- Metallic Fixation
- Mobility Aids
- Nail Care and Pedicure Products
- Nail Clippers
- Needles/Syringes
- Oxygen
- Padding
- Pain Management Devices
- Pathology Labs
- Patient Monitoring
- Peripheral Neuropathy
- Physical Therapy/Rehabilitation
- Preventative Footcare
- Radiofrequency
- Scar Tissue Prevention
- Screws/Clips

- Shockwave Therapy
- Soft Goods
- Sterilization Equipment
- Surgical Exam/Lighting
- Surgical Exam Chairs/Tables
- Surgical Supplies
- Suture Materials
- Tape
- Treatment Room Furnishings
- Wound Care and Dressings

Orthotics/Inserts/Orthopedic Devices

- AFOs
- Braces
- Bunion Relief
- Casting
- Custom Orthoses
- Heel/Foot Lifts
- Heel Cups
- Insoles
- Orthotic Automation
- Orthotic Laboratories
- Orthotic Materials
- Prefabricated Orthoses
- Splints /Night Splints

Pharmaceuticals

- Antibiotics/Antimicrobials
- Antifungals - Oral
- Antifungals - Topical
- Deodorizers and Hygiene Products
- Dermatological Products
- Foot Creams and Moisturizers
- Medicinal Agents
- Pain Management
- Pharmaceuticals - Miscellaneous
- Wart Treatment
- Wound Care and Dressings

Practice Management

- Apparel
- Claims Management/Billing
- Collections
- Compliance
- Computer Hardware
- Consultants
- Credit Card Processing
- EHR Software
- Employee Handbooks/Office Manuals
- Financial Services
- GPO/Group Purchasing Organization
- Insurance
- Lab Testing
- Leasing Companies
- Legal Services
- Medical Documentation/Charting
- Office Equipment/Supplies
- Patient Education
- Practice Marketing
- Software
- Waiting Room Furnishings
- Web Site Services
- Website Design

Wound Care

- Biologically Active Products
- Debriding Agents
- Dressings
- Grafting Products
- Growth Factors
- Hydrosurgery
- Moisture Regulating Dressings
- Negative Pressure Wound Therapy

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

_____ **Additional Categories X \$50.00 = \$** _____

Initial: _____ **Date:** _____

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

Company Contacts - Up To Five

Please include **job title, phone number and email address**. All email addresses will be hyperlinked and active.

Primary Contact for RFP Automator and Request for Information (OPTIONAL)

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters, for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

Product/Service Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

Video Upgrade - Additional cost: \$200 (OPTIONAL)

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie), and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.