

Site Advertising
Building Brands. Driving Traffic.

The team at 24x7 has redesigned its Web site, creating bold new content for users and branding opportunities for advertisers. Online banners are part of an integrated marketing approach creating brand awareness as well as direct results and site traffic.

Average Monthly Visitors: 28,968
Average Monthly Unique Visitors: 9,548

Site Advertising Positions

- 1 Lead Banner 728x90
Premium size ad unit providing maximum visibility. Built into horizontal navigation bar.
- 2 Road Block 336x280
Positioned above the fold and wrapped in content for high-impact visibility
- 3 Tower 160x600
Positioned along content action links
- 4 Bottom Banner 468x60
Positioned along the bottom of the page

High-Impact Banner Positions

- Page Peel 500x500 plus 75x75 (corner preview)
Upper right corner banner that peels back with mouse rollover revealing high-impact brand message.
- Interstitial 640x480
Complete home page takeover at users first point of site entry.

24X7 WEB PAGE



CLICK TO NAVIGATE

<p>PRINT</p> <ul style="list-style-type: none"> ◆OVERVIEW ◆EDITORIAL & ADDED VALUE ◆CIRCULATION 	<ul style="list-style-type: none"> ◆EDITORIAL CALENDAR ◆INTEGRATED MARKETING ◆RATES MECHANICALS CONTRACT 	<p>ONLINE</p> <ul style="list-style-type: none"> ◆SITE ADVERTISING ◆E-NEWSLETTERS ◆PODCAST & WEBCASTS 	<ul style="list-style-type: none"> ◆WEBINARS ◆EXPERT INSIGHT ◆LEAD GENERATORS 	<ul style="list-style-type: none"> ◆TRADESHOW OPPORTUNITIES ◆CUSTOM SPONSORSHIP PROGRAMS ◆MULTIMEDIA ◆CONTACTS◆
--	---	--	--	---

E-Newsletters
Always Direct. Always Delivers.

24x7's *Weekly Jolt*, the weekly newsletter from the editors of 24x7, delivers the latest product developments, technology advancements, and other industry news to more than 13,000 clinical and biomedical professionals. Advertising in 24x7's *Weekly Jolt* delivers your message directly to the desktop of your target audience and increases market awareness, plus drives traffic to your Web site, research, or detailed product information.

Monthly Sponsorship Opportunities
Positions available in each newsletter:

- 1 Exclusive Leader Board Sponsorship
728x90 banner with URL link
- 2 Exclusive Skyscraper Position
160x600 banner with URL link
- 3 Text Sponsorships (Rotating 4 available)
150x120 Button with URL link
50-words of text, bold headline and URL link

Note: Text ads rotate positions each week so every sponsor has premium position.

24X7 WEEKLY JOLT

1 ekahau Track and manage your critical assets over your existing Wi-Fi network.

August 3, 2010 24x7mag.com

24x7 Technology and Service Solutions for Biomed WEEKLY JOLT

Take the Compensation Survey Now! | Biomed's Best Practices Blog | Weekly Jolt Archives

INCLUDED IN THIS EDITION:

- » Joint Commission Offers the EC Fireside Chat Webinar
- » Clean Up Your Ethylene Oxide Sterilization Process
- » Networking Discussion Page Launched by TSTC
- » WSBA and OHA Team Up for September Symposium
- » Intelligent InSites to Host RTLS Technology Conference in September

TOP STORY

Frost & Sullivan Honors Toshiba
Frost & Sullivan, the global research and growth consulting firm, has conferred the 2010 North American Competitive Strategy Leadership of the Year Award in Medical Imaging on Toshiba America Medical Systems Inc. [Read more...](#)

3 GE Healthcare
More than just service. A complete solution.
Introducing AssurePoint™ Services from GE Healthcare. AssurePoint Services let you select a maintenance solution designed around your needs and budget, so you gain the confidence of assured system reliability, 365 days per year.
To learn more, visit www.gehealthcare.com/AssurePoint.

INDUSTRY NEWS

Philips Acquires Transducer Manufacturer
Royal Philips Electronics announces the acquisition of Shanghai Apex Electronics Technology Co Ltd (Apex), a Chinese manufacturer of ultrasound transducers. [Read more...](#)

SonoSite and Biosound Seal New Distribution Agreement
United Medical Instruments (UMI), a global provider of new and preowned ultrasound systems, will now distribute SonoSite products in certain small office markets. [Read more...](#)

2 GMI Defining Ultrasound Solutions
Save 40% off brokers and 60% off OEM pricing
EXTENSIVE ULTRASOUND PARTS & PROBES INVENTORY
Certified & Quality Tested to 100% OEM Specification
CLICK HERE TO FIND OUT MORE
BUY SMARTER. BUY DIRECT. BUY NOW.
866.464.3702

CLICK TO NAVIGATE

PRINT	◆OVERVIEW	◆EDITORIAL CALENDAR	◆ONLINE	◆WEBINARS	◆TRADESHOW OPPORTUNITIES
◆EDITORIAL & ADDED VALUE	◆EDITORIAL & ADDED VALUE	◆INTEGRATED MARKETING	◆SITE ADVERTISING	◆EXPERT INSIGHT	◆CUSTOM SPONSORSHIP PROGRAMS
◆CIRCULATION	◆RATES MECHANICALS CONTRACT		◆E-NEWSLETTERS	◆LEAD GENERATORS	◆MULTIMEDIA
			◆PODCAST & WEBCASTS	◆CONTACTS	

Podcasts & Webcasts Reaching Decision-makers. While They Listen.

As healthcare professionals strive to stay in front of trends, keep up-to-date on product developments, and build their businesses they are looking for smart, interesting information and viewpoints in a digestible format.

Editorial Monthly Podcast:

Podcasts, hosted by our industry-specific expert editors, feature a one-on-one interview with industry leaders that provide insights into the topics that are critical right now.

Special Podcast Series:

These trend or topic-specific podcast series, take an in-depth look at a topic over the period of one week. A series of five podcasts dissect an industry development that demands multiple viewpoints.

Benefit from this unique platform and user content experience. Podcast sponsors provide branding, association with delivery of intelligent content and embedded direct response opportunities.

Sponsorship Benefits:

- Single or multi- sponsorship of a podcast
- Lead and Tower banners on podcast launch page
- Logo button on landing page with URL link
- 15-second audio commercial before podcast begins
- Sponsorship recognition (and URL link) in podcast traffic promotions
- Archived for 12-months and accessible from Podcast general landing page

PODCAST LANDING PAGE

The screenshot shows a professional website layout for a podcast. At the top, there are logos for 'CREATIVE VISIONS FOUNDATION' and 'ARE YOU A CREATIVE ACTIVIST'. Below these is the '24x7' logo with the tagline 'Technology and Service Solutions for Biomed'. A navigation bar includes links for Home, News, Buyer's Guide, Products, Education, Regulations/Standards, and Archives. The main content area features a featured article titled 'Part 3 of 3: The Importance of Benchmarking' dated Thursday, August 20, 2009. It includes a photo of the special guest, Matthew F. Sarnach, PE, PhD, and a 'Play Now (6:10) Download MP3' button. The article text discusses benchmarking in clinical engineering. To the right of the article is a red sidebar with a magnifying glass icon and the text 'Browse by category.' and 'Search for a company.' Below the article is a 'MEDIA CENTER' section with dropdown menus for Blogs, Archives, Newsletters, and Podcast Series. There is also an 'EXPERT INSIGHT' section with a logo and text encouraging contact for expert advice. At the bottom, there is a footer with the same logos as the top and a section for 'ADDITIONAL ONLINE RESOURCES'.

CLICK TO NAVIGATE

PRINT

- ◆ OVERVIEW
- ◆ EDITORIAL & ADDED VALUE
- ◆ CIRCULATION

- ◆ EDITORIAL CALENDAR
- ◆ INTEGRATED MARKETING
- ◆ RATES | MECHANICALS | CONTRACT

ONLINE

- ◆ SITE ADVERTISING
- ◆ E-NEWSLETTERS
- ◆ PODCAST & WEBCASTS

- ◆ WEBINARS
- ◆ EXPERT INSIGHT
- ◆ LEAD GENERATORS

- ◆ TRADESHOW OPPORTUNITIES
- ◆ CUSTOM SPONSORSHIP PROGRAMS
- ◆ MULTIMEDIA
- ◆ CONTACTS ◆

Webinars Creating Awareness. Generating Leads.

Reach influential professionals seeking educational information delivered in a dynamic, digestible format. As a sponsor, you'll get powerful brand recognition on all Webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. Sponsor an editorial Webinar, or work with us to create something customized for your product message.

Editorial Webinars

These topic-specific Webinars bring together our expert editor with other leading industry experts for an in-depth product or market briefing. This unique format offer sponsors everything interactive, online content can offer:

- > Brand awareness across print, online and e-newsletter platforms
- > Association with respected, topic-specific content
- > Result-driven online program generating interested and qualified leads for your company
- > Built-in direct response program to push out additional sponsor resources on topic

Sponsorship Benefits:

- Logo or name used in all electronic or marketing
- Targeted banner next to Webinar description on landing page
- Sponsor recognition within Webinar PPT
- Verbal sponsor recognition by editor host
- One unique demographic question on registration form
- Receive all leads with complete contact details and demographic data
- Hosting on site for up to 12-months



Custom Webinars

Custom Webinar programs deliver dynamic, multimedia Webinar programs that are in line with your company's specific objectives and goals. One of our expert industry-specific editors will work with you to create timely, insightful content and will host the Webinar discussion. By sponsoring this type of Webinar you get the opportunity to deliver a thought provoking, high-impact customized message while bolstering your market perception and collecting targeted leads.

Program Includes:

- Audio-based live program with an accompanying synchronized slide presentation (branded with magazine and your logo)
- Panel discussion hosted by our editor (your company representative(s) may participate on panel)
- The audience-marketing plan includes several weeks of pre-event marketing as well as six months of on-demand hosting.
- We develop complete campaign and all marketing materials to promote Webinar—and ensure you receive an extensive marketing footprint.
- Delivery of all pre-registered leads on day of live Webinar. Twice monthly delivery of on-demand generated leads for six months.

CLICK TO NAVIGATE

PRINT

- ◆OVERVIEW
- ◆EDITORIAL & ADDED VALUE
- ◆CIRCULATION

- ◆EDITORIAL CALENDAR
- ◆INTEGRATED MARKETING
- ◆RATES | MECHANICALS | CONTRACT

ONLINE

- ◆SITE ADVERTISING
- ◆E-NEWSLETTERS
- ◆PODCAST & WEBCASTS

- ◆WEBINARS
- ◆EXPERT INSIGHT
- ◆LEAD GENERATORS

- ◆TRADESHOW OPPORTUNITIES
- ◆CUSTOM SPONSORSHIP PROGRAMS
- ◆MULTIMEDIA
- ◆CONTACTS◆

Expert Insights
Our Reach. Your Experts.

Set your company apart from the competition by offering expert solutions they can't find anywhere else. Become a resident expert by hosting our Expert Insights Q&A Web forum. Your company expert shares his/her knowledge about a particular topic, establishing your company as an industry leader—all within the powerful environment of our leading brands. As a sponsor, you maintain exclusive rights to answer questions submitted by the audience and post your own questions and answers in your chosen category for a minimum of three months.

Sponsorship Includes:

- Sponsorship banners on Expert Insights Landing Page

- 1 Lead Banner 728x90
- 2 Tower 160x600

Sponsorship recognition (and URL link) in monthly traffic promotions, including (but not limited to):

- E-blasts
- Web site mentions
- Newsletter Promos
- Promo print ads

ON THE HOME PAGE

LOOKING FOR EXPERT ADVICE?
Experts here are available to answer all your questions!
Please contact us for more information about the features, or to become an expert.




Ultrasound
Hekmat Mdatal
Vice President, Technical Services
CONQUEST IMAGING

MRI Coil Repair
Diane Watson
Executive Director, Multi Vendor Service
MVS Multi Vendor Service

General Medical Imaging Training
Dale C. Cover
Vice President & Director of Training
RSTI


HOUSE AD



EXPERT INSIGHT

**Looking for expert advice?
www.24x7mag.com**

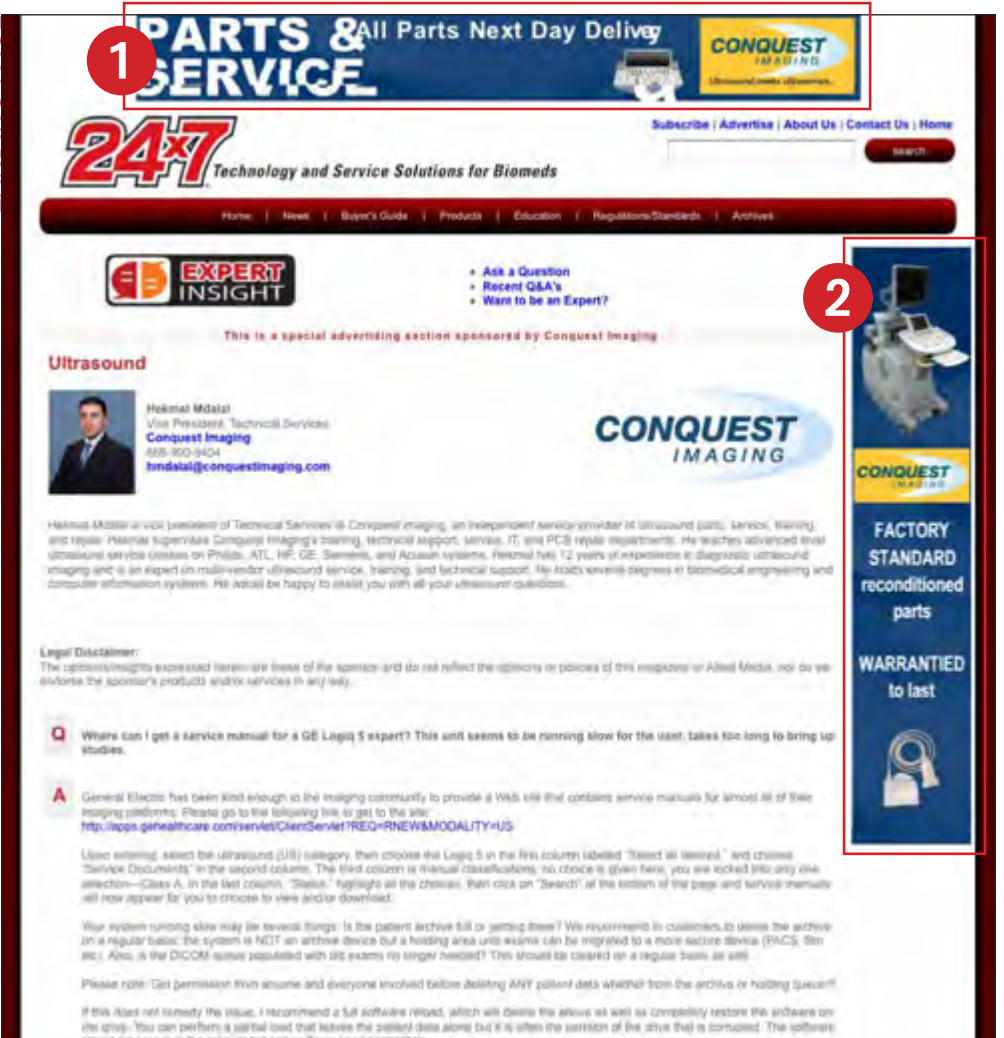
Ask your questions about Ultrasound.



**Hekmat Mdatal
Conquest Imaging**

24x7 acknowledges Conquest Imaging for its generous sponsorship of the ultrasound expert.

LANDING PAGE



CLICK TO NAVIGATE

PRINT

- ◆ OVERVIEW
- ◆ EDITORIAL & ADDED VALUE
- ◆ CIRCULATION

- ◆ EDITORIAL CALENDAR
- ◆ INTEGRATED MARKETING
- ◆ RATES | MECHANICALS | CONTRACT

ONLINE

- ◆ SITE ADVERTISING
- ◆ E-NEWSLETTERS
- ◆ PODCAST & WEBCASTS

- ◆ WEBINARS
- ◆ EXPERT INSIGHT
- ◆ LEAD GENERATORS

- ◆ TRADESHOW OPPORTUNITIES
- ◆ CUSTOM SPONSORSHIP PROGRAMS
- ◆ MULTIMEDIA
- ◆ CONTACTS

Lead Generation: Results-Driven Online Marketing Programs

Marketing budgets are tight but your sales team still needs qualified leads. Don't waste time and money going after dead-end prospects. Thousands of your potential buyers have a loyal, established relationship with 24x7. Reach them with premium content at **24x7mag.com** and get valuable registration data that connects you with actively interested customers and gives you insight into their needs.

White Paper Programs:

White papers are an effective way for you to reinforce thought-leadership and expertise in your field. You can capitalize on our powerful web presence and online marketing channel to host and promote them. You'll reach our full subscriber database and then get direct access to prospects with an active, immediate interest in learning more about your products.

"Live Now":

The newest initiative from 24x7 is simple, and was inspired by a biomedical engineer who asked to be alerted whenever a new issue of 24x7 is posted to our website.

For him – and other readers who are eager to keep up with the magazine despite their hectic schedules – we will begin to send an e-mail announcement to our electronic list of 12,600+ clinical, biomedical and radiology engineers; biomedical equipment technicians, directors and managers. This announcement will deploy each month as soon as the new issue is live on www.24x7mag.com. The message will include editorial highlights, as well an opportunity for your sponsorship message.

The package we are offering includes:

- Only two sponsorships available: banner and tower branding positions
- Your branding on the outgoing e-mail
- Banner or tower ad on any pages of the online edition that are not currently sponsored
- Editorial mention of the online edition in one monthly edition of the *24x7 Weekly Jolt* with named acknowledgement of the sponsors

Premium Gated Content:

We can help you choose topics that fit your branding efforts when you sponsor premium content on 24x7mag.com. You'll get brand adjacency to some of the most highly valued and timely information on the site, and capture valuable registration data for those who signed up to view it.

Blogs:

Our industry-specific healthcare blogs enable the entire editorial staff and industry guests to shed light on news, legislation, and products. For marketers, this presents an exciting new sponsorship opportunity. You can own the advertising on either of these blog portals—giving you prime positioning in an interactive Web community alongside compelling, fresh content. And because we give top billing to this content on our Web sites and in our e-newsletters, you can be sure that we are always pushing new people to the blog forums.

Sponsorship Benefits:

- > Exclusive monthly sponsor of industry-specific Blog
- > Sponsorship recognition on Home Page, includes logo and url link
- > Lead and Tower banners on Blog landing page
- > Sponsorship recognition on all Blog traffic promotions including (but not limited to):
 - E-Blasts
 - Web Site Mentions
 - Newsletter Promos
 - Print Ads

BLOG LANDING PAGE



CLICK TO NAVIGATE

PRINT

- ◆ OVERVIEW
- ◆ EDITORIAL & ADDED VALUE
- ◆ CIRCULATION

- ◆ EDITORIAL CALENDAR
- ◆ INTEGRATED MARKETING
- ◆ RATES | MECHANICALS | CONTRACT

ONLINE

- ◆ SITE ADVERTISING
- ◆ E-NEWSLETTERS
- ◆ PODCAST & WEBCASTS
- ◆ WEBINARS
- ◆ EXPERT INSIGHT
- ◆ LEAD GENERATORS
- ◆ TRADESHOW OPPORTUNITIES
- ◆ CUSTOM SPONSORSHIP PROGRAMS
- ◆ MULTIMEDIA
- ◆ CONTACTS

Trade Show Opportunities
 Create Impact. Maximize Event Results.

Trade shows are an expensive, yet important venture. You need to make sure you are getting the most out of your trade show experience, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news and post-event highlight newsletter programs provide your company maximum reach and impact—before, during and after key industry events.

Pre & Post Event Product Highlights Sponsorships

These product-focused e-newsletters deploy before and after key industry events. They provide sponsors an opportunity to promote featured products and new innovations as well as generate booth traffic and potential leads.

Each sponsor receives:

- 150x150 banner
- 75-words of product or company information
- URL link

Daily News E-Newsletter Sponsorships

These event e-newsletters provide daily coverage of the news, insights and products direct from an industry event. Written by our expert editors, these e-newsletter inform, educate and connect event attendees, as well as the industry-at-large. E-newsletter sponsors benefit from:

- Promotional impact before, during and after event
- Being associated with timely and important industry information
- Reaching customers and attendees not attending the event

Custom Programs
 Beyond Traditional. Custom Created Programs.

If you want to engage your audience while creating a useful resource for the industry, we can create custom programs for your company. Custom programs allow you to open doors to new audiences, initiate discussions of topics that align with your core business message and offer a non-traditional way to build your brand and gather leads. Whether it is a completely online project such as a Webinar or a joint online and print program, 24x7 can provide you with turnkey, end-to-end creation from writing to design to marketing.

Go beyond traditional advertising—reach out to active and interested audience through custom programs.

Programs include:

- Custom Webinar
- Custom Podcasts
- Custom E-Newsletters
- Custom Interactive E-Collateral
- Custom Videos
- Custom Supplements



CLICK TO NAVIGATE

PRINT

- ◆OVERVIEW
- ◆EDITORIAL & ADDED VALUE
- ◆CIRCULATION

- ◆EDITORIAL CALENDAR
- ◆INTEGRATED MARKETING

- ◆RATES | MECHANICALS | CONTRACT

ONLINE

- ◆SITE ADVERTISING
- ◆E-NEWSLETTERS
- ◆PODCAST & WEBCASTS

- ◆WEBINARS
- ◆EXPERT INSIGHT
- ◆LEAD GENERATORS

- ◆TRADESHOW OPPORTUNITIES
- ◆CUSTOM SPONSORSHIP PROGRAMS
- ◆MULTIMEDIA
- ◆CONTACTS◆