Advertise and reach APMA members that spend more than $320 million on products and services a year!

APMA Buyers’ Guide

APMA News Brief

FOR MORE INFORMATION, PLEASE CONTACT:

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Media Director
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abenton@naylor.com

www.apma.org
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!
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:
- More than 470 visitors per month
- More than 1,500 page views per month
- An average visitor views 3 pages per session
*Traffic statistics from 12/15 to 08/16

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

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.

Curtain Ad (75 x 75 and 500 x 500 pixels) – EXCLUSIVE POSITION | $3,250
- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not not have a large amount of text.
- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

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.

Continued on next page...
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

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**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.

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

<table>
<thead>
<tr>
<th>Continuing Education</th>
<th>Footwear</th>
<th>Medical/Surgical</th>
<th>Orthotics/Inserts/Orthopedic Devices</th>
<th>Pharmaceuticals</th>
<th>Practice Management</th>
<th>Wound Care</th>
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</thead>
<tbody>
<tr>
<td>Compliance Manuals</td>
<td>Athletic Footwear</td>
<td>Anatomical Models/Charts</td>
<td>Shockwave Therapy</td>
<td>Antibiotics/Antimicrobials</td>
<td>Apparel</td>
<td>Biologically Active Products</td>
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<td>Continuing Education</td>
<td>Children's Footwear</td>
<td>Antifungals/Antimicrobials</td>
<td>Soft Goods</td>
<td>Antibiotics - Oral</td>
<td>Claims Management/Billing</td>
<td>Debridging Agents</td>
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<td>Courses/Seminars</td>
<td>Custom-Molded Shoes</td>
<td>Artificial Joints/Limbs</td>
<td>Sterilization Equipment</td>
<td>Antifungals – Oral</td>
<td>Collections</td>
<td>Dressings</td>
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<td>Publications</td>
<td>Diabetic/Therapeutic Shoes</td>
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<td>Surgical Exam/Lighting</td>
<td>Antifungals – Topical</td>
<td>Compliance</td>
<td>Grafting Products</td>
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<td>Extra-Depth Shoes</td>
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<td>Surgical Exam Chairs/Tables</td>
<td>Deodorizers and Hygiene Products</td>
<td>Computer Hardware</td>
<td>Growth Factors</td>
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<td></td>
<td>Footwear - Miscellaneous</td>
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<td>Surgical Supplies</td>
<td>Diabetic Neuropathy</td>
<td>Consultants</td>
<td>Hydrotherapy</td>
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<td>Footwear/Shoe Components</td>
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<td>Suture Materials</td>
<td>Durable Medical Equipment</td>
<td>Credit Card Processing</td>
<td>Hydrosurgery</td>
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<td>Occupational Footwear</td>
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<td>Tape</td>
<td>Electrotherapy</td>
<td>EHR Software</td>
<td>Moisture Regulating Dressings</td>
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<td>Post-Op Shoes</td>
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<td>Treatment Room Furnishings</td>
<td>Emergency Kits</td>
<td>Employee Handbooks/Office Manuals</td>
<td>Negative Pressure Wound Therapy</td>
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<td>Socks/Hosiery</td>
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<td>Wound Care and Dressings</td>
<td>First Aid Supplies</td>
<td>Financial Services</td>
<td>Practice Marketing</td>
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<td>Walking Shoes</td>
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<td>Foot Creams and Moisturizers</td>
<td>GPO/Group Purchasing</td>
<td>Software</td>
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<td>Grinders/Dust Collectors</td>
<td>Organization</td>
<td>Waiting Room Furnishings</td>
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<td>Heel/Foot Lifts</td>
<td>Insurance</td>
<td>Web Site Services</td>
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<td>Heel Cups</td>
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<td>Leasing Companies</td>
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<td>Orthotic Automation</td>
<td>Legal Services</td>
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<td>Orthotic Laboratories</td>
<td>Medical Documentation/Charting</td>
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<td>Orthotic Materials</td>
<td>Office Equipment/Supplies</td>
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<td>Splints /Night Splints</td>
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Five (5) free categories with any Premier Listing. Additional listings are $50.00 each. No limit.

Addition 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.