

# American Podiatric Medical Association **MEDIA GUIDE**



PROMOTE YOUR BRAND TO LEADERS IN A \$5.1 BILLION INDUSTRY!  
*APMA News Brief / APMA Buyers' Guide / Audience Retargeting*

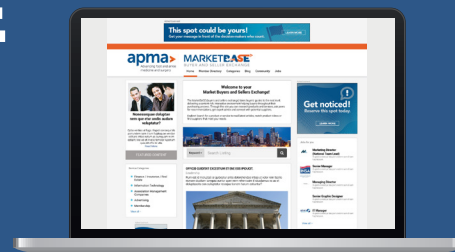
FOR MORE INFORMATION, PLEASE CONTACT:

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sgoodwin@naylor.com



# THE APMA ADVANTAGE

- Our association represents **80%** of podiatrists 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



## APMA BUYERS' GUIDE

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.

[apma.onlinemarketbase.org](http://apma.onlinemarketbase.org)

## WHAT OUR MEMBERS NEED

We represent the vast **majority of more than 13,000** 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 products and services in front of the podiatry decision makers you want to reach. Positions are limited so secure your space today!**

## APMA NEWS BRIEF

Our *APMA News Brief* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in or out of the office.



## AUDIENCE RETARGETING

Use APMA's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.



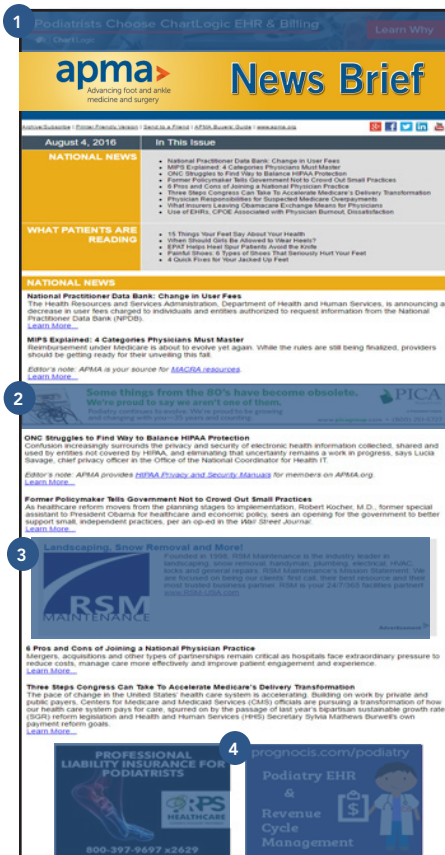
# APMA NEWS BRIEF

ABOUT THE ENEWSLETTER  
[www.naylornetwork.com/apm-nwl](http://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 inboxes 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



- 1 Top Leaderboard - EXCLUSIVE** (728 x 90 pixels)  
12 Months | \$12,875
- 2 2nd Leaderboard - EXCLUSIVE** (728 x 90 pixels)  
12 Months | \$10,300
- 3 1st Sponsored Content - EXCLUSIVE**  
12 Months | \$4,635
  - 180 x150 pixel thumbnail graphic
  - Can be logo or product image (JPEG or PNG File, @72 dpi, RGB)
  - Can have no more than a small tagline of text.
  - No contact info included.
  - Not to be treated as a regular banner ad.
  - Headline Advertiser supplies 3-6 words.
  - Summary text: Advertiser supplies 30-50 words.
- 4 Rectangle Ads - two available** (300 x 250 pixels)  
12 Months | \$6,700

Distributed on weekly every Thursday

Sections include:

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

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.

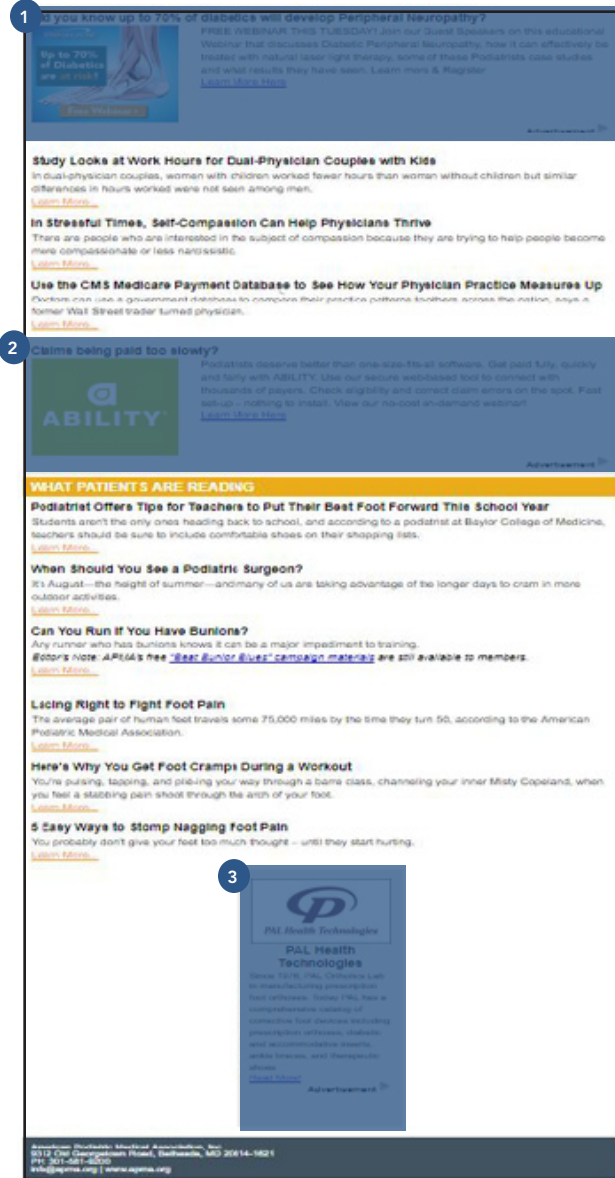
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.



# APMA NEWS BRIEF

ABOUT THE ENEWSLETTER

www.naylornetwork.com/apm-nwl



**1 2nd Sponsored Content - EXCLUSIVE**  
12 Months | \$4,120

**3rd Leaderboard - EXCLUSIVE** (728 x 90 pixels)  
12 Months | \$7,725

**2 3rd Sponsored Content - EXCLUSIVE**  
12 Months | \$3,600

- 180 x150 pixel thumbnail graphic
- Can be logo or product image (JPEG or PNG File, @72 dpi, RGB)
- Can have no more than a small tagline of text.
- No contact info included.
- Not to be treated as a regular banner ad.
- Headline Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.

**4th Sponsored Content - EXCLUSIVE**  
12 Months | \$3,000

**3 True Text Product Spotlight**  
12 Months | \$1,545

- Image/Logo must be 170x100 pixels
- Headline: Advertiser supplies 3-5 words (depends on the length of the words; 2 lines of text).
- Summary text: Advertiser supplies 25-35 words (depends on the length of the words; 9 lines of text).
- Call to Action text: 3-5 words (1 line of text)
- Advertiser supplies URL ad should link to

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# AUDIENCE EXTENSION

**EXTEND YOUR REACH** beyond APMA's Buyers' Guide through audience extension which displays your ad to users who have already visited APMA's Buyers' Guide while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

**EXTEND YOUR ENGAGEMENT** with APMA's already qualified audience by keeping your brand top of mind with leading podiatrists industry professionals such as podiatrists, podiatric medical assistants and office managers. The APMA Buyers' Guide has over **5,600 unique visits each year** from APMA members and other industry professionals that **spend an estimated \$320 million** on products and services.

## HOW RETARGETING WORKS



## PROGRAMMATIC PACKAGES

**Limited Availability**

<b>GO</b>	<b>PRO</b>	<b>PRO+</b>
\$945*	\$1,155*	\$1,440*
21,000 Campaign Impression Goal 	33,000 Campaign Impression Goal 	45,000 Campaign Impression Goal 

### ALL PACKAGES INCLUDE:

- ✔ Standard Month End Results
- ✔ End of Campaign Performance Metrics
- ✔ Customized Campaign Reporting
- ✔ Campaign Optimization
- ✔ Creative Optimization
- ✔ Strategic Insights/Recommendations

**Customized targeting solutions are available, please contact:**

*\*3-Month Campaign Run*

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# APMA Buyers' Guide

Powered by:



[apma.onlinemarketbase.org](http://apma.onlinemarketbase.org)

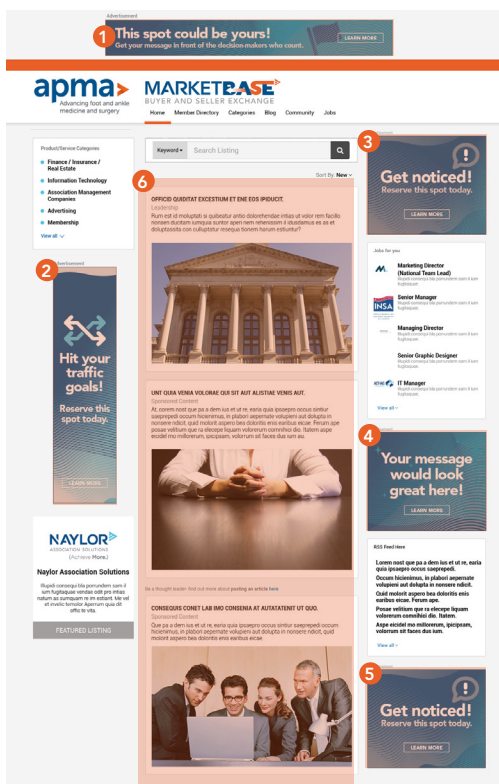
The APMA MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other APMA communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



The purchase of any display ad comes with a **COMPLIMENTARY Premier Listing** – a \$405 value!



### 1 Super Leaderboard | \$2,000

12 months, 970x90 pixels\*. Showcase your company at the top of every page with a call to action. Maximum of 5 rotations.

### 2 Skyscraper Package | \$1,500

12 months, 3 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed. Includes 2nd ROS Rectangle.

### 3 1st ROS Rectangle | \$1,000 (5 rotations)

### 4 2nd ROS Rectangle | Included in Skyscraper Package

12 months, 3 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

### 5 3rd Category Rectangle | \$500

12 months, exclusive, 300x250 pixels\*. The category rectangle is located on the right hand column as the exclusive ad for a super category page of your choice, ensuring your message is displayed in front of a relevant audience.

### 6 Content Marketing Opportunities

**Content Level 1 – Native Ad | \$750**

**Content Level 2 – Advertorial | \$1,500**

**Content Level 3 – Sponsored Content | \$2,250**

Establish your company as a thought leader! Contact your sales representative for additional details.

*Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.*

\*Your display ad option may require responsive ad sizes. For complete specs on all sizes involved, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).

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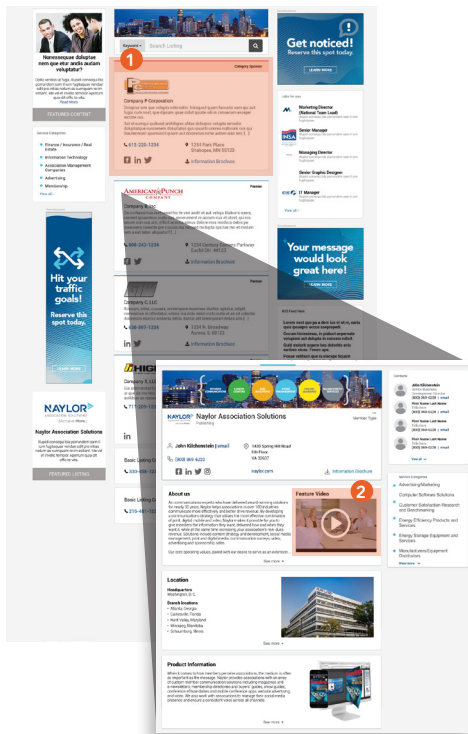
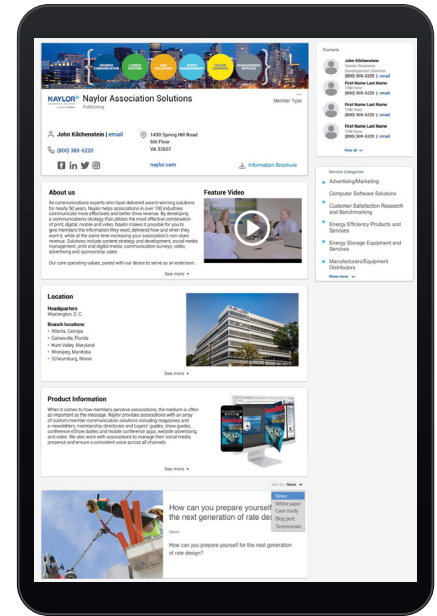
[apma.onlinemarketbase.org](http://apma.onlinemarketbase.org)

## Premier Listing Package | \$405

Premier Listings are designed to offer heightened visibility within APMA's Buyer's Guide. They contain all basic information. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

### Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 1 Category Sponsor

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, your company is the first that they see. **Includes Video upgrade.**

- Category Sponsor #1 | \$650
- Category Sponsor #2 | \$550
- Category Sponsor #3 | \$450

### 2 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 | \$210**

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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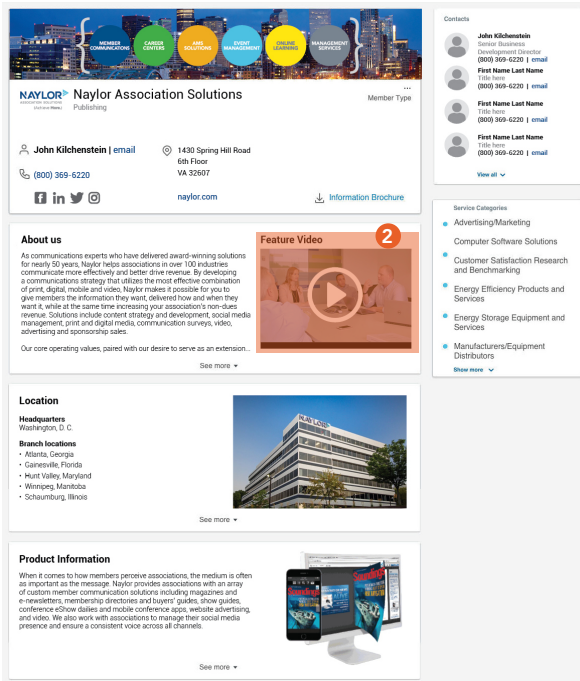
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## Premier Listings versus Basic Listings

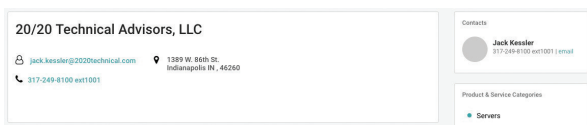


### Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- **Company Contacts**  
Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**  
- Includes five categories of your choice  
- Additional categories available for \$50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

### Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing

### Basic Listing includes:

- Company Name
- Company Contact  
- Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
- Limited to one category  
- Assigned by association



# APMA Buyers' Guide

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[apma.onlinemarketbase.org](http://apma.onlinemarketbase.org)

## Online Specifications

### MARKETBASE - DISPLAY ADVERTISEMENT

#### Super Leaderboard

- 970 x 90 pixels
- 728 x 90 pixels
- 320 x 50 pixels
- JPG or GIF accepted
- Max file size 100 KB

#### Skyscraper

- 160 x 600 pixels
- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

#### Large Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

### MARKETBASE - CONTENT MARKETING SPECS

#### Sponsored Content

**PLACEMENT:** The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

##### SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers' guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

##### CONTENT GUIDELINES:

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

#### Native Advertising

**PLACEMENT:** The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

##### SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

##### CONTENT GUIDELINES:

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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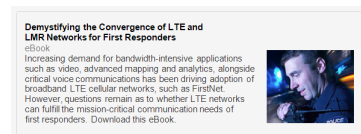
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## Content Marketing Opportunities

Position your company as a thought leader and solution provider in the industry!  
Reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

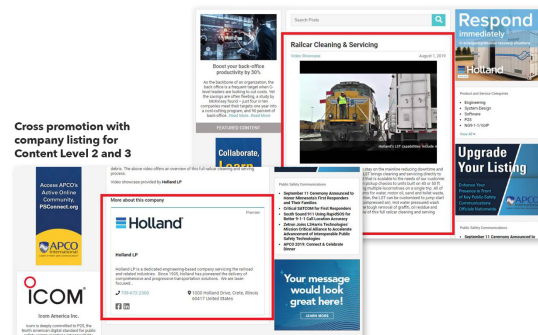
### Content Level 1 – Native Ad

- **Headline** (up to 10 words)
- **Summary** (up to 50-70 words)
- **Featured Image** (180x150 thumbnail)
- **External Call to Action Link**



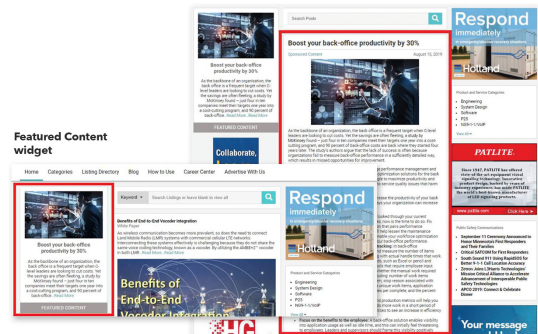
### Content Level 2 – Advertorial

- **Headline** (up to 12 words)
- **Article content** (up to 500 words – summary links to full article page)
- **Featured image** (500 pixels wide)
- **External download or call to action link**
- **Cross promotional linkage** to company's premier listing



### Content Level 3 – Sponsored Content

- **Headline** (up to 15 words)
- **Article content** (up to 2,000 words – summary links to full article page)
- **Featured image** (500 pixels wide)
- **Additional images** on full article page (up to 3)
- **Multiple call to action links** permitted on full article page
- **Cross promotional linkage** to company's premier listing
- **Run of Site presence** through Featured Content widget for 1<sup>st</sup> month



The association and Naylor will have final approval of text in the sponsored content.  
Contact your sales representative for additional details on content guidelines.