

# Dedicated Communities

\$5,000 month (min. 6 months) | \$5,000 set up fee

## Overview

As marketers you are constantly challenged to drive more new customers to your sites because you are challenged to constantly expand your audience and your reach and ultimately revenue. You've got your existing returning base of customers to your site. So how do you really take an aggressive step in growing your audience on your site beyond running banner campaigns in multiple places? Consolidate your efforts with a partnership with the leading media brand, *Rehab Management*.

What a community on our site accomplishes for you:

**Focused effort** A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

**Content marketing** As publishers, we've been in the content marketing business for the rehabilitation market for over 20 years. We leverage this expertise for your audience engagement and your community! Expert content.

**We leverage all of our platforms to drive traffic and engagement** Our content is published in e-mail, social media and other dedicated marketing channels that you don't have time to maintain, we do it for you! You have more time to do the rest of your job!

**Linking back to your site increases your audience and reach** By having literally hundreds of ways of linking back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

**Content development** We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *Rehab Management* editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

**Analytics** Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

## Program Features

*Production time frame - 4 weeks from signed insertion date*

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

## Specs



**Advertiser Logo:** 150x140 with URL 300 dpi, eps, jpg  
**Leaderboard:** 728 x 90, gif or jpg, 45kb