

2016
SLEEP
REVIEW
MEDIA
KIT

Content

Meet the Editor



Sree Roy | Chief Editor

☎ 424.244.1610

✉ sroy@allied360.com

JANUARY



MARCH



APRIL



JUNE



Sree Roy brings more than a decade of trade publishing experience to *Sleep Review*. She keeps her fingers on the pulse of the sleep medicine subspecialty by attending conferences and tradeshows including APSS, FOCUS, Updates in Sleep Medicine, and, new in 2015, the AADSM Annual Meeting. Sree has earned numerous journalism accolades throughout her career, including several Western Publishing Association Maggie Awards. She is a graduate of The University of Georgia's Grady College of Journalism.


In her first two years at the editorial helm of *Sleep Review*, Sree has raised the brand's profile as a source for breaking sleep medicine news. She curates the most relevant news of each day in e-newsletters as well as hosts webinars and podcasts to share insights from the leaders in sleep medicine. Her vision for *Sleep Review* is to help its audience thrive during a time of


intense change. That ranges from commissioning feature stories on home sleep testing workflow to hosting roundtables on issues such as sleep technologists' changing roles. Sree feels strongly that interdisciplinary collaboration should be encouraged. In 2016, the audience will receive even more insights on how sleep physicians can work together with dental sleep medicine providers.

Sleep Review boasts a vibrant editorial advisory board, whose membership was refined in 2015 to add more leading-edge practitioners to its ranks. (View the complete board list at www.sleepreviewmag.com/editorial-advisory-board.) The board includes prominent physicians, respected technologists, sleep center directors, and several dentists and keeps the brand abreast of the latest clinical, regulatory, and business-management developments needed to succeed in today's sleep medicine market.

Audience

 2,839 LIKES

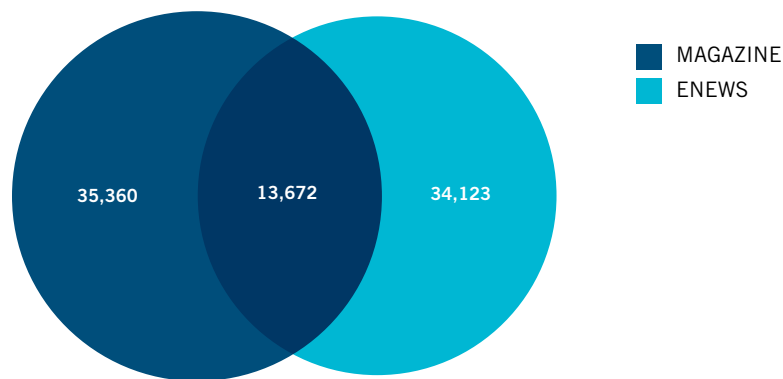
 5,096 FOLLOWERS

 1,325 MEMBERS

Audience

Sleep Review allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Sleep Review* delivers complete coverage of products, trends, and resources for the healthcare technology management field.

Audience by Distribution



E-Newsletter Breakdown

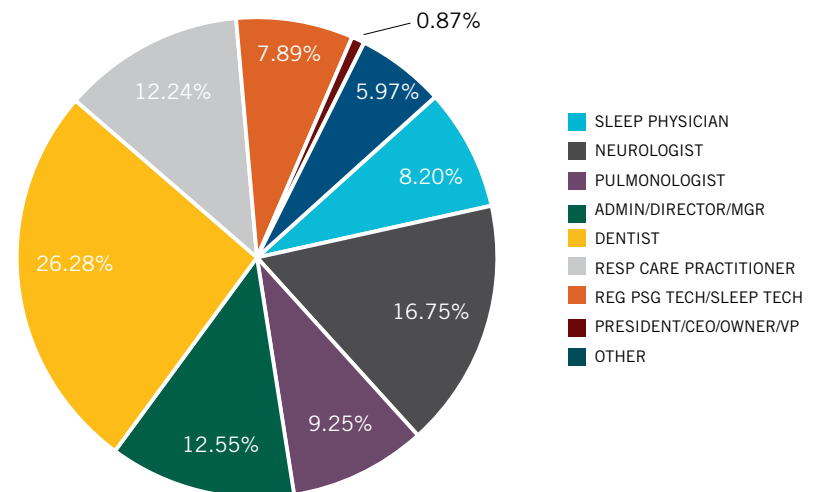


Web Statistics

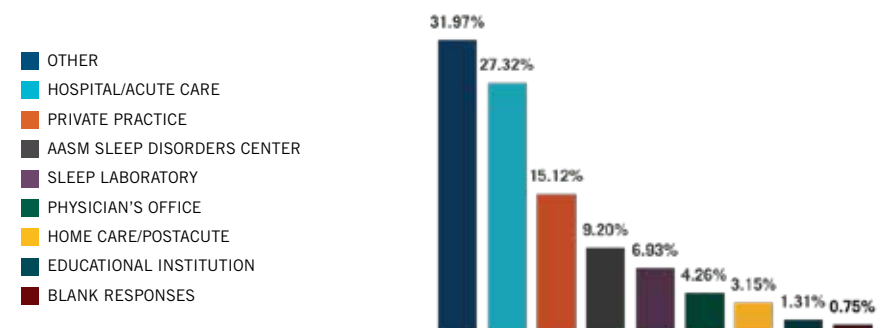
YEAR	AVG. VISITS	AVG. UNIQUES	AVG. PAGE VIEWS
2015	73,561/MO	54,955/MO	100,217/MO

AUDIENCE ANALYSIS FOR 6 MONTH PERIOD JAN 2015 – AUG 2015

Audience by Occupation



Business Audience



ALL DATA: PUBLISHERS OWN RECORDS AS OF SEPTEMBER 2015

Circulation

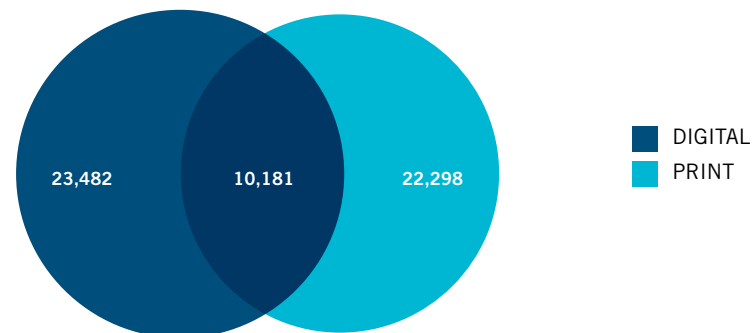
Total Circulation

SLEEP REVIEW PRINT EDITION	22,298
SLEEP REVIEW DIGITAL EDITION	23,482
TOTAL CIRCULATION (UNDUPLICATED)	35,360

Occupational Breakdown

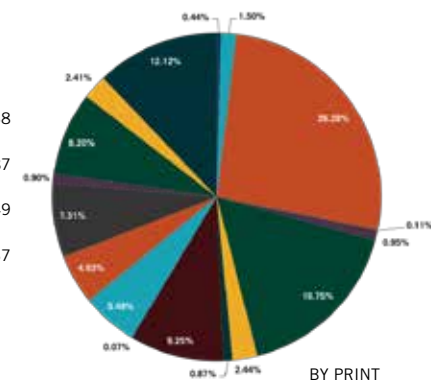
OCCUPATION	BY UNDUPLICATED TOTAL CIRCULATION
Dentist (DDS/DMD)	9,116
Neurologist	5,809
Sleep/Dir/Mgr/Supr & Admin/Dir/Mgr	4,354
Respiratory Care Practitioner & RRT/CRT	4,244
Pulmonologist	3,208
Sleep Physician	2,844
Reg RSG Tech, Sleep Technician	2,737
Others: ENT, Sleep Educator, R.EEGT(etc), Home Care	1,550
Clinical/Sleep Lab Coord	520
President/CEO/Owner/VP	301

Circulation Distribution



Geographic Distribution

NEW ENGLAND ME, NH, VT, MA, RI, CT	1,281	EAST SO CENTRAL KY, TN, AL, MS	1,238
MIDDLE ATLANTIC NY, NJ, PA	2,859	WEST SO CENTRAL AR, LA, OK, TX	2,287
EAST NO CENTRAL OH, IN, IL, MI, WI	3,859	MOUNTAIN MT, ID, WY, CO, NM, AZ, UT, NV	1,549
WEST NO CENTRAL MN, IA, MO, ND, SD, NE, KS	1,994	PACIFIC AK, WA, OR, CA, HI	3,037
SOUTH ATLANTIC DE, MD, VA, WV, NC, SC, GA, FL	4,099		



Circulation Stats

	Jan	Feb	Mar	Apr	May	June	July/Aug
REGULAR ISSUE - Core Publication: Qualified Sub	20,096	20,034	19,927	19,974	19,902	19,748	22,799
PROMO COPIES - Core Publication: Non Qualified	170	175	177	176	176	99	137
SHOW COPIES - Core Publication: Show Copies	--	400	--	200	1,550	400	--
OTHER DISTR COPIES - Core Publication: Office Copies, Promo, Misc	98	98	98	88	148	98	128
DIGITAL EDITION CIRCULATION	17,575	19,707	19,476	19,653	19,557	19,820	23,482
CIRC - DISTRIBUTION TOTAL	37,939	40,414	39,678	40,091	41,333	40,165	46,546

2016 Editorial Calendar

ONLINE

PRINT

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>E-Newsletters Sleep Update Sleep Report Top 10 2015's Top 10 Articles</p> <p>Podcasts CAM (Complementary and Alternative Medicine)</p>	<p>E-Newsletters Sleep Update Sleep Report Top 10</p> <p>Webcasts Sleep Medicine Law</p>	<p>E-Newsletters Sleep Update Sleep Report Top 10</p> <p>Podcasts Dental Sleep Medicine</p>	<p>E-Newsletters Sleep Update Sleep Report Top 10</p> <p>Webcasts CPAP Compliance</p>	<p>E-Newsletters Sleep Update Sleep Report Top 10</p> <p>Podcasts APSS 2016 Preview</p>	<p>E-Newsletters Sleep Update Sleep Report Top 10</p> <p>Webcasts Dental Sleep Medicine</p>
<p>Feature Articles Oral Appliances Sleep Physician Survey Results Home Sleep Testing Software Insomnia</p>	<p>Feature Articles Buyer's Guide</p>	<p>Feature Articles Dental Sleep Medicine Restless Legs Syndrome Sleep Center Semi-Annual Survey Results PAP Masks</p>	<p>Feature Articles APAP Oral Appliances EEG Circadian Rhythms</p>	<p>Feature Articles Dental Sleep Medicine PAP Data Download Technology Women's Sleep Home Sleep Testing</p>	<p>Feature Articles Narcolepsy Travel-friendly OSA Therapy Positional OSA Light Therapy</p>
<p>Market Trends Actigraphy</p>		<p>Market Trends Implanted OSA Therapies</p>	<p>Market Trends PSG</p>	<p>Market Trends Sleep DME</p>	<p>Market Trends Dental Sleep Medicine</p>
<p>Comparison Guide Accreditors</p>		<p>Comparison Guide Software</p>	<p>Comparison Guide Home Sleep Testing</p>	<p>Comparison Guide Oral Appliances</p>	<p>Comparison Guide Actigraphy</p>
	<p>Advertiser Bonus FOCUS 2016 APSS 2016 AARC 2016</p>		<p>Advertiser Bonus FOCUS 2016</p>	<p>Advertiser Bonus AADSM 2016 Pre-APSS 2016 Issue</p>	<p>Advertiser Bonus APSS 2016</p>
<p>Ad Close Date: 12.4.15 Ad Materials Due: 12.8.15 Mail Date: 1.6.16</p>	<p>Ad Close Date: 1.6.16 Ad Materials Due: 1.8.16 Mail Date: 2.4.16</p>	<p>Ad Close Date: 2.2.16 Ad Materials Due: 2.4.16 Mail Date: 3.2.16</p>	<p>Ad Close Date: 3.4.16 Ad Materials Due: 3.8.16 Mail Date: 4.4.16</p>	<p>Ad Close Date: 3.29.16 Ad Materials Due: 3.31.16 Mail Date: 4.27.16</p>	<p>Ad Close Date: 5.5.16 Ad Materials Due: 5.9.16 Mail Date: 6.6.16</p>

2016 Editorial Calendar

ONLINE

PRINT

	JULY/AUG	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
E-Newsletters	Sleep Update Sleep Report Top 10	Sleep Update Sleep Report Top 10	Sleep Update Sleep Report Top 10	Sleep Update Sleep Report Top 10	Sleep Update Sleep Report Top 10
Webcasts	Home Sleep Testing		CPAP Masks		Restless Legs Syndrome
Podcasts		Sleep Center Marketing			
Feature Articles	Oral Appliances Central Sleep Apnea Home Sleep Testing OSA Comorbidities	PAP Masks Marketing Dental Sleep Medicine Annual Salary Survey Results Alternative OSA Therapies	Restless Legs Syndrome Dental Sleep Medicine Home Sleep Testing PAP Accessories	Narcolepsy Transportation Newly FDA-approved Products Sleep Center Marketing	Product Guide
Market Trends	Sensors	Insomnia	Oral Appliance Titration	Pediatric Sleep	
Comparison Guide	Online CBT-I	PAP Devices	Electrodes/Monitors/Sensors	PAP Masks	
			Advertiser Bonus 14th Annual Updates in Sleep Medicine AARC 2016		
	Ad Close Date: 7.8.16 Ad Materials Due: 7.12.16 Mail Date: 8.8.16	Ad Close Date: 8.2.16 Ad Materials Due: 8.4.16 Mail Date: 8.31.16	Ad Close Date: 9.5.16 Ad Materials Due: 9.7.16 Mail Date: 10.4.16	Ad Close Date: 9.30.16 Ad Materials Due: 10.4.16 Mail Date: 10.31.16	Ad Close Date: 11.2.16 Ad Materials Due: 11.4.16 Mail Date: 12.5.16

Web Site Advertising Opportunities

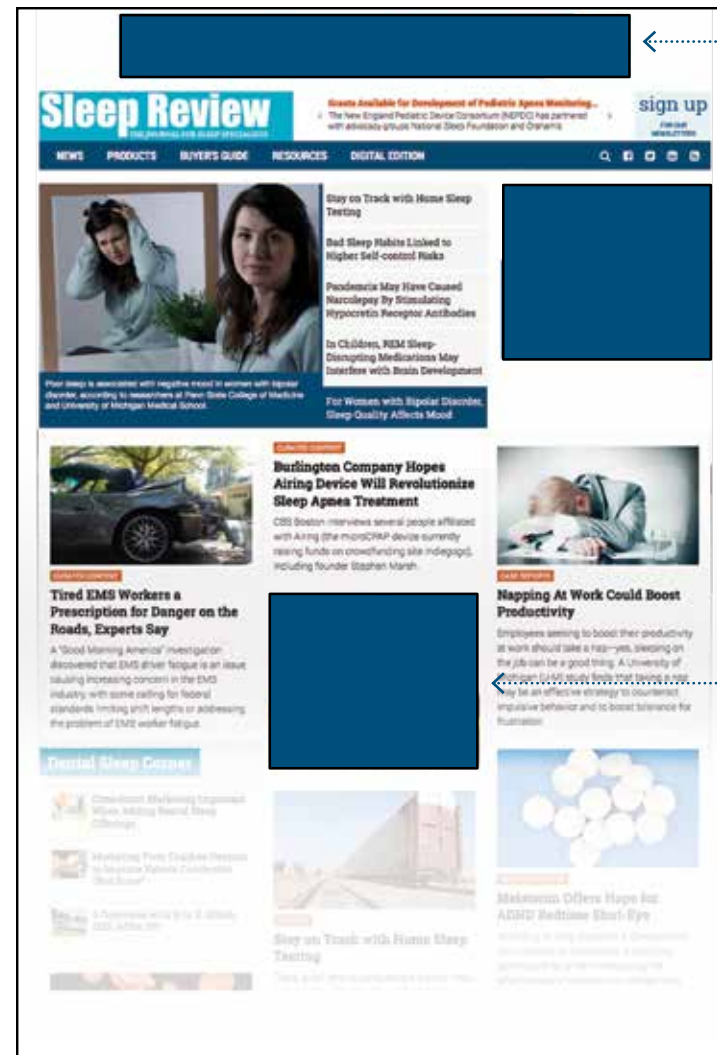
Overview

Take advantage of trackable results by advertising on sleepreviewmag.com! Be in front of *Sleep Review's* online audience when they are actively online consuming our content. *Sleep Review's* online audience is engaged!

54,955 average unique visitors per month
100,217 average page views per month

Coming into our site either through search engines or by clicking through on a specific story they've seen in one of our e-newsletters, our online audience is proven to be engaged with our content as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding, or driving traffic to a specific area of your own site.

Inventory is limited so make sure to reserve your ad positions early!



Leaderboard

Medium Rectangle

Medium Rectangle

E-Newsletters

Overview

Recipients of *Sleep Review's* Editorial and Product E-Newsletters are hungry for timely industry and product information. With open rates that average 20%, your advertising message will be in front of the most elite group of sleep medicine practitioners who want to stay on top of their game!

You benefit from reaching an audience that engages with our content monthly, weekly, and daily with breaking news.

Sleep Update Daily E-Newsletter

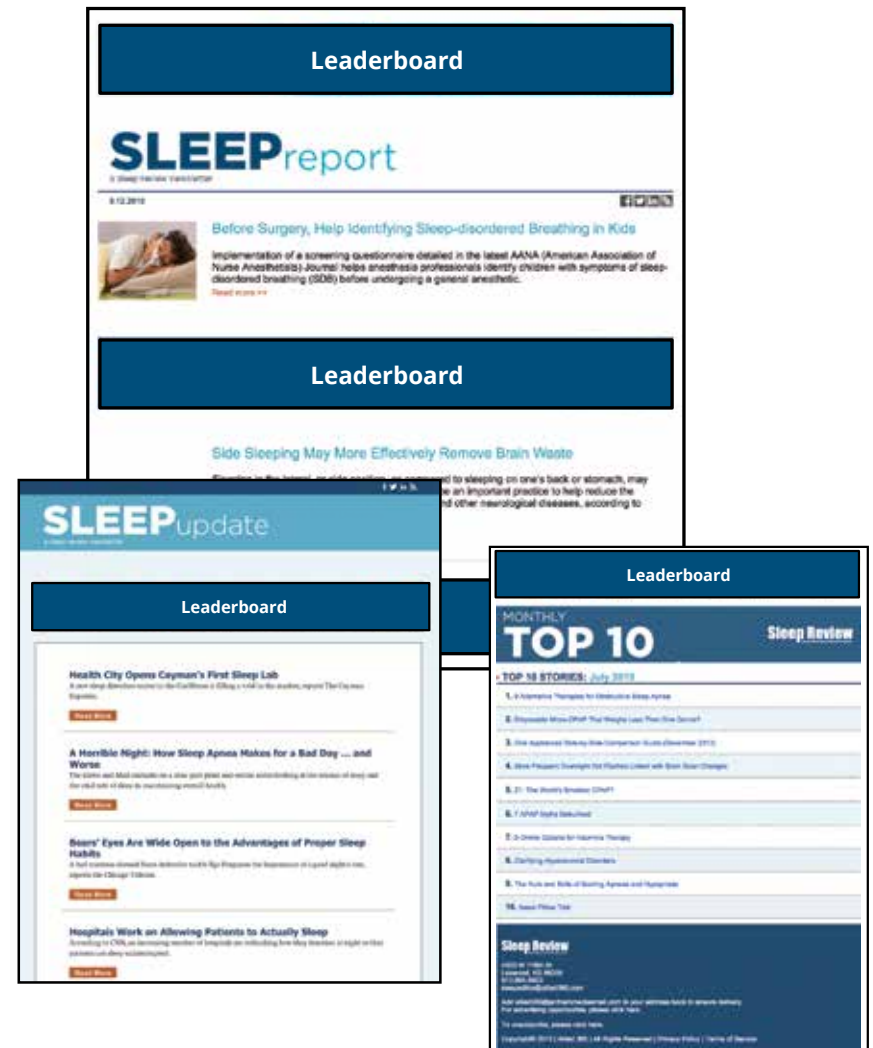
Stay in the know every day with Sleep Update, which arrives in your inbox every Monday, Tuesday, Thursday, and Friday. These 7 news briefs are curated from around the web and focus on getting you the most time-sensitive sleep medicine news briefs to start your day.

Sleep Report Weekly E-Newsletter

Every Wednesday, Sleep Report brings you 9 in-depth sleep medicine feature stories. These articles focus on the latest clinical best practices, research findings, and product launches that are relevant to your practice.

The Top Ten Monthly E-Newsletter

Site analytics give us the added capability to see the 10 most popular stories of the last month and we publish these Top 10 stories in its own dedicated e-newsletter. You benefit from being associated with the most important stories of the last month. And since we already have the stats, open rates can go above 20% ensuring high visibility of your brand.



Program Features

Daily E-Newsletter

- Leaderboard - Zone 1 **\$5,575 month**
- Leaderboard - Zone 2 **\$5,025 month**

Weekly E-Newsletter

- Leaderboard - Zone 1 **\$3,000 month**
- Leaderboard - Zone 2 **\$2,000 month**
- Leaderboard - Zone 3 **\$1,000 month**
- Leaderboard - Zone 4 **\$750 month**
- Leaderboard - Zone 5 **\$750 month**

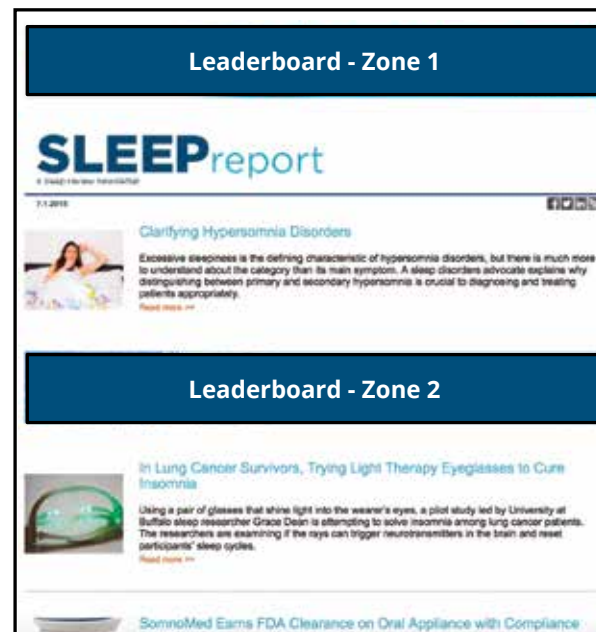
Top Ten

- Leaderboard - Zone 1 **\$3,000 month**
- Leaderboard - Zone 2 **\$2,000 month**

Specs



..... **Leaderboard:** 728 x 90, gif, jpg, 45kb



Overview

Driving traffic for a particular product or special offer by renting *Sleep Review's* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours timed to meet your specific needs for product launches or special offers that have limited time-frames before the offer expires. So renting our list delivers that sense of urgency for recipients to click on your offer driving traffic to your product or coupon page. Available dates are limited so please contact Roy Felts at rfelts@allied360.com for open inventory.

Program Features

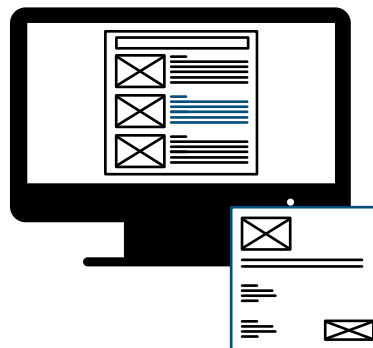
Multisponsor \$400 per listing | \$100 production charge

- Client logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

Third Party\$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Specs



	Dimensions	File Size	Format
Image	800x600	200k max	Static jpg or gif
HTML	800x600	200k max	Incline CSS only

SPECIAL INSTRUCTIONS: Full URL for all links and image source files

Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list, and preferred method of asset provision

Overview

As the Digital Edition sponsor you gain high visibility and high-impact around reader-engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. Archived on the site with promotional mailings each month driving readers to the digital edition, you're gaining exposure constantly through every month.

Specs



Full Page: See rates & specs page

Leaderboard: 728 x 90, gif or jpg, 45kb

Banner Ad: 940 x 60, gif or jpg, 45kb

Program Features

Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

Enhanced Digital Ad Extras

- Basic Enhancement Link..... \$150 | \$100/additional
- Digital Call for Action Ad (7.875x10.75 PDF)..... \$500
- Digital Call for Action Spread (15.75x10.75 PDF) \$1,000
- Multimedia Add On (YouTube or Vimeo formats only):
 - Audio \$175 | 2 minutes
 - Video..... \$200 | 2 minutes

Overview

Our tablet editions offer enhanced features such as slideshows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

Specs



Full Page: See rates & specs page
Leaderboard: 728 x 90, gif or jpg, 45kb
Advertiser Logo: 125 x 125, gif or jpg, 45kb

Program Features

DFT (Designed for Tablet).....\$600 total

- Submitted digital focused unit
- Created ad can be viewed at 100% on tablet
- Includes digital calls to action that increase engagement
- Advanced URL link creation - up to 4 links with features
- Full ownership of screen

EFT (Enhanced for Tablet)..... Starts at \$1,100

- Custom ad creation for the tablet
- Advanced interactive features including slideshows, videos, scrolling content
- Includes digital calls to action that increase engagement
- Advanced URL link creation - up to 4 links with features
- Multipage options - 3 advanced features and links per page*
- Full ownership of screen

**additional charges may apply*

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation, a Feature Report is also a thought-leadership opportunity that positions your brand around solving an industry challenge or issue. Since it's written by *Sleep Review*, it ensures that the content won't be perceived as an "advertisement" written by a sponsor. Co-branded content written by our recognizable feature article writers creates more credibility, therefore is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We gate the content with a registration form on our site in The Resource Center. Then we create a full marketing campaign to drive traffic for registrations that become leads for you. Full contact information for you to be able to follow-up with and start the lead nurturing process.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

Webinar

60 minutes | \$15,000 total | promoted 4 months

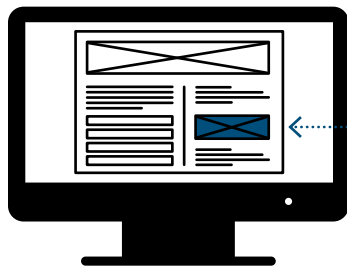
30 minutes | \$9,000 total | promoted 4 months

Overview

Webinars are highly engaging platforms that allow attendees to interact with the moderator and panel visually with educational slides as well as interact directly through chat and Q&A. This higher level of interactivity gives the sponsor elevated benefits of branding and direct contact with the attendees. Sponsors also benefit from the multiple marketing efforts we put in place with e-mail and web promotions to drive registrations and attendees to the live event as well as attendees to the archived event with all of the registration and attendee contact information given to you as leads.

Webinars can be multi-sponsored, single sponsored, or custom. Regardless, sponsors benefit from months of lead-generation and branding to the archived event to keep your lead nurturing efforts supported for an extended period of time.

Specs



Advertiser Logo: 300 dpi, eps, jpg

Program Features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor
- Customized registration page
- Marketing traffic driving campaign
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

Webinar programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.

Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 set up fee for editorial involvement

Overview

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video, now what? You need to drive traffic to it and we've got your audience!

For videos already in the public domain, we will keep the video with open access on our site. For videos that are not available in the public domain, we gate the video for registration making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video so you gain that added visibility from our audience.

Specs



Video: YouTube or Vimeo formats only

Short Description: 200 words max

Program Features

Production time frame - 4 weeks from signed insertion date

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms

A composite image showing a website banner and a video player. The banner is for 'HearingReview' and features an Oticon logo on a computer monitor, the text 'VIDEO SHOWCASE', and a 'WATCH NOW!' button. Below the banner is a video player with the Oticon logo and the text 'Oticon's People First. BrainHearing™ Technology Video.' and 'Watch to see how you can have better hearing with less effort.' The video player also features the Oticon logo and the text 'People First. BrainHearing™ Technology' and 'Watch to see how you can have better hearing with less effort.' The Oticon logo is 'oticon PEOPLE FIRST'.

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, *Sleep Review*.

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 sleep therapy 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 *Sleep Review* 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

White Paper

\$6,000 total | \$700 per page for content creation

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of sleep therapy professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

Production time frame - 2.5 weeks from signed insertion date

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

Additional Materials Needed

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

SleepMapper
A mobile application and website to engage sleep apnea patients in PAP therapy and improve adherence to treatment

Authors*
William Hardy, RT, Jeremy Powers, BS, Jeffrey G. Janko, MS, Christy Soto, MS, Gary Lora, MBA, Mark S. Aloia, PhD

Abstract
Introduction: Sleep apnea is a serious medical condition with significant health consequences. Treatment with Positive Airway Pressure (PAP) therapy is effective, but adherence to treatment is poor. Lower adherence can result in undertreated patients and, in some cases, may lead to refusal of insurers to pay for therapy. SleepMapper is a mobile application and website that employs theoretically-driven and empirically-tested interventions designed to improve adherence to PAP therapy.

Result: Patients using SleepMapper achieved a 78% adherence rate based upon the CPAP guidelines. Patients who did not use SleepMapper demonstrated a 36% rate of adherence. Patients using SleepMapper also used therapy an average of 1.4 hours a night longer than those not using SleepMapper. SleepMapper also helped those patients who struggled early with therapy. Thirty-three percent (33%) of those who struggled and had SleepMapper were able to achieve adherence by 90 days compared to only 11% of those who did not have SleepMapper.

Discussion: Patients who engaged with the SleepMapper mobile application and website showed improved adherence rates compared to standard care (defined in this paper). We believe that improvements in adherence are likely related to better patient outcomes and better patient satisfaction.

Methods: The investigators analyzed a retrospective group of roughly 15,000 patients from the Philips Respironics' EcorensAnywhere database to determine whether having the SleepMapper application resulted in any differences in PAP adherence rates compared to patients who did not have SleepMapper.

*The authors are employees of Philips Respironics, Sleep and Respiratory Care

Please complete the form below.

Email*

First Name*

Last Name*

Street Address*

City*

State*

Zip code*

90 days

needed to achieve adherence (30 and 90 days) compared to percentage who cumulative 90 days, it showed both the

Buyer's Guide

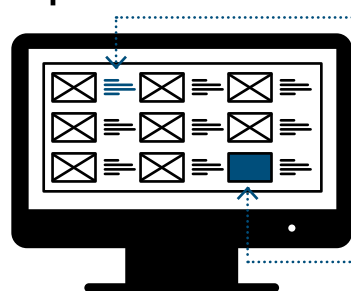
Overview

Our Buyer's Guide summarizes and highlights the companies serving the market. The guide is published every year and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

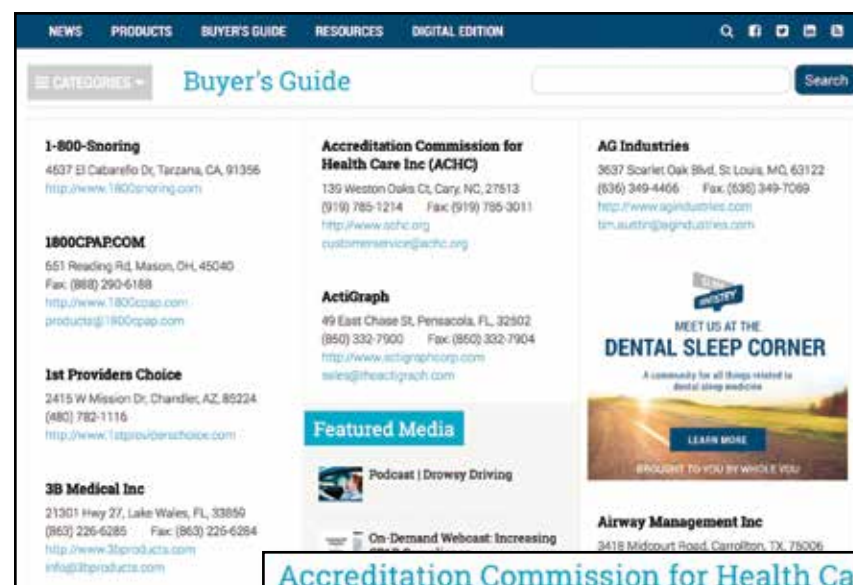
Program Features

- Company logo and display ad call out, plus one of the following:
- Featured Listing - Enhanced **\$450/per listing**
 - Short company profile
- Advertorial Profile - 1/4 Page..... **\$635/per listing**
 - Expanded company profile and one image
- Advertorial Profile - 1/2 Page..... **\$1,140/per listing**
 - Expanded company profile and one image
- Advertorial Profile - Full Page **\$2,564/per listing**
 - Extended company profile and two images

Specs



- **Short Description:** 50 words max
- **Expanded Description:**
 - 1/4 Page: 115 words max
 - 1/2 Page: 225 words max
- **Extended Description:** 525 words max
- **Advertiser Logo:** 300 dpi, eps, jpg



Accreditation Commission for Health Care Inc (ACHC)

139 Weston Oaks Ct, Cary, NC, 27513
(919) 785-1214 Fax: (919) 785-3011
<http://www.achc.org>
customerservice@achc.org

ACHC is a not-for-profit organization that has stood as a symbol of quality and excellence since 1986. They are ISO 9001:2008 certified and have CMS Deeming Authority for Home Health, Hospice, and DMEPOS. The company's sleep lab accreditation program is designed specifically for facilities that provide sleep diagnostic testing in hospital-based testing facilities, independent diagnostic testing facilities, or home settings. ACHC offers personal account managers, relevant and realistic standards, competitive pricing, and a friendly, consultative approach to accreditation. Accreditation by ACHC reflects an organization's dedication and commitment to meeting standards that facilitate a higher level of performance and patient care.

Pay Per Lead

Advertiser Rate \$25/per lead*

*100 lead purchase minimum

Overview

Your Content, Our Reach

We can host your content on our website to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast, and many other types of files, you are added to a vast medical library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content and in return, delivery the quality leads to help your ROI.

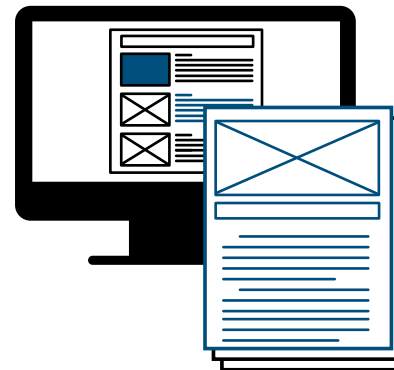
Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company, and contact point (address, phone, e-mail)*
**min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

Don't have a white paper, featured report, or specs data charts?

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

Specs



Text based documents: Preferred: max size 8.5 (w) x 11 (h) – print quality pdf

Document Title: 100-150 characters

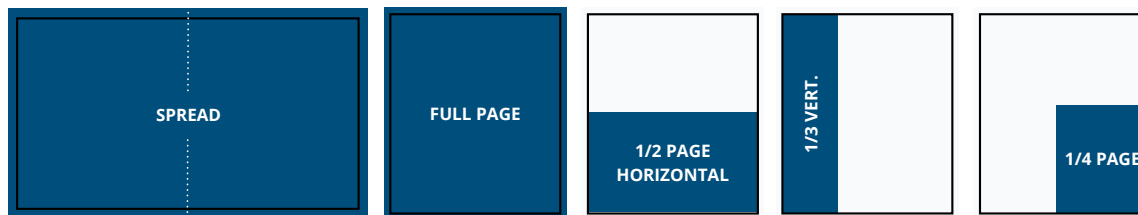
Document Overview: 200 words or less

Contact E-mail: e-mail for report delivery

Multimedia files: please contact us for specs

Rates & Specs

Print



PREFERRED POSITIONS

Premium:
Premium Placement \$625

Color Rates:
Spot Color..... \$425-850

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$10,430	\$12,050	\$9,780	\$9,510	\$9,260	\$9,030	\$8,800
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$5,365	\$5,175	\$5,040	\$4,905	\$4,780	\$4,665	\$4,550
1/2 Page Horizontal	7 x 4.875	-	-	\$3,985	\$3,865	\$3,770	\$3,680	\$3,585	\$3,500	\$3,430
1/3 Page Vertical	2.375 x 10	-	-	\$3,285	\$3,180	\$3,110	\$3,045	\$2,960	\$2,910	\$2,845
1/4 Page Vertical	3.375 x 4.875	-	-	\$2,855	\$2,755	\$2,710	\$2,660	\$2,610	\$2,550	\$2,505

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	640 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/FbcUW3JXy9

Contact

Business & Sales

Roy Felts

Publisher/Ad Sales

✉ rfelts@allied360.com

☎ 937.550.4413

☎ 310.283.2321

Editorial

Sree Roy

Chief Editor

✉ sroy@allied360.com

☎ 424.244.1610

Cassandra Perez

Associate Editor

✉ cperez@allied360.com

☎ 818.285.8797

Production

Eli Patterson

Creative Manager

✉ epatterson@allied360.com

☎ 913.955.2728

Ashley Miller

Art Director

✉ amiller@allied360.com

☎ 913.955.2715

Sarah Wall

Advertising Coordinator

✉ swall@allied360.com

☎ 913.955.2776

Corporate Headquarters

Sleep Review

4303 W 119th St, Leawood, KS 66209

☎ 913.894.6923 f. 913.894.6932

🌐 sleepreviewmag.com