



**ProMedNetwork**  
medical media for you

a MedicCast  
Productions  
Company

**Want to gain an edge?**



## Podcasts Bring You Closer

Learn, connect and collaborate with podcasts from the ProMed Network. Stay on top of the latest news and trends in healthcare, connect with your peers as well as the preeminent leaders in the field, and join the conversation to healthcare and patient outcomes.

## 40+ Health Programs

Including favorites like the MedicCast, Nursing Show, Brain Science Podcast, This Week in Virology, EMS Garage, and EMS Educast!



[www.promednetwork.com](http://www.promednetwork.com)



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The ProMed Network's affiliated healthcare online radio and video programming are among the most authoritative sources of their kind worldwide. The live and recorded shows are all dedicated to the improvement of patient care in the prehospital setting. The leading online health and medical podcast network, the ProMed Network shows meet the needs of the healthcare professionals with health related news, commentary, conference coverage, clinical articles, product reviews and more.

## Effective Strategies for You

The ProMed network and MedicCast Productions provide the most cost effective component to all healthcare media and marketing strategies. Unlike monthly publications, ProMed Network programming is released throughout the week, reaching the early adopters of technology and products through a direct personal connection.



## Integrated Platforms

Build your marketing communications plan around an integrated platform, utilizing media sponsorships, editorial interviews and web advertising alongside the most innovative and advanced social media campaigns. Our audience listens to our radio content throughout their work days, in and out of their vehicles. Reach your customers frequently, consistently and at the most critical time—when their minds are concentrating on work-related issues.



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## Who is the ProMed Network?

The ProMed Network is a collection of the top medical and health internet programs produced by independent medical professionals in a variety of fields. These internet radio and TV shows are commonly known as podcasts. The ProMed Network programs include over 45 programs in fields including medical school, nursing, psychology, virology, emergency medical services, disaster preparedness, and neurology.

**ProMed Network shows reach 100,000+ health care professionals monthly.** The shows comprise some of the top programs in the medical podcasting space. The EMS Programs on the network include:

**The MedicCast** (News, commentary, and tips for EMTs and paramedics)

**Nursing Show** (Interviews, education and news on nursing, education and patient care)

**EMS Educast** (discussions with the leading educators in EMS and medicine)

**Brain Science Podcast** (interviews with the leaders in neurology and brain science)

**EMS 12-Lead Podcast** (focusing on improving cardiac care in communities worldwide)

and many more . . .

**Stats you can trust:** Downloads tracked by industry standards established and verifiable through third party statistics tracking.

**Call or email us for a customized program to meet your marketing needs.**

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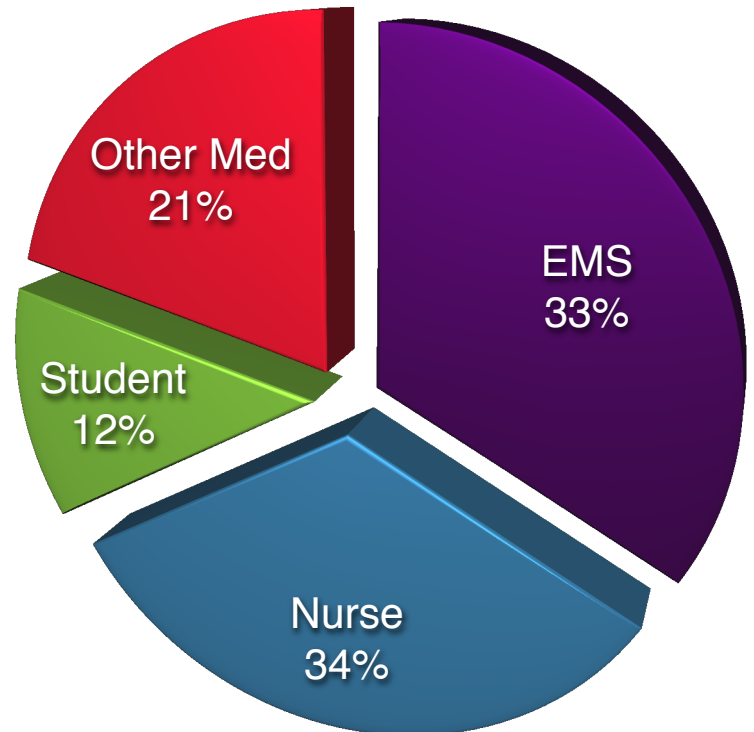


## Audience Breakout:

The breakdown for our audience in an average month includes the provider levels according to the chart here. Other medical includes physicians, nurses, allied health, psychology, and medical research.

## ProMed Audience Acts:

- 92% have taken action as a result of a program sponsor message.
- 84% recognize and express loyalty to brands sponsoring their favorite programs.
- 74% participate in purchasing decisions for their agency or company.



## Reaching Beyond the Station:

Programming available on demand 24 hours a day / 7 days a week.

- Over 200,000 Healthcare downloads each month with 75% forwarding program links to colleagues for consumption. Total impressions: **approximately 350,000 / month**
- Social Media Connection for all programs and brands is extensive using channels like Twitter, Facebook, and LinkedIn. Total impressions: **more than 100,000 / month**
- **ProMed Network reaches over 2,000,000 living room and workplace TV's via our custom Roku channel.** The ProMed channel plays all video and audio content on the network on demand, all day, every day.



**Targeted Promotional Campaigns:**

SAMPLE Program Sponsorship Levels (per 60 sec. sponsor message)	Est. Rate
<b>Single Month</b> of Network Advertising with ProMed - (\$32 CPM X 200,000 avg. downloads)	\$6,400/ month
<b>3 Month Premium Sponsorship - 600,000 avg. downloads, CPM \$25</b> Special Sponsorship includes: 250X250 (or similar) banner, right column, above the fold on Podcaster sites Newsletter inclusion (with programs carrying newsletter) Host read advertising (ad copy provided by sponsor) Monthly tracking report with download statistics backed by third party stats services	\$5,000/ month
<b>Full Year Platinum Sponsorship - 2,400,000 avg. downloads, CPM \$20</b> Platinum Sponsorship includes: 250X250 (or similar) banner, right column, above the fold on Podcaster sites Newsletter inclusion (with programs carrying newsletter) Host read advertising (ad copy provided by sponsor) Monthly tracking report with download statistics backed by third party stats services Plus - Monthly short article on sponsorship during campaign on ProMed Blog	\$4,000/ month
<b>Monthly Bandwidth Sponsorship</b> (CPM \$17 per episode - 15 second sponsor message beginning each episode and a small banner on each episode page)	\$3,400/ month
<b>Special program targeting is available.</b> (i.e. specific programs like EMS Garage, MedicCast, etc.). Contact ProMed Network -- <a href="mailto:ads@promednetwork.com">ads@promednetwork.com</a> .	\$1,000 and up / month

**Don't see an advertising promotional arrangement that fits your needs?**

Other arrangements are available. Call us to set up a time to discuss your company's goals and how the shows of the ProMed Network can meet them.

**We specialize in crafting targeted campaigns in the medical and healthcare media space.**



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## Get More for Your Advertising and Marketing Dollar:

**Ads based on YOUR needs.** We will tailor the program to reach out to the audience segment that best meets your product and company goals.

**Podcast ads stand out.** Unlike magazines with hundreds of competing ads, most podcasts take only one or two advertisers. Our listeners are able to name recent advertisers and their domain URLs 95% of the time based on a recent survey.



**Campaign ROI trackable by you.** Every listener or viewer is sent directly to this landing page allowing you to track ROI in a way you have never had when compared to traditional advertising in magazines, radio, and other media.

**Schedule a 15 minute advertising consultation** and let us assemble a targeted proposal that meets you company's needs and falls within your budget.

Call 443-309-2090 and speak directly to ProMed Network managing director, Jamie Davis about your company's unique goals for the year. Let us create a customized package just for you!

**Personally connect with the audience.** Our hosts read your ad, capitalizing on the unique relationship podcast hosts have with their audience. Your product stands out as being recommended by a "trusted" voice in the marketplace.

## Satisfied Sponsorship Customers

Our prior advertisers have seen excellent returns on investment for their marketing dollars. With our system and promotional programs, we will work with you to create a campaign that is trackable and will allow you to collect more leads directly attributable to your campaign.

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