



Wound Care & Hyperbaric Medicine

2015

Wound Care & Hyperbaric Medicine

Why Advertise in Wound Care & Hyperbaric Medicine?

Get in front of an audience of active practitioners of wound care and hyperbaric medicine! Our audience is a group of medical professionals who take the time and make the investment to continue their education with articles, books and online courses – they are devoted to wound care and/or hyperbaric medicine and our sponsorship packages give you the opportunity to speak directly to them!

Increase Your Web Traffic and Sales

Cost-Effective Advertising

Reach Your Target Audience

Website Growth Stats:

	2013	2014
Website Traffic	70% growth over 2012	53.71% growth over 2013
Unique Visitors	63.15% growth over 2012	39.12% over 2013
Page Views	57.64% growth over 2012	54.90% growth over 2013
Average Visit Duration	17.28% growth over 2012	21.10% growth over 2013

Circulation

- Articles published quarterly.
- WCHM online circulation reaches **over 10,000** wound care and undersea and hyperbaric medical professionals world-wide, and growing.
- Distribution is online only.
- Our audience consists of physicians, nurses, respiratory therapists, and CHTs in hospitals and wound care clinics through the U.S. and around the world.

Editorial Content

**Wound Care • Hyperbaric Medicine • Safety • Quality • Reimbursement • Compliance
Legal • Continuing Medical Education**

In 2015, WCHM content will consist of quarterly online magazine issues published by Best Publishing Company, authored by industry experts and medical professionals in the fields of wound care and hyperbaric medicine. The WCHM online content grew out of the print magazine of the same name that Best Publishing Company has published since 2010. Best Publishing Company has longevity in the industry since the mid-1960s, and knows and works with some of the foremost experts and authors in the fields of wound care and hyperbaric medicine. The magazine format was changed to an online only, free publication in 2014 thanks to the generous support of our sponsors.

Mission:

The primary mission of WCHM is to be a fair, objective, nonpartisan, international publication dedicated to reporting and commenting on the current state of knowledge and advances in the science and technology encompassing wound care and hyperbaric oxygen therapy. We report on currently accepted and emerging clinical applications as well as the associated economic, social, and political issues and events that influence the administration, growth, and development of our field.

WCHM will remain ONLINE for 2015!

Why? To give our advertisers more exposure and make your valuable marketing dollars go further! In the past year, our online audience has grown to over five times the size of our print journal circulation - that means unlimited access for our advertisers to our online circulation of over 10,000!

In order to continue providing free content to all practitioners, we are seeking sponsorship for our new online content. Below are descriptions of the new available sponsorship (advertising) packages. We have prepared affordable sponsorship opportunities that give you MORE MARKETING for your dollar and will help your message reach your target audience directly.

2015 E-MAGAZINE SPONSORSHIP/ADVERTISING PACKAGES

Bronze Sponsor: \$1,295 (normally \$1,900)

- One fiscal quarter (3 months) advertising.
- Banner ad placement on the *WCHM* landing page for one fiscal quarter (3 months). (300 x 300 dpi)
- Multiple quarter page ad placements within each published issue for that quarter.

Silver Sponsor: \$1,950 (normally \$3K)

- Two fiscal quarters (6 months) advertising.
- Banner ad placement on the *WCHM* landing page for two fiscal quarters (6 months). (300 x 300 dpi)
- Multiple quarter page ad placements within each published issue for the two quarters.
- Email marketing: Your logo with hyperlink included in the email marketing campaigns for *WCHM* during the two quarters. Approximately one per month.

Gold Sponsor: \$3,150 (normally \$5k)

- Three fiscal quarters (9 months) advertising.
- Banner ad placement on the *WCHM* landing page for the three quarters. (300 x 300 dpi)
- Multiple quarter page ad placements within each published article for three quarters.
- Email marketing: Your logo (210 x 70 dpi) with hyperlink included in the email marketing campaigns for *WCHM* during the three quarters.

BONUS: [FREE] Elite Quarterly Sponsorship Package in the wound care & hyperbaric medicine online Resource Guide for three quarters. (\$2,250 value)

Elite Sponsor: \$4,495 (normally \$7k)

Annual sponsorship.

- Banner ad placement on the *WCHM* landing page for one full year (300 x 300 dpi)
- Banner ad placement on the homepage of Best Publishing Company, the publisher of *WCHM* Magazine.
- Multiple quarter page ad placements within each published article for each quarter.
- Full page ad placement within each published issue for the year.
- Sponsorship mention in each of the *WCHM* email marketing campaigns for the entire year. (210 x 70 dpi)
- VIP Sponsor mention in all *WCHM* promotions for the year. (email, website, social media, etc)

BONUS: [FREE] Elite Annual Sponsorship Package in the wound care & hyperbaric medicine online Resource Guide for one full year. (\$2,400 value)

EXCLUSIVE BONUS: Logo and hyperlink on the *WCHM* Facility Map landing page.

2015 ONLINE RESOURCE GUIDE

Bronze Sponsor: *free*

- Company Name
- Website Address (no hyperlink)

Silver Sponsor: *\$500 for the year (\$125 per quarter)*

- Company Name
- Phone
- Email
- Web Address (hyperlink)

Gold Sponsor: *\$1,200 for the year (\$300 per quarter)*

- Company Name
- Phone
- Email
- Web Address (hyperlink)
- Company Address
- A logo
- A plain text description of business and products/services offered

Elite Sponsor: *\$3,000 for the year (\$750 per quarter)*

- Company Name
- Phone
- Email
- Web Address (hyperlink)
- Company Address
- A logo
- A rich text description of business and products/services offered that can better highlight your business
- A featured spot within a rotating banner of Elite Level companies
- Your company highlighted on an interactive map
- Ability to upload up to 5 photos for your business
- Ability to highlight your company's specialties using tags

E-Mail Marketing Opportunities

This option is perfect for brand and logo exposure, event or course announcements, classified ads, press releases, etc. Your logo, ad or announcement will be worked in with the existing BPC email marketing campaign for a specified week.

Circulation

- Email campaigns are broadcast weekly
- Distribution varies depending on subject matter and target audience, from 3,000 up to 10,000 recipients.
- Our audience consists of practitioners in the fields of wound care, diving & undersea medicine, and hyperbaric medicine. Those groups are made up of physicians, nurses, respiratory therapists, and CHTs in hospitals and wound care clinics through the U.S. and around the world.
- Open rates average around 20-25%.

Rates include hyperlinks, text up to a 50 word max, and copy editing service.

Email marketing campaigns are typically broadcast once per week throughout the year.

You are required to provide text for the information you are advertising in the email at least one week before the scheduled broadcast date.

You will be required to approve your text before the email is broadcast. Please provide timely response to proof requests.

Single Email Ad/Announcement: \$275

3-Pack of Email Ads/Announcements: \$750

6-Pack of Email Ads/Announcements: \$1,350

Annual (one year at one per month): \$2,495



Wound Care &
Hyperbaric Medicine
WCHMedia Group

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ADVERTISING INSERTION ORDER FORM

FAX TO 561.776.7476 OR EMAIL TO INFO@BESTPUB.COM

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

NOTE

Payment Method

Name as it appears on card: _____

Billing Zip Code: _____

☐ Check Amount Enclosed \$ _____ (US Dollar/US Bank)

☐ Credit Card

☐ Master Card ☐ Visa ☐ Discover ☐ Amex

Card # _____

Expiration Date: _____ Security Code: _____

Please reserve my advertising space as marked below. I have read and understand all Terms & Conditions. (See reverse side of rate sheet.)

Signature _____

Date _____

EMAIL MARKETING

☐ **Single \$275**

☐ **3-Pack: \$750**

☐ **6-Pack: \$1,350**

☐ **Annual: \$2,495**

Preferred Dates: (ie, week of...)

- | | |
|----|-----|
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

NOTES:

Wound Care &
Hyperbaric Medicine

ADVERTISER/SPONSOR

☐ **Bronze: \$1,295 (normally \$1,900)**

☐ **Silver: \$1,950 (normally \$3k)**

☐ **Gold: \$3,150 (normally \$5k)**

☐ **Elite: \$4,495 (normally \$7k)**

RESOURCE GUIDE

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> 2 Page Fold-Out
(Inside Cover or
Back Cover) | \$ |
| <input type="checkbox"/> Full Page Spread
(Interior-2 pages) | \$ |
| <input type="checkbox"/> Back Cover Full Page | \$ |
| <input type="checkbox"/> Inside Cover Full Page | <input type="checkbox"/> Front — \$ |
| | <input type="checkbox"/> Back — \$ |
| <input type="checkbox"/> Full Page (Interior) | \$ |
| <input type="checkbox"/> Half Page (Vertical) | \$ |
| <input type="checkbox"/> Half Page (Horizontal) | \$ |

TERMS AND CONDITIONS

1. The Best Publishing Company (BPC) reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted. No liability is accepted for failure to publish, or for publication of dates other than those stipulated by the advertiser, or for any typographical or other errors of any kind, or for loss or damage in consequence of any of the above. The advertiser will indemnify BPC against any and all damage and/or expense that BPC may incur as a direct or indirect consequence of the advertiser's advertisement. Telephonic instructions must in all cases be confirmed in writing.
2. Payment terms — Advertisers are to pay in full prior to print of publication. Invoices which are not paid by 30 days prior to printing will be charged a 3% late fee. After 60 days, clients will be charged a 1.5% monthly late fee on the outstanding balance.
3. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but no liability can be accepted for any inaccuracies or omissions, or for any consequences arising there from.
4. No changes to advertisements will be accepted once production of BPC has commenced.
5. BPC reserves the right to edit or revise, or to reject even after acceptance for publication, any advertisement or article deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
6. BPC reserves the right to suspend issues on any day and to increase or decrease usual print orders or numbers of editions without notice.
7. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used to attack or make insidious comparisons with other advertisers, firms, institutions or persons.
8. The full name and address of an advertiser must be included in advertisements that solicit money to a P.O. box number.
9. All orders are subject to space availability.
10. Contractual advertising, (i.e. bookings for more than one issue) will only be accepted once a credit application form has been completed by the client and approved by BPC. BPC will require all single issue and first time advertisers to pay cash up front against any proforma invoice. A tax invoice will be issued after publication date.
11. The placing of an order will be deemed an acceptance of these conditions and any conditions stipulated on an agency's or advertiser's order form shall be void if they are in conflict with these guidelines.
12. All material must be claimed within 30 days, after which no responsibility can be accepted. Returns are by request only.
13. If advertisers cancel after space has been reserved, they will incur a 50% charge of the original ad cost.



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