

**HealthTechZone.com**

## 2023 MEDIA KIT

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## A Healthy Dose Of Connections

Your presence on HealthTECH Zone delivers:

- Access to 25,000 Technology Buyers
- Lead Generation, Thought Leadership and Branding
- A dedicated team of content, marketing, design and media experts

Reach healthcare, technology and corporate professionals in the public and private sector organizations around the World.

### Start Your Marketing Program on HealthTECH Zone Today.

You can cost-effectively extend your Company's reach to prospects at all stages of purchase, research, comparison, specification, and finally, authorization.

#### Popular Marketing Strategies:

- Online Communities
- Channels
- Webinars
- Online advertising
- White papers

#### The Most Daily News Covering:

- Healthcare Providers
- Electronic Records
- Healthcare Innovation
- Medical Devices
- Mobile & Connected Health
- Healthcare Reform
- Universal Healthcare
- Medical Software
- Medical Hardware
- ... And more



## Market Coverage

### Be Prominent on The Forum for Healthcare Technology

Businesses are in need of technology that can help organize, secure and update how they manage and deliver healthcare. HealthTECH Zone provides a resource for unbiased in-depth coverage of healthcare technology.

Repeat visibility on HealthTECH Zone enhances your credibility simply through familiarity on this respected site.

### Communities on HealthTECH Zone Rank Highly on Major Search Engines Such as Google.

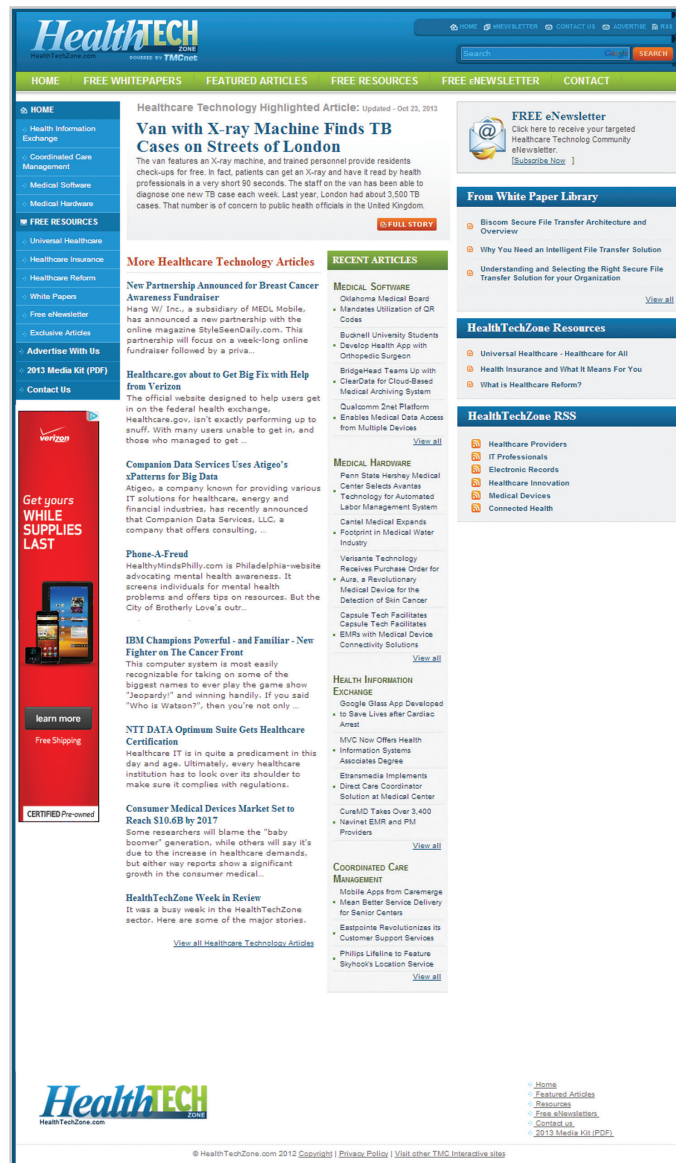
**700,000**  
Monthly Page Views

Source: Webtrends Monthly Average

**1 in 4**  
Visitors are C-Level Executives

**36%**  
of Visitors Approve Purchases for Their Company

Source: Visitor Profile Survey



## Your Message Will Resonate

By having your marketing messages and logos on HealthTECH Zone's rich editorial environment, your company is viewed as a thought leader. Being associated with a leading-edge portal conveys that your company is a market leader.

**INFLUENTIAL**  
**36%**

**of Visitors are Involved in the Approval Selection, Evaluation of Products & Services for Their Company**

**POWERFUL**  
**Budget for Communication and Technology Solutions**

\$1 Million or More .....	28%
\$100,000-\$999,999 .....	44%
Under \$100,000 .....	32%

**EARNINGS**  
**Company Revenues for**  
**1 in 5**  
**Visitors Are Over**  
**\$5 Billion**



Global Reach	
74%	USA
6%	Canada
6%	Europe
6%	India
6%	Asia
2%	Africa

**1 in 4**  
**Work for a Company With More Than 1,000 Employees**

Products & Services	
37%	Health Information Systems
33%	Mobile Healthcare
23%	Specialty Care
13%	Practice Management
10%	Electronic Medical Records

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

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## Online Opportunities



**On HealthTECH Zone, you will gain unrivaled visibility, strengthen your brand, gain & nurture fresh leads.**

**Reach a vast community of relevant buyers seeking solutions. Use HealthTECH Zone to:**

- Create your own robust online community and gain top organic SEO
- Grow your global market share
- Advertise on the daily resource for HealthTECH Zone news, products and services
- Post your white papers, podcasts and other premium content to generate highly qualified leads and augment your reputation as a thought leader and solution provider

**Harness the power of the growing HealthTECH Zone audience with these resources:**

### Online Communities (OCs)

Why pay per click when you can hold a very high—often the #1—organic position on search engine results pages? Your custom-designed community on HealthTECH Zone, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are regularly populated with exclusive content, attracting influential readers. OCs are routinely bookmarked by decision makers looking for news, product information and partnership opportunities. See page 6.

### Online Advertising on HealthTECH Zone

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Ad Box and Splash Page ads. See pages 9 & 10.

### Webinars

Host a live webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees and post-event visitors who download the presentation from TMCnet Archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 7.

### White Paper Program

Your fresh ideas will generate fresh leads! Post your white papers on HealthTECH Zone and receive a steady flow of top quality leads. Not only will this enhance your company's reputation as a solutions provider, it will also build brand awareness and generate leads at the time when a purchase is being considered. White papers are archived for 12 months. See page 8.

### Podcasts

Deliver your message to eager prospects at their convenience. Podcasts convey relevant information in a rich format, catering to an audience actively researching HealthTECH Zone ideas and solutions. Multiple language translation extends the reach of your recording. See page 8.

### eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. Readers are strictly opt-in subscribers, assuring a high-quality, interested audience. See page 7.

### eBook

Your exclusive HealthTECH Zone branded eBook delivers your message and product information in a highly credible format. A HealthTECH Zone editor will contribute.

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## HealthTECH Zone Building Communities



### Online Relationship Builders Program Overview

HealthTECH Zone's Online Communities are content-generated, information-rich portals designed to position your company as the leading, "go-to" resource for your industry group. With an Online Community you will...



#### Be found at the top of search results - Organically!

Most people begin their search queries for purchase information online, so prominent and organic placement is vital in helping your potential customers "see through the clutter" and find your products.

HealthTECH Zone's Online Communities rank very highly on search engines like Google and Bing. Organic search ranking is key, as it positions your company as the thought leader in your industry as opposed to a search click ad, which anyone can purchase.

### Partner With a Full-service, Integrated Global Media Company

ORB has been building Online Communities within its well-respected 3rd party media environment for over 10 years, and has built over 200 successful sites. Communities are promoted on over 5 million high-quality Web pages from the moment they launch.

### Integrate and Streamline Your Online Marketing Initiatives

Today, consumers are getting wiser and pickier about how, where and when they want to receive information. If you're like most companies, you are going to the Cloud to find innovative ways to reach your target audience and using various SEO, branding, or social initiatives to do so. But how do you bring it all together in a streamlined, cost-effective way?

You need to not only connect to the cloud, but forge connections in it, and Online Communities are the best way to bring all your online marketing initiatives together in one, powerful place.



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# 39%

of Search Engine users believe that the companies whose websites are returned among the top search results are the leaders in their field

(Source: IDG Research)

# 52%

of Marketing Budgets are Allocated to Online Initiatives. Are you spending in the right places?

(Source: IDG Research)



## Webinar

### Host your Webinar on HealthTECH Zone – A Highly Successful Lead Generator

Our Experienced Team Makes It Seamless

We make it easy for you to **reach customers and impress your best prospects with a Webinar**. Your live Web event is completely turn-key. Every step of the process is managed with the utmost professionalism.

**Pre-Event:** HealthTECH Zone's expert team handles all the marketing, promotion and registration. A veteran HealthTECH Zone editor is available to help you develop content.

**During the Event:** We provide the technology, utilizing the most effective conferencing software platform. We also offer an experienced HealthTECH Zone editor to serve as a moderator.

**Post-Event:** No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads. The event is available on our Webinar Archive on HealthTECH Zone long afterward.

Live Web Events are typically one hour long. We also offer 90-minute events, since the Q & A period often prompts lively interaction.

Your event will deliver your message via streaming audio or telephone. A PowerPoint presentation provides accompanying visuals, making a content-rich learning experience.

Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions to the featured speaker(s). Attendees are fully engaged in this Q & A session.

#### Turn-Key Events

- Reach Qualified Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as a Leader



## eNewsletters

HealthTECH Zone's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, weekly, biweekly, or monthly. These achieve a vast reach among thousands of communications and technology decision makers who **actively opt-in to subscribe**.

HealthTECH Zone's eNewsletters focus on an array of topics covering numerous facets of communications and technology. Your company's sponsorship and ads gain a reach into "in-boxes" that would otherwise be difficult to access.

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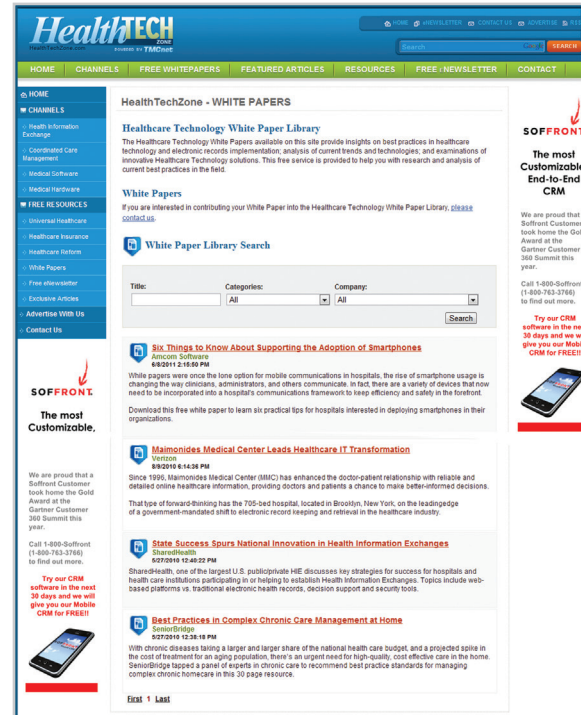
## Generate Qualified Inquiries



### White Paper Program

White papers are one of the most effective ways to enhance your company's authority and credibility as a solution provider and to reach key decision makers at a time when they are actively researching solutions for their company.

- Your white paper will be viewed by hundreds of thousands of prospects in each market segment:
  - Enterprise, Service Provider, Reseller, Developer and Manufacturer.**
- You receive complete contact information for everyone who downloads your white paper. These valuable prospects who are downloading are seeking information to make purchasing decisions.

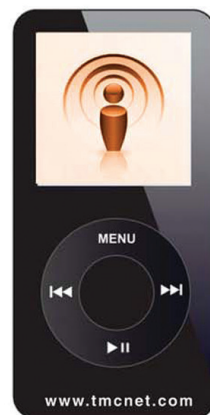


### How the White Paper Program Works:

#### Promotion

- E-mail blasts
- Ads on a network of industry leading sites
- Promotion in eNewsletters
- Editorials in group print publications and HealthTECH Zone

### Podcasts



Providing information in a Podcast format enhances your company's credibility as a solution provider. By posting your Podcast on HealthTECH Zone, you also generate cost-effective leads of executives responsible for specifying and purchasing Communications components, at any point when they are gathering information.



You can select the exact criteria you want your prospects to meet. As HealthTECH Zone readers access your podcast, you receive only the leads who fit your criteria. These targeted leads fill your profitability. These targeted leads can launch your sales team on a new drive.

## Online Advertising



### Splash Page

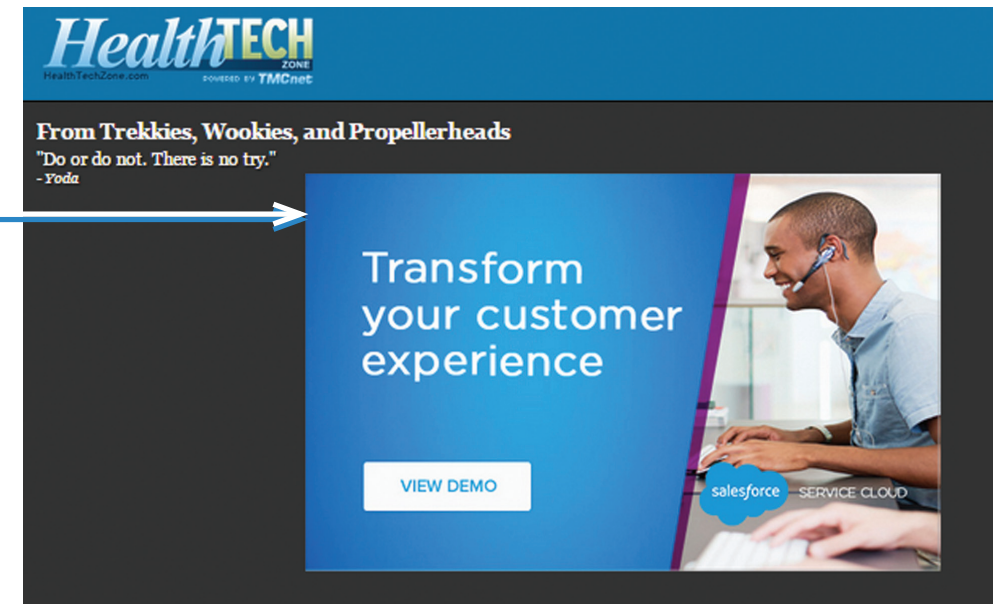
HealthTECH Zone's Splash Page is a stand-alone Web page dedicated solely to the advertiser. The splash advertisement is designed to capture the user's attention for a short period of time. On HealthTECH Zone the splash page appears randomly between pages of content when the visitor is browsing the site. The splash page will appear once a day for each visitor.

#### Benefits:

- No clutter or competition, the advertiser owns the page
- Has the ability to animate the advertisement to create excitement and increase click throughs
- The ability to create a complex advertising message

#### Splash

Dimensions:  
640x375 pixels  
72 dpi, 60k max  
Acceptable files:  
.gif, .jpg, .swf, png,  
1-frame



Online Advertising



Our 100+ Member Global Editorial Team Leadership

Banner Ads

Leaderboard

Dimensions: 728x90 px  
72 dpi, 50k max  
Acceptable Files: .gif, .jpg, .swf, .png, I-frame

Skyscraper

Dimensions: 125x600 px  
72 dpi, 70k max  
Acceptable Files: .gif, .jpg, .swf, .png, I-frame

Ad Box

Dimensions: 336x280 px  
72 dpi, 30k max  
Acceptable Files: .gif, .jpg, .swf, .png, I-frame



David Rodriguez, President

David Rodriguez identifies new areas of opportunity for TMC while ensuring effective execution of editorial and sales missions, and ultimately, client satisfaction. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.



Erik Linask, Group Editorial Director, TMC

Erik Linask oversees the editorial content and direction of TMC's online and print vehicles. He was previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.



Rich Tehrani - CEO

You can rely on the reach and expertise of HealthTECH Zone. With a HealthTECH Zone marketing campaign, you will have individualized attention from our expert marketing team who will support your needs to develop and execute a top-notch marketing program, custom designed to match your needs. We look forward to exceeding your expectations.

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