

Reach the most influential audiences in the emergency medical market

EMS1.com, a new source of news information and resources for the emergency medical services community, provides comprehensive coverage of critical issues and a broad range of training tips and videos for EMTs, paramedics, department administrators and others. Owned and operated by the Praetorian Group, the company behind leading public safety Web sites such as PoliceOne.com and FireRescue1.com, EMS1.com brings a demonstrated ability to deliver your message to the right audience at the right time.



More great reasons to advertise on EMS1.com:

- EMS1.com is the definitive online resource for EMTs, paramedics, EMS Administrators and others. Combining expert columns, coverage of critical news and issues, and a comprehensive database of training information, EMS1 is a one-stop destination for all of the EMS community's content needs.
- In addition, EMS1 has joined with leading EMS portal Paramedic.com to form the most comprehensive pre-hospital online presence. Paramedic.com is a leading EMS community for first responders, EMTs, paramedics, nurses and physicians. Advertising with EMS1 allows you the unique opportunity to increase your visibility among an engaged and active EMS community through presence on both EMS1 and Paramedic.com.
- With its unique product category model, EMS1 is the leading online destination for EMS product information, serving as an essential resource for EMS personnel across the continent seeking information on the latest products and services.
- In addition to presence on EMS1, sponsorship includes exposure on Paramedic.com and in the EMS section of FireRescue1.com. EMS1.com is THE online destination for EMS personnel actively researching their next purchases.
- Don't miss the opportunity to reach over 34,467 EMS personnel who have signed up to receive product information directly in their inbox. With the twice weekly EMS1 eNewsletter and monthly EMS1 Product Newsletter, you have a tremendous opportunity to communicate information about your products and services to a receptive, engaged audience.
- At EMS1, we work closely with our clients to maximize exposure and run programs to fit your marketing needs and objectives. We provide detailed monthly reports and constantly analyze our performance.

EMS1.COM provides companies in the EMS market unequalled opportunities to access purchasers and influencers, distribute information, build brand and generate exposure.

Opportunities:

EMS1.com provides **targeted** and **trackable** advertising opportunities. Programs range from annual packages based on a product category sponsorship to one-off programs lasting one week to several months. Programs can include product category sponsorships, banner ads, newsletter insertions, directory listings, site features and market research studies.

Our packages are designed to provide multiple touch points to our members, maximizing reach and frequency of exposure. Packages include a sponsorship of each relevant product category combined with elements such as banner ads, EMS1 eNewsletter ads and custom site features.

Each product category includes a wide range of content designed to help EMS decision-makers and influencers research and purchase products. Product category sponsorships include placement of new products, articles, reports and press releases as well as testimonials, video and promotions - all of which are distributed to our more than 34,457 eNewsletter subscribers (See product category sample above). Each category also links to leading distributors as well as dealers, sales reps and Web site shopping carts. Our goal is to provide targeted access to the 10 - 20% of individuals who are key purchase influencers or decision-makers across the EMS market.

Packages:

Rates for 2008 Available Through December 31, 2008

Premium Sponsorship

\$2,000+ per month

May include some or all:

- Sponsored editorial column
- Topic sponsorship
- Multiple category sponsorship
- Logo links in categories
- Newsletter ads and press releases as appropriate
- Banner ads - ROS & premium
- Featured product and what's hot rotation
- Word link in Vendor Directory as a Featured Vendor
- Unlimited posting of articles, press releases and new products

Enhanced Sponsorship

\$1,250 - 1,999 per month

May include some or all:

- Multiple category sponsorship
- Logo links in categories
- Unlimited posting of articles, press releases and new products
- Newsletter ads and press releases as appropriate
- Banner ads - ROS & premium
- Featured product and what's hot rotation
- Word link in other categories as appropriate
- Word link in Vendor Directory as a Featured Vendor

Basic Category Sponsorship

\$600 per month per Category:

- Logo link in your category
- Featured product and what's hot rotation
- Newsletter press releases as appropriate
- Word link in other categories as appropriate
- Word link in Vendor Directory as a Featured Vendor
- Press releases, articles, new product announcements or video releases
- Optional newsletter and banner programs

All packages include a monthly report (Site Statistics, Program performance & Clicks)

Projected Results:

Premium Packages typically generate 150,000 - 300,000+ impressions and send 1,250 - 3,000+ visitors per month to your Web site. Enhanced Packages generate 100,000 - 150,000 impressions and 750 - 1,250 visits to your Web site. Basic Packages generate 400 - 750 visits per month. E-Newsletter insertions generate an average of 150 clicks per ad.

Our market research surveys generate 200 - 2,000 (average 1,200) responses across all levels of emergency medical care.

At EMS1, we work closely with our clients to maximize exposure and run programs to fit your marketing needs and objectives. We provide detailed monthly reports and constantly analyze our performance. Contact us today to discuss a program.

Sample Traffic Reports

Monthly Averages

Full Category-Sponsorship	Impressions	Ad Campaign Visitors
Products Category (visits)	2,361	350
Banner Ads	5,000	55
1 Newsletter	21,500	75
2 Press Releases/Articles	43,000	55
New Product Launch	25,000	60
Site Feature**	3,029	56
Total	99,890	651

* Press Releases and Articles are sent out in the newsletter and link back to content on EMS.com

** Site features could include targeted advertising in articles addressing topics relevant to your product, various features on the homepage, video features or features in relevant divisions.

Contact us today:
Sales@EMS1.com