

# EMS1.com is THE leading online resource for emergency medical professionals

EMS1.com is revolutionizing the way emergency medical professionals find information and research products. It is becoming the most comprehensive and trusted online resource for industry professionals and department decision-makers. With 36,123 registered emergency medical professionals, EMS1 will deliver your message to the right audience at the right time.

Sponsorship packages focus on providing highly targeted exposure for marketers across a broad range of touch points with potential customers. Packages include information distribution in the form of articles, white papers, case studies, press releases and new product announcements, featured product and what's hot rotations, as well as options to participate in banner and newsletter campaigns. Click through rates of 15% - 50%+ are not unusual from our product categories.

## Open Net Rates

### Banners

ROS Standard 344x60 & 160x240	\$10 per Thousand
ROS Standard 468x60	\$10 per Thousand
ROS Top Right Corner 160x100	\$10 per Thousand
ROS Jumbo 336x280	\$20 per Thousand
ROS Tower 160x600	\$20 per Thousand
Homepage Top Right Corner 160x100	\$25 per Thousand
Homepage Jumbo 336x280	\$40 per Thousand
Targeted Product Category Tower 160x600	\$40 per Thousand
Targeted Product Category Jumbo 336x280	\$40 per Thousand
Homepage Tower 160x600	\$40 per Thousand
"What's Hot" Homepage Banner Creation	\$150 per Day \$135 for one or \$750 for up to 6 banners

### e-Newsletters

**EMS1 Member News:** (circulation 34,467)  
 \$500 per Insertion - top position  
 \$400 per Insertion - secondary position

### Additional Advertising Opportunities

Webcasts	\$13,000
Deals and Specials Rotation	\$300 per month
Polls Sponsor	\$500 per month
Tips Sponsorship	\$1,000 per month
Sponsored Topic	\$1,000 per month
Sponsored Editorial	\$750 per month
Product Alert e-Blast	\$1,300 per mailing

### Training Listings

\$50 per Listing up to 5 courses  
 \$40 per Listing 6 - 15 courses  
 \$35 per Listing 16 - 25 courses

### Directory Listing

\$250 annually for First Category  
 \$50 annually for each additional Category

### Custom Market Research

\$2,000 basic 5-question survey with 300 - 500 respondents or market pricing depending upon complexity and response patterns

## Product Category Net Rates

### Base Sponsorship Category: \$600 per month

- Includes:
- Corporate Logo
  - Featured products, press release articles, and Buy Now section
  - Category Featured Product
  - What's Hot

### Additional Categories: \$300 per month

- Includes:
- Corporate Logo
  - Featured products, press release articles, and Buy Now section
  - Category Featured Product
  - What's Hot

### Premium Product Category: \$800 per month

- Includes:
- Categories exceeding 10,000 visits per month

The screenshot displays the EMS1.com website interface. At the top, there's a navigation bar with links for REGISTER, HELP, CONTACT, HOME, NEWS, TRAINING, PRODUCTS, RESOURCES, VIDEOS, FORUMS, and PARAMEDIC.COM. The main content area is titled "EMS Patient Handling" and is divided into several sections: "EMS Patient Handling Articles" with a list of recent articles, "Featured Products" showcasing items like the MegaMover transport unit and 28Z PROflex Chair-Cot, "Buy Now" and "New Products" sections with search and contact options, "EMS Patient Handling Sponsors" listing companies like DEALMED, Digitcare, Ferno, GRAHAM, HANDI-STRAPS, and Stryker, and "Patient Handling Deals" and "Press Releases" sections. A large image of a yellow and black Stair-PRO stair chair is visible on the right side of the page.