



**HealthCareBusiness**  
news

# 2024

# MEDIA TOOLS

**THE LEADER IN  
PRECISION-TARGETED  
MARKETING SOLUTIONS**



**PRINT**



**DIGITAL**



**ONLINE**



**MOBILE**

## *Results Matter*

# Break through the clutter to build your brand...

Whatever your marketing goals are — raising awareness, creating an image, targeting a market segment, or generating immediate sales — DOTmed has the full range of media solutions you need to succeed.

Today's print/digital/mobile/online media choices have made advertising increasingly granular — allowing you to reach your prospects more efficiently and effectively. What you need is the right media partner — that partner is DOTmed.

DOTmed has been the leader in health care marketing since 1999. We provide a world-class marketplace that will help you sell whatever medical equipment, parts or services you offer. The people involved in the business end of the health care industry conduct their business on DOTmed.com, and read Equipment Classifieds magazine.

Our premium audience of key prospects:

- Have decision-making power
- Have budgetary responsibility
- Are looking for fresh, alternative solutions
- Are business owners, C-level executives, department heads and key influencers
- Are high-value targets in the \$2.4 trillion health care Industry

## ...and your sales



## Profit from precision-targeted ad placement across all platforms

Our print and online ad options enable you to optimize the efficiency of your advertising program and pinpoint customers at different points in the buying cycle.

We can help design a media mix that will give your advertising program the best return on your investment.

We specialize in customizing packages within our clients' budgets that help achieve the results they want.

- Reach more than 25,000 key influencers, decision-makers and buyers of equipment, parts, services and software at IDNs, hospitals and imaging centers across the country in Equipment Classifieds magazine.
- Reach tens of thousands of active buyers monthly while they are shopping online on DOTmed.com.

***DOTmed.com is the World's Leading Public Medical Equipment Marketplace -- with more than a quarter million registered users.***

# Your Complete Selection of Media Tools

## In Print

### *DOTmed Equipment Classifieds*

- Medical equipment classifieds sent to the most active buyers using DOTmed.com
- Digital edition and emailed version reaching even more buyers
- Special Trade Show Sections - Booth Write Up, New Product Showcase, Press Release
- Industry Excellence Profiles

### *DOTmed's Annual Buyer's Guide*

#### *– The Industry Standard for Over 10 Years Running*

- 150-plus pages
- Posted as a Digital Edition on our homepage

## Online

### *DOTmed Website*

- Leaderboard Ads
- Skyscraper Ads
- 180 x 150 Display Ads
- Targeted Text Ads
- 180x260 Homepage Slider
- Virtual Trade Show Booths
- WebStores & OEM WebStores
- Service Technicians' Forum
- Virtual Auction Houses
- Classified Listings Upgrades
- Featured Listings
- Self-Managed Auctions
- BuyNow Powered Website Service
- Hosted Auction Events

### *HealthCare Business Daily News & Weekly*

#### *Emailed News and Targeted Euro News*

- Targeted Text Ads
- 180x260 Tile Banner
- 320x50 Banner
- E-Advertorials
- Video Advertorial
- New Product Showcase & Healthcare Business Reports

### *Specialty Emails*

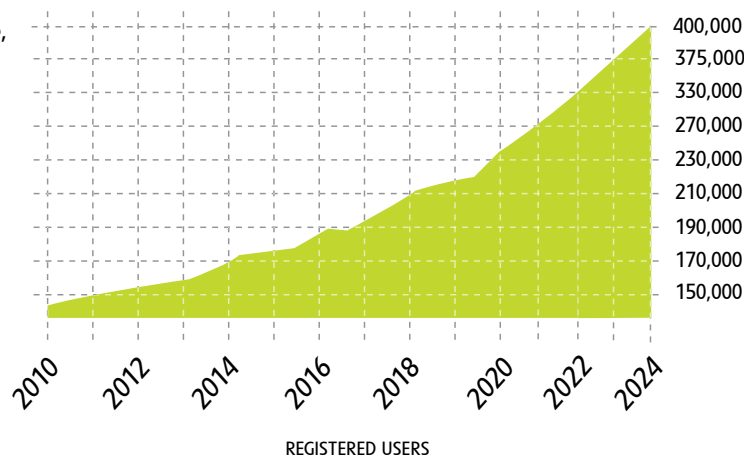
- Trade Show Preview Emails
- Weekly User Equipment Alerts
- Daily Technicians' Forum Digest
- Sponsored Posts in the Service Technicians' Forum
- Standalone Marketing Emails

## Mobile

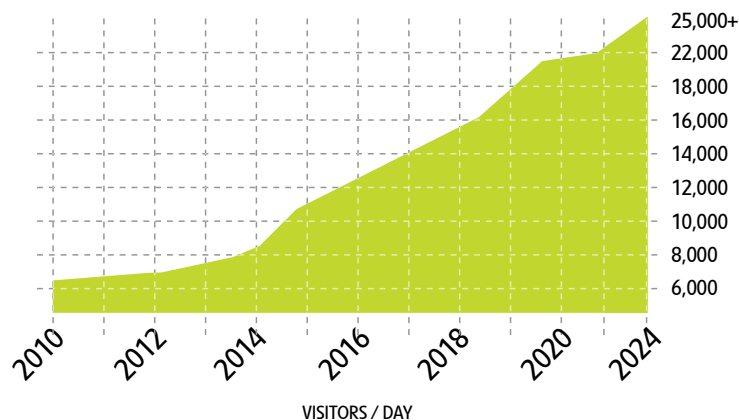
- Banner Ads – they're always on-screen
- Targeted Text Ads, Classified Ads, WebStores, The Virtual Trade Show, Self-Managed Auctions and HealthCare Business Daily News Online ads all run on all mobile devices

# Online User Growth & Web Traffic

## MORE THAN 400,000 REGISTERED USERS



## OVER 25,000 VISITORS/DAY



*Reach your prospects  
anywhere, any time.*



# DOTmed Equipment Classifieds is published monthly

Medical equipment available now printed up in an easy to read classified format and sent to the most active buyers on DOTmed.com. Feature your top items and reach an engaged audience of buyers every month. You pick which equipment to show and buyers can easily look up your products on DOTmed.com.



DOTmed Equipment Classifieds reaches over

5,000 IN PRINT MONTHLY  
20,000 DIGITALLY

# Equipment Classifieds

## 2024 EDITORIAL CALENDAR

**Ad Sales: 212-742-1200 Ext. 237**

**sales@dotmed.com • PR Submissions: pr@dotmed.com**

Each theme will be explored with editorial content, including current events coverage from our Daily News online.

The issue will be handed out in person or mailed to past attendees of the trade shows listed for each month.

Indicated trade shows will also include a Q&A with association leadership, as well as three options for advertiser Bonus Placement.

**Bonus Placements:** New Product Showcase, Company Write Up, Company Press Release

### JANUARY – CT IMAGING

CT Bonus Placements

### FEBRUARY - EUROPEAN RADIOLOGY

ECR (Q&A, Bonus Placements)

### MARCH – PROTON THERAPY

NAPT (Q&A, Bonus Placements)

DOTmed 100

### APRIL – SUPPLY CHAIN / CARDIAC IMAGING

IDN Summit

HCP Spring

ACC (Q&A, Bonus Placements)

### MAY – HTM

AAMI (Q&A, Bonus Placements)

### JUNE – MOLECULAR IMAGING

SNMMI (Q&A, Bonus Placements)

FIME (Q&A, Bonus Placements)

### JULY - WOMEN'S HEALTH

AHRA (Q&A, Bonus Placements)

### AUGUST - PARTS & SERVICE

AHRMM (Q&A, Bonus Placements)

Parts & Service Bonus Placement

### SEPTEMBER - RADIATION ONCOLOGY

ASTRO (Q&A, Bonus Placements)

### OCTOBER - MRI

MRI Bonus Placements

HCP Fall

### NOVEMBER - RSNA

RSNA (Q&A, Bonus Placements)

### DECEMBER - MOBILE IMAGING

Mobile Imaging Bonus Placements



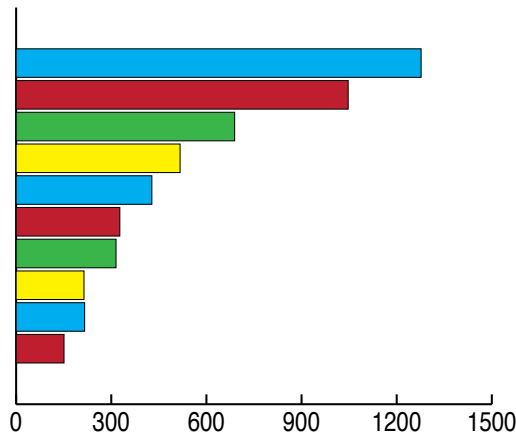
**The topics and content of this editorial calendar are subject to change**

The calendar will be updated on DOTmed's homepage each month as changes and additions occur. Ask your Sales Representative for the most updated version if you are interested in PR submissions or advertising.

## DEMOGRAPHICS

Upgraded DOTmed Users .....	1,277
Medical Office.....	1,047
Hospital Biomed Title .....	689
Specialty HCP providers.....	517
Hospital Mixed Titles.....	428
Imaging Center.....	327
Cosmetic Facility / Spa.....	315
Clinic .....	214
Surgery Center .....	216
Laboratory .....	151

**Total: 5181**



Guaranteed physical circulation of 5,000+ per month including prime USA Healthcare providers who shopped on DOTmed recently, upgraded DOTmed sellers & Healthcare Providers met at trade shows. This unique circulation is updated monthly to capture the most active healthcare provider buyers on DOTmed.com.

## AD SIZES

Pick between multiple templates for each ad size.



**Full page**  
Up to 20 listings



**1/2 page**  
Up to 8 listings



**1/4 page**  
Up to 4 listings

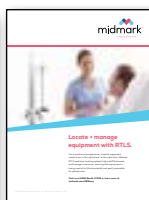


**Individual Listing**  
Grouped 20 per page

**1/4 Page Display Ad**  
3.375" x 4.875"



**1/2 Page Display Ad**  
7" x 4.875"



**Full Page Display Ad**  
8.125" x 10.75"

Bleed size: 8.375" x 11"  
Trim size: 8.125" x 10.75"  
Safety area: 7.375" x 10.25"

## AD RATES

Two page spread  
(Up to 40 listings) \$1100

Full page \$750

1/2 page \$450

1/4 page \$250

Individual Listing \$30

**Industry Excellence Profile**

2 page spread \$1,250

**Covers**

Front: 4 Available Featured Listings \$500

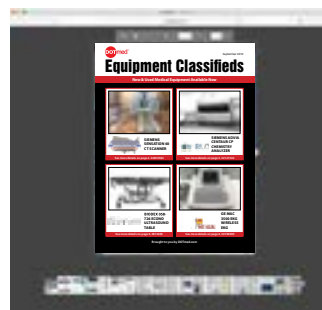
Back \$1500

Inside Front/Inside Back \$1000

**Trade Show Bonus Section** \$250

## DIGITAL EDITION

Each month DOTmed Equipment Classifieds is converted to a digital flip book and housed on DOTmed's homepage. Your ad page links directly back to your Webstore on DOTmed.com. Each issue is added to an online archive with searching capabilities. Your print ad is online essentially forever.



## EMAIL CIRCULATION

DOTmed Equipment Classifieds is also emailed to a group of 20,000 domestic and international DOTmed users and auction bidders. The email version is targeted to show the buyers the types of equipment they have looked for on DOTmed.com. If they were looking for OR equipment we serve them the Equipment Classified listings from the OR category.



## COMPLIMENTARY WEBSITE BANNER & LISTING BADGE

All Equipment Classified advertisers receive targeted banner advertising. Full page and larger receive the EC Homepage Slider Ad. Half page and smaller receive the SkyScraper ad.



# Industry Excellence Profiles

\$1,250 per issue

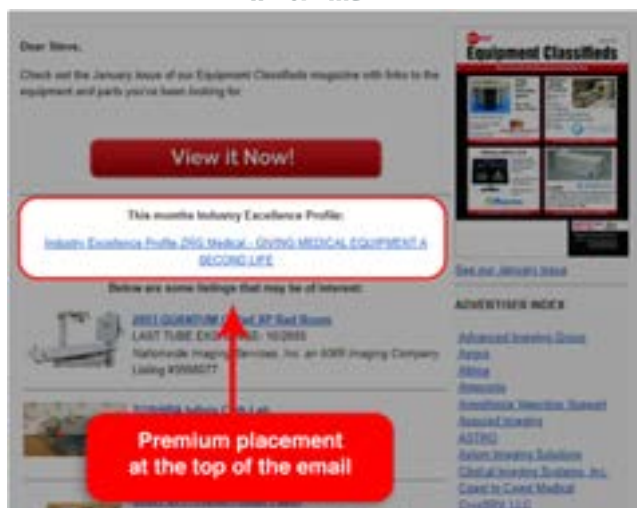
- Two page spread - you pick one page editorial with one page ad or two pages of editorial
- Your company and profile will be mentioned on the cover
- Your profile will also be placed online at dotmed.com/news with tools to share
- We can provide a high resolution PDF for printing
- A link to your profile will be included in the emailed version
- Your profile comes with an homepage slider banner on DOTmed.com



**Your Call-out Badge on the cover**



## In Our Email



## On The News Homepage



# Trade Show Distribution and Special Advertising

Equipment Classifieds will either be handed out in person or mailed to past attendees of the following trade shows each year: ECR, NAPT, IDN Summit, HCP, AAMI, FIME, AHRA, SIIM, ASTRO, SNMMI, RSNA & more.

All Equipment Classified advertisers who are exhibiting at the show will receive one Trade Show Bonus placement.

Additional Trade Show Bonus placements are \$250 each.

**Bonus Trade Show sections are available in the following issues:**

- |                            |                               |
|----------------------------|-------------------------------|
| • February - ECR           | • July - AHRA, AHRMM          |
| • April - IDN Summit, NAPT | • August - IDN Summit         |
| • May - HCP Spring, AAMI   | • September - ASTRO, HCP Fall |
| • June - SIIM, SNMMI, FIME | • November - RSNA             |



## Bonus #1 Company Write Up in Print

- Be featured in a special trade show section
- Write up word count limit of 100
- \$250 per placement if purchased separately from print advertisement

## Bonus #2 Product Showcases

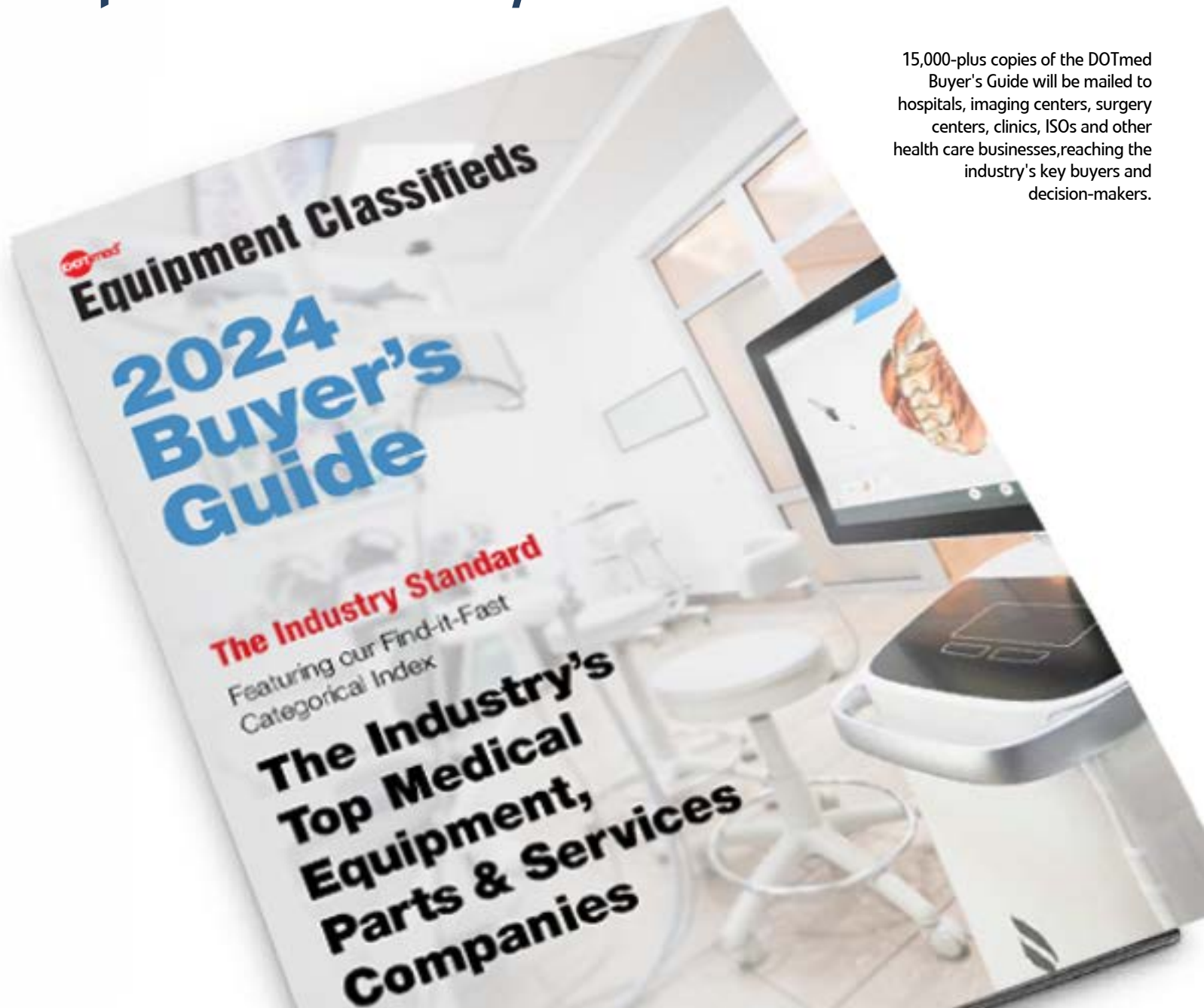
- Showcase your product with a high resolution photo
- Include a 50 word summary of your product
- \$250 per placement if purchased separately from print



## Bonus #3 Press Release in Print

- Be featured in a special trade show section
- Write up word count limit of 100
- \$250 per placement if purchased separately from print advertisement

# DOTmed's Buyer's Guide is published annually



15,000-plus copies of the DOTmed Buyer's Guide will be mailed to hospitals, imaging centers, surgery centers, clinics, ISOs and other health care businesses, reaching the industry's key buyers and decision-makers.

DOTmed's Annual Buyer's  
Guide reaches over

15,000



## FEATURING OUR UNSURPASSED FIND-IT-FAST CATEGORICAL INDEX THAT BRINGS YOU MORE BUSINESS!

DOTmed's 2024 Buyer's Guide will continue to be the leader because our highly targeted **Categorical Index** makes it easy for customers to find you fast.

DOTmed has the Best Buyer's Guide in the business, because we give Buyers 3 ways to find Your Business!



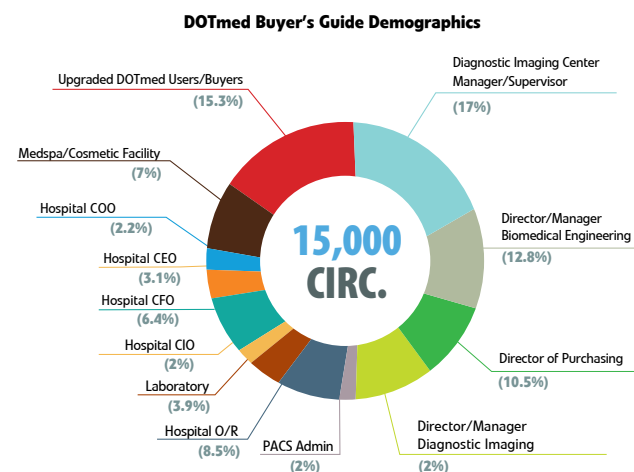
### 1 Our Exclusive Categorical Index

Your company is listed by the equipment or services you specialize in, and includes:

- The services you provide for each kind of equipment
- The primary contact name at your company
- The state your company is located in (a DOTmed exclusive!)

Over 15,000 copies of DOTmed's Buyer's Guide will be mailed to hospitals, imaging centers, surgery centers, clinics, ISOs, and other healthcare businesses, reaching the industry's key decision-makers, influencers, and buyers.

## All 1,200+ Upgraded DOTmed Sellers receive the Buyer's Guide yearly.



## Trade Show Distribution and Special Advertising Sections:

The Buyer's Guide will either be handed out in person or mailed to past attendees of the following trade shows each year: ECR, NAPT, IDN Summit, HCP, AAMI, FIME, AHRA, SIIM, ASTRO, SNMMI, RSNA & more."

## Choose from our "Good-Better-Best" Advertising



**Premium Ad Placement Positions:**  
Ads within first 20 pages, and within the Categorical Index are: \$1,499 – full page ads only.

Bonus: Includes 10 Category Listings and a free Premium Listing!

Deadline for insertion orders:  
December 21, 2023

Deadline for all advertising material:  
January 12, 2024

### Good – Free Listing:

First-come, first served. There will be a limited number of free 4-line listings allocated for 2024, and DOTmed reserves the right to cut-off acceptance at any time

Better yet, buy a Premium Listing or Display Ad and be guaranteed a spot!

- Free Listing includes: Company Name, Address, Phone, Primary Contact Name (NOTE: Free Listings do not appear in the Categorical, by Company, or by Name Indexes.)

### Much Better – Premium Listing:

- Premium Listings feature Bold Text, and include your Company Logo, Name, and Profile, Address, Phone, Website, Email, Contact Name.
- All Premium Listings get Your Company cross-referenced in the Categorical, by Company, and by Name Indexes of the Buyer's Guide - three valuable bonuses!
- IMPORTANT: Your Company Profile and Categorical Listing choices will be pulled from your DOTmed Account – so make sure it's up-to-date!

### Premium Level 1 for \$180

1. Premium Listing in the Buyer's Guide
2. One Categorical Listing, plus listings in both Alphabetical Indexes

### Premium Level 2 for \$250

1. Premium Listing in the Buyer's Guide
2. Three Categorical Listings plus listings in both Alphabetical Indexes

### The Best – Display Advertising:

All ads come with a Free Premium Listing

### PRICE FREEZE – SAME AS 2009-2023

All Display Ads also give you multiple Categorical Listings — depending on ad size, plus listings in both Alphabetical Indexes.

All Ads are 4-color at No Extra Charge

1/6 Page Ad	+ 4 Category Listings	\$350
1/3 Page Ad	+ 5 Category Listings	\$450
1/2 Page Ad	+ 6 Category Listings	\$575
Full Page Ad	+ 8 Category Listings	\$999
Premium Ad	+ 10 Category Listings	\$1,499
2 Page Spread	+ 12 Category Listings	\$1,899

Buy Additional Categories for \$50/each

### Online & Emailed Versions:

A digital version of the 2024 Buyer's Guide will be housed on DOTmed's homepage for the entire year. We also email out the digital copy to over 32,500 DOTmed users.

DOTmed online advertising  
delivers big numbers...

**1,284,066**  
page views/month

**MORE THAN 25,000**  
unique visitors a day

**MORE THAN 490,043**  
user sessions per month

## DOTmed.com **Precise** Online Advertising

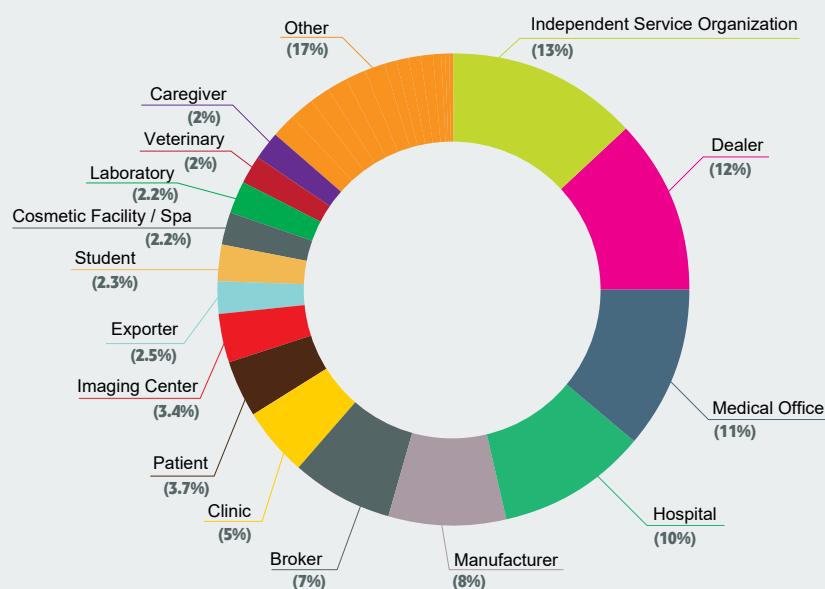


DOTmed is the world's leading public trading platform for medical equipment, parts and services. An industry-leading 25,000-plus visitors come to DOTmed every day to shop for and buy what they need — and up to 60% of those visitors can be health care providers and end-users on any given day. No other media resource creates an environment that makes advertising an organic part of the content like DOTmed. Health care professionals who come to our website welcome your ads. They read the content. They know who you are and what you do.

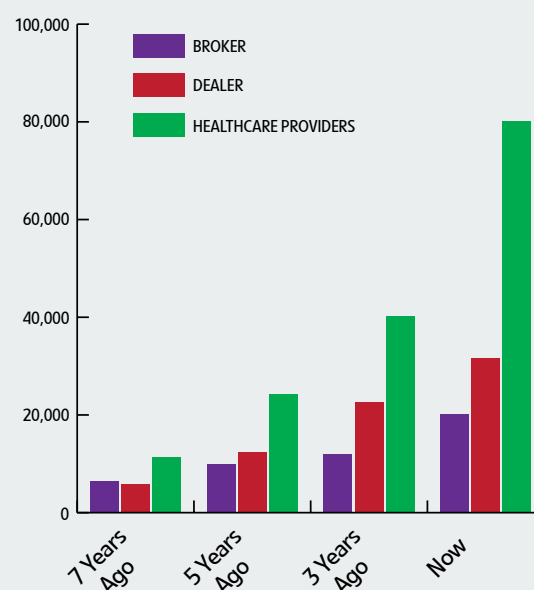
We also reach out to our over 400,000 registered users through our news, emails and equipment alerts. Our media rates are very competitive and we deliver the demographics you need — decision-makers with purchasing power.

DOTmed has more than 400,000 registered users. Over 47% are end-users working in hospitals and health care facilities, and we are adding over 1,300 registered users every month.

### ONLINE REGISTERED USERS



### REGISTERED USER GROWTH



DOTmed represents a rich target audience for health care vendors and service companies. On average, up to 60% of our daily guests and visitors are health care providers and end-users — active buyers that give you the traffic and demographics you've been looking for.

# All online / digital / mobile ad options

Online

Location	Upgraded Classified Listings	180x260 Slider Ads	Targeted Ads	Leaderboard Ads	180 x 150 Digital Display Ads	New Product Showcase	Skyscraper	E-Advertorials	Sponsored Postings
Main Equipment & Parts Listings	✓		✓	✓	✓		✓		
Virtual Trade Show & Equipment Guide			✓	✓			✓		
HCB Daily News Online		✓	✓	✓		✓	✓	✓	
Emailed HCB Daily News			✓		✓	✓		✓	
Service Techs' Forum			✓						✓
Emailed Service Techs' Forum					✓				✓
User Equipment Emailed Alerts			✓		✓			✓	
Homepage		✓							

Virtual Trade Show Booth	✓	Make a complete Company Presentation, Add Personnel Bios, Product Offerings, Videos, PDFs and more with the Infinite Page; Collect Followers to Email; Post HotDOTs
Trade Show Preview Emails	✓	Exhibiting Company Show Highlights & Booth No.
Dealer & OEM WebStores	✓	Complete Equipment & Parts Listings, automatically updated when you add products
Self-Managed Auctions	✓	Maximum Visibility Listings with Open Bidding — for maximum results
HCB News Digital Edition	✓	HealthCare Business News online ad opportunities
Virtual Auction House	✓	For Regional Auction Companies to promote auctions online
Mobile	✓	Mobile "Adhesion" Ads display on all mobile devices

MORE THAN  
**900,000**  
listings on any given day

**iab.**

We use Interactive Advertising Bureau (IAB) standard ad sizes so your existing digital ads can run without modification. These include:

- 728 x 90 Leaderboard ads
- 180 x 150 Display ads
- 160 x 600 Skyscrapers

## BPA AUDITED AND CERTIFIED TRAFFIC

DOTmed's regular BPA audits include "Website Activity by Month," and those numbers prove that DOTmed gets 1.3 million page views per month or 18 million per year – that's an exceptionally high volume of traffic that no other medical equipment website even approaches.

DOTmed.com is the world's leading public marketplace for buying, selling and auctioning medical equipment & parts online.



## WEBSITE ACTIVITY BY MONTH

2023	Pageviews	Sessions	Users
January .....	1,647,186 .....	808,527 .....	680,480
February .....	1,562,592 .....	750,578 .....	643,034
March .....	1,590,846 .....	697,348 .....	559,408
April .....	1,318,378 .....	554,358 .....	436,183
May .....	1,115,490 .....	341,887 .....	210,079
June .....	1,086,333 .....	315,674 .....	193,411
July .....	975,006 .....	276,171 .....	173,970
August .....	1,164,224 .....	345,394 .....	216,212
September .....	1,170,394 .....	429,789 .....	312,429
October .....	1,210,210 .....	380,707 .....	235,774
<b>Average</b>	<b>1,284,066</b>	<b>490,043</b>	<b>366,098</b>



# Use Our Traffic to Drive Your Sales

## Leaderboards, Display Ads, Skyscrapers and Targeted Text Ads in the Main Equipment & Parts Listings

DOTmed gets more daily traffic than any other B2B health care website in the world. You can tap into the buying power of our more than 22,000 unique daily visitors with any of four precision-targeted ad options.

- Leaderboards
- Display Ads
- Skyscrapers
- Targeted Text Ads

DOTmed's heavy traffic gives your ads great visibility. The majority of the 1,500,000-plus page views/month on DOTmed occur in the Equipment & Parts Listings.

With a total of more than 4.25 million DOTmed visitors a year, many ads in our Equipment & Parts pages are seen over 100,000 times a year!

### 100% On-target Efficiency

You'll enjoy laser-like precision in reaching your customers — with over 600 equipment categories to choose from. We let you advertise only to the people you want to reach.

No waste + 100% efficiency = more awareness and more sales.

### 180 X 150 Display Ads

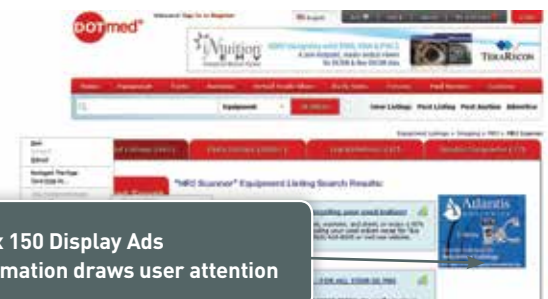
These ads occupy a prime spot at the top-right of every equipment page. Animated GIFs are recommended for maximum visibility. So your ad loads fast and runs smoothly, please keep the file size at 200k or less.

#### **Priced by traffic rating:**

Moderate Traffic: \$250/month

Moderately-high to High Traffic: \$375/month

Very High Traffic: \$500/month



### Targeted Text Ads

Targeted Text Ads appear at the top of a given equipment category as well as within the listings of that category, and rotate on an equal basis. They are priced on the level of traffic in the categories you choose:

#### **Priced by traffic rating:**

- \$50/month for Medium traffic
- \$75/month for Medium-high to High traffic
- \$100/month for Very-high traffic



## Leaderboard/Category Sponsorship Ads

Build your brand, enhance your image, set the table for sales. "Own" an Equipment Category with more than 600 to choose from.

### Get thousands of views per month:

1. Shows on top of every "for sale" listing page in the category you are sponsoring
2. When visitors come to DOTmed from a Google search, your Leaderboard Ad appears
3. When visitors click DOTmed Search Results, your Leaderboard Ad appears
4. Standard IAB 728 x 90 size

So your ad loads fast and runs smoothly, please keep the file size at 200k or less.

### Leaderboard Ad Rates per Category:

1. Medium Traffic — \$500 per month
2. Medium-High to High Traffic — \$750 per month
3. Very High Traffic — \$1000 per month

**Bonus Placement:** Your Leaderboard ad will display on posts in the Service Technicians' Forum when a discussion starts that matches the category you're in.

## Skyscraper Ads

### Big, tall and attractive 160p x 600p towers

Your Skyscraper ad will stand out in the category where it runs because it is not just big, it is animated – and it appears opposite the auctions and listing results on every page

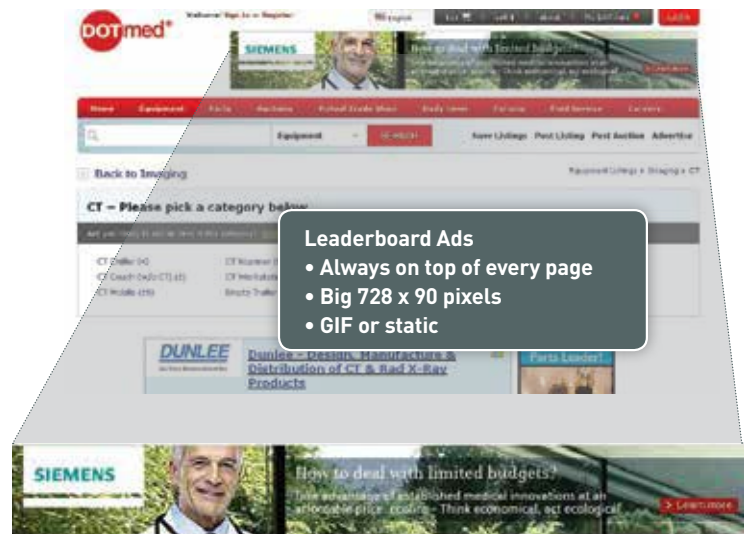
At 160 pixels wide and 600 pixels tall, your Skyscraper ad has plenty of room so you can dramatically present your message – DOTmed will even help you create your ad for you for a nominal fee. If you have an existing Skyscraper ad, DOTmed uses IAB standard ad sizes so your Skyscraper will fit without modification.

So your ad loads fast and runs smoothly, please keep the file size at 200k or less.

### Priced by traffic rating:

- Medium to Medium-high Traffic: \$150/month
- Medium-high to High Traffic: \$225/month
- High to Very-high Traffic: \$300/month

160 x 600  
Skyscrapers  
GIF or Static



# Lead Generation Tools **for Brokers and Dealers**

Listing Upgrades / Virtual Trade Show Booths / WebStores / Targeted Text Ads / Self-Managed Auctions

## Upgraded Classified Listings

DOTmed is known for our unparalleled number of user listings – you will typically find more than 900,000 on any given day. Those listings attract more than 25,000 visitors every day.

Your equipment and parts listings belong here too.

Professional dealers typically choose Upgraded Classified Listings to get more visibility and faster sales. DOTmed makes Upgrading easy with two simple choices: Starter and Pro Upgrades.

Please be aware: Only Pro Upgraded Listings can receive emails from unregistered guests, a huge selling advantage!

**Pro Upgrades** - \$55/month upgrades all your listings, includes phone, your name & company name; Receive Guest Emails & User Emails



**Starter Upgrades** - \$30/month upgrades all your listings, includes phone, your name & company name; Receive Registered User Emails only



**Free Listings** – For first-time users; Receive Registered User Emails only with a maximum limit of 365 emails



**Add a BuyNow Button to Your Listings** - It Pays Off in More Sales!  
DOTmed sellers who have a BuyNow button on their listings have sold over \$14,000,000 worth of products last year. It's the fastest, most direct way for buyers to really "Buy Now!" It's just \$25 a month for all your listings if you have a Entry Level or Executive Level upgrade and comes free with all Elite Level upgrades.



**Introducing the DOTmed Elite Dealer Upgrades**

2 new ways for top performing dealers to maximize their online sales

**DOTmed Elite Dealer Upgrades**

The most successful dealers on DOTmed asked for new features to help them increase sales, communicate faster, repost listings earlier, and post more easily to save time.

We delivered our most dynamic sales products ever:  
Enterprise and Ultimate packages

The comparison chart above will help you to find the Upgrade Level and Elite Dealer Package that is best for you.  
Learn more: [www.dotmed.com/upgradeMe](http://www.dotmed.com/upgradeMe)

Visit [DOTmed.com/UpgradeMe](http://DOTmed.com/UpgradeMe) to see the full chart

## Entry Level Listing Upgrades

Pro Upgrades - \$55/month upgrades all your listings

Starter Upgrades - \$30/month upgrades all your listings

Free Listings – For first time users

## Entry Level Company Upgrades

Standard Virtual Trade Show Booth - \$50/month

Premium Virtual Trade Show Booth - \$75/month

See pages 18 thru 21 for more on the Virtual Trade Show and WebStores

## Executive Level Upgrades

Combine your Company and Listing Upgrades into a DOTmed WebStore.

The Standard Upgrade features Pro Listings and a Standard VTS Booth – \$110/month

The Premium Upgrade features Pro Listings and a Premium VTS Booth - \$165/month

Elite Level Upgrades (in red like other headers in this section)

Enterprise Upgrade - \$220/month

Ultimate Upgrade - \$330/month



## Elite Dealer Upgrades

Elite Dealer Upgrades are for dealers who want to maximize their sales, optimize their presence and grow their business on DOTmed.

Elite Packages start with an Executive Premium Package and add special features, such as a high listing limit, faster listing reposting, high search result placement, Extra Large Photos, Video, BlueBook Access, DM Messenger, and a Sales Command Center.

The top Ultimate upgrade includes Automatic Listing Transfer, Automatic Listing Renewal at 6 days and the ability to only show a company name in your listings.

Ask for a copy of our Elite Dealer Brochure with a detailed comparison chart of all the features and benefits that come with an Elite Dealer Package.

Our Direct Messaging window allows you to communicate instantly with DOTmed or your Dealer network!



**Make more money and save time with Elite Level features. Here are how some features displayed in your listings to help generate new sales:**



**Features exclusive to Elite Level Package holders:**

- Automatic Listing Generator Template
- Videos on Listings
- Personal Master Dashboard
- Access the Blue Book, Blog space & Rental / Lease-only listings
- EXTRA LARGE photos to showcase your listings



**Ultimate features:**

- 6 day renewal period
- Auto-renew some or all of your listings
- Automatic Listing Transfer
- Show Company Name only on listings

Discounts for Friends and other Dealers

Send a direct message to the owner and get Live Help

Webstore Access

Multiple payment options available makes your purchase easy

Contact a DOTmed Project Manager for complete explanation of the benefits that you receive at each Upgrade Level.

## Help your products sell faster with Featured Listings

Utilize this premium listing location to help generate greater sales. Your listing is still a listing, so the style and content remain the same. Being a Featured Listing just means you gain more visibility by being at the top of the category you choose -- for 3 consecutive days.

ONLY 3 listings are shown at a time per category...giving you real exclusivity!

### Purchase Featured Listings in Bulk:

#### One Time Pack:

Add 20 credits of Featured Listings for \$16 per month.  
Add 50 credits for \$40.  
Add 100 credits for \$70.

#### Monthly Pack:

Add 20 credits of Featured Listings for \$14 per month.  
Add 50 credits for \$30.  
Add 100 credits for \$50.

### Listings without Featured Listings



### Listings with Featured Listings



# The Virtual Trade Show – VTS

**Now Over 700 Top Companies Exhibiting;  
Open 24/7/365**



Turn new sales prospects into lasting business relationships – 24/7/365

The DOTmed Virtual Trade Show (VTS) brings your business to life. You can promote your company with videos, feature all your products and services, introduce your sales staff, and show off your facility. With a Premium VTS Booth Infinite Page, you can literally do everything you've always wanted to do online to connect with new buyers – and make more sales.

## Premium & Standard VTS Booths — Automatically Displayed Features:

1. Your complete contact information, logo and tagline
2. Google map pinpointing your location – really puts your business "On the Map!"
3. Links to your DOTmed WebStore (If purchased)
4. Logos you have earned: DOT med 100, DOT med Certified and/or DOTmed Gold Parts Vendor
5. Your DOTmed 5-Star User Rating
6. "About Us" – Uses your own words from your DOTmed registration page – which you can edit at any time
7. "Advertiser Logo" displayed if you advertise in DOTmed HealthCare Business News or the Buyer's Guide
8. Photos and links to your five most recent DOT med listings (If a Listing Upgrade is purchased)
9. Links to HCB Daily Online News stories about your company

Email your followers special offers & promotions — the top companies have more than 1,000 followers each.



**Your Infinite Page  
can be as long as  
you want!**



Premium or Standard VTS Booths can be purchased separately as Entry Level products

**Recommendation:** Purchase either an Executive Level Standard Package (Standard VTS Booth with Pro Upgraded Listings) or a Premium Package (Premium VTS with Pro Upgraded Listings).



## VTS Skyscraper Ads

Your Skyscraper ad will dominate the category where it runs. A big 160 pixels wide by 600 pixels tall, your Skyscraper ad has plenty of room so you can dramatically present your message.

### Priced by traffic ratings

- Medium to Medium-High: \$50/month
- Medium-High to High: \$75/month
- High to Very-High: \$100/month



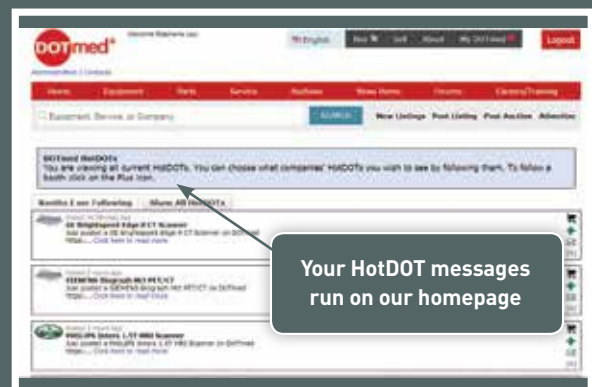
Your Skyscraper runs in the Search Results - like CT Scanner - and the same Equipment Guide category for one low price

## VTS owners get HotDOT posting privileges

A HotDOT is a brief message or announcement that Virtual Trade Show (VTS) Booth owners can post on DOTmed.

HotDOTs are posted at the bottom of our home page. Your HotDOTs are also posted in the header section of your VTS. Share your HotDOTs on LinkedIn, Facebook and Twitter with one mouse click.

You can also easily turn a new listing, a Self-Managed Auction, or a comment on a news story into a HotDOT with a click of your mouse. They're great for getting hot news out to the DOTmed Community.



Your HotDOT messages run on our homepage



# Have a big inventory? Open a DOTmed WebStore

A WebStore shows buyers everything you have posted on DOTmed – even hundreds of listings – in one Big List.

- It's exclusive -- there is no competition from other listings
- It's Automatic -- we stock it with all your equipment listings and update it automatically every time you add or delete listings
- It's Targeted -- we post it in all equipment categories where you have regular listings
- It's Email-able -- send your entire WebStore to potential buyers with one click
- It Links -- to and from your Virtual Trade Show Booth!
- It Promotes -- every one of your listings has a "Visit My WebStore" link

**You can open a WebStore for just \$110/month and post up to 300 listings in it. Want to post more listings? Upgrades are easy to afford, just ask your DOTmed Sales Rep.**

WebStores display your VTS header

All your listings, on as many pages as necessary

There's a Directory of WebStores in every Equipment Category

## Have Multiple Salespeople?

You can give all of them full WebStore listing privileges under their own name.

Ashley Woolley / Integrity Medical Systems  
phone: +1 (800) 722-3646 x211

10. GE 1993 Stenoscop II C-Arm For Sale  
1993 GE Stenoscop II C-Arm Dual Monitor, Multiple Images on 1 Monitor, 8 Frames per second HDA Sens Dual 16" Image Intensifier Automatic... view more  
August 04  
Asking Price: \$8,000 USD

Marcio Correa / Integrity Medical Systems, Inc.  
phone: +1 (239) 454-8555 x213

# Are you a manufacturer? Open an OEM WebStore

DOTmed is known for its buyer traffic. If you advertise your new products in our high-traffic environment, your products will sell. The majority of DOTmed's visitors are users who are looking to buy. OEM WebStores have special "OEM Direct" corner ribbons to differentiate them from other listings. They can link to your website and product pages. You can post videos, demos and product PDFs.

**An OEM WebStore is \$500/month and comes with a Free Pro Listing Upgrade and Free Premium VTS Booth**

For Sale VAREX IMAGING MCS-6074 Performix X-Ray Tube

Conditions: New

Date updated: August 05, 2007

You can also: View WebStore | Forward Listing

Seller's Information:  
VAREX IMAGING  
Phone: 1 (800) 840-2729  
1 (843) 767-3885  
Please contact us for more information.

OEM listings are clean and concise — add videos, demos, PDFs, or links to your website

Webstore for Carestream Health

Carestream Health

OEM WebStore Listings feature your Logo

"OEM Direct" corner ribbons

# Service Technicians' Forum Advertising Options

The ad options available on this popular Forum are 1) Targeted Text Ads, 2) 180x150 Animated Display Banners and 3) Sponsored Forum Posts.

Targeted Text Ads are \$75 to \$100 per month depending on your categories. When users post about your service categories, your ad shows. These non-exclusive ads also show in the Virtual Trade Show and on any "Service" or "Company" search.

180x150 Animated Display Ads show on the website and in the Forum Digest Emails. Cost is \$500 per month.

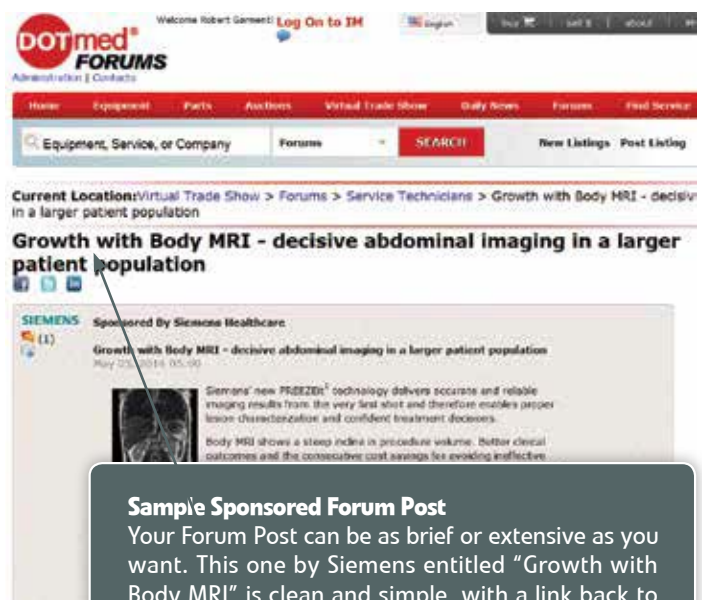
Sponsored Forum Posts cost \$995 per post and can feature any product or service you want, the length is unlimited, and you can run a video and photos. A link to your Sponsored Post will appear within the daily Forum Digest emails for a period of one week.



**We email more than 120,000 Forum Digests a week**

More than 35,000 users are subscribed to the Service Technicians' Forum, and over 24,000 receive weekday Forum Digests emails with an additional 3,500 receiving a weekly update. In total over 120,000 Forum Digest emails are sent weekly.

Your post will also appear on the Forum homepage for one month. The text in your Post will be picked up by major search engines. If you post about servicing Siemens CTs, chances are your post will show up within Google's organic listing results when someone searches for Siemens CT service. The cost for each Sponsored Post is \$995. It's permanently archived, so weeks, months, even years later, customers can still find your posting when they search the web.



## Sample Sponsored Forum Post

Your Forum Post can be as brief or extensive as you want. This one by Siemens entitled "Growth with Body MRI" is clean and simple, with a link back to their website. If you want, you can add a demo video, explanatory photos, or any graphic that helps you get your message across.



# Online News Banners

## Targeted Ads That Generate Sales

### News Silos Offer Content-Relevant Placement

Our news is broken up into Silos. These are neat, compartmentalized drawers of information, organized by category for our online reader's convenience. Let's say they are only interested in MRI-related stories. They simply click the "MRI" button and are directed to all of our news stories that are MRI-related.

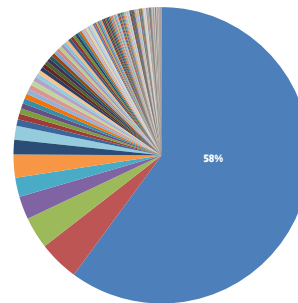
There are four pages our news banners show.

1. DOTmed.com Homepage - only the 180x260 Slider banner shows here.
2. DOTmed.com/news - the news homepage rotates all Silo Page Top, Silo Logo, Slider and Skyscraper banners.
3. DOTmed.com Silo News page rotates all Silo Page Top, Silo Logo, Slider and Skyscraper banners.
4. The final news story page itself rotates Silo Page Top, Silo Logo, Skyscraper and Text banners.

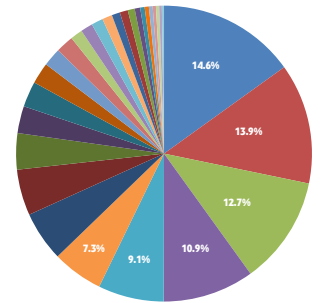


News Homepage

DOTmed Online News Readership by Country (%)



DOTmed Online News Readership by Type



USA Canada Pakistan Dealer Hospital  
India China Other Medical Office Broker  
Mexico Brazil Independent Service Org. Manufacturer

## Product Showcase in Online News

### Display your product on DOTmed's online news page.

#### What you get for \$250 per month

- News homepage tile
- Silo page tile
- New Product Showcase section of news
- Dedicated news page for your product
- Photos slide show available
- Include text and links
- Contact us button
- Placement in weekly news email
- Placement in matching equipment and part categories



News Homepage



News Silo



# HCB Daily News Emailed Edition

HCB Daily News is emailed once a week to approximately 55,000 registered users. It's a great place to build your brand or generate immediate sales.



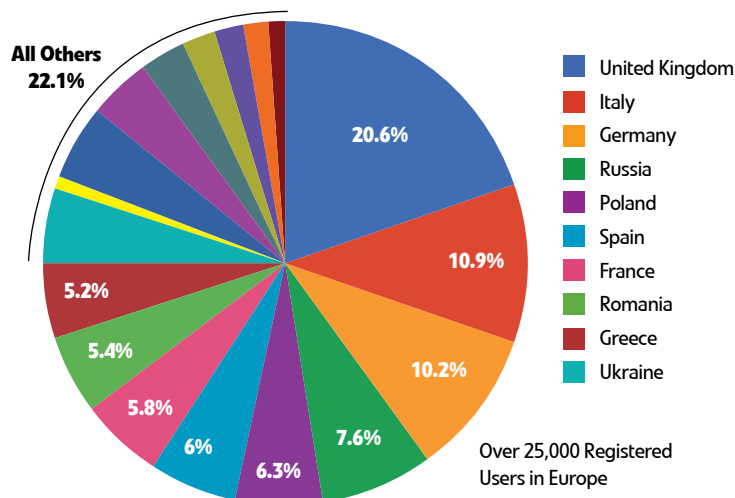
# HCB Daily News Euro Edition

**Target: European Users**

HCB Euro News is emailed once a week to approximately 7,500 registered users across Europe.



## DOTmed Registered European Users



**MORE THAN 1,300**  
new people register  
every month on DOTmed

# E-Advertorials

**Your Marketing Message – Always Online!**  
**Permanent archiving makes E-Advertorials a permanent value**

E-Advertorials are placed on the front page of HCB Daily News' Emailed News or Equipment Alerts so your customers can't miss them. When people click on an E-Advertorial, it takes them to your complete story, which can have photos, links, and cover any topic you want. \$1000 per posting.



# Video Advertorial

**Permanent archiving makes Video Advertorials a permanent value**

Video Advertorials are placed on the front page of DOTmed's online news for 30 days. The play button and title line link to your custom story landing page. After 30 days your custom video landing page is archived and searchable like all other news stories. Your banner is placed across related news stories to promote your video advertorial. \$1000 per posting.



# Trade Show Preview Emails

DOTmed preview emails are available for these leading shows: RSNA, AHRA, AAMI, FIME, SNMMI and ECR.

Pricing is \$500 per show or buy any three shows in advance for \$999 or run a 1/2 page or larger ad in the show issue — only open to exhibitors.

Trade Show Preview Emails are a very cost-effective way to drive traffic to your booth. If you are interested in a show not listed, let us know.



## Email Advertising Vehicles

Product	Circulation	Ad Options	Audience	Frequency
<b>Equipment &amp; Parts Alerts</b>	22,000	Text Ads, 180 x 150 Ads, E-Advertorials	Equipment Buyers, all modalities	Weekly
<b>Service Technicians' Forum</b>	22,000 daily +6,000 additional on Fridays	180 x150 Ads, Sponsored Post	Biomed/Technicians	Daily
<b>HCB Daily News - Emailed</b>	54,000	Text Ad, 320x50, eAdvertorial, Video ad, NPS	DOTmed Users	Weekly
<b>HCB Euro News - Emailed</b>	6,500	Text Ad, 320x50, eAdvertorial, Video ad, NPS	DOTmed European Users	Weekly
<b>RSNA Preview</b>	30,000	Booth Write-Up	Imaging/Radiology	One/year
<b>AAMI Preview</b>	10,000	Booth Write-Up	Biomed/Technicians	One/year
<b>SNMMI Preview</b>	2,000	Booth Write-Up	Molecular Imaging	One/year
<b>ECR Preview</b>	7,500	Booth Write-Up	European / Imaging / Radiology	One/year
<b>AHRA Preview</b>	7,000	Booth Write-Up	Imaging/Radiology	One/year
<b>FIME Preview</b>	10,500	Booth Write-Up	U.S. / Latin American Buyers	One/year

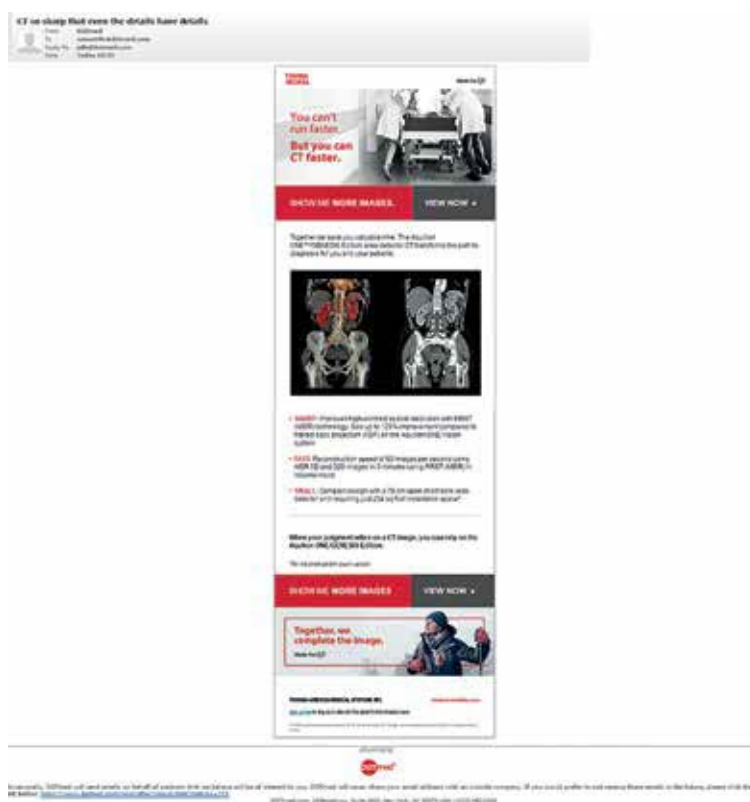
## Standalone Marketing Emails

Reach specific segments of our subscriber base by using custom-designed Standalone Marketing Emails to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of thousands of healthcare professionals. This targeted and cost-effective method of reaching our audience uses your company's own words, terminology, and images. These can include a space for contact information or can lead to a gate page on your website.

You select the audience segments from our email list of 330,000+ contacts in settings such as medical offices, hospitals, imaging centers or labs and choose to reach end users or vendors in U.S., Europe or Global locations.

Availability for this product is extremely limited and we reserve the right to approve all editorial in advance.

<b>Up to 3,000 contacts</b> .....	\$2,000
<b>4,000-5,000 contacts</b> .....	\$2,500
<b>8,000-9,000 contacts</b> .....	\$3,500
<b>10,000 - 15,000 contacts</b> .....	\$5,000





## Opt-in Equipment Alerts Weekly Emails

DOTmed users set up the Alerts they receive each week about the equipment and parts they want, so they open them and read them! Each week we email more than 32,000 Alerts to individual users.

WE SEND MORE THAN  
**32,000**  
Equipment Alerts every week

**180 x 150 Banner Ads \$350/mailling**

**Targeted Text Ads \$200/mailling**

The screenshot shows a DOTmed email titled "Your Equipment and Parts Alerts". It features several product listings with images and descriptions. A callout points to a banner ad for "180 x 150 Banner Ads \$350/mailling". Another callout points to a text ad for "Targeted Text Ads \$200/mailling".

The screenshot shows the ZRG Medical Equipment Surplus Auctions website. It features a search bar, a list of auction items, and a "Bid Below" button. The ZRG Medical logo is visible in the top right corner.

## Hosted Auction Events

Run your own auction event on DOTmed.com. Tap into thousands of buyers already bidding on other auction events. Use our platform to create your event and process payments. Over 15,000 items sold in 2021.

## Self-Managed Auctions for Dealers and OEMs



Choose Low-Commission Or No-Commission — Ideal for dealers and OEM trade-In desks

Self-Managed Auctions are like super-premium ads. They get the same high-visibility on DOTmed as Full-Service Auctions and are viewable by the more than 22,000 visitors who come to DOTmed every day. You can post a Self-Managed Auction yourself, or call 212-742-1200 x 237 for assistance.

The screenshot shows a DOTmed Self-Managed Auction page for a medical device. It includes a detailed description of the item, its specifications, and a list of interested buyers. The DOTmed logo is visible in the top left corner.



The largest online marketplace for medical equipment

# Hosted Auction Events



## Multiple Auctions Weekly

See the current events at [DOTmed.com/events](https://www.dotmed.com/events)

- Bid online now
- Combine Purchases
- Save on Shipping

### THOUSANDS OF ITEMS FROM LEADING VENDORS

- |                     |                    |
|---------------------|--------------------|
| • Surgical          | • EMS              |
| • Endoscopy         | • Neonatal         |
| • Sterilization     | • Audiology        |
| • Lasers            | • Test Equipment   |
| • Ophthalmology     | • Dental           |
| • Blood Bank        | • Imaging          |
| • Cosmetic          | • Anesthesia       |
| • Home Care & Rehab | • Analyzers        |
| • Respiratory       | • Pumps            |
| • Podiatry          | • Cardiac          |
| • Instrumentation   | • Supplies         |
| • Defibrillators    | • Exam Room        |
| • Lab Equipment     | • Physical Therapy |
| • Monitors          | • Pharmacy         |
| • Beds              | • Vascular         |

**For more information on our next auction  
visit: [dotmed.com/events](https://www.dotmed.com/events)**

**Interested in running your own auction event? Contact us today.  
[sales@dotmed.com](mailto:sales@dotmed.com) • 212-742-1200 x 297**



600 Jefferson St  
Palmyra, NJ 08065

**Philadelphia area warehouse  
auctions running monthly**



4650 North Ave.  
Oceanside, CA 92056  
**Every other Friday**



**Running Weekly**




## Run your auction through DOTmed's platform to access the worlds largest medical equipment marketplace

There is no better place to run a medical lab, hospital or cosmetic equipment auction.

- Over 25,000 people visit our site every day
- We have more than 375,000 registered users
- We grow by over 1,000 new users every month
- There are over 1,400,000 listings on any given day — including parts
- We ran over 200 Hosted Auction Events last year and sold over 28,000 lots
- Hospitals and healthcare facilities Auction surplus equipment

**Want to run an auction event?**  
**CONTACT SALES@DOTMED.COM or**  
**(212)-742-1200 ext 297**

Auctions > Monitor/ICU/CCU > Monitor > MINDRAY > No. 176326 MINDRAY ACCUTOR V Monitor



**MINDRAY ACCUTOR V Monitor**

Starting Bid USD \$50.00

Time Left **11 hours 18 minutes 1 seconds**

Bid Closes **Aug 26 - 2:40pm EDT**

Lot #27433


[Bid on this auction](#)

View All ZRG Medical Equipment Surplus Equipment Auctions

View the [Terms and Conditions](#)

Hosting Fee	Winning Bid	Fee
USD \$1.00 and up	18.50%	

[Email the Seller](#)  
[Forward to a friend](#)  
 Auction Alert: ON  
 Seller's Rating: ★★★★★ (111 votes)







**Built for Buying and Selling**

**For advertising information:**

866-999-DOTmed (3686)

212-742-1200 Ext. 237

[sales@dotmed.com](mailto:sales@dotmed.com)

**DOTmed.com, Inc.**

29 Broadway, Suite 2500

New York, NY 10006

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

[info@dotmed.com](mailto:info@dotmed.com)