

2015

**THE  
HEARING  
REVIEW  
MEDIA  
KIT**

**THE**  
HearingReview

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Meet the new, intelligent media that gives serious, actionable business intelligence. *The Hearing Review* enables marketers to create targeted, content-enabled marketing solutions for their business, identify and engage key market influencers, and provide a new level of marketing ROI.

## 4 View

View™ is the software tool that helps make sense out of all that data so that marketers can assess and react in near real-time, allowing for content and strategies adjustments and retargeting.

## 5 Discover

View™ accesses “Big Data” and applies physics principles to help marketers visualize it in a way that makes sense for their business. With View’s real-time monitoring of your ecosystem, *The Hearing Review* can understand the effects of your marketing strategy and can adjust that strategy as quickly and decisively as necessary.

## 6 Solve

*The Hearing Review* and Allied 360 can reach any key influencers, no matter what healthcare vertical they’re in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

## 7 Content & Audience

Our solutions begin with a fact-based understanding of your markets and customers. Because your business is unique in its marketing approach, our teams don’t make a move until they have a solid command of your company’s goals, customers, and go-to-market strategy and data assets. Once we shift into execution mode, we continually evaluate progress against key performance metrics, identifying opportunities to make improvements that will deliver measurable gains.

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# The Hearing Review

## Our Brand



This new, intelligent media is founded in data-driven, actionable business intelligence that works in concert with relevant, timely, and desirable content. *The Hearing Review* Allied 360 is able to provide a whole new level of ROI to marketers through our ability to create targeted, content-enabled marketing solutions, identify and engage key market influencers, and empower businesses with real-time insights that allow for ongoing refinement and adjustment of marketing strategies.

## Our Benefits



Allied 360's brands enjoy a central market position within the verticals they serve, as well as other crucial values like content context, market trend awareness, audience penetration, and content and marketing message distribution.

By leveraging our significant footprint across healthcare, we're investing in the future of data and insights, as well as the differentiation within our spaces. The power of *The Hearing Review's* network allows us to identify and track a brand's ecosystem. View™ uses Network Theory and Analysis methods to create a new layer of discovery and measurement.

## Our Mission



At *The Hearing Review*, we recognize marketers' needs are evolving, which is why we offer solutions to today's challenges:

- Show ability to prove marketing ROI and success of campaigns
- Measure performance and capture leading indicators
- Execute businesses' marketing campaigns across multiple channels
- Ability to leverage data to improve marketing performance
- Navigate large volume of internal and external data to identify and connect with customers, as well as track and manage customers

With today's information overload, marketers and customers are in need of relevant and timely information, which calls for an evolution of traditional information-gathering and buying practices. *The Hearing Review* realizes and solves for the need to access relevant information quickly and across multiple channels, whether it's desktop, smartphone, tablet, print, or in-person.

We also realize that the world's increased reliance on networks and peers for information, opinions, and advice make marketers' need for trusted, independent information sources they can rely on – *The Hearing Review* can help.

## Technology



View™ is an evolutionary software tool that helps make sense out of “big data” so marketers can assess and react in near real-time, and applies physics principles to help marketers visualize data in a way that makes sense for their business. View™ accesses more than 4 billion Internet pages – every blog, social media, conversations, advertising, emails, articles, images – even print and television ads.

## Benefits



View™ uniquely proves ongoing value for marketers, and links marketing investments to success and ROI. It is a powerful, proprietary technology platform that tracks and measures all relevant data on a marketing campaign, media, influencers, and results. Customizable and flexible, View™ employs state-of-the-art data-visualization tools that scours the complete world wide web to collect the data that’s most relevant to your objectives, with relevant third party data as well as your own proprietary data, to create the most comprehensive data set available.

## Software



View™ includes several types of visualization engines that allow the massive amount of data behind the ecosystem of a brand to be easily interpreted by the human brain. View™ visualization engines depict the volume, velocity, value and variety of the data within your ecosystem, and incorporates more than 40 different applets or “widgets” that can be used to visualize specific types or elements of data. With such a large variety of visualization widgets, any client situation can be customized to display only the most critical insights.

## Capabilities



View™ is able to measure the effectiveness of your brand or specific campaign by monitoring key mentions of your brand or topic throughout the entire web. View™ provides a mix of monitoring tools that allow you to see ranking of your websites and your competitors in real-time based on a number of factors:

- Who your prospects are, their identification and communication to influencers, outliers, and mavens
- Who, what, when, and where are your influencer networks
- Where and how to penetrate unknown ecosystems

# Discover

## Data-Driven Marketing Intelligence



*The Hearing Review* fuels customer engagement by employing View™ to create and manage the marketer-specific data that forms your ecosystem. This identifies key influencers and unique market conditions that drive sales, which in turn forms the basis of a customized marketing strategy. We then bring in our Data Sciences, Creative Services, E-Media, and Account Services teams to work with the customer and formulate an accountable marketing and media strategy with benchmarks and key deliverables. By leveraging all appropriate media and marketing services to successfully execute your marketing strategy, *The Hearing Review* can rely upon ongoing, real-time monitoring of your ecosystem to understand the effects of your marketing strategy, and adjust that strategy quickly and decisively as necessary.

## 3 Performance Improvements

- 1 Better marketing ROI based on channel reach. Increasing targeting to channels with a high value in communication impact.
- 2 Bridging gaps into new marketing. Extended insights allow for new products to existing customers, new customers, new channels and other ways of looking at markets.
- 3 Pinpointing subject matter experts who influence decision makers in your industry.



# Solve

Today, *The Hearing Review* and Allied 360 is built to deliver intelligent and innovative marketing solutions that drive results. As a technology-based market intelligence business, with well-established media brands, and a full service marketing agency, *The Hearing Review* truly does it all. From brand strategies to content marketing, print media to live events, digital performance media to reputation management, *The Hearing Review* is uniquely positioned to drive your growth.

*The Hearing Review* has access to over 1.3 million healthcare providers throughout the U.S. *The Hearing Review* includes 10 respected and relied-upon media

## Marketing Strategies

- Brand Development
- Message creation and channel distribution
- Experiential marketing

## Marketing Services

- Social media
- Web site design and development
- SEO & SEM
- Reputation management
- Online interactive media
- Trade show programs
- Event marketing and community engagement
- Experiential marketing

## Direct Marketing

- Direct mail/Inserts
- Dedicated email newsletters
- List rental

brands and a healthcare practitioner database of more than 400,000 industry professionals in select verticals within U.S. healthcare. Additionally, combine that with our content creation and channel agnostic distribution capabilities, and no other marketing intelligence or marketing service provider can compare. We can reach your key influencers no matter what healthcare vertical they're in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

## Content Marketing

- Contributed and branded articles in print and online
- Sponsored research reports
- Magazines (print or digital)
- Print & Email Newsletters
- Microsites
- Webinars, Podcasts, Blogs, and Videos
- Community development around key topics

## Advertising Solutions

- Print advertising in established magazines
- Digital advertising on our branded web sites
- Branded e-mail newsletters
- Editorial webinars, webcasts, and virtual events
- Buyers' Guides
- Second covers, gatefolds, belly bands, tip-ons

## Overview

*The Hearing Review* focuses on all aspects of the business of hearing care, connecting audiologists, hearing instrument specialists, and ENTs to manufacturers and service providers across an integrated content platform that delivers multiple touch points through social networks, mobile devices, online, email newsletters, and print.

## The Brand

We are unique in the industry with our integrated approach that addresses all media channels. Our comprehensive network of media outlets—online, mobile, social networking, and print—meets our advertisers' integrated marketing needs, delivering their information to hearing care professionals in all the media channels they use and prefer.

We are also unique in the industry because our highly valued contributed content comes directly from leading industry experts in their fields of fitting and diagnostics, hearing research, marketing, counseling, and business management. This makes *The Hearing Review* the natural and preferred media brand for reliable, timely, and accurate business and purchasing information.

## Allied 360 Practice Areas

**Biomedical Professionals, Healthcare Technology Management**  
24x7mag.com



**Diagnostic Imaging, Healthcare IT Professionals & Executives**  
axisimagingnews.com



**Clinical Diagnosticians, Lab Technicians & Specialists**  
clpmag.com



**Practicing Orthodontists & Dental Administration**  
orthodonticproductsonline.com



**Physical Therapy Professionals in Hospitals & Clinics**  
ptproductsonline.com



**Plastic Surgeons, Dermatologists & Dermatologic Surgeons**  
plasticsurgerypractice.com



**Rehabilitation Professionals & Clinical Management**  
rehabpub.com



**Respiratory Care Practitioners, Pulmonary Physicians & Directors**  
rtmagazine.com

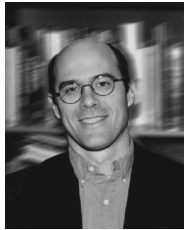


**Sleep Specialists, Neurologists & Sleep Lab Executives**  
sleepreviewmag.com



# Content & Audience

## Meet the Editor



**Karl Strom**

Chief Editor

✉ [kstrom@allied360.com](mailto:kstrom@allied360.com)

☎ 218.525.5558

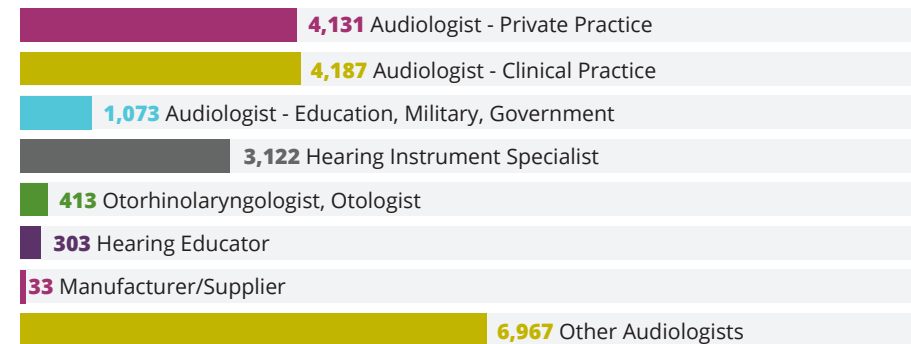
*The Hearing Review* is the “go-to” resource and gathering place—in print, online, and social media—for hearing care professionals who are looking for current, practical, and easy-to-understand information.

No other editorial team provides more insights into the important events shaping the hearing industry than *The Hearing Review*. For over 20 years I’ve been reporting on hearing healthcare, and *The Hearing Review* has always been a leader in covering all aspects of the industry—from business management and marketing to fitting and diagnostics. We have an unrivaled history of publishing landmark studies, articles, and hands-on tutorials that dispensing professionals and clinicians can use that day to better serve their patients and experience greater success in their practices. We have also led the way in online and social media, and continue to create new ways for our expert contributors, readers, and advertisers to interact.

## Audience

*The Hearing Review* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *The Hearing Review* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

### Audience Breakdown



### Total Contacts





# Editorial Calendar

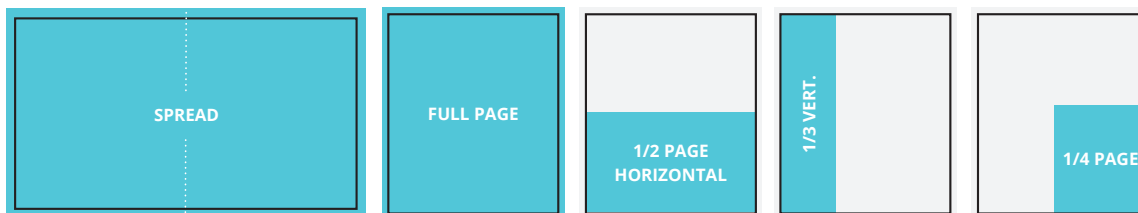
ONLINE

PRINT

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	<b>Webinars</b> <i>Hearing Review</i> Executive Briefing for 2015	<b>Webinars</b> The Patient Loyalty Quotient	<b>Webinars</b> Hearing Industry Market Update	<b>Webinars</b> Key Performance Indicators: A Practice Dashboard	<b>Webinars</b> Connectivity in Hearing Care	<b>Webinars</b> Trends in Pediatric Audiology	<b>Webinars</b> Survey of PSAPs	<b>Webinars</b> Tinnitus Remediation Options for the Busy Practice	<b>Webinars</b> Survey of ALDs	<b>Webinars</b> <i>Today's Practical</i> Telepractice Technology	<b>Webinars</b> 10 Key Landmarks in DSP Hearing Aids (1995-2015)	<b>Webinars</b> 2015 in Review
	<b>Radio Shows</b> A Private Practice Survival Guide for 2015	<b>Radio Shows</b> AAA Convention Preview	<b>Radio Shows</b> Best Practices: What Are They?	<b>Radio Shows</b> AAA Highlights	<b>Radio Shows</b> Options in Implant Technology	<b>Radio Shows</b> General Health and Hearing Health	<b>Radio Shows</b> Internet & SEO Marketing Basics	<b>Radio Shows</b> RICs & RITEs: When and When Not to Use Them	<b>Radio Shows</b> Hot Topics in Pediatric Hearing Care	<b>Radio Shows</b> IHS Highlights	<b>Radio Shows</b> EUHA Highlights	<b>Radio Shows</b> ADA Highlights
	<b>Weekly Newsletter</b> 1.8.15 1.15.15 1.22.15 1.29.15	<b>Weekly Newsletter</b> 2.5.15 2.12.15 2.19.15 2.26.15	<b>Weekly Newsletter</b> 3.5.15 3.12.15 3.19.15 3.26.15	<b>Weekly Newsletter</b> 4.2.15 4.9.15 4.16.15 4.23.15 4.30.15	<b>Weekly Newsletter</b> 5.7.15 5.14.15 5.21.15 5.28.15	<b>Weekly Newsletter</b> 6.4.15 6.11.15 6.18.15 6.25.15	<b>Weekly Newsletter</b> 7.2.15 7.9.15 7.16.15 7.23.15 7.30.15	<b>Weekly Newsletter</b> 8.6.15 8.13.15 8.20.15 8.27.15	<b>Weekly Newsletter</b> 9.3.15 9.10.15 9.17.15 9.24.15	<b>Weekly Newsletter</b> 10.1.15 10.8.15 10.15.15 10.22.15 10.29.15	<b>Weekly Newsletter</b> 11.5.15 11.12.15 11.19.15	<b>Weekly Newsletter</b> 12.3.15 12.10.15 12.17.15
	<b>Product Emails</b> 1.30.15	<b>Product Emails</b> 2.27.15	<b>Product Emails</b> 3.20.15 3.31.15	<b>Product Emails</b> 4.24.15	<b>Product Emails</b> 5.29.15	<b>Product Emails</b> 6.26.15	<b>Product Emails</b> 7.31.15	<b>Product Emails</b> 8.28.15	<b>Product Emails</b> 9.25.15	<b>Product Emails</b> 10.30.15	<b>Product Emails</b> 11.20.15	<b>Product Emails</b> 12.18.15
	<b>Top 10</b> 1.5.15	<b>Top 10</b> 2.2.15	<b>Top 10</b> 3.2.15	<b>Top 10</b> 4.6.15	<b>Top 10</b> 5.4.15	<b>Top 10</b> 6.1.15	<b>Top 10</b> 7.6.15	<b>Top 10</b> 8.3.15	<b>Top 10</b> 9.7.15	<b>Top 10</b> 10.5.14	<b>Top 10</b> 11.2.15	<b>Top 10</b> 12.7.15
		<b>AAA Walking Guide</b>	<b>AAA Issue</b>				<b>"How To Issue"</b>	<b>IHS Preview</b>		<b>ADA Preview</b>		<b>Industry Recap</b>
	<b>Cover/Feature</b> Connectivity and the Future of Patient Care	<b>Cover/Feature</b> Severe Hearing Loss: Assessment and Fitting Issues	<b>Cover/Feature</b> Evidence-based Practices in Hearing Care	<b>Cover/Feature</b> RICs & RITEs: The Top-5 Do's and Dont's	<b>Cover/Feature</b> Pediatric Hearing Care	<b>Cover/Feature</b> Tinnitus Therapy and Your Practice	<b>Cover/Feature</b> Wireless and Assistive Technologies	<b>Cover/Feature</b> Telepractice	<b>Cover/Feature</b> Online Marketing: Getting Real ROI	<b>Cover/Feature</b> DSP: 20 Years Later (1995 vs 2015)	<b>Cover/Feature</b> Directionality and Signal Processing	<b>Cover/Feature</b> Trends in Hearing Healthcare
	<b>Fitting &amp; Diagnostics</b> Ensuring High Sound Quality	<b>Fitting &amp; Diagnostics</b> Power Aids and Frequency Transposition	<b>Fitting &amp; Diagnostics</b> Essentials of Aural Rehab	<b>Fitting &amp; Diagnostics</b> Verification and Validation	<b>Fitting &amp; Diagnostics</b> OAEs and ABRs	<b>Fitting &amp; Diagnostics</b> Open-Fit Strategies and Their Limitations	<b>Fitting &amp; Diagnostics</b> Fitting & Diagnostics in the Age of Apps	<b>Fitting &amp; Diagnostics</b> Remote Programming and Diagnostics	<b>Fitting &amp; Diagnostics</b> ITEs, ITCs, and CICs	<b>Fitting &amp; Diagnostics</b> Demonstrating Hearing Aid Features	<b>Fitting &amp; Diagnostics</b> Auditory Processing Disorder Demystified	<b>Fitting &amp; Diagnostics</b> Hearing Protection
	<b>Practice Marketing &amp; Management</b> Pricing Strategies in the Age of Big Box & Internet	<b>Practice Marketing &amp; Management</b> Office Management Software	<b>Practice Marketing &amp; Management</b> <i>Hearing Review</i> Annual Market ReView	<b>Practice Marketing &amp; Management</b> Financing for Hearing Aids	<b>Practice Marketing &amp; Management</b> Assistive Devices and Classroom Solutions	<b>Practice Marketing &amp; Management</b> Recreational Hearing Products as a Profit Center	<b>Practice Marketing &amp; Management</b> Reaching Younger Consumers	<b>Practice Marketing &amp; Management</b> Modern Tips for Traditional Advertising Methods	<b>Practice Marketing &amp; Management</b> Marketing to the e-Caregiver	<b>Practice Marketing &amp; Management</b> Getting Referrals from Physicians	<b>Practice Marketing &amp; Management</b> Dispensing Networks	<b>Practice Marketing &amp; Management</b> Special Supplement: <i>Who's Who in Hearing Care</i>
	<b>Tech Topics</b> Audiometers and Tympanometers	<b>Tech Topics</b> Telephones and Cell Phones	<b>Tech Topics</b> Custom RIC molds	<b>Tech Topics</b> Batteries and Power Issues	<b>Tech Topics</b> Cochlear Implants	<b>Tech Topics</b> Hearing Screening	<b>Tech Topics</b> How To... (1/2 page tips and tricks)	<b>Tech Topics</b> 3D Earmold Technology	<b>Tech Topics</b> Balance in the Elderly	<b>Tech Topics</b> Single-sided Deafness	<b>Tech Topics</b> Otoscopy and Cerumen Management	<b>Tech Topics</b> Tinnitus Therapy Products
	<b>Advertiser Bonus</b> Website Review	<b>Advertiser Bonus</b> AAA Exhibit Guide; Distribution at Convention	<b>Advertiser Bonus</b> AAA Issue; Distribution at Convention				<b>Advertiser Bonus</b> Annual Hearing Review "How To" Section	<b>Advertiser Bonus</b> IHS Exhibit Preview; Distributed at IHS	<b>Advertiser Bonus</b> ADA Exhibit Preview; Distributed at ADA	<b>Advertiser Bonus</b> Literature Review	<b>Advertiser Bonus</b> Looking Back at 2015; Moving forward to 2016	
	<b>Ad Close Date:</b> 11.24.14 <b>Ad Materials Due:</b> 11.30.14 <b>Mail Date:</b> 12.24.14	<b>Ad Close Date:</b> 12.22.14 <b>Ad Materials Due:</b> 12.29.14 <b>Mail Date:</b> 2.1.15	<b>Ad Close Date:</b> 1.22.15 <b>Ad Materials Due:</b> 1.26.15 <b>Mail Date:</b> 3.1.15	<b>Ad Close Date:</b> 2.20.15 <b>Ad Materials Due:</b> 2.24.15 <b>Mail Date:</b> 4.1.15	<b>Ad Close Date:</b> 3.23.15 <b>Ad Materials Due:</b> 3.25.15 <b>Mail Date:</b> 5.1.15	<b>Ad Close Date:</b> 4.20.15 <b>Ad Materials Due:</b> 4.22.15 <b>Mail Date:</b> 6.1.15	<b>Ad Close Date:</b> 5.21.15 <b>Ad Materials Due:</b> 5.26.15 <b>Mail Date:</b> 7.1.15	<b>Ad Close Date:</b> 6.25.15 <b>Ad Materials Due:</b> 6.29.15 <b>Mail Date:</b> 8.1.15	<b>Ad Close Date:</b> 7.23.15 <b>Ad Materials Due:</b> 7.27.15 <b>Mail Date:</b> 9.1.15	<b>Ad Close Date:</b> 8.21.15 <b>Ad Materials Due:</b> 8.25.15 <b>Mail Date:</b> 10.1.15	<b>Ad Close Date:</b> 9.25.15 <b>Ad Materials Due:</b> 9.29.15 <b>Mail Date:</b> 11.1.15	<b>Ad Close Date:</b> 10.28.15 <b>Ad Materials Due:</b> 10.30.15 <b>Mail Date:</b> 12.1.15

# Rates & Specs

## Print



### PREFERRED POSITIONS

**Premium:**  
Premium Placement ..... \$625

**Color Rates:**  
Spot Color..... \$450-900

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	24x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$11,590	\$11,350	\$11,190	\$9,100	\$8,030
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$6,145	\$6,025	\$5,945	\$4,900	\$4,365
1/2 Page Horizontal	7 x 4.875	-	-	\$4,240	\$4,055	\$3,970	\$3,255	\$2,990
1/3 Page Vertical	2.375 x 10	-	-	\$3,500	\$3,325	\$3,230	\$2,625	\$2,450
1/4 Page Vertical	3.375 x 4.875	-	-	\$3,135	\$3,035	\$2,940	\$2,440	\$2,285

## Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000/mo

**DESIGN GUIDELINES:** For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

**SEND AD MATERIALS TO:** SARAH WALL 913.955.2714, FAX 913.647.6114, SWALL@ALLIED360.COM  
**FILE UPLOAD LINK:** [anthemcloud.egnyte.com/ul/FbcUW3JXy9](https://anthemcloud.egnyte.com/ul/FbcUW3JXy9)

# Webinar

60 minutes | \$13,000 total | promoted 4 months

30 minutes | \$7,500 total | promoted 4 months

15 minutes | \$4,500 total | promoted 4 months

**Marketing** - Marketing Manager  
**Editorial** - Editor  
**Design** - Editor  
**Website** - Director of E-media

## Overview

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. Work with us to create something customized for your product message, or let us host your already recorded content.

## Program Features

- 60, 30 or 15 minute live, or recorded, audio plus PowerPoint presentation
- Customized registration page
- Sponsorship recognition in Webinar PowerPoint
- Marketing support campaign included
- Includes client logo and URL link
- Full report post webinar of registrants and attendees

## Roles & Duties

### Client

- Define the expectations
- Set times for rehearsal
- Meet approval times

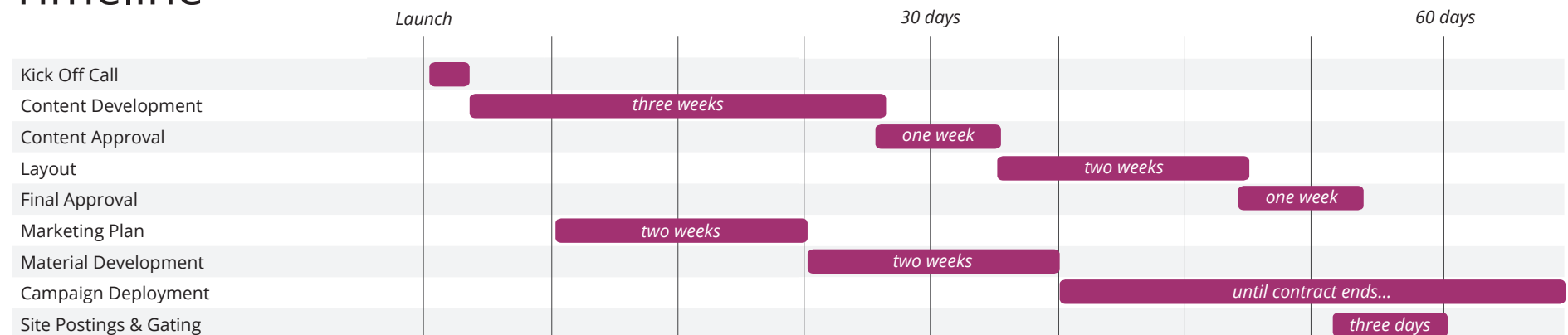
### Sales

- Inform client of timeline
- Set up kick off call
- Manage final approval

## Specs



## Timeline



# Video Showcase

**\$2,000 per video | posted for 1 year**  
**\$1,000 set up fee for editorial involvement**

**Marketing** - Marketing Manager  
**Editorial** - Editor  
**Design** - Art Director  
**Website** - Director of E-media

## Overview

Tell your story, present your solution, or demonstrate your product with video. All packages include print, website, and e-newsletter promotions, and these videos are only accessible to registered site visitors.

## Program Features

- Video URL link or embedded YouTube link
- Marketing support campaign included
- Short description of video

## Roles & Duties

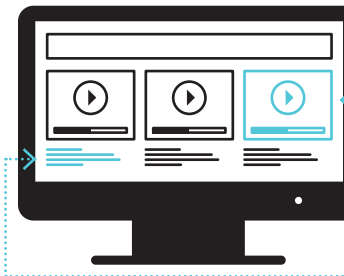
### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

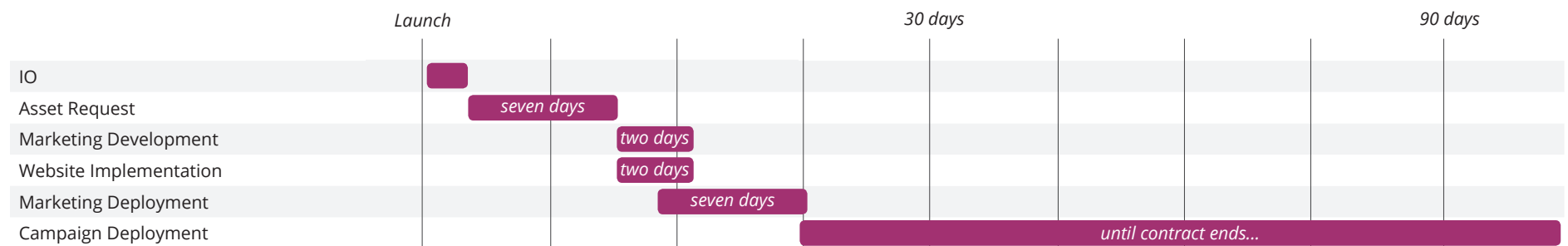
## Specs



**Video:** Youtube or Vimeo formants only

**Short Description:** 200 words max

## Timeline



## Overview

Promote your message via marketing directly to the desktop or mobile device. E-newsletters deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Manage final approval

## Specs



**Leaderboard:** 728 x 90, gif, jpg, 45kb

## Program Features

### Daily E-Newsletter

*Reach up to 219,000\* audience members monthly for around \$15/per 1000*

- Leaderboard - Zone 1..... **\$3,275 month**
- Leaderboard - Zone 2..... **\$2,950 month**
- Leaderboard - Zone 3..... **\$2,650 month**

### Weekly E-Newsletter

*Reach up to 54,700\* audience members monthly for around \$30/per 1000*

- Leaderboard - Zone 1..... **\$1,650 month**
- Leaderboard - Zone 2..... **\$1,475 month**
- Leaderboard - Zone 3..... **\$1,325 month**
- Leaderboard - Zone 4..... **\$1,200 month**
- Leaderboard - Zone 5..... **\$1,075 month**

### Breaking News

*Reach up to 13,700\* audience members monthly for around \$60/per 1000*

- Leaderboard - Zone 1..... **\$3,000 month**

### Top Ten

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**

## Overview

Promote your message via marketing directly to the desktop or mobile device. E-blasts deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

## Program Features

### Multisponsor ..... \$400 per listing | \$100 production charge

- Advertiser Logo and URL link
- Client provided materials
- Minimal materials required: image, advertiser name and short description
- Editorial preference list

### Third Party ..... \$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

## Roles & Duties

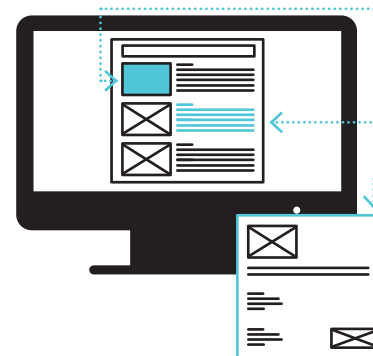
### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



- Advertiser Logo:** 300 dpi, eps, jpg
- Advertiser Name**
- Body Text:** 75 words max
- Contact Info:** URL and phone number
- Booth Number:** Show blast only
- Image:** 175 x 175 pixels, jpg, gif
- Short Description:** 300-500 words
- E-Mail:** 600 x 1250 px HTML file\*

\*recommended size

# RFP Form

## Allied 360° gives you access to big data. View™ makes sense out of all that data.

See Why Businesses Rely on View™ to Transform their Brand.

Through the revolutionary View™ Analytics Platform, Allied 360 measures and scores your business' data in motion against key metrics for your industry. By capturing successful trends, we develop repeatable, decision-driven strategies that will transform your business and brand.

Book your Live Demo of View™ today and experience big data analytics and business insights like you never thought possible.

You interactive demo will be inclusive of:

- Ecosystem Topography: 1 Topic Profile
- Connection Depth: 1st and 2nd Degree
- Active Nodes: Up to 5000

Have questions? We have answers. Let Allied 360's team guide and show you all the elements of View™ that make it one-of-a kind.

**\*First Name**

**\*Last Name**

**\*Business Email Address**

**\*Company**

**\*Request Demo Topic**

**Industry**

**\*Country**

**\*Phone Number**

**\*Number of Employees**

**\* required fields**

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