



Stroke-Network.com

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# Your Guide to Advertising on Stroke-Network.com



## Table of Contents

About Stroke-Network.com.....3

What Stroke-Network.com Provides For Our Advertisers .....3

Market Demographic Information and Facts .....3

Editorial Coverage.....4

Opportunities .....5

    Directory Listings .....5

    Classified Advertising.....5

    Clinical Trial Advertising.....6

    Banner and Box Advertising.....6

    Page Sponsorships .....8

    Article Sponsorships.....9

    Premium By-Lines .....9

    Word Definition Sponsorships.....9

    Audio Sponsorships.....9

    Video Sponsorships.....10

    Newsletter Advertising .....10

    Webinar Packages.....10

Closing Dates .....11

Contact Information .....11



## About Stroke-Network.com

Stroke-Network.com offers the best stroke rehabilitation and recovery information possible. How? We tap into the minds of thought leaders from every corner of the stroke industry. Nationally, we seek out articles from book authors, therapists, doctors, researchers, manufactures and vendors of stroke related products and services. We ask them to share with us the important work they are doing and successes they have had so our users have access to the most up to date recovery and rehabilitation ideas and information.

## What Stroke-Network Provides For Our Advertisers

Stroke-Network.com puts you in front of a coveted audience of active and involved stroke survivors, families and caregivers who are making decisions about the best products and services for each stage of their stroke recovery. Stroke-Network.com delivers your advertising message to this audience at exactly the right time, when the consumer is actively seeking stroke information and solutions. An advertisement on Stroke-Network.com will drive sales, build web traffic and increase brand awareness. Get maximum visibility with one or all of our cost effective marketing tools. Advertise in our directory, on our web pages or sponsor an article, audio or video. If you have a product or service that could help a stroke survivor, our users want to know about it.

## Stroke-Network.com Market Demographic Information and Facts

- Every 45 seconds someone in the United States is having a stroke.
- Stroke is the leading cause of adult disability.
- 90% of all stroke survivors have some type of deficit.
- There are more than 7 million stroke survivors in the United States.
- 1 out of every 4 families will be affected by a stroke.
- The United States stroke market is more than 70 billion dollars strong and growing.
- The baby boomer generation is increasing the demand for treatments, products and services.
- 1/3 of all stroke survivors are under the age of 65.
- 2/3 of all stroke survivors are over the age of 65.



## Editorial Coverage

Stroke survivors, their families and caregivers turn to Stroke-Network.com.com daily for the most recent articles, audio and video on the following topics:

### Rehabilitation & Recovery:

- Upper Extremity
- Lower Extremity
- Speech & Communication
- Vision
- Spasticity
- Pain
- Eating/Swallowing
- Bowel/Bladder
- Activities of Daily Living
- Nutrition
- Memory & Cognitive
- Mental & Emotional
- Medication
- Doctors, Therapists & Care Providers
- Care Facilities
- Clinical Trials

### Lifestyle:

- Home
- Home Modifications
- Safety
- Housework
- Cooking & Preparing Meals
- Taking Medications
- Telephone & Communication Devices
- Health Management & Maintenance
- Managing Money

### Child Rearing

- Care of Pets
- Gardening
- Fashion
- Relationships
- Entertaining
- Returning To Work
- Choosing a New Career
- Time Management
- Work Relationships
- ADA
- Driving Again
- Modified Automobiles
- Wheelchair & Scooters
- Alternative Forms of Transportation
- Transportation Services
- Sports
- Hobbies
- Travel
- Mentoring
- Support Groups

### Caregivers

- Spouses
- Family
- Friends and Neighbors
- Professional Caregivers

### Finances:

- Medicare
- Medicaid
- Social Security
- Disability
- Paying for Care
- Insurance
- Financial Planning
- Finding a Financial Planner
- Financial Products

### Prevention

- About Stroke
- Stroke Statistics
- Stroke Symptoms
- Immediate Care For Stroke
- Preventing a Primary Stroke
- Preventing a Recurrent Stroke
- Stroke and Diabetes
- Stroke and Cholesterol
- Stroke and High Blood Pressure
- Stroke and Afib
- Stoke and Lifestyle

### Stories of Inspiration

### Events

- Local Events
- Regional Events
- National Events
- Support Groups



## Opportunities

### Directory Listings:

Get a free listing in the Stroke-Network directory. This is the largest and most comprehensive list of stroke product and service providers. Stroke survivors, caregivers and family members can access our targeted directory at home, work or wirelessly from their phones. Stroke-Network.com allows users to find local, regional and national suppliers of the products and services they need after surviving a stroke. Listing your business with Stroke-Network.com is easy and convenient. Provide Stroke-Network.com with a link on your website and we'll give you a free upgrade. For even more exposure purchase a featured or a premium listing.

Type	You Get
Free	Company Name, City, State, Phone
Free Upgrade	Company Name, Address, City, State, Zip, Phone, Web
Featured Listing	Company Name, Address, City, State, Zip, Phone, Web and a 200 character / 25 word description of your, company, products or services.
Premium Listing	Company Name, Address, City, State, Zip, Phone, Web and a 400 character / 50 word description of your company, products, services and a picture or logo.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
Featured Listing on one (1) Stroke-Network.com Directory Topic Per Year	\$465	\$580
Premium Listing on one (1) Stroke-Network.com Directory Topic Per Year	\$705	\$880

[Specifications / Premium Listing Image Requirements:](#)

Dimensions: 150x150 pixels | 40k maximum file size | :15 second maximum animation | Acceptable file types: .jpg, .gif, .png

### Classified Advertising:

Potential customers will see your classified advertising on Stroke-Network.com and contact you directly about your product or service. Use our classified advertising to promote and sell your business or used products. Reach a large audience of those interested in stroke related products and services.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
200 characters / 25 words for Six (6) Weeks	\$36	\$45
400 characters / 50 words for Six (6) Weeks	\$44	\$55
600 characters / 75 words for Six (6) Weeks	\$52	\$65
1000 characters / 100 words for Six (6) Weeks	\$60	\$75
Add Up to 3 Images for Six (6) Weeks	\$8	\$10

[Specifications / Image Requirements:](#) Acceptable file types: .jpg, .gif



### Clinical Trial Advertising:

Advertising your clinical trial or study on Stroke-Network.com gives trial sponsors the opportunity to connect with potential trial volunteers interested in participating in stroke related studies.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
30 Day Posting	\$100	\$115
60 Day Posting	\$150	\$165
90 Day Posting	\$175	\$190

### Banner and Box Advertising:

Advertising on Stroke-Network.com is a very cost effective method of driving customer to your website and building name recognition. Stroke-Network.com users are repeatedly exposed to your brand name and advertising message while surrounded by relevant content. A strategically placed advertisement encourages users to click on the banner advertisement through which the user reaches the advertiser's site. Stroke-Network.com users are just one click away from your website, business or product offerings. According to a recent survey, 87 percent of respondents stated they visited an advertiser's Web site after viewing an online advertisement. A strategically placed banner advertisement is a very cost effective method of driving customers to your website. You can elect to be an exclusive advertiser in a specific spot or allow your advertisement to rotate with other businesses advertisements.

#### Rates for Exclusive Advertising

Exclusive Banner Advertisements (Leaderboard)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Exclusive Top Banner Advertisement - Home Page	\$2,000	\$2,500
One (1) Month of Exclusive Top Banner Advertisement - Directory / Store Home	\$1,800	\$2,250
One (1) Month of Exclusive Top Banner Advertisement - A Level	\$1,600	\$2,000
One (1) Month of Exclusive Top Banner Advertisement - B Level	\$1,200	\$1,500
One (1) Month of Exclusive Top Banner Advertisement - C Level	\$800	\$1,000

Exclusive Box I Advertisements (Rectangle)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Exclusive Box I Advertisement - Home Page Pillar	\$1,600	\$2,000
One (1) Month of Exclusive Box I Advertisement - Directory / Store Home	\$1,400	\$1,800
One (1) Month of Exclusive Box I Advertisement - A Level	\$1,280	\$1,600
One (1) Month of Exclusive Box I Advertisement - B Level	\$960	\$1,200
One (1) Month of Exclusive Box I Advertisement - C Level	\$640	\$800



Exclusive Box 2 Advertisements (Rectangle)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Exclusive Box 2 Advertisement - Home Page	\$1,440	\$1,800
One (1) Month of Exclusive Box 2 Advertisement - Directory / Store Home	\$1,296	\$1,620
One (1) Month of Exclusive Box 2 Advertisement - A Level	\$1,152	\$1,440
One (1) Month of Exclusive Box 2 Advertisement - B Level	\$864	\$1,080
One (1) Month of Exclusive Box 2 Advertisement - C Level	\$576	\$720

Exclusive Box 3 Advertisements (Rectangle)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Exclusive Box 3 Advertisement - Home Page	\$1,296	\$1,620
One (1) Month of Exclusive Box 3 Advertisement - Directory / Store Home	\$1,166	\$1,458
One (1) Month of Exclusive Box 3 Advertisement - A Level	\$1,037	\$1,296
One (1) Month of Exclusive Box 3 Advertisement - B Level	\$778	\$972
One (1) Month of Exclusive Box 3 Advertisement - C Level	\$518	\$648

### Rates for Rotating Advertising

Rotating Banner Advertisements (Leaderboard)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Rotating Top Banner Advertisement - Home Page	\$700	\$875
One (1) Month of Rotating Top Banner Advertisement - Directory / Store Home	\$630	\$788
One (1) Month of Rotating Top Banner Advertisement - A Level	\$560	\$700
One (1) Month of Rotating Top Banner Advertisement - B Level	\$420	\$525
One (1) Month of Rotating Top Banner Advertisement - C Level	\$280	\$350

Rotating Box 1 Advertisements (Rectangle)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Rotating Box 1 Advertisement - Home Page	\$560	\$700
One (1) Month of Rotating Box 1 Advertisement - Directory / Store Home	TK	TK
One (1) Month of Rotating Box 1 Advertisement - A Level	\$448	\$560
One (1) Month of Rotating Box 1 Advertisement - B Level	\$336	\$420
One (1) Month of Rotating Box 1 Advertisement - C Level	\$224	\$280



Rotating Box 2 Advertisements (Rectangle)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Rotating Box 2 Advertisement - Home Page	\$504	\$630
One (1) Month of Rotating Box 2 Advertisement - Directory / Store Home	TK	TK
One (1) Month of Rotating Box 2 Advertisement - A Level	\$403	\$504
One (1) Month of Rotating Box 2 Advertisement - B Level	\$302	\$378
One (1) Month of Rotating Box 2 Advertisement - C Level	\$202	\$252

Rotating Box 3 Advertisements (Rectangle)	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month of Rotating Box 3 Advertisement - Home Page	\$454	\$567
One (1) Month of Rotating Box 3 Advertisement - Directory / Store Home	TK	TK
One (1) Month of Rotating Box 3 Advertisement - A Level	\$363	\$454
One (1) Month of Rotating Box 3 Advertisement - B Level	\$272	\$340
One (1) Month of Rotating Box 3 Advertisement - C Level	\$181	\$227

Specifications for Banner Advertisements: Dimensions (Leaderboard): 728x90 pixels | 40k maximum file size | :15 second maximum animation | Acceptable file types: .jpg, .gif, .swf, or ad tags

Specifications for Box Advertisements: Dimensions (Rectangle): 180x150 pixels | 40k maximum file size | :15 second maximum animation | Acceptable file types: .jpg, .gif, .swf, or ad tags

**Page Sponsorships:**

Sponsor a specific page on Stroke-Network.com. Your logo will appear in the upper left hand corner of the specified webpage. A sponsorship acts as a branding tool for your business. Your sponsorship will increase brand awareness, favorability, purchase intent and creates a positive feeling around your brand. Depending on the page you select to sponsor your logo will be associated with either a broad range of topics or you can drill down and sponsor a very specific topic. In general sponsorships are considered by users to be:

- Trustworthy
- Credible
- In tune with their interests
- Likely to enhance site experience
- More likely to consider purchasing a sponsor’s product or service
- Less obtrusive

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Month Exclusive ‘Page Sponsored By’ Logo on Home Page	\$800	\$1,000
One (1) Month Exclusive ‘Page Sponsored By’ Logo on A Level Page	\$720	\$900
One (1) Month Exclusive ‘Page Sponsored By’ Logo on B Level Page	\$648	\$810
One (1) Month Exclusive ‘Page Sponsored By’ Logo on C Level Page	\$583	\$729

Specifications / Logo Requirements: Dimensions: 60x40 pixels | 40k maximum file size | No animation | Acceptable file types: .jpg, .gif



### Article Sponsorship:

Sponsor a particular article on Stroke-Network.com. Your logo will appear in the upper right hand corner of a specific article created for Stroke-Network.com. A sponsorship acts as a branding tool for your business. Your sponsorship will increase brand awareness, favorability, purchase intent and creates a positive feeling around your brand. This is a great way to reach a very targeted audience.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Year Article Sponsorship	\$80	\$100

Specifications / Logo Requirements: Dimensions: 60x40 pixels | 40k maximum file size | No animation | Acceptable file types: .jpg, .gif

### Premium By-Line:

Only available to authors of articles submitted to Stroke-Network.com. A premium by-line places the by-line in the upper left hand corner of the article directly below the headline and includes a live Web link. The standard by-line is placed at the end of the article with no live links.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Year Premium By-Line	\$80	\$100

### Word Definition Sponsorship:

Sponsor the first appearance of a key word of your choice in a specific article. If a user is unfamiliar with a term, they can simply click on the word, a box with the definition will open and your logo will be placed at the top of the word definition. An optional link to your website is available for the user to click on.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
One (1) Year Word Definition Sponsorship-First Appearance in an Article-Each Word	\$120	\$150

Specifications / Logo Requirements: Please contact Stroke-Network.com at 303.861.3774 or email sales@stroke-network.com

### Audio Sponsorship:

Audio sponsorship provides a great way to broaden your competitive edge by improving your company's image, prestige and credibility. Put your name on an audio presentation that your target market finds useful. Sponsor an audio presentation commissioned by Stroke-Network.com or collaborate with the staff at Stroke-Network.com to create a custom audio presentation.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
2 Minutes	\$960	\$1,200
5 Minutes	\$1,728	\$2,160
10 Minutes	\$3,110	\$3,888
20 Minutes	\$5,599	\$6,998

Specifications: .mp3 of at least 128k bitrate | Acceptable file types: mp3 or uncompressed wav / aiff file



### Video Sponsorship:

Because of their ability to convey a story through sounds and motion, online videos are a great way to share information. Video holds a users attention much longer than a full page of text can. Stroke-Network.com online videos promote personal interaction between the user and the company sponsoring the video. Sponsor a video commissioned by Stroke-Network.com or collaborate with the staff at Stroke-Network.com.com to create a custom video presentation.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
2 Minutes	\$3,600	\$4,500
5 Minutes	\$6,480	\$8,100
10 Minutes	\$11,664	\$14,580
20 Minutes	\$20,995	\$26,244

Specifications: Resolution: 1280x720 (16x9 HD) and 640x480 (4:3 SD) | Codec: H.264, MPEG-2 or MPEG-4 preferred

### Newsletter Sponsorship:

Launching in January 2010, Stroke-Network.com will begin sending topic specific e-newsletters to subscribers. Advertising in these topic specific newsletters gives you visibility with our valuable opt-in subscribers who are receptive to your advertising message. Your advertisement is delivered directly to subscribers, where it commands attention as recipients read their requested e-newsletter. Advertising in a Stroke-Network.com e-newsletter also saves you time and money. You no longer need to produce your own newsletter, generate content, manage the list or distribute the newsletter.

Rates	From 1-1-10 to 12-31-10
Advertisement Box 1 on (1) Topic Specific Newsletter	\$1,000
Advertisement Box 2 on (1) Topic Specific Newsletter	\$800
Advertisement Box 3 on (1) Topic Specific Newsletter	\$512
Premium Newsletter Article By-Line	\$50

Specifications / Box Ad Requirements: Dimensions: 180x150 pixels | 40k maximum file size | No animation | Acceptable file types: .jpg, .gif

### Webinar Package:

A Webinar is an online seminar, in which information is presented to an audience of participants who gather virtually from their own computer. Webinars are a valuable way to reach prospects and clients. For Webinar attendees, the benefit of this format is that it allows them to learn about relevant topics from industry experts, without having to spend time and money traveling. Someone could attend a Webinar from an office desk, from a conference room or even from a home office. All that's needed is a computer with an Internet connection.

Stroke-Network.com.com Webinars are held as live events but they are also archived so anyone who isn't available during the live event can review it at a later date.

Rates	Until 12-31-09	From 1-1-10 to 12-31-10
Web Seminar Package	\$20,000	\$25,000



## Closing Dates

All advertising and sponsorships are secured on a first come, first serve basis. Advertising and sponsorships will go live within 2 business days of receipt of completed submission, receipt of materials and full payment.

## Contact Information

For additional information on advertising or sponsorships opportunities:

Phone: 303-861-3774

Email: [Sales@Stroke-Network.com](mailto:Sales@Stroke-Network.com)

For information on contributing to Stroke-Network.com:

Phone: 303-861-3774

Email: [Edit@Stroke-Network.com](mailto>Edit@Stroke-Network.com)

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