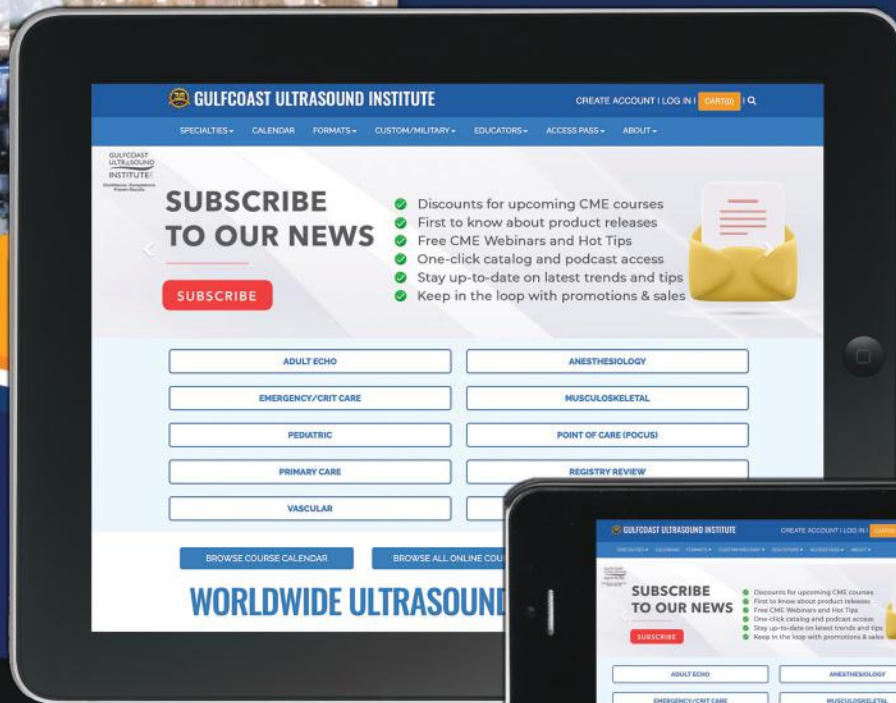
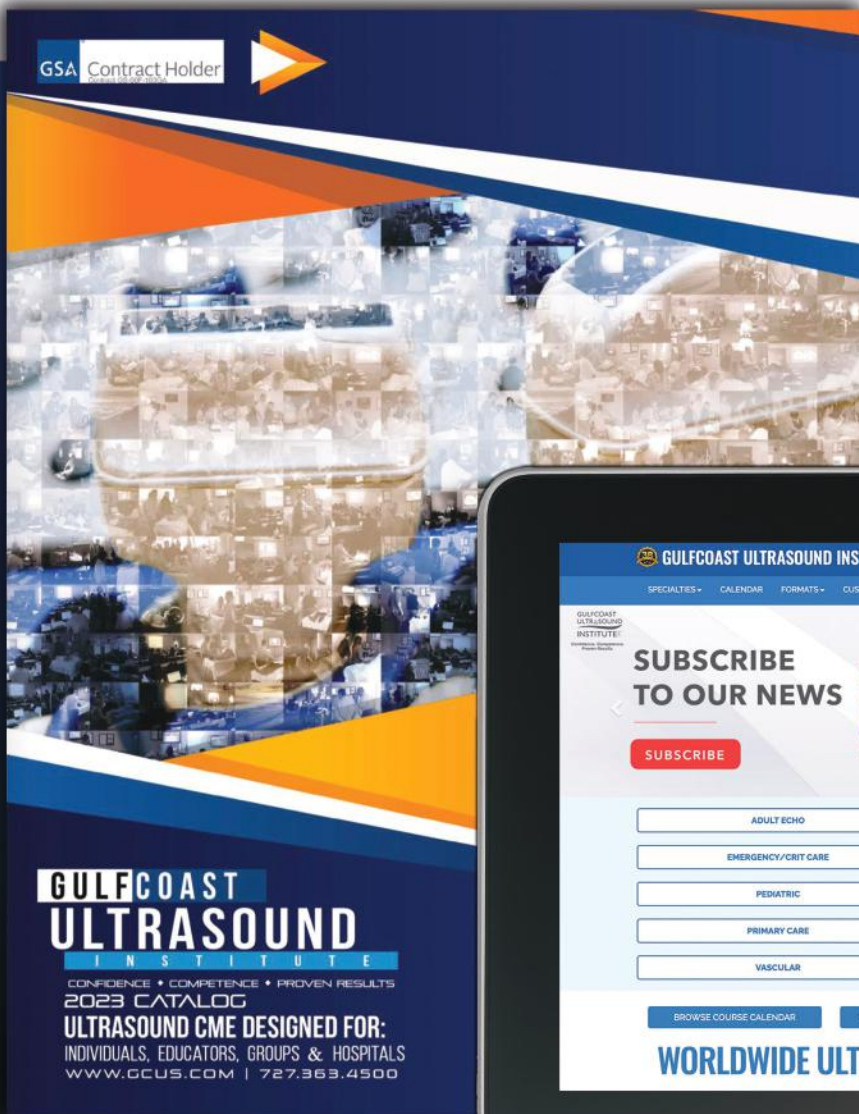


DISCOVER THE STRENGTH OF GCUS

ULTRASOUND SPECIFIC
HEALTHCARE PROVIDERS



Plaza Tower & Courtyard Shops
111 2nd Avenue NE, Suite# 800
St. Petersburg, FL 33701
727.363.4500 | www.gcus.com

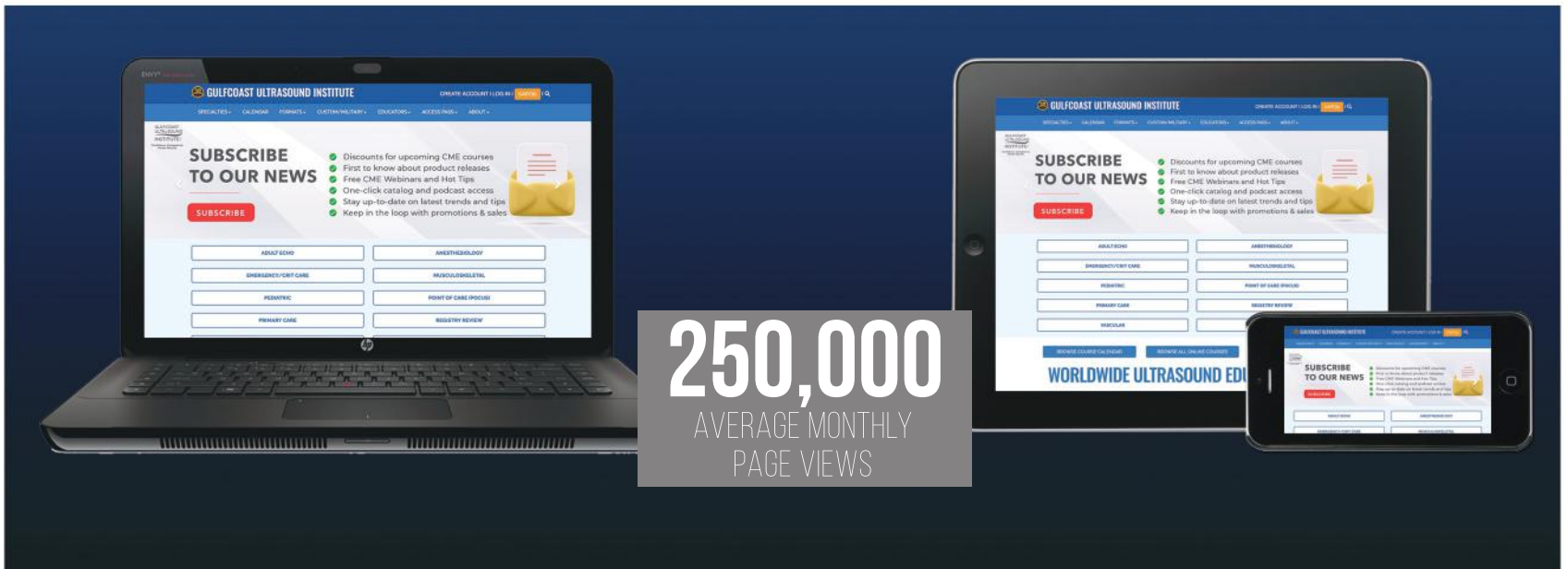
Advertising Office: 727.363.4500

Creative Director: Casey Green | casey@gcus.com



ADVERTISE WITH GCUS MARKETING OPPORTUNITIES

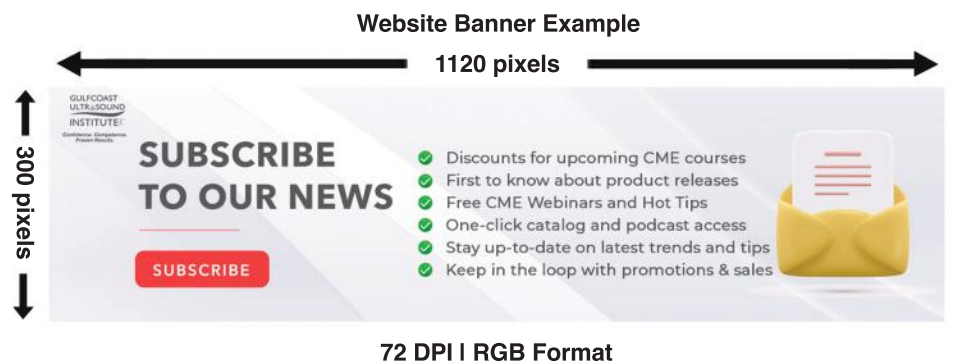
GCUS.COM
THE OFFICIAL WEBSITE

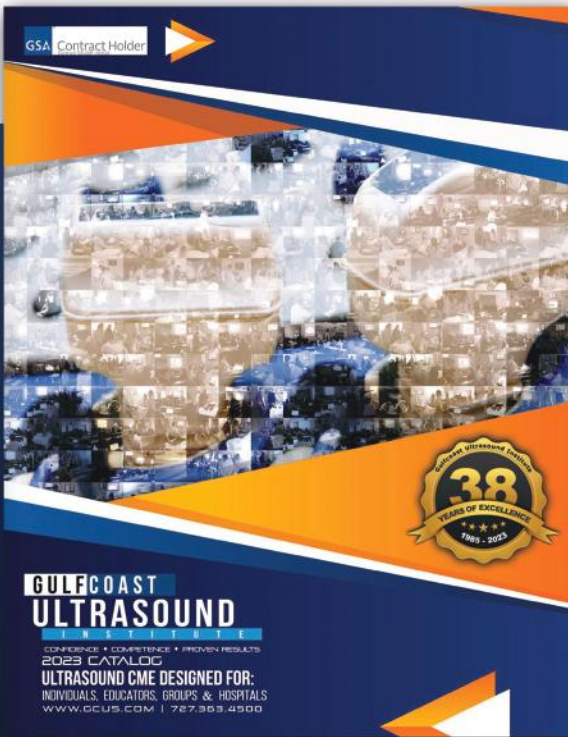


The Gulfcoast Ultrasound Institute website, www.gcus.com is one of the first places that physicians, sonographers and other medical professionals go to search for information regarding continuing medical education (CME) in the ultrasound industry. The GCUS.com homepage is the gateway for physicians and sonographers to find up-to-date information on CME courses, workshops, webinars / seminars, products, as well as real-time industry information.

GCUS.com generates more than 250,000 page views each month with an average session duration being over 7 minutes. When you place your banner ad with gcus.com it will give your company that competitive edge. No more than four advertiser banner ads will be featured on our homepage, giving each advertiser a 25% share of their message. In-kind course supporters with 12 month agreements receive 20% off listed web banner pricing.

Frequency	Leaderboard Ad 1500 x 400 pixels (w x h)	Savings
1 month	\$600/month	---
3 months	\$450/month	25%
6 months	\$300/month	50%
12 months	\$150/month	75%





BLOG /E-NEWSLETTER ADVERTISING

- Get featured as a sponsor in the Gulfcoast Ultrasound Institute BLOG in an SEO optimized format, including links to your website / featured products and services.
- BLOG posts remain active on www.gcus.com continuously gaining views, and prompting social sharing and redistribution.
- Featured in our quarterly newsletter sent to our entire database of customers via direct email (50,000+) and social media channels (45,000+) followers.
- **E-Newsletter Months:**
January, April, July, October
- **Specifications:**
200-500 Word Count
Image with Meta and Alt Tags linked to video
BLOG article run through SEO Optimizer Software (Link provided to build with your links)
- **Pricing:**
\$2500 per advertisement (BLOG, Social Media, E-Newsletter)
- **New to GCUS!:**
Podcast Advertising Opportunities

FEATURES:

- CME ultrasound courses and new product content displayed digitally in our catalog with QR Codes for easy purchase access and registration.
- Available for download in digital format.
- All catalog advertisements are linked directly to advertiser's URL of choice.

ADVERTISING RATES:

Frequency	FULL PAGE	HALF PAGE	QUARTER PAGE
1x	\$1000/insertion	\$600/insertion	\$350/insertion
2x	\$750/insertion	\$425/insertion	\$265/insertion

Catalog Rate Assignments: All rate assignments will be made after the advertiser's insertion order has been signed and completed.

4 COLOR ADVERTISEMENTS: All rates represent 4 color submissions.

Podcast Sponsorships: 1 Episode: \$250.

Package (5 Episodes) \$200/episode (\$1000) - Choose your episode.

Hot Tip Sponsorships: \$500 per Hot Tip.

Features your System/Topic. Call (727) 363-4500 for details.

Live Course Lunch Sponsorships:

Selected Courses. Call (727) 363-4500 for details.

2024 SCHEDULE:

ISSUE DATE	AD CLOSING	MATERIALS DUE
OCTOBER	9/10/2024	9/25/2024
FEBRUARY	1/10/2024	1/25/2024

GENERAL INFORMATION:

Access/Download: The GCUS Catalog is available for download on www.gcus.com. Catalog links and release announcements are made via eblasts, and GCUS Social Media Accounts.

Payment: Checks payable to: Gulfcoast Ultrasound Institute. Credit Cards accepted.

CIRCULATION:

Total Qualified Circulation: Digital circulation on www.gcus.com, e-blasts and social media campaigns. Print packets are created for industry trade shows and GCUS Course Welcome Packets for all course participants.

Coverage and Market:

Coverage: National and International.

Market Served: Physicians, sonographers, and other medical professionals.

GCUS CATALOG MECHANICAL REQUIREMENTS:

Sizing:

PRINT AD SIZES	WIDTH		HEIGHT
FULL PAGE (Bleed)	8.75"	X	11.25"
FULL PAGE (Non-bleed)	7.50"	X	10.00"
HALF PAGE (Horizontal)	7.50"	X	4.90"
HALF PAGE (Vertical)	3.65"	X	10.00"
QUARTER PAGE (Vertical only)	3.65"	X	4.90"

Preferred Positions: Positions are first come, first serve, and receive first right of refusal upon renewal.

- a. Inside Front Cover: 25% \$ premium c. Right Hand Read: 10% \$ premium
b. Inside Back Cover: 25% \$ premium d. Back Cover: 30% \$ premium

Rate Protection Policy: Rates are subject to change without notice.

Bleed: Bleed area is 1/4" outside trim on all sides. Live area must be at least 1/4" in from trim area.

File Requirements:

Format: PDF preferred, web resolution, (72-144 dpi) file. All fonts must be converted to outlines; include crop marks and all bleeds (when/if applicable). Ad files must be sized to 100%. The transparent elements contained in your file must be converted within the native layout application, or flattened in Acrobat.

Colors:

- RGB is the only accepted mode for color ads. No CMYK images or colors.
- Black & White ads must be supplied in grayscale mode. Any logos and images must also be converted to grayscale when exporting to a PDF.

Color Match Proofs: One proof made from supplied file and meeting SWOP specifications can be provided with data file to ensure color match on catalog. Color Laser printouts are not accepted.

Disposition of Materials: Ad materials will be held for one year from date of last insertion and then destroyed.

Editorial Statement:

The GCUS Catalog is the official ultrasound continuing medical education (CME) course and product catalog of *Gulfcoast Ultrasound Institute*. More than 500,000 of all active physicians, sonographers and other medical professionals either receive (via email / social media) or download (gcus.com) the catalog to choose how they would like to obtain their mandatory CME ultrasound credits.

BENEFITS FOR ANNUAL IN-KIND SUPPORTERS:

- Exposure to all Gulfcoast Ultrasound Institute In-Person Course Participants.
- Opt-in course participant lead list for each program supported.
- Supporters are welcome as featured guests on an episode of *The Sonography Lounge Podcast*. (A One Hour Episode Annually)
- 20% off all web banner and BLOG / E-Newsletter / Social Media advertisements.
- 10% off online catalog and other advertising opportunities.
- Free booth at four *GCUS Welcome Receptions* during both Musculoskeletal and Emergency Medicine/Critical Care Ultrasound CME Courses annually.

GULFCOAST ULTRASOUND INSTITUTE CATALOG AND WEBSITE:

Forward all catalog and web banner materials to:

Attn: GCUS Website or Catalog
c/o Gulfcoast Ultrasound Institute
111 2nd Avenue NE, Suite #800
St. Petersburg, FL 33701
casey@gcus.com | (727) 363.4500

Publisher's Liability: GCUS reserves the right to reject any advertisement. All advertisements are subject to the Publisher's approval, and may be rejected if found to be in direct competition with the Publisher's primary business practice, vulgar, or offensive in any way. The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the catalog, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

Billing Policy: Billing to advertiser/advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

PUBLISHER

Gulfcoast Ultrasound Institute
111 2nd Avenue NE, Suite #800
St. Petersburg, FL 33701
727.363.4500 | www.gcus.com

MANAGING EDITORS

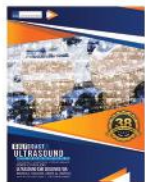
Lori Green, Program Director
lori.green@gcus.com

Gil Green, Vice President
gil@gcus.com

ADVERTISING OFFICE

Gulfcoast Ultrasound Institute
111 2nd Avenue NE, Suite 800
St. Petersburg, FL 33701

ADVERTISING INSERTION ORDER/CONTRACT



GULFCOAST ULTRASOUND INSTITUTE BI-ANNUAL ONLINE CATALOG

GULFCOAST ULTRASOUND INSTITUTE
111 2nd Ave. Suite 800 St. Petersburg, FL 33701 • www.gcus.com • 727.363.4500



Get the most out of Gulfcoast Ultrasound Institute - Advertise in the Gulfcoast Ultrasound Institute Catalog

To reserve your advertising space, please review the details below and complete and submit this form. Please keep a copy for your records. Remember, the longer the commitment, the lower the rate.

ADVERTISING RATES Contact casey@gcus.com to discuss additional pricing options.

SIZING	CATALOG 1		CATALOG 2	
	1 X Rate	Dimensions (w x h)	2 X Rate	Dimensions (w x h)
OUTSIDE BACK COVER	\$2600	8.75" x 8.25" (no top bleed)	\$2100	8.75" x 8.25" (no top bleed)
INSIDE FRONT COVER	\$2500	8.75" x 11.25" (1/4" bleed)	\$2000	8.75" x 11.25" (1/4" bleed)
INSIDE BACK COVER	\$2500	8.75" x 11.25" (1/4" bleed)	\$2000	8.75" x 11.25" (1/4" bleed)
FULL PAGE	\$2000	8.75" x 11.25" (1/4" bleed)	\$1600	8.75" x 11.25" (1/4" bleed)
HALF PAGE HORIZONTAL	\$1200	8.25" x 5.325" (No bleed)	\$960	8.25" x 5.325" (No bleed)
QUARTER PAGE VERTICAL	\$700	4.125" x 5.325" (No bleed)	\$560	4.125" x 5.325" (No bleed)

In-kind Supporters Advantage: Any company that supports Gulfcoast Ultrasound Institute with in-kind support receives additional benefits and advantages. See the Gulfcoast Ultrasound Institute inkind supporter advantage breakdown in the *GCUS Media Kit*.

Advertising Specifications:

Only electronic art files will be accepted. (PDF/JPEG) Email artwork to casey@gcus.com. Email server can hold up to 25 MB files.

- Web Quality PDF's or JPEG's 72-144 DPI. RGB Format.

Note: Advertisers will be billed for any modifications, or file manipulation required to meet specifications. Gulfcoast Ultrasound Institute will not be held accountable for any ads created in non-graphics programs such as MS Word or Power Point. Safety Margins: Only full page ads may bleed. The dimensions listed above for bleed ads inch a 1/4" bleed on all four sides. (Back Cover exception with no top bleed) Live area for copy is 8.25" x 10.75". Gulfcoast Ultrasound Institute reserves the right to crop up to 1/8" from any side to compensate for variation in trim.

Advertising Guidelines:

All ads are subject to Gulfcoast Ultrasound Institute approval. Gulfcoast Ultrasound Institute reserves the right to edit or refuse ad materials that are determined unsuitable. Because of our commitment to diversity, nondiscrimination, and good taste, Gulfcoast Ultrasound Institute prohibits discrimination of any kind.

Publication of an advertisement does not constitute endorsement or approval of a book, publication, point of view, standard of service, or opinion presented therein, and Gulfcoast Ultrasound Institute reserves the right to add the word "advertisement" to copy that resembles editorial matter.

Please confirm advertisement position availability prior to submitting your insertion order with the advertising department by calling (727) 363.4500 or emailing casey@gcus.com.

Website Banner Advertisement: 1 Month: \$600/month | 3 Months: \$450/month | 6 Months \$300/month | 12 Months \$150/month.

BLOG/E-Newsletter Advertisement: \$2500/post, E-Newsletter

The contract below constitutes the applicant's agreement to abide by the guidelines and regulations included in the Gulfcoast Ultrasound Media Kit.

Company: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Contact: _____
 Title: _____ Email: _____
 Phone: _____ Fax: _____
 Authorized Signature: _____
 Date: ____ / ____ / ____

Insertion Order Due:	Catalog 1	Catalog 2
Artwork Due:	1 Month Prior to Print 2 Weeks Prior to Print	2 Weeks Prior to Print 1 Week Prior to Print

Note: Cancellations must be received and confirmed at the time of insertion order request for Catalog 1 and no less than one month prior of Catalog 2 artwork request.

Please submit completed insertion order to:
 Advertising Department, Gulfcoast Ultrasound Institute
 111 2nd Ave. NE #800 St. Petersburg, FL 33701 or casey@gcus.com.

Advertisers will be invoiced for their ads 1 week following the upload of the catalog in which their ad(s) are in. Discounts will be applied at the time of billing, and will show up on your invoice.

Please indicate the publication(s) in which your ad(s) should appear, the size, the cover position, (if applicable), the rate, and ad description of advertising space you would like to reserve.

	Size	Position	Rate
Catalog 1	_____	_____	_____
1st Ad Description	_____		
Catalog 1	_____	_____	_____
2nd Ad Description	_____		
Catalog 2	_____	_____	_____
1st Ad Description	_____		
Catalog 2	_____	_____	_____
2nd Ad Description	_____		

WEB BANNER \$ _____

SUBTOTAL \$ _____

DISCOUNT \$ (_____)

(If advertising in multiple catalogs; discount is applied to the final advertisement invoice.)

ADVERTISING TOTAL \$ _____