A4M MEDICINE REDEFINED

DIGITAL MARKETING OPPORTUNITIES

A4M
MEDICINE REDEFINED

EVENT TARGETING

TARGET

LOGISTICS

LOCATION

WHY EVENT TARGETING?

Targeting the **right people** at the **right place** at the **right time** is the most complex and important aspect of any digital marketing campaign. With American Academy of Anti-Aging Medicine's Event Targeting program we help you **accomplish** all of these. We put your message and brand in front of our conference attendees digitally both **during** and **after** the event.

HOW IT WORKS?

- A4M will capture with a pixel everyone who enters the Convention Center during the event.

- The pixeled users will receive ads during the event as long as they are within 5 miles of the center (this will encompass hotels and restaurants in the area)

- After the show A4M will Cross Device target the pixeled users as they leave and head home.

BENEFITS

- Brand awareness during and after the event

- Highly targeted campaign to conference attendees

- Device agnostic approach (allows messaging to appear on multiple devices)

PRICING SCHEDULE

Event Targeting 100,000 impressions	$10,000	Additional Impressions	$50 cpm

For specific package options, contact **exibitor@a4m.com**

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CONTENT ACTIVATION

Content activation is the proactive distribution of content across the ever-changing landscape of paid, owned and earned channels. By tapping into the American Academy of Anti-Aging Medicine's proprietary database and community, we bring your brand a unique competitive advantage.

SYNERGY ACROSS PLATFORMS

GUARANTEED QUALIFIED TRAFFIC

The American Academy of Anti-Aging Medicine's website targets medical professionals. American Academy of Anti-Aging Medicine (A4M) will use its proprietary database and marketing tools to engage medical professionals and drive them to content on your website with guaranteed clicks.

A4M'S WEBSITE AND DATABASE

Traffic is driven to your site by retargeting from A4M websites, Facebook pages and email lists.

INCREASE ORGANIC SEARCH TRAFFIC

Your content will live on your website for an infinite amount of time and can be shared with partners, increasing link strategies, engagement and conversations. Content will drive organic search traffic throughout the year and help to increase top-of-fold placement with integration of SEO-rich keywords and time on page that is 2-3x higher than site average.

PRICING	CAMPAIGNS		
	$10,000 for 1,000 clicks	$15,000 for 2,000 clicks	$25,000 for 4,000 clicks

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CONTENT ACTIVATION

CREATIVE SPECIFICATIONS

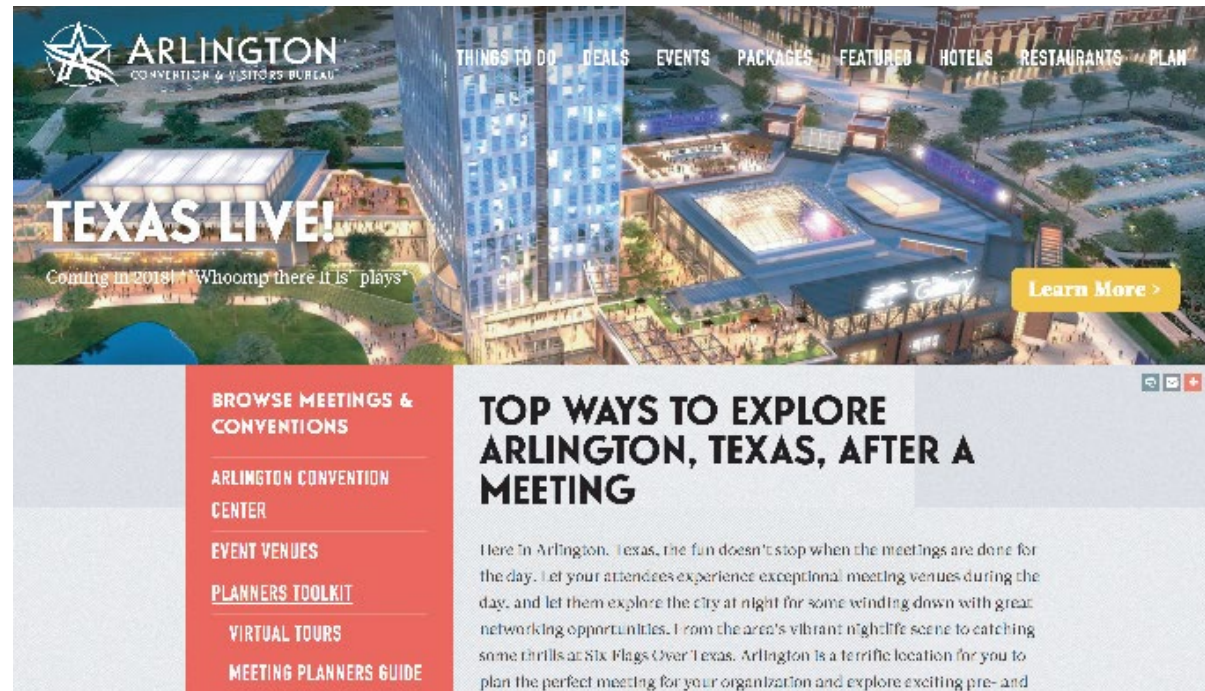
SYNERGY ACROSS PLATFORMS

ITEMS NEEDED
- Must mentions for article
- High rez logo
- Images for native ads
  - Resolution 1000 x 750

A4M TEAM WILL PROVIDE
- 1-2 rounds of edits with client before finalizing the article
- Create multiple headlines and native ads
- Paid Media and continuous optimization
- Reporting and insight through Google Analytics
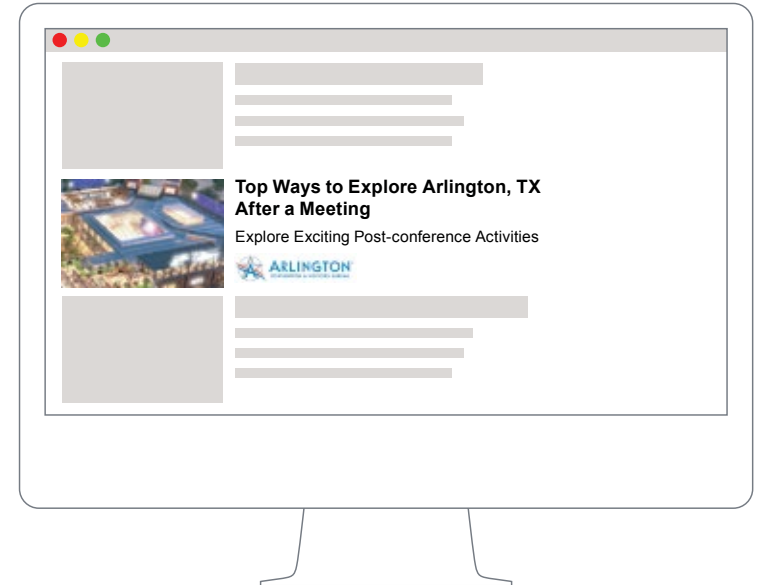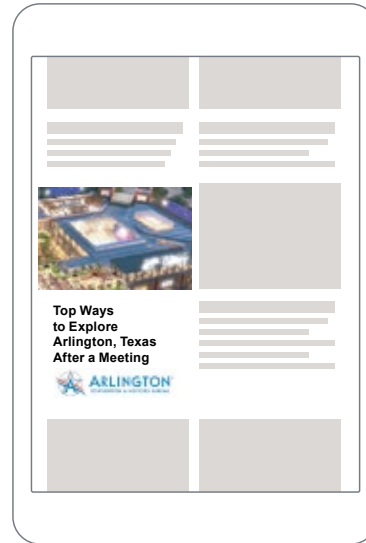

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SYNERGY ACROSS PLATFORMS

HEADLINE EXAMPLES:

Top Ways to Explore Arlington, Texas
Post-conference Fun
ARLINGTON

Top Ways
to Explore
Arlington, Texas
After a Meeting
ARLINGTON

Top Ways to Explore Arlington, TX After a Meeting
Explore Exciting Post-conference Activities
ARLINGTON

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SYNERGY ACROSS PLATFORMS

POSTING GUIDELINES TO YOUR WEBSITE

A few things to start:

1. Please grant analytics@tarsusmediaops.com access to your google analytics. This will help us optimize and report on the campaign.

2. If you use Google Tag Manager please grant 'publish access' to analytics@tarsusmediaops.com. We will load a container that will give us more insight into engagement of the article.

When posting to your website:

3. Please place the following script into the page at the top of the 'body' element, just below the <body> tag.
<script type="text/javascript" src="https://connecttravel.com/analytics/ga-scroll-track-v2.js"></script>
This plugin is dependent on being loaded after the jQuery library is loaded, which is typically in the page head.

4. Please use the headline provided for the post.

5. The URL should contain all the words in the headline and should avoid special characters like commas, ampersands, etc. This helps with SEO and enables us to track visits to the page more easily.

6. Make sure to include any hyperlinks linked in the Word document. All links should open in a new tab or window.

7. Add photos and/or videos to the post to help draw readers in and keep them on site for longer. A good rule of thumb is one photo or video for every 250 words.

8. When adding images, use informational keywords about what's in the image in both the image filename and alt text.

9. Include captions and alt text on images.

10. Watch for spacing and weird line breaks in the text once it's posted.

11. Link to the content story somewhere from the website's homepage or another popular landing page for more exposure.

Distribute this content via your owned media outlets including newsletters and social media. Also, encourage any partners mentioned within the copy to also share the content. You also can ask them to post the content on their website, linking back to the original landing page on your website.

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A4M MEDICINE REDEFINED

DIGITAL MARKETING OPPORTUNITIES
AUTHORIZATION FORM

CONTENT ACTIVATION CAMPAIGNS

SPRING CONGRESS 2024 | WEST PALM BEACH, FL. APRIL 25-26

WORLD CONGRESS 2024 | LAS VEGAS, NV.

$10,000 for 1,000 clicks

$15,000 for 2,000 clicks

$25,000 for 4,000 clicks

EVENT TARGETING

SPRING CONGRESS 2024 | WEST PALM BEACH FL.

WORLD CONGRESS 2024 | LAS VEGAS, NV

$10,000 for 100,000 impressions

*additional impressions: $50 cpm

Company Name: _____

PAYMENT INFORMATION

Card Type: VISA   MasterCard   DISCOVER NETWORK   AMERICAN EXPRESS

Cardholder Name:
(as shown on card)   _____

Cardholder Number: _____

Expiration Date: _____   **CVV:**   _____
(mm/yy)

Total Amount To Be Charged: _____

I, _____, authorize MCI OPCO, LLC to charge my credit card the

amount of $_____ for the agreed upon purchases.

Payment Method:

Check — If you are paying by check please mail your checks to MCI OPCO, LLC. 1801 N. Military Trail, Suite 110, Boca Raton, FL 33431

Wire Transfer — (Please Call 561.997.0112 ext. 7520 for details)

_____
Customer Signature

_____
Date