



# MARKETING AND MEDIA PLANNER 2024

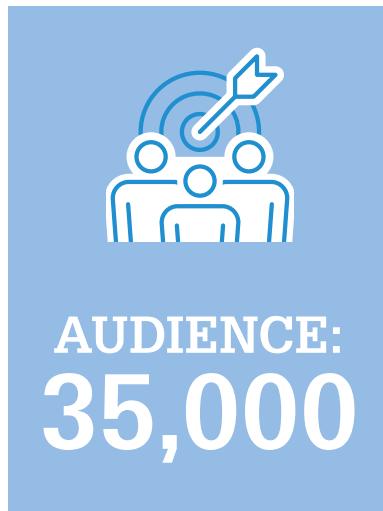
Critical Information.  
All the Time.

*Diagnostic and Interventional Cardiology (DAIC)* provides buying team decision makers in cardiology, interventional cardiology, cardiovascular imaging and cardiac catheterization departments with vital information required to make informed purchasing decisions. For over 60 years, *DAIC* has been a trusted source for this audience. Award-winning editorial includes new and emerging technologies, product comparison charts, FDA approvals, business and economics, industry trends association news and conference coverage.

## Fully Integrated Multimedia Experience

DAIC's editorial content offers a multimedia experience. With 1.3 million pageviews on *dicardiology.com*, DAIC meets the educational needs of industry leaders. DAIC's robust multimedia experience includes:

- Detailed web site
- Specialized newsletters
- Customizable, on-demand product comparison charts
- Robust social media platforms
- Trade show/conference coverage and association news



## Digital Audience

### Reach the Complete Buying Team

DAIC reaches healthcare professionals within hospitals, heart centers and related facilities—the complete buying team—distinguishing it from other brands for interventional cardiology.

#### Cath Lab | 13,900

- Cath Lab Chiefs
- Administrators
- Directors
- Supervisors
- Managers
- Nurses

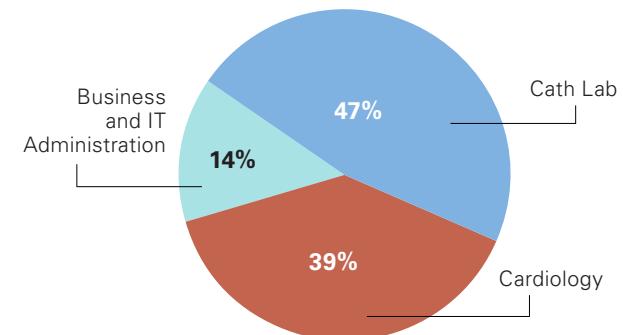
#### Cardiology | 10,600

- Chief Cardiologists, Cardiologists
- Electrophysiologists
- Interventional Cardiologists

Source: Publisher's Sworn Statement, December 2023

#### Business and IT Administration | 10,500

- Hospital Administrators, CEOs
- Presidents, COOs, CFOs, CTOs
- CIOs, HIS/MIS Directors, Managers, PACS Administrators
- Purchasing Chiefs, Directors, Materials Management, other titled and non-titled personnel



### Dicardiology.com Statistics: (per month)



# 2024 EDITORIAL CALENDAR

MONTH	TRADE SHOWS	BI-MONTHLY COMPARISON CHARTS	FEATURES	ONE-ON-ONE PROFILE SERIES	QUARTERLY SUPPLEMENT	SPECIAL AWARENESS CAMPAIGNS
January		<b>Cardiac CT</b>	Cardiovascular Magnetic Resonance Imaging (MRI)	The Leadership Series will feature a CMO/CEO/KOL "quick video" each month	Women in Cardiology	
February			Women's Cardiovascular Care			February is American Heart Month February 1-7: Women's Heart Week February 12-18: Cardiovascular Professionals Week
March	HIMSS (March 11-15)	<b>Angiography Systems</b>	Cardiomyopathy			March 12-18: Pulmonary Rehabilitation Week
April	ACC (April 6-8)		Artificial Intelligence		Artificial Intelligence	April is National Minority Health Month
May	SCAI (May 2-4) Heart Rhythm (May 16-19)	<b>Cardiovascular Ultrasound</b>	Ultrasound			May is American Stroke Month
June	AIMED (June 2-5) ASE (June 14-16)		Drug-coated Balloons			June is Men's Health Month
July	SCCT (July 18-21)	<b>Cardiovascular Information Systems (CVIS)</b>	Wearables		Innovation	
August			Stent Technology			
September		<b>Hemodynamic Monitoring Systems</b>	Fractional Flow Reserve (FFR) Technology Update			September is AFib Awareness Month September 29: World Heart Day
October	TCT (October 27-30)		Cath Lab		Cath Lab	October is National Sudden Cardiac Arrest Awareness Month
November	AHA (November 16-18)	<b>Guidewire Systems</b>	EP Lab			
December	RSNA (Dec 1-5)		MedTech Innovation			

Features on this editorial calendar will be exclusively online, and are subject to change. If you have an article topic you'd like to suggest, please contact Editorial Director Melinda Taschetta-Millane at [Melinda.taschetta-millane@wainscotmedia.com](mailto:Melinda.taschetta-millane@wainscotmedia.com).

revised: 9/14/23

Enhance brand awareness, build customer engagement or educate the market with any combination of these custom digital products.



## Video

### TALKING TRENDS

Exclusive one-on-one interviews of leading healthcare company representatives and their KOLs. Includes a video eAlert.

- DAIC editor provided as moderator
- Script/Q&A written by DAIC editors ahead of time and screened by your compliance team
- Client-approved Talking Trends video posted on *dicardiology.com*
- MP4 File provided for your use
- 4 banner ads positioned adjacent to the video on *dicardiology.com*
- eAlert announcing video

**\$12,000**

### NATIVE ADVERTISING/SPONSORED CONTENT

A company's article, case study, white paper, video, webinar or blog is integrated with *dicardiology.com* home page editorial content and linked to a unique landing page with your company's branding. An eAlert transmission drives additional viewers to the landing page.

**STARTING AT \$8,000**



### SPONSORED CONTENT ARTICLE

Collaborate with DAIC editors to script your article of up to 1,000 words. Includes the following:

- 1 eBlast pushing out your sponsored content article
- 2 banner ads positioned within the sponsored content eBlast
- 4 banner ads positioned around the article on *dicardiology.com*
- 1 social media post on DAIC's Facebook, LinkedIn and Twitter channels
- Campaign report sharing metrics/leads of the sponsored content eBlast

**\$10,000**

### SPONSORED CONTENT eALERTS

Promote white papers, case studies, videos, webinars or other content created by your company or DAIC's Custom Marketing team. Includes 2 banner ads and a campaign report.

**\$7,000**



## Webinars

Webinars are presented live or pre-recorded to a registered audience and archived for on-demand viewing. Whether a single speaker or a panel of key opinion leaders and industry experts, these valuable tools provide education, lead generation and thought leadership. A live Q&A allows for attendee engagement.

Our Webinar Team will manage promotion, work with speakers, provide a moderator, and direct the process the day of the webinar. Sponsors will receive:

- 6 eBlasts deployed prior to the event to drive traffic
- 2 social media posts and a LinkedIn boost to propel awareness
- 4 banner ads inserted into sponsor's webinar eBlasts
- 4 banner ads positioned around the webinar on *dicardiology.com*
- 2 eBlasts post-production to drive traffic to the on-demand webinar
- MP4 file for sponsor's use
- Campaign report for eBlasts
- Details of registrants, including email addresses

**\$20,000**



## Blogs

DAIC editors will collaborate with the sponsor to write a sponsored blog post or series. It is presented on *dicardiology.com* and traffic is driven by an eBlast.

Package includes:

- Sponsor determines the topic and some of the sources
- 1 Blog eAlert
- 4 banner ads adjacent to the blog post on *dicardiology.com*
- Campaign report sharing metrics of DAIC readers who opened the Blog eAlert

**1x \$5,000 | 2x \$9,500 | 3x \$13,500**

## eNewsletters



### TOP 5 eNEWS

Sponsor the weekly digital newsletter, called the Top 5.

**\$3,500**



### CUSTOM eBLASTS

Your branded marketing messages sent to our audience.

**\$6,000**



### FROM THE FLOOR

Sponsor a daily eNewsletter covering a trade show or conference, pre, during or post event.

**\$5,000 PER DAY**

**27,340**

AVERAGE  
SUBSCRIBERS PER  
eNEWSLETTER

**30.8%**

AVERAGE  
ENEWSLETTER  
OPEN RATES

## Product Launch Package

- 1 eAlert announces your product's FDA approval
- Content is published on DAIC's FDA channel
- 4 banner ads surround your feature
- 1 social Media post on Facebook, LinkedIn and Twitter
- Campaign report sharing leads /metrics

**\$5,000**

## Website Ad Units

Home page and run-of-site ad positions\* are sold on a cost-per-thousand (CPM) basis. Some special sponsorship opportunities on the website are sold on a monthly or annual basis. The units include:

- Leaderboard: **\$60 CPM**
- Double Boom Box: **\$75 CPM**
- Boom Box: **\$50 CPM**
- Small Boom Box: **\$20 CPM**
- Channel Sponsorship (monthly): **\$3,000/month**
- Interstitial ad\*\* on homepage (monthly): **\$4,000/month**
- Interstitial ad\*\* on a channel (monthly): **\$3,000/month**

\*Based on availability.

\*\*Maximum of 3x per user per day.

## Social Media

One post on all DAIC social media channels (LinkedIn, Twitter and Facebook) can be used to promote other marketing programs or as a targeted advertising campaign to interventional cardiologists and other professionals.

**\$1,000 PER POST**

## Buyer's Guide Enhancement

The DAIC Buyer's Guide provides searchable information on companies and products for our readers. Includes 4 banner ads within the section of the website and up to two paragraphs about your company and products.

**\$1,000 PER MONTH**

## Comparison Charts

**THE MOST INFLUENTIAL RESEARCH TOOL THE INDUSTRY USES TO SPECIFY, RECOMMEND AND APPROVE PURCHASES.**

*DAIC* is the only publication in the market to offer comparative product data in a useful, customizable online version.

The comparison charts pull together research comparing manufacturers' products and clinical applications – and deliver it to cardiology and cath lab professionals to assist in their purchasing decisions.

The handy website version allows users to customize their product comparisons.

Annual Digital Comparison Chart sponsorship includes:

- 1 eAlert to *DAIC*'s list announcing the chart is live
  - 4 banner ads on your sponsored comparison chart page for 12 months
  - 1 social media push on *DAIC* social channels (Facebook, Twitter, LinkedIn) announcing the release of the new chart

**\$20,000 ANNUALLY**

**\$10,000 FOR SIX MONTHS**

Monthly Chart sponsorship includes:

- 1 eAlert announcing the chart is live
  - 4 banner ads on your sponsored comparison chart for 1 month
  - 1 social media post announcing chart

**\$5,000 PER MONTH, BASED ON AVAILABILITY (ONLY ONE SPONSOR PER CHART)**

# Trade Show Marketing

Launch your marketing message using DAIC's award-winning team and trusted channels to reach your full potential of coverage leading up to, during and post-trade shows. Our fully integrated marketing plan includes a metrics-based marketing report to help keep tabs on your show marketing efforts.

## TIER 1

- Talking Trends video
  - Custom eBlast announcing video sent to *DAIC's* eNewsletter subscribers
  - 4 banner ads positioned adjacent to the video on *dicardiology.com* for one month
  - From-the-Floor eNewsletter sent during the trade show
  - Channel sponsorship, such as the Cardiac Ultrasound channel for one month, includes 4 banner ads on that channel
  - 4 banner ads adjacent to your "Buyer's Guide" page on *dicardiology.com* for one month.

**\$20,000**

## TIER 2

- 1 Sponsored content article – *DAIC* editors will help script a pre-meeting article or re-purpose your approved content presented at the conference and posted on *dicardiology.com*
  - 1 eAlert to promote your content sent to *DAIC* eNews readers
  - 1 eBlast with your marketing message sent to *DAIC*'s eNews readers
  - 4 Banner ads positioned around the sponsored content article on *dicardiology.com*
  - 2 Banner ads positioned within the sponsored content eBlast
  - 1 Social media post on Facebook, LinkedIn and Twitter
  - Campaign report sharing metrics of the sponsored content eBlast

**\$10,000**

### TIER 3

- 1 custom eBlast (ideal for booth announcements)
  - 1 Enhanced Buyer's Guide, 4 banner ads which run adjacent to your "Buyer's Guide" page on *dicardiology.com* for one month

**\$5,000**

# 2024 RATES



Comparison Chart Advertising Rates			
	Annual	Six months	One month
Annual sponsorship	\$20,000	\$10,000	\$5,000

Content Marketing Rates			
	1x	2x	3x
Blogs	\$5,000	\$9,500	\$13,500
Sponsored Content Article	\$10,000		
Social media post	\$1,000		
Native Advertising/Sponsored Content	\$8,000+		

Digital Advertising Rates	
Top 5 eNews	\$3,500 each
From the Floor (pre, during, or post)	\$5,000 each per day per blast
eAlerts (Video, Case Studies, White Papers)	\$7,000
Custom eBlast	\$6,000
Product Launch Package	\$5,000
Enhanced Buyer's Guide	\$1,000

Website Advertising Rates	
Double Boom Box	\$75 CPM
Leaderboard	\$60 CPM
Boom Box	\$50 CPM
Small Boom Box	\$20 CPM
Interstitial Ad on homepage	\$4,000 per month
Interstitial Ad on a channel	\$3,000 per month
Channel Sponsorship	\$3,000 per month

Video Advertising Rates	
Talking Trends	\$12,000

Webinar Rates	
Webinars	\$20,000

## ALL RATES ARE NET

For pricing on custom products, contact us.

## DIGITAL EDITION AD ART UPLOAD INSTRUCTIONS

To upload ad art via Dropbox, WeTransfer or other file-sharing service, send to: DAIC.advertising@wainscotmedia.com

For ads scheduled to appear on the website or in digital products, send digital materials to: wainscot-adops@dctinc.com

## MAILING INSTRUCTIONS

Correspondence should be addressed to:  
Advertising Services, DAIC  
One Maynard Drive, Suite 2104, Park Ridge, NJ 07656

## Need solutions?

Talk to these industry-savvy solution providers:



**Laura Dowden**  
Managing Director, Health Group  
201.746.7800  
Laura.Dowden@wainscotmedia.com



**Barbara Baisley Murray**  
Account Executive  
847.977.7571  
Barbara.murray@wainscotmedia.com

## Digital Ad Art Upload Instructions

**Digital Ads:** For ads scheduled to appear on the website or in digital products, send digital materials to: **wainscot-adops@  
dctinc.com**

**Mailing Instructions:**  
Correspondence should be addressed to:  
**Advertising Services, DAIC**  
**One Maynard Drive, Suite 2104,**  
**Park Ridge, NJ 07656**

## eNewsletters

- Ad sizes: 300 x 250 and 300 x 100
- Static file format: JPG/JPEG and PNG
- Third-party tags
- Animation file format: GIF, maximum file size 40KB
- Animation loop: 3 MAX

**NOTE:** The following are not supported in the newsletters at this time: HTML5 animation ads; expandable, pushdown, scrollable rich media ads.

## Mechanical Data

Home page/run-of-site banner positions receive between 60,000 and 100,000 monthly impressions and are available on a cost-per-thousand (CPM) basis.

(Width x Height)

- **Double Boom Box (300 x 600 pixels)**
- **Leaderboard (728 x 90 pixels and 300 x 100 pixels)**
- **Boom Box (300 x 250 pixels)**
- **Small Boom Box (300 x 100 pixels)**
- Maximum file size: 40KB (rich media is 80KB)
- Accepted formats: GIF, JPG, HTML5 and 3rd party tags
- Animation loops: 3 max, 15 secs, 18 FPS
- Expandable ad units: contact publisher
- Interstitials 550 x 412 pixels & 300 x 250 pixels

## HTML (eBlast, eAlert) Specifications

- Files must be provided as HTML code (PDFs or JPEGs are not acceptable)
- Keep HTML code as clean as possible
- Include plain text versions (for users without HTML support)
- Test your HTML code in multiple e-mail clients and platforms to ensure correct delivery
- Set width in each cell, not the table. Also err toward nesting in tables
- Characters (apostrophes, quotation marks, em/en dashes, etc.) should be coded properly

## DO NOT

- Include complicated CSS
- Code using <div> tags (table layouts only, please)
- Submit MS Word documents saved as HTML files

# THE DAIC TEAM



DAIC's award-winning editorial team delivers industry trends and technology information to the professionals who make purchasing decisions.



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**Christine Book**

Managing Editor

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## AWARDS OF EDITORIAL EXCELLENCE

- Jesse H. Neal Award Winner for Best Technical/Scientific Content
- Jesse H. Neal Award Finalist for Best Industry Coverage
- Jesse H. Neal Award Finalist for Best Range Of Work By A Single Author
- ASBPE National Azbee Award/Honorable Mention for Cross-platform Package of the Year
- ASBPE National Azbee Bronze Award for Online - Social Media Presence
- ASBPE Regional Azbee Silver Award for Online - Social Media Presence
- ASBPE Regional Azbee Silver Award for Online Single Topic Coverage by a Team
- ASBPE Regional Azbee Bronze Award for Online Video News

## Trusted Advisors

### ADVISORY BOARD MEMBERS:

**Michael R. Gold, M.D., Ph.D.**, Director of Cardiology, Associate Dean, Medical University of South Carolina

**S. Chris Malaisrie, M.D.**, Associate Professor of Surgery, Northwestern University, Feinberg School of Medicine

**James Min, M.D.**, Asst. Professor of Radiology, Director of Cardiac Imaging Research, Cedars-Sinai Heart Institute, Los Angeles

**Adhir Shroff, M.D., MPH**, Assistant Professor of Medicine, Director, Cardiac Cath Lab, University of Illinois at Chicago

**Mladen I. Vidovich, M.D., FACC, FSCAI**, Chief of Cardiology, Jesse Brown VA Medical Center, Chicago

**Torsten P. Vahl, M.D.**, Director of Experimental and Translational Research, Assistant Professor of Medicine; Attending Physician, Structural Heart and Valve Center and at the Center for Interventional Vascular Therapy, New York-Presbyterian Hospital/Columbia University Medical Center, New York

**Azeem Latib, M.D.**, Medical Director of Structural Heart Interventions, Montefiore Medical Center, Bronx, N.Y.

Let our team connect you to an engaged audience.



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