DISCOVER THE STRENGTH OF GCUS CONNECT WITH 200,000+ PHYSICIANS & SONOGRAPHERS

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

Advertising Office: 727.363.4500
Creative Director: Tony Reddington  l  tony@gcus.com
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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Leaderboard Ad 1500 x 400 pixels (w x h)</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$600/month</td>
<td></td>
</tr>
<tr>
<td>3 months</td>
<td>$450/month</td>
<td>25%</td>
</tr>
<tr>
<td>6 months</td>
<td>$300/month</td>
<td>50%</td>
</tr>
<tr>
<td>12 months</td>
<td>$150/month</td>
<td>75%</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1000/insertion</td>
<td>$600/insertion</td>
<td>$350/insertion</td>
</tr>
<tr>
<td>2x</td>
<td>$750/insertion</td>
<td>$425/insertion</td>
<td>$265/insertion</td>
</tr>
</tbody>
</table>

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.

2024-2025 CATALOG SCHEDULE:

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER</td>
<td>09/10/2023</td>
<td>09/25/2023</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>09/10/2024</td>
<td>09/25/2024</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>PRINT AD SIZES</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE (Bleed)</td>
<td>8.75&quot;</td>
<td>11.25&quot;</td>
</tr>
<tr>
<td>FULL PAGE (Non-bleed)</td>
<td>7.50&quot;</td>
<td>10.00&quot;</td>
</tr>
<tr>
<td>HALF PAGE (Horizontal)</td>
<td>7.50&quot;</td>
<td>4.90&quot;</td>
</tr>
<tr>
<td>HALF PAGE (Vertical)</td>
<td>3.65&quot;</td>
<td>10.00&quot;</td>
</tr>
<tr>
<td>QUARTER PAGE (Vertical only)</td>
<td>3.65&quot;</td>
<td>4.90&quot;</td>
</tr>
</tbody>
</table>

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

a. Inside Front Cover: 25% $ premium
b. Inside Back Cover: 25% $ premium
c. Right Hand Read: 10% $ 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:
Tony Reddington, Creative Director
Attn: GCUS Website or Catalog
c/o GCUS Incorporated
111 2nd Avenue NE, Suite #800
St. Petersburg, FL 33701
tony@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

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727.363.4500 | www.gcus.com

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