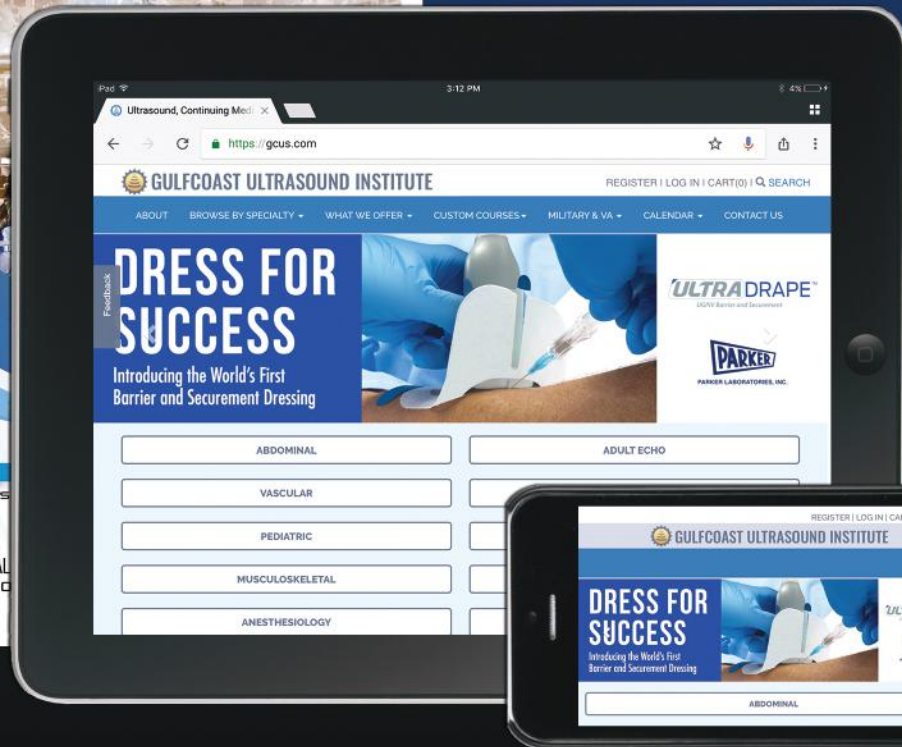


DISCOVER THE STRENGTH OF GCUS

CONNECT WITH 200,000+
PHYSICIANS & SONOGRAPHERS



Advertising Office: 727.363.4500

National Account Manager: Casey Green | casey@gcus.com

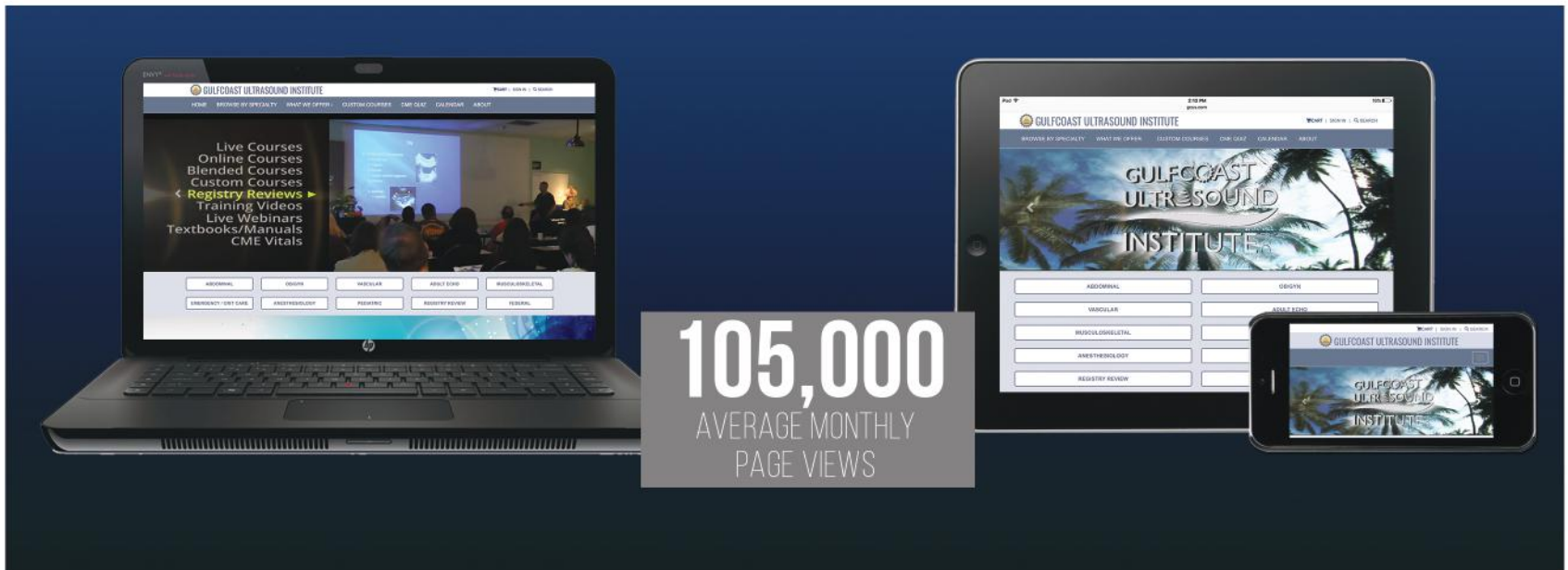
Creative Director: Tony Reddington | tony@gcus.com

**GULF COAST
ULTRASOUND
INSTITUTE**

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

ADVERTISE IN GCUS'S MARKETING OPPORTUNITIES

GCUS.COM
THE OFFICIAL WEBSITE



The ALL NEW, redesigned, mobile friendly GCUS.com is one of the first places that physicians and sonographers go to search for information regarding continuing medical education (CME) in the ultrasound industry. GCUS's 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 105,000 page views each month with an average time on page being over 35 minutes.. When you place your banner ad with gcus.com it will give your company that competitive edge. Up to a total of four banner ads will be featured per month, giving each advertiser a 25% share of their voice.

Frequency	Leaderboard Ad 1500 x 400 pixels (w x h)	ULTRA Ad 500 x 500 pixels (w x h)	Vertical Ad 200 x 800 pixels (w x h)	Savings
1 month	\$1500/month	\$1000/month	\$900/month	----
3 months	\$1125/month	\$750/month	\$675/month	25%
6 months	\$750/month	\$500/month	\$450/month	50%
12 months	\$375/month	\$250/month	\$225/month	75%

NEW! ULTRA ADVERTISEMENT

Get Maximum visibility with our GCUS.com exclusive **ULTRA Advertisement**. Your ad will be placed next to valued content throughout the site.

GUARANTEED VISIBILITY!
Customize to fit any budget.

All ads must be JPG or GIF Format.
Max file size 200K.

WHAT PARTICIPANT'S HAVE TO SAY:

CONTAINS MOST COMPREHENSIVE
COURSES IN THE INDUSTRY.

98%

STRONGLY
AGREE

FROM REGISTRY PREPARATION
TO CME'S THIS IS ALL YOU NEED.

99%

STRONGLY
AGREE

CATALOG EXPOSURE REACHES
BEYOND ITS CIRCULATION

91%

STRONGLY
AGREE

Source: GCUS Catalog Recipient Survey. December 2016

FEATURES:

- CME Ultrasound courses and new product content nationally distributed bi-annual directly to physicians, and sonographers. (80,000+)
- Available in both print and digital format.
- Extra distribution at industry tradeshows, and courses at Gulfcoast Ultrasound.

ADVERTISING RATES:

Frequency	FULL PAGE	HALF PAGE	QUARTER PAGE
1x	\$3300/insertion	\$2500/insertion	\$2100/insertion
2x	\$3150/insertion	\$2350/insertion	\$2050/insertion
3x	\$3000/insertion	\$2200/insertion	\$2000/insertion
4x	\$2850/insertion	\$2050/insertion	\$1950/insertion

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

4 COLOR / BLACK & WHITE: All rates represent 4 color submissions. Black & White artwork receives 10% discount off 4 color rates.

2019 SCHEDULE:

ISSUE DATE	AD CLOSING	MATERIALS DUE
FEBRUARY	1/10/2019	1/25/2019
SEPTEMBER	8/10/2019	8/25/2019

GENERAL INFORMATION:

Distribution: 40,000 copies bi-annually being mailed directly to hospitals, surgery centers, physicians, sonographers, nurses, PA's, and other medical professionals.

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

CIRCULATION:

Total Qualified Circulation: 80,000 Annual

Coverage and Market

Coverage: National

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 Position:

- 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/X-1a preferred, high resolution, (300 dpi) print-ready 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 using the High Resolution Flatteners Presets.

Colors:

- CMYK is the only accepted mode for 4 Color ads. No RGB 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 must be provided with data file to ensure color match on press. 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.

Paper Stock: 80 pound #3 Cover, 60 pound #3 Text.

Type of Binding: Saddle-stitch

Printing Process: Web Offset

Editorial Statement:

The *GCUS Catalog* is the official ultrasound continuing medical education (CME) course and product catalog of the Gulfcoast Ultrasound Institute. More than 100,000 of all active physicians and sonographers either receive or download (gcus.com) the catalog to choose how they would like to obtain their mandatory CME ultrasound credits.

DISCOUNT PROGRAMS AND VALUE-ADDED SERVICES:

Opportunities for Advertisers:

Efficiency Discount Program:

- Buy 2 ad units, receive 10% discount off each insertions
- Buy 4 ad units, receive 20% discount off each insertions
- Buy 6 ad units, receive 30% discount off each insertions

Combination Rates: Advertisers may combine advertising campaigns between both in a digital format (gcus.com) and print advertising in the *GCUS Catalog* to achieve maximum exposure and added (10% total) discount.

GULF COAST ULTRASOUND INSTITUTE CATALOG AND WEBSITE:

Forward all contracts and insertion orders to:

Casey Green, National Account Manager

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

Forward all print and web 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

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