

Marketplace:

An online sponsored content marketing channel to introduce your newest industry innovations to nursing home and assisted living professionals. The Marketplace is located on the homepage of providermagazine.com.

One thumbnail image and an explanation inviting readers to learn more will be seen by viewers of Provider's homepage. Readers then have the option to click to a sub page where they can gather more information about your innovation. You provide the sub-page's content which may include copy, images, graphs, videos, and website links.

The Link: Long Term Care Solutions Delivered to One's Inbox

Delivered to 15,000 inboxes, The Link brought to you by Provider's Marketplace, serves as an email newsletter promoting the content of the Marketplace section.

Specifications

Title: Maximum of 10 words

Abstract: Maximum of 30 words

Expanded Description: Approximately 250 - 500 words in plain text and may include secondary images and outside links.

Image Format: JPEG

Deadline: COB Friday for publishing the following week

Cost Per Listing

\$3,000

Highlights New to Market Products

Introduce your latest solutions right on providermagazine.com with a Marketplace listing. Listings are promoted to approximately 15,000 professionals in a weekly email, The Link.

The screenshot shows the Provider magazine website's Marketplace section. At the top, there are navigation links for HOME, SUBSCRIBE, and ADVERTISE. The main header features the 'Provider' logo and the tagline 'LONG TERM & POST-ACUTE CARE'. Below this, there are category links: CAREGIVING, QUALITY, POLICY, MANAGEMENT, TECHNOLOGY, GUEST COLUMNS, SPECIAL FEATURES, and MARKETPLACE. A banner for 'Reliability... powered by INOVONICS' is displayed. The Marketplace section is a grid of product listings, each with a thumbnail image, a title, a brief description, and a 'READ MORE' link. The listings include: 'RCare Responds to COVID-19 Crisis with Release of Hospital Rapid Deployment Nurse Call Kits', 'Rapid-Visit Just Right for Telemedicine and Virtual Visits in SNFs', 'Urine Collection Device Improves Quality of Care, Reduces Facility Costs', 'Upholstered Seating for the Senior Living Market Makes its Debut in the Glider Seating Category', 'Diaper Sensing Solution Helps Caregivers Attend to Seniors' Needs Quickly', and 'AI-powered Remote Patient Monitoring Detects Activity Patterns'. On the right side, there is a sidebar with a search bar, a featured article titled 'When reliability matters most, trust 20+ years in best selling wireless pendants and infrastructure.', a tweet from @providerlink, and a 'Provider Breaking News' section with a 'CLICK TO SIGN UP' button. At the bottom right, there are social media links for Facebook, Twitter, LinkedIn, and YouTube, along with a '#ProviderChats' hashtag and a 'Provider LED Talks' logo.