



enlightenment for the work comp professional

wcguru.com Online Information

Why advertising on **wcguru.com** makes sense

- Advertise on one of the only workers compensation web sites dedicated to the industry in Indiana and surrounding states
- Target audience: Employers, Safety/Risk Managers, Case Managers, Insurance Providers, Claims, Medical and Legal professionals
- Over 18,000 visitors per month
- Over 36,000 page views per month
- Over 5:45 average time spent of site
- 56% return visitors and 44% new visitors monthly
- Ads - over 62,000 gross impressions per month
- Newsletter sent to over 4,000 Work Comp professionals per week
- Appears in top 10 search engine results for industry key words and phrases

wcguru.com continues to work for you

- We provide additional exposure for your company/ organization by attending the primary workers compensation events in Indiana and surrounding states
- WCGuru.com will be expanding into new states including Illinois and Michigan for even more exposure
- Weekly E-mail marketing to members announcing new offerings on our site, driving users to view your advertising, PR or articles
- Graphic design on your 1st ad is available

Online Media Ad Specifications and Prices

Rotating Skyscraper ad

Size: 300 x 500 (w x h in pixels)

\$2,400 yearly (\$200 per mo)

Hyper-linked to your website

Rotating Large Tile ad

Size: 300 x 250 (w x h in pixels)

\$1,740 yearly (\$145 per mo)

Hyper-linked to your website

Rotating Small Tile Ad

Size: 300 x 125 (w x h in pixels)

\$1,260 yearly (105 per mo)

Hyper-linked to your website

Payment options available with major credit card through PayPal or invoice.

For packages and information email to: jackie@wcguru.com

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Other Advertising Options give you additional exposure on **wcguru.com**

E-Newsletter Advertising - Price \$375 for Banner or \$195 for Tile ad

- Emailed directly to the entire WCGuru database 4 times each month
- Ad with link back directly to your site
- Statistics provided at the end of each month

Guest Guru - Price \$1,200

- Front page announcement introducing your company guru will run for a month
- Eblast announcement will link to your internal information page where your expert posts regarding their specialty and/or knowledge of all things workers' comp
- Free ad placed within your internal page with hyperlink to your company website
- Feature page will be archived page for reference on WCGuru
- Final copy created into newsletter PDF format for posting on your site or printed for marketing material for an additional \$200 (color printing not included, can quote to your needs)

Guru Spotlight - Price \$300

- 200-225 word write up on your services, event, organization or other important happening, posted on WCGuru and linked to e-blast
- Article linked back to your website along with contact information
- Final copy created into PDF format for posting on your site or print for marketing material

Live Webinars - Price \$300 per event

- Present a live webinar for members to log into and spend an hour listening and interacting with your speaker
- Guru will offer CEU's for participants

Guru Specials -Price \$100

- Offer WCGuru members discounts and offers on services
- Included in 2 weekly eblasts

Resource Page - Price \$1,500

- 6 month term
- Build a content page with resources, articles, and information
- Featured monthly in e-newsletter when new items posted

Submit Articles or Whitepapers - Free

- Professional information on latest trends, procedures and research into new aspects of work comp
- All articles or whitepapers will link back to your organization for even more exposure.
- Article must be educational in nature and not an advertisement of your company or services

List and link upcoming events calendar & PR on bulletin board - Free

- List your seminar, open house or other events on our calendar, rotates on front page
- Bulletin board announces new offices, staff and other noteworthy information, featured on front page 1st week
- Both are included in e-blast weekly

Non-for-profit or Associations write-up - Free

- Small write up on group or association on WCGuru
- Logo and information hyperlinked directly to your website

Classifieds - Free

- Post positions
- Highlighted position each week on our front page for ever more exposure
- Included in e-blast weekly

Directory Listing - Free

- List company or individual information
- Includes website and contact email hyperlink in listing
- Up to 50 word descriptions of services provided

Payment options available with major credit card through PayPal or invoice.

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