TARGET.
REACH.
ENGAGE.
I launched EMS1 in 2007 with the mission of helping EMS paramedics, EMTs and medical directors around the country and world connect, share information and better protect our communities. Since, EMS1 has become the clear digital leader and #1 online resource for all levels of EMS, with the broadest reach and the greatest range of marketing solutions for companies.

And we continue to innovate. This year, we’re excited to introduce our new Response Marketing Platform, providing your business with on-time and on-target messaging and first-ever behavioral reporting, as well as our Academy Online Learning Platform for training customers, prospects, dealers and employees.

EMS1 offers unparalleled capabilities for delivering your message to the right audience at the right time and addressing your toughest business challenges. Our industry-leading team of marketing experts stands ready to help you exceed your objectives in 2018.

I look forward to working with you.

Alex Ford
CEO & Founder
EMS1
Praetorian Digital
<table>
<thead>
<tr>
<th>DIGITAL REACH</th>
<th>SOCIAL REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>568,000 monthly unique visitors</td>
<td>433,333 Facebook likes</td>
</tr>
<tr>
<td>197,789 registered members</td>
<td>13,707 LinkedIn group members</td>
</tr>
<tr>
<td>1st in the EMS market*</td>
<td>25,505 Twitter followers</td>
</tr>
</tbody>
</table>

**EMS1.com** is THE top resource for EMS marketers

<table>
<thead>
<tr>
<th>PRODUCT RESEARCH</th>
<th>MARKET IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>73% of readers recommend or purchase for their agency</td>
<td>83% of readers are current EMS</td>
</tr>
<tr>
<td>47% turn to sites like EMS1 first when researching product</td>
<td>78% have more than 10 years of EMS experience</td>
</tr>
<tr>
<td>86% of readers find Product Categories useful for research</td>
<td>7,200 leaders subscribed to Paramedic Chief</td>
</tr>
<tr>
<td>69,500 EMS1 subscribers elect to receive product email alerts</td>
<td>83% say EMS1 has positively impacted their performance</td>
</tr>
</tbody>
</table>

* According to Sept. 2017 Alexa and SimilarWeb data.
As a marketing manager responsible for a large portfolio of products for one of the largest medical manufacturing companies in the world, life can get pretty hectic. Working with Praetorian Digital, and specifically EMS1, has been a wonderful experience and has allowed me the ability to accomplish successful marketing campaigns to a wide and varied audience that I, normally, would not have had the manpower to do. I consider the EMS1 team to be a part of my team and have been extremely impressed with their ability to suggest marketing tactics and to implement and track marketing campaigns.

- Joshua Herrington, Sr. Product Marketing Manager, Medtronic
First-ever behavioral audience reporting for real, measurable ROI

Reaching the EMS market is tough. We make it easier than ever with our new Response Marketing Platform, which gives your company the consistent, targeted and multi-channel presence to drive business.

Response Marketing Platform programs include:
- Outbound Advertising
- Product Categories
- Sponsored Editorial and Custom Content
- Behavioral Targeting and Reporting

The Response Marketing Platform Process

1. **BE RECOGNIZED**
   - Ensure consistent top-of-mind awareness for your brand.

2. **GET FOUND**
   - Get noticed first when your customers begin their search.

3. **CAPTURE & ENGAGE**
   - Engage potential customers and capture leads.

4. **AMPLIFY SUCCESSES**
   - Share the positive impact your brand has made with customers.

First-ever behavioral audience reporting for real, measurable ROI

**Highly Targeted Marketing Intelligence For Your Team**

- **TITLE, POSITION AND ORGANIZATION**
  - Your report also includes extremely useful information about our audience, including their job title, location and what agency they work for.

- **SEGMENT BREAKDOWN**
  - At-a-glance, relevant statistics show you the size of your segment as well as the geographic makeup of your target audience.

- **CUSTOMER INTERESTS**
  - Get a sneak peek into the topics your target segment cares about, the content they engage with, and the issues that matter most to them.

Let’s discuss what we can do for you - contact us at Sales@EMS1.com or (415) 962-5916.
If you’re not thinking about how you train your customers, your partners and your internal teams, you’re missing a big opportunity. The top companies are using online learning to grow their business – and they’re working with Praetorian Digital.

Use Online Learning To:

- Train Your Customers on Your Products
- Train Your Dealers & Distributors
- Train Your Internal Team & Sales Force

3 Ways to Advance Your Business Objectives

**Sponsored Training Courses**
- Fully hosted, unlimited users
- Cost-effective and efficient product training
- Option to accredit for CE requirements
- Lead generation and thought leadership

**Learning Management System (LMS) Lite**
- Your training hosted and delivered on our Academy platform
- Dedicated co-branded learning environment
- Registration and login integration on your site
- Deliver your training to more than 1,500 departments

**White Label Learning Management System (LMS)**
- Enterprise-scale white label training platform
- Custom course builder, user management, reporting
- eCommerce and event management
- Train your customers, dealers and employees and manage accreditation and compliance

Online Learning Success Story

Powered by EMS1 Academy, Bound Tree University offers expert articles, a monthly eNewsletter, product training and free CEs on a variety of EMS topics from the EMS1 Academy to more than 60,000 paramedics and EMTs.

Let's discuss what we can do for you - contact us at Sales@EMS1.com or (415) 962-5916.
We specialize in creating standout custom advertorial and sponsored editorial content and delivering it to the right readers at the right time. Whether you’re a Fortune 500 or a startup, let us be your content marketing team – working to amplify your message and guiding prospects through the purchase journey.

51% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

95% of B2B buyers are willing to consider vendor-related content as trustworthy.

47% of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.

OUR SERVICES

Engaging Custom Content
Features, Quizzes, Case Studies & Other Articles

Education & Thought Leadership
White Papers, eBooks

Visual & Social Content
Infographics, Facebook Boost Marketing

Digital & In-Person Events
Webinars, Roundtables

Microsites & Major Campaign Strategies
Blogs, Landing Pages, Targeted Microsites

Custom Video Production
Product Demos, Training with Product Placement

Let’s discuss what we can do for you - contact us at Sales@EMS1.com or (415) 962-5916.
Our EMS1 team of editors and expert columnists ambitiously covers the broadest array of EMS topics of any EMS media organization. In addition to our regular coverage, we have several major editorial coverage efforts planned for 2018 – many of which offer great content sponsorship opportunities.

**DIGITAL SUPPLEMENTS**

Our award-winning print-style digital editions bring a sharpened focus to a specific topic of importance within the market, combining perspectives from top experts with original feature reporting.

- **Combatting the Opioid Epidemic: Defining EMS Providers’ Role:** February 2018
- **2018 EMS Trend Report: The Forces Shaping the Future of EMS (In partnership with Fitch & Associates):** July 2018
- **In Transit: Maximizing Safety and Efficiency During EMS Patient Transport:** October 2018

**SPECIAL COVERAGE SERIES**

Our special editorial coverage series tackle major EMS topics with expanded reporting and special features, delivered over several weeks via several special report packages.

- **Driving Change by Embracing the Big Data Revolution in EMS:** May 2018
- **National Paramedic Training Week 2018:** September 2018

**MAJOR COVERAGE THEMES**

While we’ll be covering the same broad range of essential EMS topics, we will be targeting a few for expanded focus given their current importance to EMS field personnel, managers and chiefs.

- **Scope of Practice**
- **Communications**
- **Disaster Response**
- **Critical Care**
- **Workforce Development**
- **EMS Advocacy**

**TRADE SHOW & EVENT COVERAGE**

EMS1 will be producing expanded original coverage of the following major industry events in 2018.

- **EMS Today:** February 2018
- **Pinnacle-EMS:** July 2018
- **EMS World Expo:** October 2018

**SPONSORED EBOOKS**

EMS1 has the ability to produce exclusively-sponsored eBooks on a range of editorial topics relevant to sponsors. Featuring recent, high-quality editorial content, these eBooks are a cost-effective way to produce valuable marketing collateral and reach your target audience. Some examples of available eBooks below, or tell us what you’re looking for.

- **Airway Management: It’s More than ‘Dropping a Tube’** (Airway Management)
- **EMS1 Guide to Mastering Patient Assessment** (Patient Assessment)
- **Crashing Kids: The Most Important Resuscitation Interventions for Medics** (Pediatric Assessment and Care)
- **Mini-Guide to Mobile Stroke Units** (Stroke)

Let’s discuss what we can do for you - contact us at Sales@EMS1.com or (415) 962-5916.
Each year, more than $7 billion dollars is available to EMS and pre-hospital care providers, yet many departments are either unaware of or ill-equipped to navigate the process. Having a grant strategy is essential in today’s highly competitive market. With our Grant Assistance Platform we can help your customers get the funding they need to purchase your product.

**PROGRAM INCLUDES:**

- Sponsorship position and grant support within your product category
- 1:1 unlimited, personalized grant consulting from Senior Grant Consultants
- Customized grant research specific to each department’s funding needs
- Reviews of department grant narratives and applications
- Access to Corporate Grantfinder, up to 10 user licenses*
- Ongoing, pre-screened, product eligible Grant Alerts
- Your company logo rotating throughout the site
- Listing of your company’s grant-relevant products
- Exposure within the GrantsHelp Newsletter
- Processing of up to 15 new grant support lead requests per month*
- Monthly tracking reports on leads and status

**GRANT FUNDING SUCCESS RATE:**

Our success rate of getting department’s funding is higher than the national average.

- **40%** Average success rate
- **17%** National Avg success rate

**Rate Card:** $1,500/month

*Additional Grant Lead Support and Corporate GrantFinder access custom pricing available

Let’s discuss what we can do for you - contact us at Sales@EMS1.com or (415) 962-5916.
## Capabilities

### Website Advertising
- **Marketing Platform**
  - Response Marketing Platform
  - Response Marketing Platform Plus

### Email Advertising
- **Exclusive Mailings**
  - Exclusive General eBlasts
  - Exclusive Targeted eBlasts
  - Exclusive Targeted Specialty eBlasts

### Custom Content & Video Capabilities
- **Featured Custom Article**
- **Featured Custom Article Series**
- **Premium Content Blast**
- **Premium Content Supplement**
- **Infographic**
- **Market Research Survey**
- **eBook or Whitepaper**
- **Custom Innovation Zone Video**
- **Custom Video Production**

### Display Advertising
- **Premium Display**
  - Interstitial 640x480
  - Top Site Leaderboard
  - Homepage Siteskin

### Academy Sponsorships
- **Course Sponsorship**
  - Preexisting Course (PPT and speaker notes)
  - New Course Creation (Research Only)
  - New Course Creation (w/SME)

### Grant Assistance
- **Grant Support Platform**
- **SMB Grant Support Platform**
- **Additional Assistance Category**
- **GrantFinder Platform Access**

### Social Media
- **Facebook QuickStart**
- **Sponsored Facebook Post**
- **Facebook/Instagram Promotional Bundle**
- **Social Media Fan Blast**
- **Custom Facebook Content**

### Website Advertising
- **Homepage Targeted**
  - Homepage 160x600/300x600
  - Homepage 728x90
  - Homepage 300x250

### Academy Sponsorships
- **Run of Site (ROS)**
  - ROS 160x600/300x600
  - ROS 728x90
  - ROS 300x250

### Editorial / Product Interest / Tradeshows eNL
- **Member eNewsletter**
- **Pre-Show Bulletin**
- **Product Bulletin**
- **Specialty eNewsletters:** Leadership, Career, Grants Available

### Custom Targeting
- **Targeted Category 160x600/300x600**
- **Targeted Category 728x90**
- **Targeted Category 300x250**
- **Regional Targeted (all sizes)**

### Mobile
- **Custom Targeting**
  - Targeted Category 160x600/300x600
  - Targeted Category 728x90
  - Targeted Category 300x250
  - Regional Targeted (all sizes)

### Social Media
- **Custom Facebook Content**
- **Audience Extension**

### Display Advertising
- **Custom Targeting**
  - Targeted Category 160x600/300x600
  - Targeted Category 728x90
  - Targeted Category 300x250

### On-Site Advertising
- **Site-wide All Points Bulletin**
- **Homepage ‘What’s Hot’**
- **Deals Rotation**
- **Directory Listing**

### Mobile
- **Mobile Site Banner (not in app)**
- **Mobile App Sponsorship**

### Marketing services and web design offered through a partnership with First Arriving

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Let’s discuss what we can do for you - contact us at Sales@EMS1.com or (415) 962-5916.
Praetorian Digital’s properties...

...combine to reach more than 5 Million public safety and local government officials each month.

CONTACT US FOR MORE INFORMATION ON REACHING THE EMS MARKET.

VISIT: www.EMS1.com/advertise
EMAIL: sales@EMS1.com
CALL: 415-962-5916

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www.PraetorianDigital.com