



THE PAIN
MANAGEMENT
NETWORK

2021

Partnership
Packages



5,500+
PHYSICIAN MEMBERS



130+
COUNTRIES



3.5M+
VIDEO VIEWS

PainCast is where physicians come to network, collaborate, further their education, and share their unique perspectives on pain management.

We work with physicians, innovators, device manufacturers and distributors, and international organizations to create high quality, educational content. Our team offers video production, targeted advertising, graphic and web design, technical writing, brand development, and everything else your company needs for a successful marketing campaign.

Digital Advertising

\$1,500*

The Digital Advertising package is the most affordable way to introduce your company to PainCast's audience of physicians. Our in-house designers will work with you to create ads that reflect your brand and align with any current marketing campaigns. Once you have approved the creative, your ads will run across the PainCast site for three months.

Includes

Marketing

- 2 Ad Designs - *Small Ad, Medium Ad*
- 1 Small Ad - 3 Months
- 1 Medium Ad - 3 Months

Additional Offerings

- Digital Ad Designs
- Pre-roll Video Ads
- Social Media Promotion

*Custom pricing available

Case Studies: ASIPP, PSI

15,000+ Impressions
*3 Month Average

If you're an educational organization or a device company, this is the perfect way to partner with PainCast. Our members come to the site looking for informative content, and this package ensures your company will be fresh on their minds.

ASIPP (American Society of Interventional Pain Physicians)

SMALL ADS

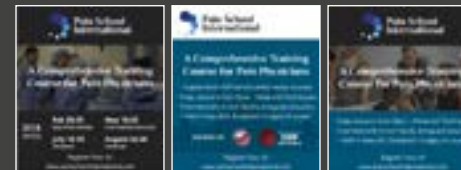


MEDIUM ADS



PSI (Pain School International)

SMALL ADS



MEDIUM ADS



Integrated Marketing

\$6,400*

Whether launching a new product or generating excitement of an existing product, the Integrated Marketing package is the perfect fit. Our in-house design team will work with you to create advertisements along with compelling videos that will integrate a common message and theme. Reach your target physician audience and create excitement for your product.

Includes

Production/Editing

- 1/4 Day Filming - 2 Videographers
- 2 Marketing Videos - 60 Seconds
- 1 Pre-roll Video - 15 Seconds
- High Quality Video Hosting

Marketing

- 1 Pre-roll Ad - 1 Month
- 3 Ad Designs - Small Ad, Tall Ad, Wide Ad
- 1 Tall Ad - 3 Months
- 1 Small Ad - 3 Months
- 1 Wide Ad - 3 Months

*Travel expenses not included

*Custom pricing available

Additional Offerings

- Social Media Promotion
- Email Marketing

Case Study: Epimed

200,000+ Impressions
3,900+ Interactions

*May - Dec 2017

Epimed has chosen this package for a number of product-specific campaigns. By utilizing our Integrated Marketing package, Epimed hit the market with creative campaigns that are as high quality as their products.

MARKETING VIDEO



MARKETING VIDEO



PRE-ROLL AD



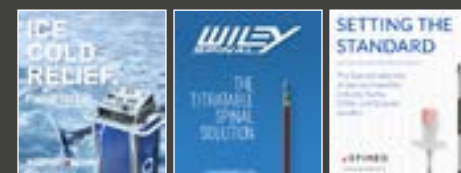
WIDE ADS



TALL ADS



SMALL ADS



Product Showcase

\$15,300*

The Product Showcase is a multi-faceted marketing campaign package that is sure to accelerate the launch of your products to a global physician audience. This complete package integrates advertisements, email marketing, and multiple video styles, including: product, instructional, and testimonial. We can provide campaign analytics, so you're able to measure the impact of your marketing. Generate awareness, build credibility, and get your products noticed with this integrated marketing campaign package.

Includes

Production/Editing

- 1 Day Filming - 2 Videographers
- 1 Marketing Video - 5-10 Minute Length
- 1 Marketing Video - 60 Seconds
- 1 Pre-roll Video - 15 Seconds
- High Quality Video Hosting

Marketing

- 1 Pre-roll Ad - 1 Month
- 1 Hero Image - 1 Month
- 2 Ad Designs - Small Ad, Tall Ad
- 1 Tall Ad - 3 Months
- 1 Small Ad - 3 Months
- 1 Social Promotion

*Travel expenses not included

*Custom pricing available

Additional Offerings

- Campaign Analytics
- Email Marketing

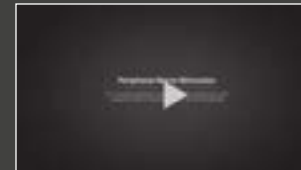
Case Study: Bioness StimRouter

302,000+ Impressions
3,000+ Interactions

*Jan - Apr 2018

Bioness was launching their newest product, the StimRouter, and they needed a way to not only pique physicians' interest, but to educate them on the how and why. We're happy to report that thousands of pain physicians tuned in for that exact reason.

MARKETING VIDEO



1MINUTE EDIT



PRE-ROLL AD



HOMEPAGE HERO IMAGE



SOCIAL MEDIA



WEB ADS



Event Coverage

\$10,000 - \$25,900*

Capture and share the excitement and knowledge as physicians around the globe convene for education, social networking, and fun. Document ground breaking research, capture key-note presentations, and interview attendees about their thoughts. These experiences can only be captured in the moment, and will provide you with valuable content for your marketing campaigns throughout the year helping to promote your organization, share the latest research with your members and customers, and promote future events.

Includes

Production/Editing

- 3 Days Filming - 2 Videographers
- 1 Marketing Video - 5 Minute Length
- High Quality Video Hosting

Marketing

- 1 Pre-roll Ad - 15 Seconds
- 1 Hero Image - 1 Month
- 2 Ad Designs - Small Ad, Tall Ad
- 1 Tall Ad - 3 Months
- 1 Small Ad - 3 Months
- 1 Email Design
- 1 Email Promotion
- 1 Social Promotion
- Partnership links throughout the site

*Travel expenses not included

Additional Offerings

- Lecture, Interview, Workshop Videos
- Social Media Video Creation
- Live Streaming

Case Study: WIP Dublin

900,000+ Impressions
56,000+ Interactions

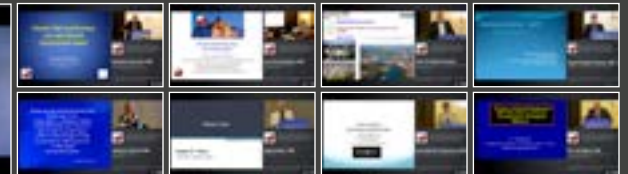
*Jun 2017 - May 2018

The World Institute of Pain partnered with us to document and promote their 9th World Congress in Dublin, and to encourage physicians to take the FIPP exam.

MARKETING VIDEO



LECTURE SERIES



HOMEPAGE HERO IMAGE



SOCIAL MEDIA



WEB ADS



Pricing List

Production

| | |
|-------------------------|----------|
| Video Equipment (1 day) | \$275.00 |
| Audio Equipment (1 day) | \$120.00 |
| Camerman (1 day) | \$465.00 |
| Data Storage | \$85.00 |
| Transport (1 day) | \$150.00 |

Creative/Design

| | |
|----------------|------------------|
| Online Hosting | \$50.00 |
| Analytics | \$250.00 |
| Ad Creation | \$300.00 |
| Pre-Roll Ad | \$300.00 |
| Email Ad | \$300.00 |
| Logo Animation | \$200-\$2,000.00 |

Editing

| | | |
|-----------|----------------|------------|
| MARKETING | < 1 Minute | \$540.00 |
| | 1 - 5 Minutes | \$3,600.00 |
| | 5 - 10 Minutes | \$6,200.00 |
| | > 10 Minutes | Custom |

| | | |
|----------|------------|------------|
| LECTURES | 20 Minutes | \$1,080.00 |
| | 45 Minutes | \$2,160.00 |
| | 60 Minutes | \$2,740.00 |
| | + 1 Minute | \$50.00 |

| | | |
|-----------|------------------|------------|
| PROCEDURE | < 5 Minutes | \$3,600.00 |
| | 5 - 20 Minutes | \$6,000.00 |
| | 20 - 60 Minutes | \$8,000.00 |
| | 60 - 120 Minutes | Custom |
| | + 1 Minute | \$100.00 |

| | | |
|------------|------------------|--------------|
| ADDITIONAL | X-Ray | \$20.00/ea |
| | Live Fluoroscopy | \$20.00/sec |
| | Graphic | \$45.00/ea |
| | Added Footage | \$20.00/sec |
| | 4k Export | +10% Editing |

Promotional Marketing

| | |
|-------------------------------|------------|
| Featured vid (Hero Image 1mo) | \$2,500.00 |
| Pre-Roll (3mo) | \$1,800.00 |
| Tall Ad Run-Of-Site (3mo) | \$900.00 |
| Small Ad Run-Of-Site (3mo) | \$700.00 |
| Wide Ad Run-Of-Site (3mo) | \$1,100.00 |
| Social Media | \$250.00 |
| E-mail Ad | \$400.00 |
| Link to site | \$200.00 |
| Booth Pamphlet | Custom |

Member Map



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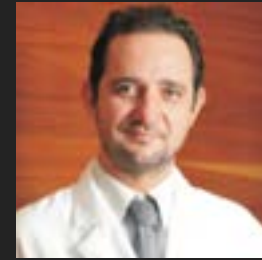
PainCast

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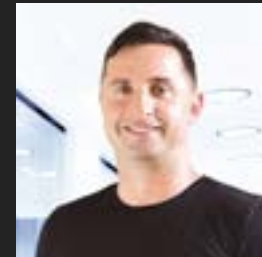
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