

An Established Company...with a Fresh Approach  
to Online Continuing Education

# 2014 Media Kit

**Get started today.**

Learn more at [www.pedagogyeducation.com](http://www.pedagogyeducation.com)



Turning today's healthcare professionals into tomorrow's leaders through education, Pedagogy is committed to the highest levels of training needed in today's healthcare industry.

**Pedagogy (ped-uh-goh-jee)** is more than just a classroom, it is an online education experience!

**Pedagogy** has created industry focused web sites, Virtual Campuses. Each Campus provides social media platforms (Facebook, Pinterest, Twitter, LinkedIn, Google+) to engage our users.

Each Campus is focused on specialized areas in the healthcare industry: Infusion, Acute Care, Long Term Care and Home Health, Inservice and Compliance, and Healthcare Facility Administrators.

In addition to providing best in class accredited education on each campus, **Pedagogy** completes the education experience with detailed health care resources for each focus area, career placement services, as well as News and Blog articles written by our industry leading Staff and Authors.

**Pedagogy** is committed to helping keep healthcare professionals ahead of the ever changing demands of the healthcare industry.

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*"It's like I had my own mentor sitting next to me. This course was brilliant. I found it extremely informative especially the videos and additional evidenced based learning..."*

- K.R. RN  
Buckinghamshire, UK

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### Why Pedagogy Authors?

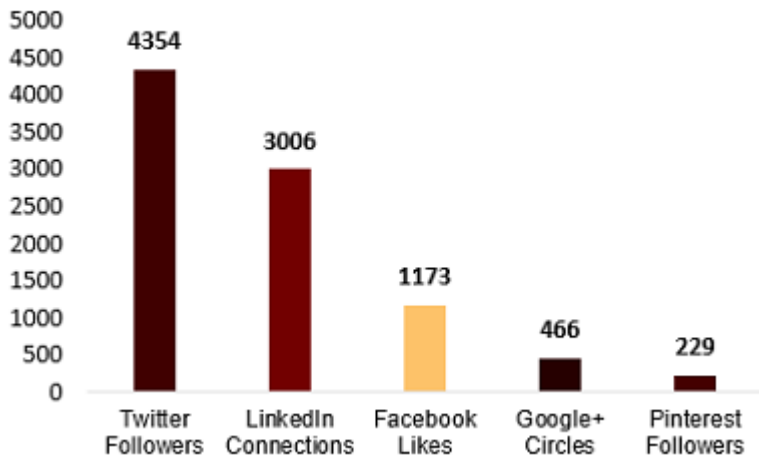
- Experienced Industry Leading Experts
- Vast Range of Specialties
- Committed to Providing Current Best Practices

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### Social Media Followers



## Driving Results Through Direct Business to Business Sales

**Pedagogy** has an average of 70,000 page views a month, and an average of 31,000 new visitors. We have built our presence using quality Social Media connections, as well as our direct Business to Business sales.

For the facilities we provide education for, we are their one stop shop for all of their education needs, from printable resources for their staff to skill competency checklists to ensure compliance with the strictest state standards.

When it comes to online education resources, our client base is continually expanding, and **Pedagogy** is providing industry leading education and resources to over thousands of facilities today, growing daily.

## The Reach of Pedagogy News

With our ever expanding audience base, being able to target a broad range of followers is our goal. **Pedagogy** publishes original blog posts, guest author blog posts, and news stories on a regular basis.

In addition to our broad range of news and blog articles, we also send out Monthly Newsletters to over 6,000 subscribers. Our newsletters feature Campus specific News and Blog Features, as well as Featured Authors and Content, **including our Sponsor's content.**

## Pedagogy's Audience

With over 9000 Social Media followers, **Pedagogy** is sharing Healthcare News, Blogs, and Newsletter Stories with our ever growing number of users on a daily basis.

Our target audience is ever expanding including: Registered Nurses, Medical Assistant Staff, Certified Nursing Assistants, Healthcare Facility Staff, Long Term Care Staff, Home Healthcare Staff, Healthcare Administrators, Pharmaceutical Distributors, and many others.

# Pedagogy converts its over 9,000 Social Media Followers into an average of 70,000 page views a month

*"I love your posts and your website is always very helpful with many 'jewels'. Thank you for all your wisdom!"*

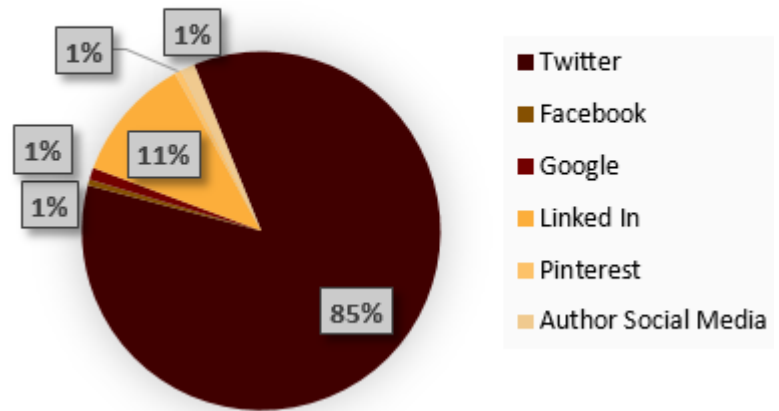
- LinkedIn Follower

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Pedagogy Campus News Home Pages drive thousands of page views each month, routing users to unique News, Blog & Newsletter Content.

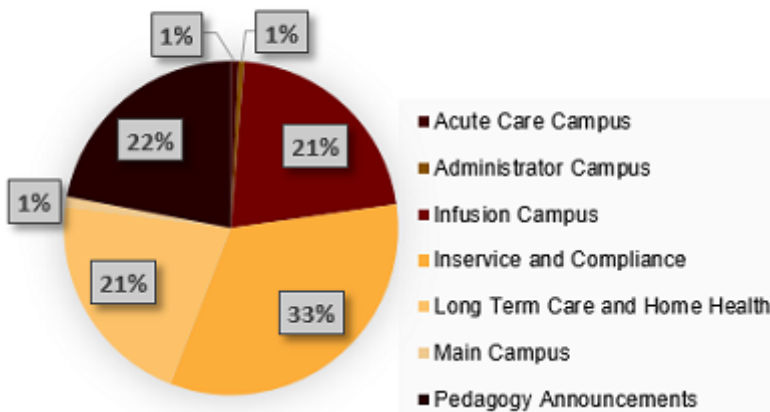
Page Views from Social Media Posts  
Monthly Average- 28044



## Online Followers Translate to Page Views

Pedagogy provides hundreds of healthcare related blog and news articles. With our unique Virtual Campus design, we are able to provide focused, relevant news for each of our Campus focus areas, ensuring the optimum target audience for each piece of news.

Monthly Newsletter Subscribers  
Total Subscribers - Over 6,000



## Measurable Results

Our industry leading development team allows for detailed tracking of all page views and visitor interactions.

Pedagogy is able to identify the best placement of advertisements based on where user traffic is highest on our pages.

Have positions to fill?  
Advertise unlimited Job Postings with Pedagogy for as little as **\$9.95** a month!

Get started today.

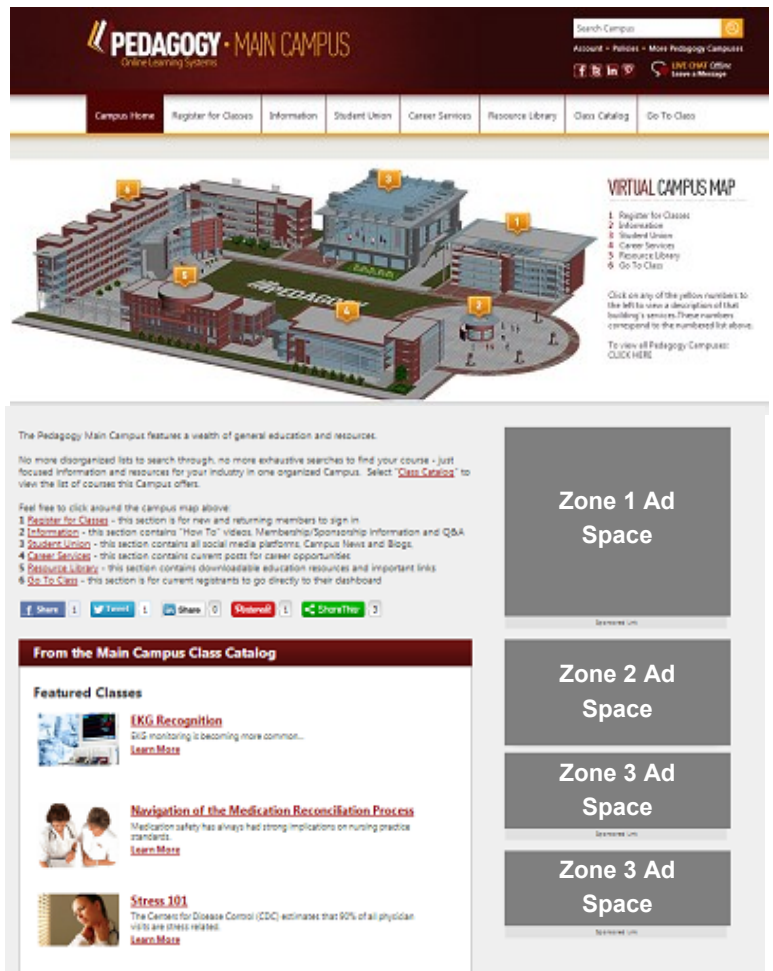
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# Campus Advertising Locations

Purchasing advertising space with Pedagogy can put your business in front of the eyes of our users, thousands of visitors and healthcare facilities.

Our Advertising Zones rotate through all of our available advertisements on a repeating basis - providing continuous customer engagement.

Advertising space can be purchased on a monthly, quarterly, or annual basis, depending on your business needs.



Single Advertising Purchase	Monthly	Quarterly	Annual
Zone 1 Ad	\$29.95	\$84.85	\$323.46
Zone 2 Ad	\$19.95	\$54.85	\$215.46
Zone 3 Ad	\$19.95	\$54.85	\$215.46
All 3 Ad Zones	\$59.95	\$174.85	\$647.46

## Newsletter Ad Space

Advertise your business in our Monthly Campus Newsletters. We have Zone 1 and 2 Ad space in all six of our Campus Newsletters - a cost effective way to target a specific audience.

Choose from our Acute Care, Administrator, Infusion, Inservice and Compliance, or Long Term Care and Home Health audiences.

Looking for a broader audience pool? Advertise in our Main Campus Newsletter.

Use our sponsored article space to tell more of your story to our Newsletter Subscribers.

### Newsletter Ad

Zone	Monthly
Zone 1	\$49.95
Zone 2	\$29.95
Sponsored Article	\$300.00



## Sponsored Article Space

[To read the full article. Click Here](#)

### Campus News

#### Alzheimers Association Statement on Screening for Cognitive Impairments

It is estimated that as many as 50 percent of people with Alzheimer's disease or another form of dementia do not receive a formal diagnosis.

In addition, when a diagnosis is received, it is often after the dementia has progressed significantly.

The Alzheimer's Association supports efforts that increase early detection and diagnosis of Alzheimer's by trained professionals in a medical setting — such as through the Medicare Annual Wellness Visit.

[To read the full article. Click Here](#)

Zone 1 Ad Space

Sponsored Link

Zone 2 Ad Space

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## Sponsorship Options

Interested in a long term advertising option? Pedagogy offers two different sponsorship packages. Sponsorship includes exposure on our website, in our newsletters and allows you to build your business upon the foundation of our audience.

**Pedagogy** is pleased to offer sponsorship packages that include:

- Full sets of Zone 1, 2, and 3 **ad space** on all of our campus pages and placement options for our Newsletters
- Company description paragraph and a Zone 1 ad on our **Sponsor page**
- **Free Job Postings** on our Career Services page for the duration of your sponsorship

*“Very informative!*

*Having been a nurse for over 10 years now, this still taught me something new! It was a joy to learn this way!”*

*- A.C. LVN  
Humble, TX*

### Sponsorship

Options	Quarterly	Annual	Includes
<b>Partial</b>	<b>\$250.00</b>	<b>\$1,000.00</b>	<b>2 Sets of Ads, and 1 Newsletter Zone 2 Ad</b>
<b>Full</b>	<b>\$500.00</b>	<b>\$2,000.00</b>	<b>3 Sets of Ads, and Newsletter Ads (Zone 1 and 2)</b>

**Ready to get started? Contact us today!**

**Email - [sales@pedagogy-inc.com](mailto:sales@pedagogy-inc.com)**

**Phone - 903.871.2150**

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