Market Penetration

Our media reaches twice as many insurance, legal services, employers and medical professionals as our online competitors.

User Statistics

- **58,000 registered users**
  Our audience is a defined target, not mindless search engines.

- **22,000 registered daily newsletter subscribers**
  Nearly double the closest competitor in subscribers.

- **LESS than 4% bounce rate**

- **Top User Categories (Based on self-registration data)**
  - Insurance: 15,930
  - Legal: 17,640
  - Medical: 7,150
  - Employers: 6,110
  - Injured Workers: 2,924
  - Vendor: 2,727
  - Other: 5,510
  (Based on self-registration data)

- **Nearly 6 million page views annually**
  (Excludes the daily newsletters)

- **31% new visitors each month**

- **User engagement average: 7 minutes**

Online Advertising

Display advertising on WorkCompCentral media is dynamic and measurable. It is priced based on ad size and location.

Display ads (web-ready images) are measured two-dimensionally (height and width) in pixels. The file size of the web-ready ad image is measured in kilobytes.

Every advertiser on WorkCompCentral must have a website or a landing page for their ad campaign. The objective of online advertising is to generate click-throughs to the advertiser web home page or a target URL (landing page).

Contact

Christina Childers
Director of Branding & Advertising
(818) 687-1665
christina@workcompcentral.com

Introducing Video Advertising

At the beginning of each month, our advertising clients may request a monthly ad traffic report, detailing the number of ad impressions (views) and click-throughs their ads received from the previous month.

Advertising on WorkCompCentral is a proven marketing tool for creating brand awareness, generating sales leads, introducing a product or service, launching a company, expanding, re-branding, differentiating one’s products or services from the competition, sponsoring or exhibiting at trade events and maintaining a presence in the marketplace.

Ask about our seasonal promotions!
Advertising Pricing

All advertising is sold on a monthly basis only, and priced based upon a minimum three month campaign. A 10% discount is available on annual one-year agreements.

e-Newsletter Banner Ads

Small Banner Ad 185 x 200 p = $125 per day
Large Banner Ad 580 x 180 p = $200 per day
Weekend Review 150 x 600 p = $150 per day (Saturdays)

Website Banner Ads

Small Box Ad 180 x 150 p = $1400 per month
Large Box Ad 300 x 250 p = $1800 per month
Horizontal Ad 800 x 100 p = $2000 per month
Splash Ad 650 x 500 p = $300 per month
(Splash Ad may not be purchased separately)

Mechanical Specifications

- All website & newsletter banner ads may be submitted in jpeg or gif format only (no SWF files accepted).
- All ads may be animated EXCEPT for the splash banner ad. The splash ad must be static.
- ALL banner ads must be created EXACT to the pixel, and must NOT exceed 60kb in size.

Job Ads

<table>
<thead>
<tr>
<th></th>
<th>Press Releases</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Week</td>
<td>One Week</td>
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<tr>
<td>Two Weeks</td>
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<td>Four Weeks</td>
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$3000 to partner with WCC for a Webinar, $1000 to sponsor on a live seminar. Call for details.

Education Events

Comp Laude® Awards & Gala

Call with questions or follow the link below for details on how you can attend, sponsor or exhibit at WorkCompCentral’s Annual Comp Laude® Awards & Gala. https://www.workcompcentral.com/gala/sponsors

Contact

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For additional information about our branding & advertising services, or to see what some of our clients have to say, please visit: https://www.workcompcentral.com/advertising

Ask about our seasonal promotions!