

MEDTECH BOSTON MARKETING PACKAGES

[MedTech Boston](#) is the premier online publication and events company for digital health and medtech innovation. We have a social media reach of over 175,000 followers and influencers that include startups, clinicians, investors, engineers, leaders, and technology and healthcare organizations. We have an e-mail list of over 14,000 opt-in subscribers, a monthly readership of 20,000+, and deep engagement across 8 handles on Facebook, LinkedIn, and Twitter that regularly receive likes and shares.

Below are our offerings that will enable your company or organization to deliver your message to the right audience.

SPONSORED STORY ON MEDTECH BOSTON

- We will write or you can provide up to 1,000 words of detailed copy about your event, company or product
- Your story will headline the MedTech Boston website for one week
- Your story will headline the direct email newsletter to over 14,000 opt-in subscribers
- You have full editorial review before the story is published
- We suggest you bundle this with a light, standard or gold social media packages for maximum impact and reach

DEDICATED EMAIL BLAST

- Cut through the noise by choosing a dedicated email blast to our list of 14,000+ opt-in subscribers
- This gets your tailored message with visuals and links directly to your audience
- You will need to provide your own email design. We have a designer available if needed.

OVERVIEW OF SOCIAL MEDIA PACKAGES

MEDTECH BOSTON SOCIAL MEDIA PACKAGES	Twitter	Facebook	LinkedIn	Medstro	Newsletter Content Block	MedTech Boston Calendar of Events	Banner Ad at top of MedTech Boston website	Dedicated Email Blast	Story on MedTech Boston
LIGHT SOCIAL MEDIA PACKAGE: \$300	2	1	1			1			
STANDARD SOCIAL MEDIA PACKAGE: \$500	2	1	1	1	1	1			
GOLD SOCIAL MEDIA PACKAGE: \$1,000	4	2	2	1	1	1	1 week		
PREMIUM SOCIAL MEDIA PACKAGE: \$2,000 (BEST DEAL)	4	2	2	1	1	1	2 weeks	1	
DELUXE SOCIAL MEDIA PACKAGE: \$2,5000	4	2	2	1	1	1	2 weeks	1	1

LIGHT SOCIAL MEDIA PACKAGE

- 2 Tweets
- 1 Facebook post
- 1 LinkedIn post
- For events, inclusion in MedTech Boston calendar of events (upcoming events appear in weekly MedTech Minute newsletter that goes out to 12,000+ opt-in subscribers)

STANDARD SOCIAL MEDIA PACKAGE

- 2 Tweets
- 1 Facebook post
- 1 LinkedIn post
- 1 Medstro post (135,000 registered users, predominantly physicians)
- 1 content block in the MedTech Minute newsletter with small image, link and two sentences (sent to 14,000+ opt-in subscribers)
- For events, inclusion in MedTech Boston calendar of events

GOLD SOCIAL MEDIA PACKAGE

- 4 Tweets
- 2 Facebook posts
- 2 LinkedIn posts
- 1 Medstro post (135,000 registered users, predominantly physicians)
- 1 content block in the MedTech Minute newsletter with small image, link and two sentences of text (sent to 14,000+ opt-in subscribers)
- Banner ad displayed at the top of the site for one week
- For events, inclusion in MedTech Boston calendar of events

PREMIUM SOCIAL MEDIA PACKAGE

- Gold social media package, plus
- Dedicated email blast (14,000+ opt-in subscribers with only your message)
- Extended banner ad (one additional week)

DELUXE SOCIAL MEDIA PACKAGE

- Premium social media package, plus
- Post on medtechboston.com. (additional 20K+ reach)

DEDICATED EVENT COVERAGE - SOCIAL MEDIA SPECIALIST PACKAGES

Onsite Event Social Media Specialist

- Dramatically increase the engagement in your event by trending on Twitter, sharing on Facebook, and posts on LinkedIn.
- Let Medstro and MedTech Boston leverage our 8 social media handles to augment your event—be the envy of the internet!
- An onsite social media specialist will compose 10-20 Facebook/Twitter posts per day of the event with pictures of key speakers/panels (with relevant tags and hashtags)
- Our specialist will also retweet and like to drive community engagement

Offsite Event Social Media Specialist

- An offsite social media specialist will compose 10-20 Facebook/Twitter posts per day of key ideas and topics from your event based on your website information and other social media posts
- Our specialist will also retweet and like to drive community engagement



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