



## Workers Comp Solutions

[Advertise on LowerWC.com](http://LowerWC.com)

### UNIQUE SELLING PROPOSTION:

We are the **#1 media for targeting employers** seeking to reduce their workers comp costs. No other website, magazine, radio, or television station generates the amount of traffic and laser focus on this very targeted audience.

### TRAFFIC STATISTICS:

- Page Views:
  - 2.4 Million Annual
  - 200,000 Monthly
  - 40,000 Weekly
- Site Visitors
  - 960,000 Annual
  - 80,000 Monthly
  - 18,500 Weekly

### NATIONAL BANNER SPECIFICATIONS AND PRICING

	Dimensions	Month
Leaderboard	728 x 90	4,000
Right Column	300 x 250	1,500
Left Column	300 x 250	1,000
Directory	Text	100

### LOCAL BANNER SPECIFICATIONS AND PRICING

	1st Premium State*	Each Additional	1st Other State	Each Additional
Leaderboard	1,000	450	300	150
Right Column	250	100	100	50
Left Column	200	75	75	35

\*Premium States: CA, NY, TX, WA, FL, PN, OH





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[Advertise on LowerWC.com](#)

### SPONSORED CONTENT

- Page Sponsor: Sponsor an entire page of our site dedicated to your product or service with content developed by LowerWC.com editors
  - Live Key Word text links
  - Your Blog and/or Facebook, Twitter feed
  - Leaderboard Ad on Page
- Sponsored Blog Posting: Gain Credibility and exposure by developing your own content, or have LowerWC.com editors develop it for you.
  - Company Spotlight in Blog Text Ad
  - Article Spotlight in Weekly Newsletter
  - Leaderboard Ad on Page

	Monthly
Page Sponsor	1,000
Blog Postings (2 / month)	500

### NEWSLETTER ADVERTISING

Our Newsletter is the must-read source for workers compensation cost containment strategies. It reaches a targeted audience of CEOs, CFOs, managers and owners of companies.

Newsletter sent weekly to 2,500 Current Subscribers.

	Dimensions	Monthly
Leaderboard	728 x 90	500
Right Column	300 x 250	250





## Workers Comp Solutions

### Third Party Newsletter Options

#### UNIQUE SELLING PROPOSITION:

We are widely recognized as the authority on workers comp cost containment strategies. For your clients/employees/prospect concerned with this topic, our newsletters deliver content to that is of a quality unmatched anywhere.

#### BRANDED NEWSLETTER CREATED AND SENT ON YOUR BEHALF



Client Branded



Amaxx Site



Client Microsite

	Set-up	Weekly	Monthly	Bi-Monthly	Quarterly
Standard Newsletter Linked to Amaxx Site	1,000	150	450	700	900
Standard Newsletter Linked to Client Microsite	1,250	200	550	850	1,100
Customized Newsletter Linked to Client Microsite	1,500	300	950	1,150	1,450
Direct Mail	Pricing Options Available Upon Request				

\*All prices include Amaxx to send, maintain email database, add & remove subscribers, and send statistic reports. Reduced pricing available for client to manage these tasks.

#### WORKERS COMPENSATION ARTICLE LIBRARY

Republish over 2000 articles in our comprehensive library

\$80/ article





## Workers Comp Solutions

### Value-Add Tools

#### PRIVATE LABELED WEBSITES

From Work Comp Basics to complex solutions that include sophisticated tools for managing and improving workers compensation insurance costs, this site uniquely engages an active audience looking for immediate solutions.

Private Label Websites are for businesses that wish to enhance their presence to their clients. Give your clients access to:

- Cost Containment Articles & Content
- 50 State US Workers Comp Laws
- 50 State US Drug Laws
- Transitional Duty Cost Calculator
- Sales to Pay for Accidents Calculator
- Cutting Edge Cost Containment Techniques

Monthly

Private Labeled Website	1,900
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#### GHOST WRITING

We ghost write articles for workers compensation executives about their companies for both internal and external publication. This is a confidential service for busy executives who want to increase visibility and improve corporate communications.

We conduct research and gather information by touring facilities, conducting interviews, or by submitting a series of written questions to be answered by key personnel, which our team of expert workers comp ghost writers then prepare into custom articles that effectively reach your targeted audiences.

Per Article

Ghost Writen Article	Approx 200 - 400
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#### PUBLIC RELATIONS - PRESS RELEASES

Our focused public relations services boost your company's visibility and credibility in your target markets, whether you're looking for an ongoing PR campaign or just a single press release. The result: the prominence and market recognition your organization needs - not just in the short run, but year after year.

We use a full range of tools and tactics, including personal contact with the news media, press releases, newswire distribution, story ideas, bylined articles, media research, editorial calendars, ProfNet, and more.

Press Release	150 / article
Ongoing PR Campaign	Please Call

