



CPDmatch

Advertising on CPDmatch

CPDmatch is a website and app which helps global healthcare professionals (HCPs) find the education they need.

Every month, CPDmatch is accessed by thousands of HCPs who are seeking education and training. CPDmatch matches their individual interests with relevant content from hundreds of education and training providers.

Ad files

CPDmatch offers advertisers the opportunity to reach these HCPs by placing ads within the search results page. Ads take the same format as the education files; our UX testing has shown that this format results in optimum engagement.



Pricing

An ad file is available for a fixed fee of **£250/calendar month** for a minimum duration of 1 month (inclusive of VAT).

Specification

- Accepted files - JPEG or PNG.
- Dimensions - 816 x 1026 pixels (portrait orientation).
- Videos (MP4) can be accommodated. GIFs will be converted to MP4. Videos which do not match the dimensions may be set on a static background; colours will match theme of ad.
- Supply destination URL for a single click-through.

Other information

- Ads can be cancelled at any time after the initial 1 month period.
- Changes to existing uploaded artwork within the same MPU space will incur a £50 administrative fee.
- Ads are visible to all HCPs, employers and academic institutions, making CPDmatch a unique way to simultaneously reach both buyers and users of healthcare products.

Landing pages

To optimise the SEO performance of CPDmatch, the content on the site is organised into subjects of interest, some of which warrant their own specific landing page. These are designed to be the entry point for HCPs searching for CPD in their respective area and so will be the first page seen by all interested users.

Advertisers have the opportunity to associate their company, services or product with their chosen therapy area by sponsoring these landing pages. Only one sponsor is permitted per page. CPDmatch reserves the right to approve and edit the copy provided which should be non-promotional in nature, guidance is available on request.

Pricing

Landing pages are available for sponsorship for a fixed fee of **£500/calendar month** (inclusive of VAT) for a minimum period of 3 months.

Landing page information required (see example below)

For the **title section**, please provide:

- The main subject of interest from our category list - <https://cpdmatch.co.uk/courses>.
- Copy related to the subject - URLs can be included.
- Hi res picture for your organisation, service or product.
- URL for the button to a website/page of your choice.

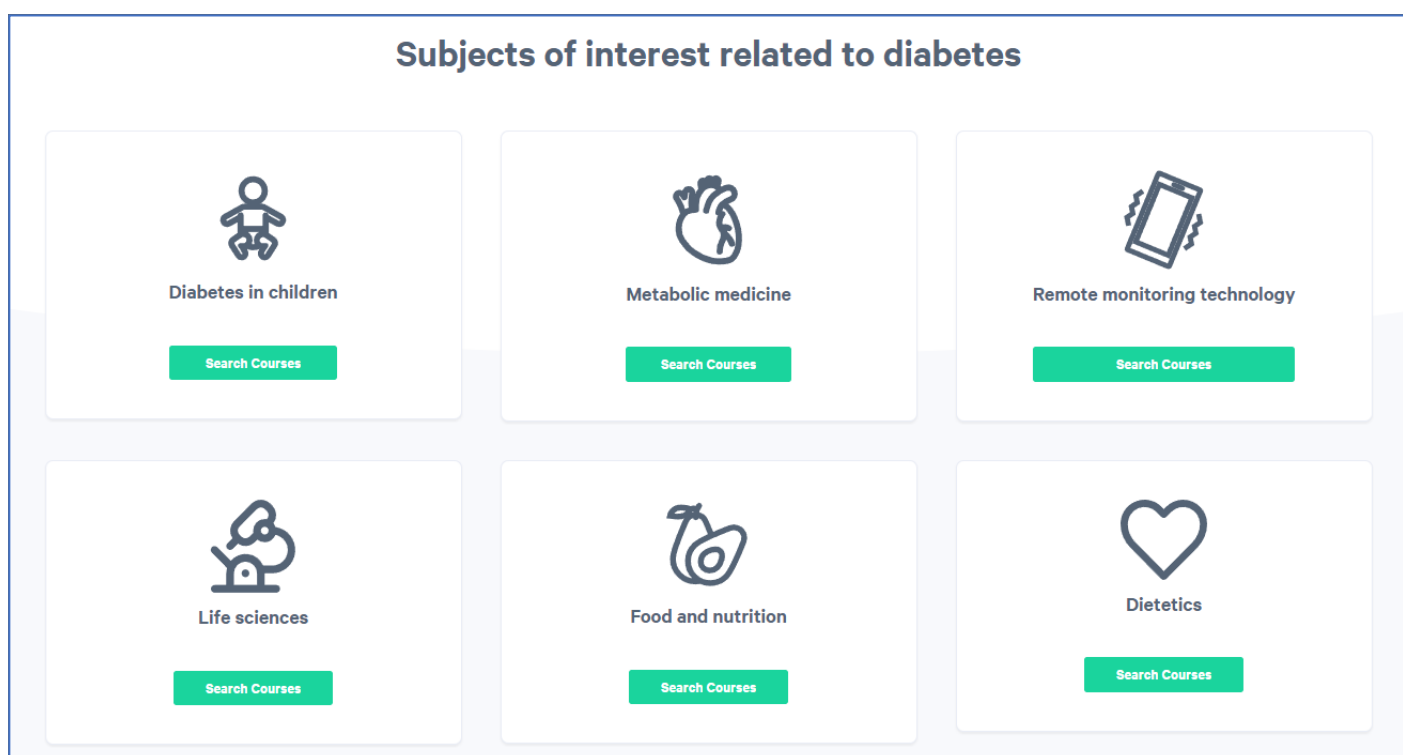


For the **marquee**, please tell us of any specific organisations you would like to be shown:



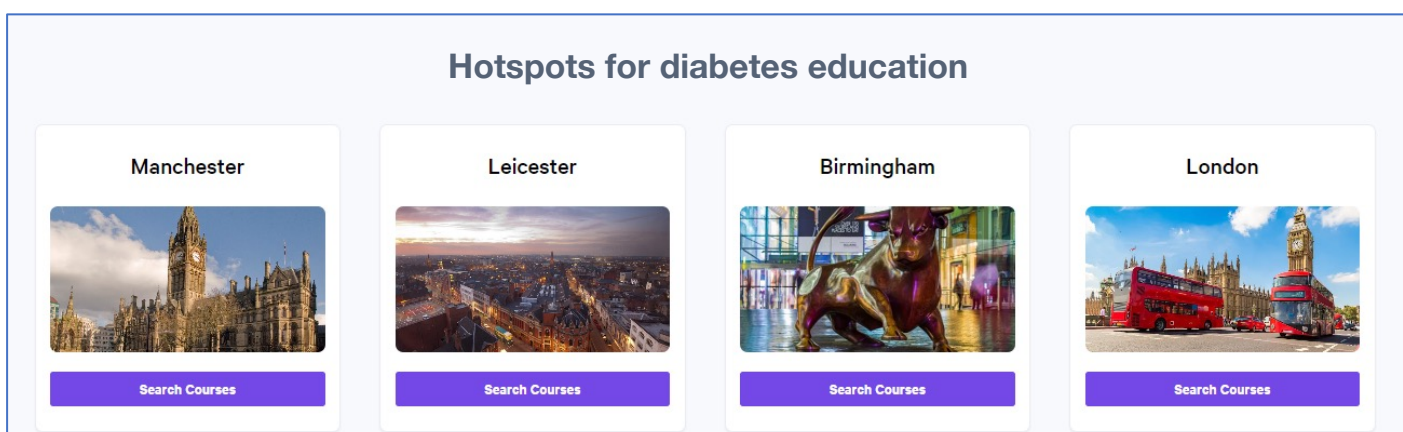
For the **additional subjects of interest** section, please let us know which align best to the page subject. For the example shown, diabetes is the main subject, and the additional subjects below are thought to be closely related.

You can select up to 6 additional subjects from our category list <https://cpdmatch.co.uk/courses> or alternatively, let us pick the subjects we think are most relevant.



Please also select up to 4 **locations** which you think deserve a special mention. For example, towns or cities with organisations for excellence in your subject area or perhaps exhibit a high incidence for the disease.

We can customise the picture to show the organisation you have in mind:



Please note that links for related subjects and locations are active click throughs to additional pages on CPDmatch or for the marquee, external sites.

Artwork can be emailed to cpdmatch@gmail.com.

If you wish to discuss further, please contact **Richard Hixson** on the email above or call **07796 204580**.

Richard Hixson Consultant in Critical Care Medicine and Designer CPDmatch