

# MediaBrains

Targeted Traffic

Lead Generation

Product Exposure

Search Optimization

Branding

B2B Marketing Solutions

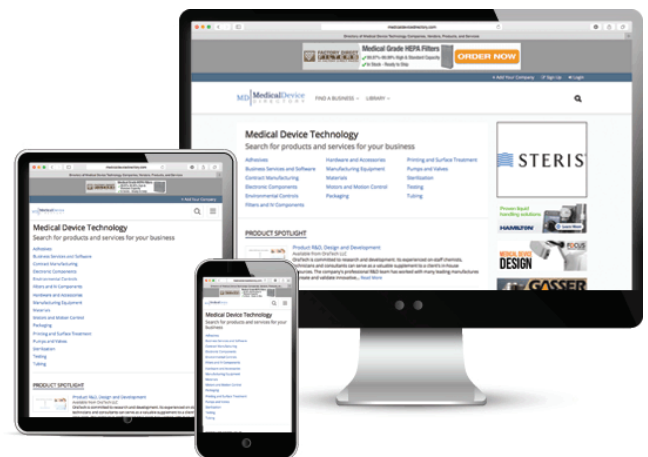
[www.MediaBrains.com](http://www.MediaBrains.com)

## Connect with Your Targeted Buying Audience

Business professionals across all major industries use MediaBrains business directories as their trusted online source to efficiently locate quality companies to provide the products and services they need. Whether your company serves multiple vertical markets, or you have a niche product or service, the MediaBrains Business Directory Network can help you zero in on the right potential customers.

## Reach Industry-Specific Decision Makers

- Over **200,000 companies** trust MediaBrains to reach their target audience
- Over **120 business directories** covering **24 major vertical markets**
- Partnered with **nationally recognized** websites, established business publications, major trade shows, and well-known industry associations
- Over **150,000 business professionals** use our network monthly
- **Reach key stakeholders** with our targeted marketing solutions



### 24 Vertical Markets

Aerospace	Facilities Management	Interior Design
Automotive	Financial Services	Plastics & Rubber
Building & Construction	Government & Public Safety	Manufacturing
Business Services	Healthcare	Railway
Cannabis	Hospitality	Retail & Consumer Services
Education	HR	Security
Energy & Environment	Industrial Manufacturing	Senior Care
Engineering	Information Technology	Transportation & Logistics

## Join our Powerful B2B Network and Experience the Benefits



## Featured Placement Program

**Reaching In-Market Buyers Starts with a Company Profile.** As your target market searches for a vendor, the Featured Placement program prominently displays your brand and products on the first page in search results. Enhanced pages with your branding promote your quality products and communicate your expertise, building trust and credibility with buyers while lead generation tools facilitate the sales process.




**Focus PDM**  
Focus PDM is a product design and engineering firm located in the heart of the Silicon Valley. Since 2004, Focus Product Design has helped startup and enterprise level medical device teams transform their ideas into impactful manufactured products for clinical and consumer use. Focus Product... [Read More](#)  
[www.focuspdm.com](http://www.focuspdm.com)

- [click for phone](#)
- [Send an email](#)
- [10 products](#)
- [2 white papers](#)
- [2 press releases](#)
- [Write a review](#)

### Search Results Listing


- Guaranteed first page placement above your competition
- Your company logo
- Custom company description



**Focus PDM**  
☆☆☆☆ Rating: 0 - [Write A Review](#)  
Your custom product design and manufacturing partner.

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#### ABOUT FOCUS PDM

Focus PDM is a product design and engineering firm located in the heart of the Silicon Valley. Since 2004, Focus Product Design has helped startup and enterprise level medical device teams transform their ideas into impactful manufactured products for clinical and consumer use. Focus Product Design engineering teams bring vast experience in medical and industrial instrumentation, including devices for cardiac ablation, nano protein purification, clinical methadone dispensing and wearable gait sensors.

#### PRODUCTS BY FOCUS PDM



**Product Design Services**  
At Focus Product Design, our team begins the concept design phase by engaging in a cross-functional brainstorm on how your idea will solve consumer problems, create market demand and uncover innovation. Building this foundation before hitting the drawing board ensures we develop designs that... [Read More](#)

#### WHITE PAPERS BY FOCUS PDM

**Prototype to Get Your Product Funded & Launch**  
By Focus PDM  
This guide is here to help you understand how four prototypes help you secure funding from different sources throughout the entire product development process. [Read more](#)

#### NEWS ABOUT FOCUS PDM

**FOCUS PRODUCT DESIGN HIRES PETE PATEL TO DRIVE SUPPLY CHAIN MANAGEMENT AND ACCELERATE COMPANY GROWTH**  
Posted 11/3/2015

### Company Profile

- Contact information
- Direct links to your website and social media sites
- Customer reviews

### About & Products Section

- Enhanced company profile
- Unlimited links to your products—including descriptions, images, and lead generation forms

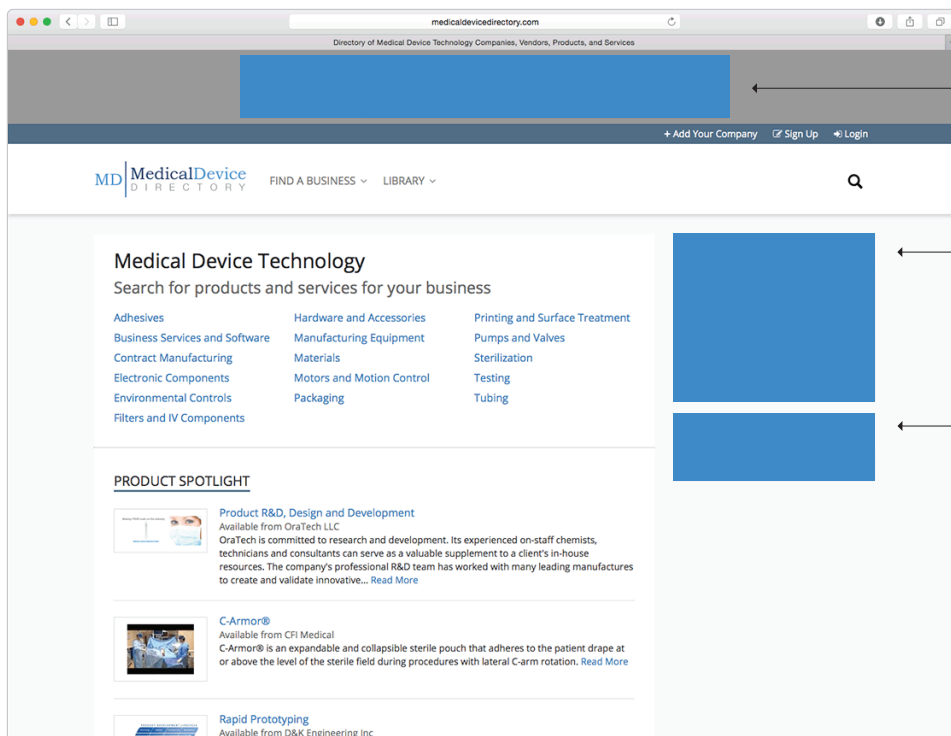
### White Paper & News

- Unlimited number of white papers including lead generation tools
- Unlimited number of press releases
- Upcoming trade shows and event attendance
- Ability to manage content to stay fresh and relevant

## Get Noticed with Display Advertising

Whether your goal is to increase brand awareness or on the spot conversions, make sure B2B professionals see your company on every page as they proactively research vendors and products.

Attract the attention of targeted, highly qualified buyers, increase brand recognition, and generate more quality traffic to your designated landing page with a run-of-site display advertising campaign.



**Top Leader board**  
728px x 90px

**Medium Rectangle**  
300px x 250px

**3:1 Rectangle**  
300px x 100px

### Display Advertising

- Prime page placement
- Make an impression on every page — Banners are run of site

**“We really decided to put all of our energy and resources into where our customers are, and this is where our customers are.”**

John Beck, President/CEO  
The Assessment Company®



### Why display advertising works—


- Easier to capture attention
- Breaks through listing “clutter”
- Eye-catching visual format
- Significantly improves brand recognition and recall
- Multi-touch exposure increases leads and conversion

## Top Company and Product Spotlight Positions

Premium positioning of your company and products captures the attention of key decision-makers while they are actively in the purchase process. The Top Company and Product Spotlight positions promote your brand on the home page of an industry-focused website and link buyers directly to your website.

### Boost Search Engine Rankings with a Top Company Placement

**TOP COMPANIES**



**TELEFLEX MEDICAL OEM**


If innovation in medical devices is on your agenda, Teleflex Medical OEM should be on your team. We are the single source solution that can get your great idea off the drawing board and into production. Now you can outsource everything from product concept development to prototyping to... [Read More](#)

#### Top Companies

- Placement on the home page
- Buyers link to your website and profile page
- Product details and prominent image

### Promote Your Product with the Product Spotlight

**PRODUCT SPOTLIGHT**



**CNC and Die Cutting Service**

Available from CFI Medical

For accurate and reproducible patterns, CFI's computer-controlled fabrication systems ensure consistency and quality every time, every run. Equipment versatility allows for small to moderate volume runs without the investment of die cut tooling. When high volume is required, CFI die cutting... [Read More](#)

#### Product Spotlight


- Placement on the home page
- Product details and prominent image
- Buyers can request more info

**CNC and Die Cutting Service**

Available from [CFI Medical](#)

[Request Information >](#)

[Visit Website](#)  
[Company profile](#)  
[See all products](#)



Click to enlarge

For accurate and reproducible patterns, CFI's computer-controlled fabrication systems ensure consistency and quality every time, every run. Equipment versatility allows for small to moderate volume runs without the investment of die cut tooling.

When high volume is required, CFI die cutting can be employed. All dies are designed, built and maintained in house to ensure the 1st approved piece matches the last. A variety of plastic films, rigid sheets, foam and carbon fiber are easily processed through this capability.

Contact CFI for assistance with optimizing your next fabrication need.

#### Product Details Page with Lead Generation Form

- High-quality product image
- Buyers can link to your website and other product pages
- Lead generation form sends inquiries directly to your inbox
- Increase in qualified sales leads, online brand recognition, and product demand

## Featured Content

Feature your company's most relevant industry content to drive traffic to your website and generate sales leads.

The Featured Content position provides your company with home page exposure within an industry-focused website. Educate potential buyers on the advantages of your product or service, build trust by promoting your recent news release and engage potential customers with your expertise. Featured Content ad placements are sold on a 25% rotation basis for a 12 month term.

## Boost Your B2B Content Marketing Strategy

### FEATURED CONTENT

#### [The C-Flex Bearing Solution: A Popular...](#)

Available from C-Flex Bearing Co., Inc.

At the core of our business is the manufacture of flex pivots and flex couplings. Precision mechanical component used in variety of applications from food packaging to aerospace applications.... [Read more](#)

#### [Product Spotlight: 3M™ 21-Day Stick to Skin Adhesive](#)

Available from JBC Technologies

From products that help prevent infection, hold an IV in place, attach electrodes, and a variety of other medical applications, 3M™ has been sticking things to skin for around 55 years. However,... [Read more](#)

#### [TRICOR Model 921B Displacement Force Test...](#)

Available from TRICOR Systems Inc

This highly accurate device can be used for testing keyboards, springs, switches and other components requiring measurement of force displacement and or resistance. [Read more](#)

### Choose Your Content

- White paper
- Press release
- Advertorial or blog post

### Change Your Content

- Swap your content piece throughout your advertising run time
- Promote content in line with your marketing plan

### Generate Traffic or Sales Leads

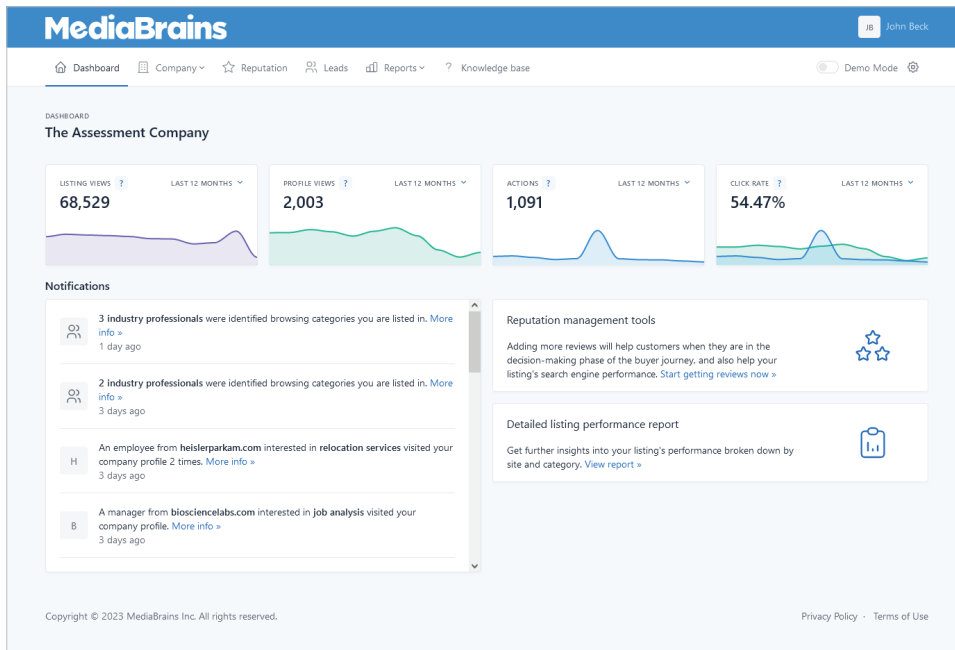
- White paper downloads generate leads
- Link directly to your company website with an advertorial or blog post

### Maximize Your Directory Exposure

- Placement on the home page
- Links to your content and your Featured Placement
- Increase ranking in category and search results

## The MediaBrains Advertiser Center

### Measure Performance & Manage Your Profile All in One Place



#### Real-Time Reports

- Track profile views, clicks, and click-thru rates
- Learn who's actively looking for your products and services
- Reveal detailed demographic and firmographic data about potential customers
- Identify your leads and get detailed contact information to start more sales conversations

**Easily oversee every aspect of your company's profile to stay in front of the competition.**

#### Company Info

- Update company details and contact information as needed
- Add/edit your product list
- Add/edit your client list and trade shows

#### Content Library

- Easily upload your white papers, eBooks, infographics and product literature
- Manage contact info for recipient of leads who interact with your content
- Add or edit your content at any time to stay engaged with your target audience

#### Custom Product Pages

- Quickly and easily create product pages
- Include an informative description and enticing image
- Edit your existing product pages

#### Press Releases

- Upload news-worthy updates about your business
- Press release headline included in Newsletter Feeds
- Link to view all press releases will appear in your profile

# MediaBrains

**Let's work together to reach the business customers you're missing.**

## **Your Dedicated Team**

**Online Marketing Specialist** – Your resource to match your business objectives with the right advertising solutions to achieve your online marketing goals. We'll help you find efficient, effective ways to get your products and services in front of identified buyers.

**Content Specialist** – We'll build your custom set-up, optimize your text ads and enhance your profile page to ensure conversions. Also available for assistance with the Advertiser Center, your resource to easily manage campaigns and track profile performance.

**Call (866) 627-2467 or email [Sales@MediaBrains.com](mailto:Sales@MediaBrains.com) to get started today!**

**B2B Marketing Solutions**

**[www.MediaBrains.com](http://www.MediaBrains.com)**