

What's your marketing strategy for 2023?



Position YOUR brand with the trusted news resource workers' compensation professionals read every day!



WorkCompCentral has many ways to stay in front of your target market with our exclusive digital advertising and custom educational opportunities!

As you plan your digital marketing strategy and budget, keep in mind:

- WCC receives over 3.5 million webpage views annually.
- Our popular daily newsletter is delivered to over **20K subscribers every business day.**
- Many industry professionals start their day off reading our news with their favorite morning beverage!
- A combination of both our website and newsletter is a great place to position your brand!

The Most Targeted Marketing Available in Workers' Compensation



58,000
Registered Users



20,000
registered daily newsletter subscribers



3.5 million
page views annually
(Excludes the daily newsletters)



Average user engagement:
5 minutes



Users

Insurance	15,930
Legal	17,640
Medical	7,150
Employers	6,110
Injured Workers	2,924
Vendor	2,727
Other	5,510

Did you know...

1x per week large box ad* insertion in our daily newsletter for an entire year is only \$6,000!
 $\$125 \times 48$ (4 weeks free) = \$6,000

1x per week small box ad* insertion in our daily newsletter for an entire year is only \$3,600!
 $\$75 \times 48$ (4 weeks free) = \$3,600

2x per week small box ad* insertion in our daily newsletter for an entire year is only \$7,200!
 $\$150 \times 48$ (4 weeks free) = \$7,200
 *limited supplies

Web Advertising with WorkCompCentral Large Box
 Web Ad: $\$1200 \times 12 = \$14,400$
 (less 40% with our 2023 Combo = \$8,640)

Exclusive Combo Discount – purchase a daily news ad for a minimum of 3 months, and receive 40% off your web advertising.

Custom Education Opportunities

- Partner with WorkCompCentral to offer free CEU webinars to our audience! Every month, we offer up to 2 free webinars to our audience. **Attendance ranges 100-250+ on average.**
- Sponsor a 1 hour webinar topic of your choice. You provide the topic (subject to approval) and speakers, or work with us to create a dynamic panel of expert presenters customized with your branding. Two dedicated emails to our audience included. **Co-sponsored Webinars are \$3,000 each.**
- Advertise your business on our one-of-a-kind annual workers compensation flowchart. Ad spots run **\$1,000 for the small box and \$2,000 for the large box.**

Ask me about our **Comp Laude Gala sponsorship opportunities!**



Sample Annual WCC Digital Ad Campaign Cost

Sample Annual Digital Marketing Package Total = \$17,640 keeps your brand in front of WorkCompCentral's subscriber audience all year long!

Less than \$1,500 per month!

1x per week large box news ad: \$6,000

Large box web ad 12 months = \$8,640 (with 40% combo discount)

1 sponsored webinar = \$3,000

The above is an example of a custom advertising / branding package.

There are many options available to customize your digital marketing package with WorkCompCentral.

Check out our [Media Kit](#) for details!

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Learn more about [Advertising](#) on WCC!


workcompcentral[®]
www.workcompcentral.com



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Please Note: this Exclusive Combo Discount is only available through me. It is customizable, and you may change your banner ads as many times as you wish throughout your advertising & branding campaign.