



HEALTHCARE **HQ**

media / marketing / education

2025 **Media Kit**



Our Purpose is to Hardwire Healthcare Excellence and Efficiency Across the Continuum of Patient Care.

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About Healthcare HQ

Healthcare HQ is an innovative hub for clinical education and marketing support, bringing together our successful subsidiary brands - **Beyond Clean, First Case, Power Supply, Transmission Control and Beep Masters** - into one powerful platform.

We specialize in the development and distribution of high-quality clinical education content, leveraging our expertise in digital marketing, podcasting, video production, virtual, and live events. By connecting healthcare professionals with content that aligns with their areas of interest, we facilitate comprehensive learning experiences that cater to various healthcare sectors and support the growth of innovative healthcare companies around the globe.

Mission

Our mission is to disrupt the way clinical education is delivered in the healthcare setting. We believe in the power of knowledge to improve patient care and outcomes. By using digital media and innovative methodologies, we strive to create engaging and valuable content alongside our vendor partners that empowers frontline clinicians and shapes the future of healthcare.

Vision

Our vision is to serve as the go-to partner for innovators, manufacturers, and vendors supporting the healthcare industry. By aggregating the strengths of our sub-brands and providing an accessible, one-stop hub for clinicians and decision-makers, we aim to foster ongoing learning and skill development that supports progress within hospitals, ASCs, and clinics worldwide.

Values

Innovation: We harness the power of technology and creativity to continually redefine how clinical education is delivered and consumed. Our commitment to innovation is driven by our desire to close gaps in healthcare safety, education, compliance, and improvement.

Partnership: Our work is enriched by strong collaborations with industry trade groups, manufacturers, and healthcare innovators. We value these partnerships and the mutual growth they foster, allowing us to align and meet the educational needs of the healthcare community.

Engagement: By leveraging the expertise of active clinicians, we create relevant, authentic content that resonates with our audience. We believe in engaging our community not only as recipients of knowledge but also as contributors to the collective wisdom of the field.

Thought Leadership: We strive to be the vanguard of knowledge in the healthcare setting. Our focus is to bring forth high-level themes and trends, providing a platform that promotes thought leadership and fosters dialogue on pressing healthcare issues

Our Brands



BEYONDCLEAN
THE STERILE PROCESSING NETWORK))

Connecting healthcare vendors with Sterile Processing professionals to drive industry innovation.



FIRSTCASE
THE OPERATING ROOM NETWORK))

A next generation Perioperative education, media, and consulting company dedicated to enriching the professional lives of Operating Room professionals.



POWERSUPPLY
THE HEALTHCARE SUPPLY CHAIN NETWORK))

Helping navigate the intricacies of logistics, purchasing, contracting and supplier relationships.



TRANSMISSIONCONTROL
THE INFECTION PREVENTION NETWORK))

For the people, processes, and products pushing the infection prevention industry forward.



BEEPMASTERS
THE BIOMEDICAL NETWORK))

Plugging in Biomedical professionals and healthcare innovators to the rapidly changing world of clinical engineering, medical devices, and patient safety.

Our Team



Hank Balch

Co-Founder and President



Justin Poulin

Co-Founder and CEO



Lindsay Brown

Chief Commercial Officer



Brett Norton

VP of Customer Success



Aaron Leslie

Producer, Beyond Clean



Aaron Ankrum

Audio/Visual, Producer



Christian Ankrum

Audio/Visual, Producer



Chelsea Wolner

Marketing Specialist

CO-HOSTS/CONTRIBUTORS



Bobby Parker ●

VP of Clinical Solutions
Contributor, Beyond Clean



Hays Waldrop ●

Co-Host, Power Supply



Lisa McKown ●

Manager of Research and Development
Contributor, Beyond Clean



Gary Skinner ●

Co-Host, Power Supply



Melanie Perry ●

Chief Nursing Officer
Co-Host, First Case



Suzi Collins ●

Market Director of Supply Chain
Contributor, Power Supply



Lindsey Joyce, MSN, RN, CNOR ●

Perioperative Content Contributor,
First Case



Brian Bartel ●

Content Manager
Contributor, Power Supply



Chris Blevins ●

Podcast Co-Host
First Case



Garrett Hollebeak ●

Content Manager, Contributor
Podcast Host, Transmission Control

Promote and Empower.

Partner with Healthcare HQ Brand Platforms

These services are intended to be a vehicle to carry your company message, product/service announcements, company updates to the RIGHT healthcare professionals. No buying lists required, we've amassed an engaged audience ready to consume your information.

● Available on Beyond Clean ● Available on First Case ● Available on Power Supply ● Available on Transmission Control ● Available on Beep Masters

ADVERTISING

Podcast Advertisement: A branded company advertisement in your own voice! Get the word out to a wide audience of clinical professionals on the podcast channel of your choosing based on the desired reach. Create an evergreen message advertising your brand or change your ads based on what is most vital at the moment. ● ● ●

E-newsletter Advertising: Banner ad placement in a digital newsletter sent to specific industry segments (Sterile Processing, Operating Room, Supply Chain, Infection Prevention) using smart targeting and deployed to a highly-engaged audience. ● ● ●

Website Advertising: With advanced analytics and timely user data, let us help you find customers and attract new audiences with banner ad placement on one or multiple Healthcare HQ brand websites. Creatively deploy your graphics in strategic places based on your target market and their interests. ● ●

Vendor Focus Social Media Takeover: Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to one or multiple Healthcare HQ brand social media platforms on your chosen takeover date. ● ● ● ● ●

Annual Social Media Vendor Expo: A virtual vendor expo like no other! Save the lengthy registration pages and streaming logins! You bring the social media content focused on the key messages of your brand and products, and we pre-promote and push it out to our social media audiences during this week-long event that gathers a wide audience in a naturally-engaging and authentic virtual environment.

● SPX

SPONSORSHIPS

Expert Series Feature: Let us help you add credibility and shine a light on your subject matter expert and company brand with an expert series feature. For 12-months, you will be featured as the go-to expert on a specific healthcare topic that you specialize in. Includes a spot in the lineup of our annual Expert Series Conference, voiceover recordings of expert series posts distributed through our podcast feed, and much more! ●●●●●

Virtual Conference Sponsorship (educational): Sponsorship opportunity for our acclaimed virtual conferences—each addressing progressive industry themes to drive engagement with a specific audience that is tuned in to your story. Includes an immersive, branded experience with logo placement, ‘on-air’ mentions and advertising opportunities, full conference registration reports, and unique promotional spots during the event. See content calendar for more details. ●●

MEDIA

Beyond the Tour: An innovative, multi-layered approach to telling your story, in your words, on your turf. A visually captivating filmed series, shot by our professional crew, that perfectly captures what makes your brand stand out and presents your team as innovators in healthcare. Learn more and watch past feature episodes at beyondclean.net/beyond-the-tour. ●

Vendor Spotlight Podcast: The Healthcare HQ suite of brands was built on telling stories of professionals and businesses that weren't afraid to #FightDirty and disrupt this industry with innovative, outcome-based solutions that push us all forward. Our proverbial bread and butter, a vendor spotlight podcast interview exists solely to tell your company's story with our experienced team of hosts at the helm. This evergreen content serves as a 24-7 sales tool for your organization to utilize as you see fit. ●●●●●





Our Expertise, Your Content.

Collaborate with Healthcare HQ Brand Experts

These services are carried out on your behalf by our team of healthcare experts, thought leaders, and patient safety advocates. This work is developed behind the scenes in collaboration with your team and the results are yours to brand, publish, and promote through your company platform or ours.

CONTENT

CE Content Creation: Our team of Healthcare HQ content creators were made to design CE-approved educational content that can help your company reach new leads, target accounts, and create a loyal following. With decades of experience and a cast of industry experts within reach, our content team will create effective assets including but not limited to CE Presentation decks, podcast series, or social media content.

National Sales Meeting Content Development & Presentation: Put a new spin on the same old national sales meeting with an added Beyond Clean flair! Let us put a spark in your agenda with diverse discussion on key issues and hot topics through a hosted panel, expert speaker, or even a live podcast recording to help keep your team focused and in-tune with the key messages and themes you want them to take away from your annual time together.

Event/Conference Hosting: Utilize our robust virtual event platform to host your next internal or external education/promotional event. Our team is also ready to host an in-person event on your behalf where we take care of sourcing speakers, outlining sessions, and stress about the details of making your event content seamlessly high-impacts that you don't have to!

MEDIA

Podcast Hosting Platform: Our industry-leading professional suite of podcast production services will help your message expand and reach new audiences through high-quality recording, editing, packaging, and deployment solutions that take the hassle out of building this valuable extension of your brand from scratch.

Video/Photography Production: Getting your most vital messages out through high-value digital media is made simple by Beyond Clean's in-house team of expert visual storytellers. From first concept to final content, let our artists capture your story (and your product) in the perfect light!

Live Tradeshow Support: Let's take YOUR show on the road! Meet your customers and end users where they're at by creating a unique experience with a captive audience. Seize the moment with our suite of industry-wide and topical experts and craft a memorable presentation that catches attendees in creative ways while providing value-added knowledge, live demos, and key insights that reinforce your niche in a highly-receptive space.

CONSULTING

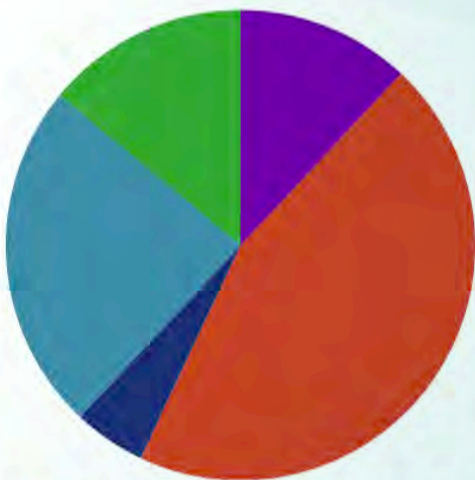
Sales Training Program: Does your team have what it takes to give succinct sales pitches and convert leads in the noisy landscape of the healthcare world? Through a rigorous deep-dive on the people and products that make your business stand out and a pointed refresher on the tactics and language of selling that resonate with various healthcare call points, our sales training program will help you invest in sustainable growth through building people, capital, and a culture of success.

Sterile Processing Vendor Microcredential: Give your sales professionals the tools they need to successfully sell into Sterile Processing departments. This program will provide learners with a clear understanding of how to be valued as a true vendor partner who knows how to meet the needs of the clients they serve.

Collaboration projects are priced based on scope.



Audience Overview



- Infection Prevention (12)
- Sterile Processing (45)
- Vendor Reps (5)
- Operating Room (24)
- Supply Chain (14)





 **BEYOND**CLEAN—
THE STERILE PROCESSING NETWORK)))

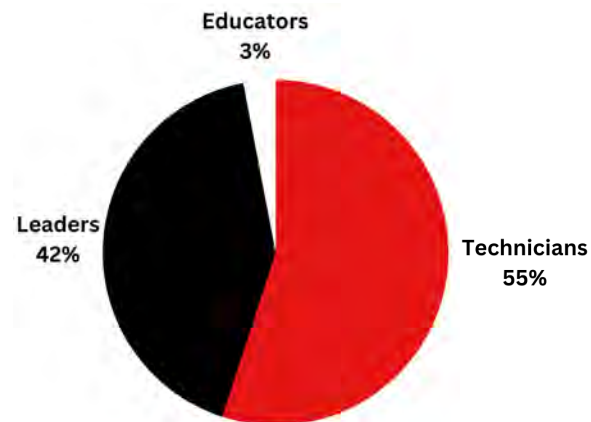


#WEFIGHTDIRTY

TARGET AUDIENCE

We engage with Sterile Processing leaders and frontline technicians to bring them education, resources, and motivation to adhere to guidelines, understand the critical nature of their role, and build them up as healthcare professionals.

AUDIENCE OVERVIEW



 **BEYOND CLEAN**
THE STERILE PROCESSING NETWORK)))

ABOUT BEYOND CLEAN

Beyond Clean is a Sterile Processing education, media, and consulting company. We are committed to being the central nexus for the people, processes, and products that are pushing the Sterile Processing industry forward.

The team at Beyond Clean brings cutting-edge insight and expertise to our vendor partners. We are internationally certified Sterile Processing subject matter experts and clinical innovators with a passion to #FightDirty.

HIGHLIGHTS



Average Episode Downloads

2000



15k Followers

2.5 million+

annual reach

EDITORIAL CALENDAR

PODCAST ADVERTISING

Align your brand with specific conversations and advertise on the 2025 Beyond Clean Podcast. Send us your ad copy and we will record a 30 second audio commercial available for download and targeted by state or country.

Podcast Theme: Planet Surgery		
Q1: Jan - Mar	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Package C	20,000	\$7,500
Package D	40,000	\$10,000
Up to 65,000 Downloads available for Q1		

Podcast Theme: Planet Steel		
Q3: Jul - Sept	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Package C	20,000	\$7,500
Package D	40,000	\$10,000
Up to 65,000 Downloads available for Q3		

Podcast Theme: Planet Sinks		
Q2: Apr - Jun	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Package C	20,000	\$7,500
Package D	40,000	\$10,000
Up to 65,000 Downloads available for Q2		

Podcast Theme: Planet Sterile		
Q4: Oct - Dec	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Package C	20,000	\$7,500
Package D	40,000	\$10,000
Up to 65,000 Downloads available for Q4		

Artwork Specifications

Provide a word doc with approximately 75-100 words along with your call to action.

Material Deadline

Q1 Ads: December 1, 2024
Q2 Ads: March 1, 2025
Q3 Ads: June 1, 2025
Q4 Ads: September 1, 2025

If you have an industry expert on your team who'd like to be featured in a CE-approved, vendor-neutral, educational podcast episode, please reach out to hank@beyondclean.net.

PODCAST SERIES SPONSORSHIP

Elevate your brand by sponsoring a custom podcast series and connect with key industry voices. Align your message with vital conversations, reaching a targeted audience engaged in the latest trends and insights.

Available Advertising	Rate
2 Ad spots stitched into each series for one year	Inquire for rate and available sponsorships

Podcast Series Sponsorship Includes:

- Company information in supportive copy for each episode released
- Up to 2 Podcast ads that run on the series for a full year
- First right of refusal for subsequent 12-month sponsorship of series

DIGITAL CONFERENCE SPONSORSHIPS

Connect with a global audience of industry leaders, innovators, and professionals in an engaging digital space. Boost brand visibility, gather market insights from a captive audience, and create lasting impressions. Position your company as a key player in the conversation and gain direct access to decision-makers within your target market. Don't miss this opportunity to make a meaningful impact—secure your sponsorship today!

Conference Sponsorship Includes:

- Logo on event promo material
- Full list of registrants
- Poll question to captive audience
- 2 downloadable resources made available to all attendees (live and on-demand)

2025	Conference Theme	Available Sponsors	Rate
Q1 Done to Dirty	The IntraOp Instrument Conference: Precogning, SPD/OR relationships, intraop instrument management, post-op transport	5	\$6,000
Q2 DeconX	The Dirtiest Conference on Earth: Decon design, manual cleaning, sinks, washers, ultrasonics, PPE, chemistries, brushes, cleaning tools	5	\$6,000
Q3 Prep Rally	Celebrating Best-in-Class Prep & Pack Strategies: Tracking systems, prep & pack tables, surgical instruments, consulting, training, instrument repair	5	\$6,000
Q4 TrayX	Excellence in Sterilization & Storage: Containers, autoclaves, packaging materials, indicators (BIs & CIs), sterility assurance, storage, case carts, transportation	5	\$6,000

SPX DIGITAL CONFERENCE

As Sterile Processing's ONLY social media vendor expo, SPX offers an easy and affordable way to reach new audiences, promote the newest innovations your team has been working hard on, and leverage a global brand outside of your own. Reach decision makers and frontline users where they're at - no airfare required - during SPX2025!

Expo Participation Includes:

- 3 Social Media Posts
- Aggregate Marketing
- Analytics Provided
- Pre-recorded company intro video to kick off expo feature

Month	Available Advertising	Rate
September	30 Spots	\$3,000

BEYOND CLEAN
THE STERILE PROCESSING NETWORK

SPX
2025

f in

“ The SPX expo was a total success for us. Not only did the Beyond Clean team manage all the content we provided in a logical manner, but they tracked the conversations and followed back up with us regarding expo results, including a vast list of participants. ”

ADVERTISE ON OUR WEEKLY E-NEWSLETTER

Spotlight your brand in front of engaged, industry-focused readers. Advertise in our weekly digital newsletter! Reach Sterile Processing professionals eager for fresh insights and innovative solutions. Limited slots are available.

Engagement Metrics	
Average Open Rate	32%
Average Click Through Rate	3.4%
Total Subscriber Count	11,500+

Audience Demographics: Sterile Processing Directors, Supervisors, Technicians, Coordinators, Educators, 75% based in the United States, 25% global SP professionals.

Content Highlights: Podcast releases, CE opportunities both live and virtual, vendor partner content, new blog releases, and more.

Delivery Schedule: Email Newsletter is sent out every Monday. 2 Ad spots are available per month. Ad runs every Monday for that month.

Month	Available Advertising	Rate
January - December	Leaderboard Zone 1: Banner ad appearing in the top half of the newsletter, 1 spot (4 ads) per month	\$1,500
January - December	Leaderboard Zone 2: Banner ad appearing in the bottom half of the newsletter, 1 spot (4 ads) per month	\$1,500

Artwork Specifications 720px x 150px - .png, .jpg, or .gif	Material Deadline The 15th of the month prior
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The screenshot shows the 'BEYOND CLEAN' newsletter header. The main feature is 'THE SPD MIND MAP: SEEING THE DATA ALL AROUND YOU' by Osama Alsadawi, with 'LISTEN NOW' and 'ACCESS QUIZ' buttons. Below this is a section for 'Zone 1' offering 'FREE CE ACCESS' to over 350 CE-approved resources. At the bottom, there is a section for 'UPCOMING BEYOND CLEAN VIRTUAL EVENTS' featuring 'CARE & HANDLING OF RIGID & FLEXIBLE ENDOSCOPES' with a QR code and a speaker photo.

Beyond Clean E-Newsletter Example

ADVERTISE ON THE BEYOND CLEAN WEBSITE

Advertise on BeyondCleanMedia.com and connect with a specialized audience passionate about healthcare innovation and medical device reprocessing. Our platform offers advertising options to help you gain visibility and engagement with industry professionals. Maximize your reach and showcase your products or services to a targeted, highly engaged community.

Audience Demographics: Sterile Processing, Infection Prevention, Acute Care, Ambulatory Surgery, Value Analysis, Healthcare Manufacturing professionals

Delivery Schedule: 2 Ad spots available per month. Ad runs all month.

Month	Available Advertising	Rate
January - December	Leaderboard Zone 1: Banner ad appearing 1st on the CEU page, 1 available, runs all month	\$1,000
January - December	Leaderboard Zone 2: Banner ad appearing 2nd on the CEU page, 1 available, runs all month	\$1,000

<p>Artwork Specifications 720px x 150px - .png, .jpg, or .gif</p>	<p>Material Deadline The 15th of the month prior</p>
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Beyond Clean Website CE Page Example

VENDOR SPOTLIGHT PODCAST

A vendor spotlight podcast interview is the perfect way to tell your company's story with our experienced team of hosts at the helm. This 25-minute audio and/or video content serves as a 24-7 sales and marketing tool for your organization to utilize as you see fit.

Vendor Spotlight Includes:

- MP3 audio file
- MP4 video file upon request for an additional \$1,000

Delivery Schedule: Every other Friday in 2025

Month	Available Advertising	Rate
January - December	26 Available	\$6,000

Vendor Spotlight Example, Click Here:
beyondcleanmedia.com/spotlights

<p>Recording Deadline 5 weeks prior</p>	<p>Approval Deadline 2 weeks prior</p>
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ADVERTISE ON BEYOND CLEAN'S SOCIAL MEDIA - **VENDOR FOCUS**

Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to Beyond Clean social media platforms on your chosen takeover date.

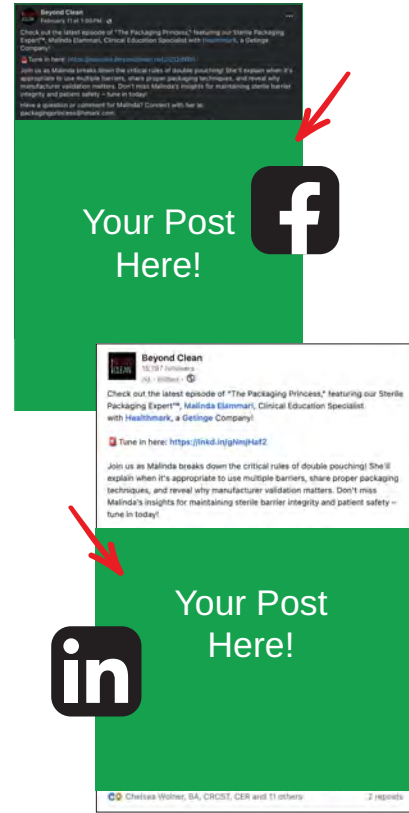
Current Followers	
LinkedIn - 15,400	Facebook - 8,300

Engagement Metrics	
LinkedIn	2.5 Million + annual reach
Facebook	350,000 annual reach

Delivery Schedule: Every Thursday, 1 Ad spot available per week.

Month	Available Advertising	Rate
January - December	52 Available (1 per week)	\$1,500/week

Artwork Specifications .png, .jpg, .gif, MP4 (<10minutes) + social post copy & hashtags	Material Deadline 2 weeks prior
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Beyond Clean Social Post Examples

ADVERTISE ON BEYOND CLEAN'S SOCIAL MEDIA - **PROBLEM SOLVER SERIES**

Record a 60-second high-impact video clip to present an industry problem and your solution. Recorded in the Beyond Clean virtual studio, edited and distributed to the Beyond Clean social media and e-mail database audiences.

Includes:

- 60 second video feature posted on social media

Delivery Schedule: Every other week

Month	Available Advertising	Rate
January - December	26 Available	\$500

Artwork Specifications Supportive copy + company logo	Material Deadline 2 weeks prior
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Problem Solver Post Example



FIRST CASE

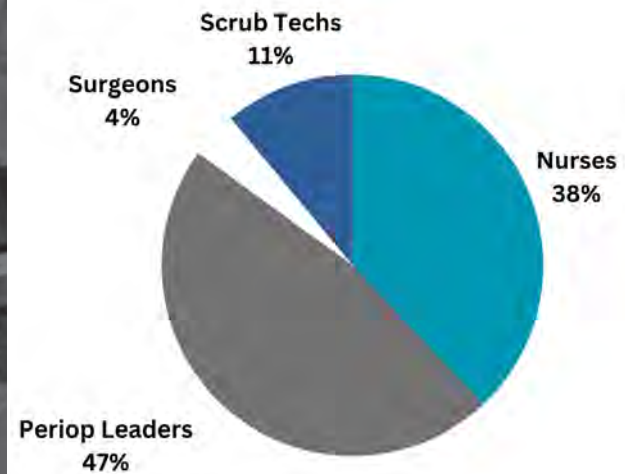
THE OPERATING ROOM NETWORK)))

Hardwiring Perioperative Excellence.

Target Audience

We engage the professionals who keep the OR running. From the OR Nurses, circulators, and scrub techs, to the anesthesiology techs and surgeons— we seek to bring timely information to frontline OR professionals.

Audience Overview



FIRSTCASE THE OPERATING ROOM NETWORK

ABOUT FIRST CASE

We are First Case, a perioperative education, media, and consulting company with a commitment to being the central nexus for the people, processes, and products that are pushing the perioperative industry forward. The team at First Case brings cutting-edge insight and expertise to our partners.

We are certified perioperative subject matter experts and clinical innovators with a passion to bring perioperative excellence to all of surgical services.

Highlights



Average Episode Downloads

1500



6k Followers

1.4 million+

yearly social media impressions

EDITORIAL CALENDAR

PODCAST ADVERTISING

Align your brand with specific conversations and advertise on the 2025 First Case Podcast. Send us your ad copy and we will record a 30 second audio commercial available for download and targeted by state or country.

Podcast		
Q1: Jan - Mar	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Up to 12,500 Downloads available for Q1		

Podcast		
Q3: Jul - Sept	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Up to 12,500 Downloads available for Q3		

Podcast		
Q2: Apr - Jun	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Up to 12,500 Downloads available for Q2		

Podcast		
Q4: Oct - Dec	Available Downloads	Rate
Package A	5,000	\$4,500
Package B	10,000	\$6,000
Up to 12,500 Downloads available for Q4		

Artwork Specifications

Provide a word doc with approximately 75-100 words along with your call to action.

Material Deadline

Q1 Ads: December 1, 2024
Q2 Ads: March 1, 2025
Q3 Ads: June 1, 2025
Q4 Ads: September 1, 2025

If you have an industry expert on your team who'd like to be featured in a CE-approved, vendor-neutral, educational podcast episode, please reach out to hank@beyondclean.net.

PODCAST SERIES SPONSORSHIP

Elevate your brand by sponsoring a custom podcast series and connect with key industry voices. Align your message with vital conversations, reaching a targeted audience engaged in the latest trends and insights.

Podcast Series Sponsorship Includes:

- Company information in supportive copy for each episode released
- Up to 2 Podcast ads that run on the series for a full year
- First right of refusal for subsequent 12-month sponsorship of series

Available Advertising	Rate
2 Ad spots stitched into each series for one year	Inquire for rate and available sponsorships

DIGITAL CONFERENCE SPONSORSHIPS

Connect with a global audience of industry leaders, innovators, and professionals in an engaging digital space. Boost brand visibility, gather market insights from a captive audience, and create lasting impressions. Position your company as a key player in the conversation and gain direct access to decision-makers and influencers within your target market. Don't miss this opportunity to make a meaningful impact—secure your sponsorship today!

Conference Sponsorship Includes:

- Logo on event promo material
- Full list of registrants
- Poll question to captive audience
- 2 downloadable resources made available to all attendees (live and on-demand)

2025	Conference Theme	Available Sponsors	Rate
Q1	Medicine & Math: The OR DATA Conference	5	\$6,000
Q3	Paging Empowerment: Protecting your OR's Clinical Confidence	5	\$6,000

ADVERTISE ON THE FIRST CASE WEBSITE

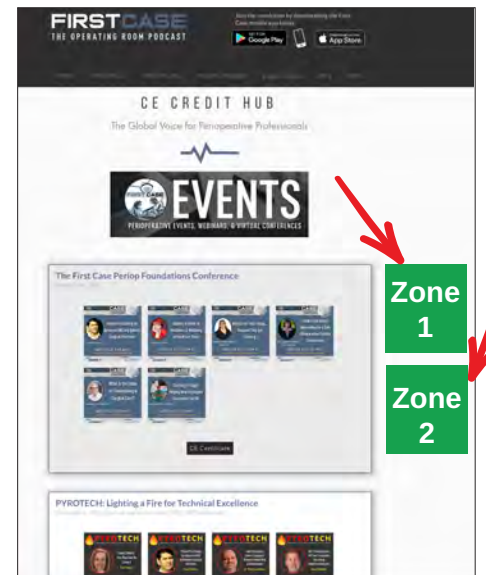
Advertise on FirstCaseMedia.com and connect with a specialized audience passionate about healthcare innovation and medical device reprocessing. Our platform offers advertising options to help you gain visibility and engagement with industry professionals. Maximize your reach and showcase your products or services to a targeted, highly engaged community.

Audience Demographics: Perioperative Leaders, OR Nurses, Surgical Technologists, Infection Prevention, Healthcare Vendors

Delivery Schedule: 2 Ad spots available per month. Ad runs all month.

Month	Available Advertising	Rate
January - December	Square Zone 1: Banner ad appearing 1st on the Credit Hub page, 1 available, runs all month	\$1,000
January - December	Square Zone 2: Banner ad appearing 2nd on the Credit Hub page, 1 available, runs all month	\$1,000

Artwork Specifications 720px x 150px - .png, .jpg, or .gif	Material Deadline The 15th of the month prior
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First Case Website Credit Hub Page Example

ADVERTISE ON OUR WEEKLY E-NEWSLETTER

Spotlight your brand in front of engaged, industry-focused readers. Advertise in our weekly digital newsletter! Reach Operating Room professionals eager for fresh insights and innovative solutions. Limited slots are available.

Engagement Metrics	
Average Open Rate	22%
Average Click Through Rate	2.8%
Total Subscriber Count	13,900+

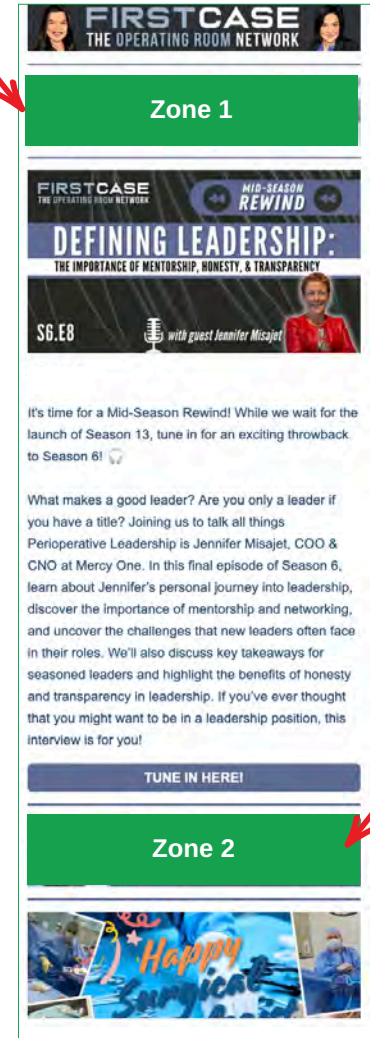
Audience Demographics: Perioperative Directors, Managers, OR Nurses, Surgical Technologists, Infection Prevention, Sterile Processing Leaders

Content Highlights: Podcast releases, CE opportunities both live and virtual, vendor partner content, new blog releases, and more.

Delivery Schedule: Email Newsletter is sent out every Monday. 2 Ad spots are available per month. Ad runs every Monday for that month.

Month	Available Advertising	Rate
January - December	Leaderboard Zone 1: Banner ad appearing in the top half of the newsletter, 1 spot (4 ads) per month	\$1,500
January - December	Leaderboard Zone 2: Banner ad appearing in the bottom half of the newsletter, 1 spot (4 ads) per month	\$1,500

Artwork Specifications 720px x 150px - .png, .jpg, or .gif	Material Deadline The 15th of the month prior
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First Case E-Newsletter Example

VENDOR SPOTLIGHT PODCAST

A vendor spotlight podcast interview is the perfect way to tell your company's story with our experienced team of hosts at the helm. This 25-minute audio and/or video content serves as a 24-7 sales and marketing tool for your organization to utilize as you see fit.

Vendor Spotlight Includes:

- MP3 audio file
- MP4 video file upon request for an additional \$1,000

Delivery Schedule: Every other Friday in 2025

Month	Available Advertising	Rate
January - December	26 Available	\$4,000

Vendor Spotlight Example, Click Here:
firstcasemedia.com/vendoritems

Recording Deadline
5 weeks prior

Approval Deadline
2 weeks prior

ADVERTISE ON FIRST CASE'S SOCIAL MEDIA - VENDOR FOCUS

Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to First Case social media platforms on your chosen takeover date.

Current Followers	
LinkedIn - 6,000	Facebook - 4,100

Engagement Metrics	
LinkedIn	1.2 Million + annual reach
Facebook	400,000 annual reach

Delivery Schedule: Every other Thursday, 1 Ad spot available per week.

Month	Available Advertising	Rate
January - December	36 Available (1 per week)	\$1,500/week

Artwork Specifications	Material Deadline
.png, .jpg, .gif, MP4 (<10minutes) + social post copy & hashtags	2 weeks prior



First Case Social Post Examples

ADVERTISE ON FIRST CASE'S SOCIAL MEDIA - PROBLEM SOLVER SERIES

Record a 60-second high-impact video clip to present an industry problem and your solution. Recorded in the First Case virtual studio, edited and distributed to the First Case social media and e-mail database audiences.

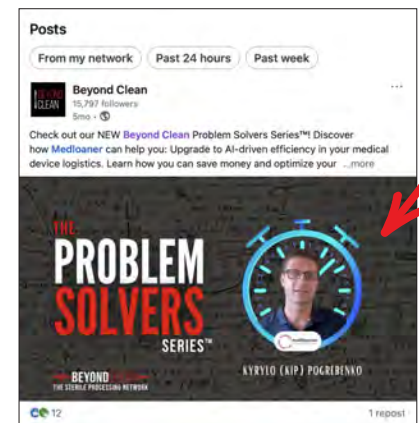
Includes:

- 60 second video feature posted on social media

Delivery Schedule: Every other week

Month	Available Advertising	Rate
January - December	26 Weeks Available	\$500/week

Artwork Specifications	Material Deadline
Supportive copy + company logo	2 weeks prior



Problem Solver Post Example



POWERSUPPLY
THE HEALTHCARE SUPPLY CHAIN NETWORK)))

**Without supplies, there is no surgery.
Without products, there is no patient care.**



ABOUT POWER SUPPLY

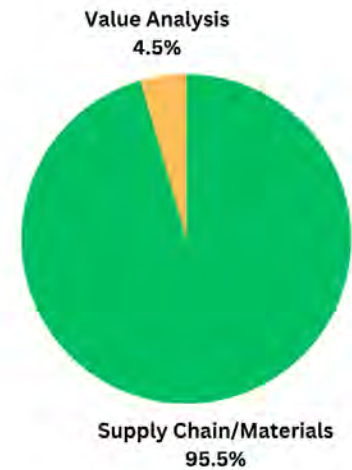
We are Power Supply, a next generation education, media, and consulting company with a commitment to helping you navigate the intricacies of logistics, purchasing, contracting and supplier relationships. With over 120+ combined years of healthcare experience, the team at Power Supply brings cutting-edge insight and expertise to our partners.

We are subject matter experts tackling the real-life issues impacting the health care supply chain.

Target Audience

We engage Supply Chain professionals and leaders tasked with purchasing decisions, value-analysis discussions, hard and soft cost savings, and more.

Audience Overview



Highlights



Average Episode Downloads

250

(100% of educational podcast episodes are approved for CEC through AHRMM)



3k Followers

EDITORIAL CALENDAR

PODCAST ADVERTISING

Align your brand with specific conversations and advertise on the 2025 Power Supply Podcast. Send us your ad copy and we will record a 30 second audio commercial available for download and targeted by state or country.

Podcast		
Q1: Jan - Mar	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q1		

Podcast		
Q3: Jul-Sept	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q3		

Podcast		
Q2: Apr-Jun	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q2		

Podcast		
Q4: Oct-Dec	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q4		

Artwork Specifications

Provide a word doc with approximately 75-100 words along with your call to action.

Material Deadline

Q1 Ads: December 1, 2024
 Q2 Ads: March 1, 2025
 Q3 Ads: June 1, 2025
 Q4 Ads: September 1, 2025

If you have an industry expert on your team who'd like to be featured in a CE-approved, vendor-neutral, educational podcast episode, please reach out to hank@beyondclean.net.

PODCAST SERIES SPONSORSHIP

Elevate your brand by sponsoring a custom podcast series and connect with key industry voices. Align your message with vital conversations, reaching a targeted audience engaged in the latest trends and insights.

Podcast Series Sponsorship Includes:

- Company information in supportive copy for each episode released
- Up to 2 Podcast ads that run on the series for a full year
- First right of refusal for subsequent 12-month sponsorship of series

Available Advertising	Rate
2 Ad spots stitched into each series for one year	Inquire for rate and available sponsorships

ADVERTISE ON OUR WEEKLY E-NEWSLETTER

Spotlight your brand in front of engaged, industry-focused readers. Advertise in our weekly digital newsletter! Reach Supplier Partner professionals eager for fresh insights and innovative solutions. Limited slots are available.

Engagement Metrics	
Average Open Rate	19%
Average Click Through Rate	2.8%
Total Subscriber Count	3,600+

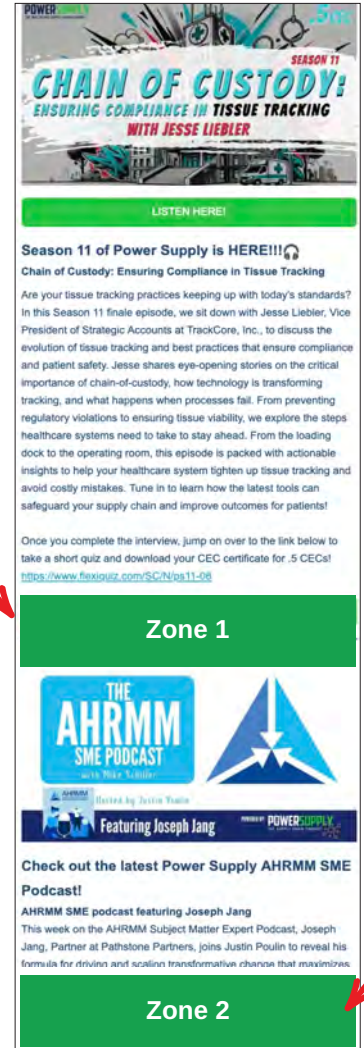
Audience Demographics: Value Analysis Coordinator, Supply Chain Director, VP of Operations, Director Materials Management.

Content Highlights: Podcast releases, CE opportunities both live and virtual, vendor partner content, new blog releases, and more.

Delivery Schedule: Email Newsletter is sent out every Monday. 2 Ad spots are available per month. Ad runs every Monday for the month.

Month	Available Advertising	Rate
January - December	Leaderboard Zone 1: Banner ad appearing in the middle of the newsletter, 1 spot (4 ads) per month	\$500
January - December	Leaderboard Zone 2: Banner ad appearing in the bottom half of the newsletter, 1 spot (4 ads) per month	\$500

Artwork Specifications 720px x 150px - .png, .jpg, or .gif	Material Deadline The 15th of the month prior
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Power Supply E-Newsletter Example

VENDOR SPOTLIGHT PODCAST

A vendor spotlight podcast interview is the perfect way to tell your company's story with our experienced team of hosts at the helm. This 25-minute audio and/or video content serves as a 24-7 sales and marketing tool for your organization to utilize as you see fit.

Vendor Spotlight Includes:

- MP3 audio file
- MP4 video file upon request for an additional \$1,000

Delivery Schedule: Second Friday of the month

Month	Available Advertising	Rate
January - December	12 Available	\$3,000

Vendor Spotlight Example, Click Here:

powersupplymedia.net/vendoritems

Recording Deadline
 5 weeks prior

Approval Deadline
 2 weeks prior

ADVERTISE ON POWER SUPPLY'S SOCIAL MEDIA - VENDOR FOCUS

Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to Power Supply social media platforms on your chosen takeover date.

Current Followers
LinkedIn - 3,000

Delivery Schedule: Every Thursday, 1 Ad spot available per week.

Month	Available Advertising	Rate
January - December	52 Available (1 per week)	\$1,000/week

Artwork Specifications .png, .jpg, .gif, MP4 (<10minutes) + social post copy & hashtags	Material Deadline 2 weeks prior
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Power Supply Social Post Examples

ADVERTISE ON POWER SUPPLY'S SOCIAL MEDIA - PROBLEM SOLVER SERIES

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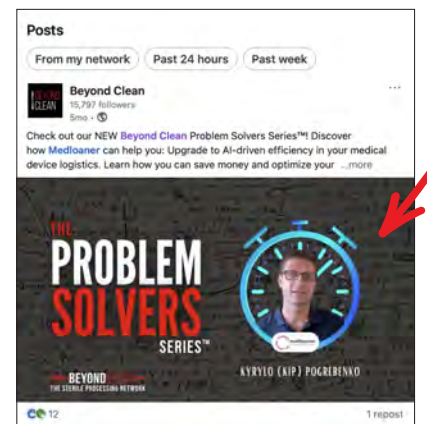
Includes:

- 60 second video feature posted on social media

Delivery Schedule: Every other week

Month	Available Advertising	Rate
January - December	26 Available	\$500

Artwork Specifications Supportive copy + company logo	Material Deadline 2 weeks prior
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Problem Solver Post Example

TRANSMISSION CONTROL

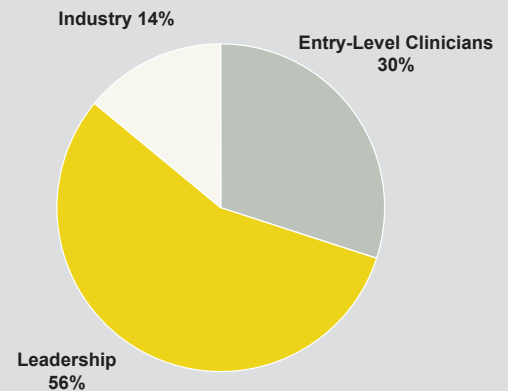
THE INFECTION PREVENTION NETWORK)))



Target Audience

We engage Infection prevention professionals around the globe.

Audience Overview



TRANSMISSION CONTROL THE INFECTION PREVENTION NETWORK)))

ABOUT TRANSMISSION CONTROL

Transmission Control is an emerging brand targeting the Infection Prevention space. Our mission is to bring important Infection Prevention-related topics to the concentrated forefront through creative content and innovative media.

Highlights

Podcast Relaunching in 2025!



5k Followers

PODCAST ADVERTISING

Align your brand with specific conversations and advertise on the 2025 Transmission Control Podcast. Send us your ad copy and we will record a 30 second audio commercial available for download and targeted by state or country.

Podcast		
Q1: Jan - Mar	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q1		

Podcast		
Q3: Jul-Sept	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q3		

Podcast		
Q2: Apr-Jun	Available Downloads	Rate
Package A	1,000	\$1,000
Package B	2,500	\$2,250
Package C	5,000	\$4,500
Up to 5,000 Downloads available for Q2		

Podcast		
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Package A	1,000	\$1,000
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Vendor Spotlight Includes:

- MP3 audio file
- MP4 video file upon request for an additional \$1,000

Delivery Schedule: Every other Friday in 2025

Month	Available Advertising	Rate
January - December	12 Available	\$3,000

Vendor Spotlight Example
transmissioncontrolmedia.com/spotlights

Recording Deadline
5 weeks prior

Approval Deadline
2 weeks prior

ADVERTISE ON TRANSMISSION CONTROL'S SOCIAL MEDIA - VENDOR FOCUS

Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to Transmission Control social media platforms on your chosen takeover date.

Current Followers
LinkedIn - 5,000

Delivery Schedule: Every other Thursday, 1 Ad spot available per week.

Month	Available Advertising	Rate
January - December	36 Available (1 per week)	\$1,000/week

Artwork Specifications
 .png, .jpg, .gif, MP4 (<10minutes)
 + social post copy & hashtags

Material Deadline
2 weeks prior



Transmission Control Social Post Examples

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Record a 60-second high-impact video clip to present an industry problem and your solution. Recorded in the Transmission Control virtual studio, edited and distributed to the Transmission Control social media and e-mail database audiences.

Includes:

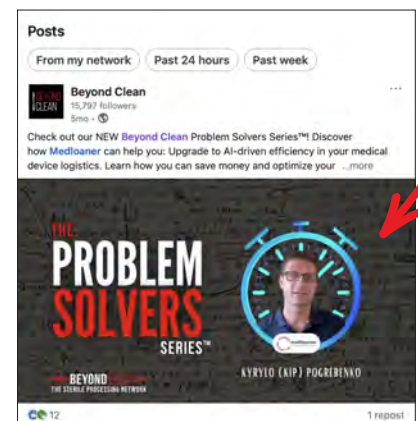
- 60 second video feature posted on social media

Delivery Schedule: Every other week

Month	Available Advertising	Rate
January - December	26 Weeks Available	\$500/week

Artwork Specifications
Supportive copy + company logo

Material Deadline
2 weeks prior



Problem Solver Post Example

Introducing the newest brand from HHQ launching in 2025



BEEPMASTERS

THE BIOMEDICAL NETWORK)))

Plugging in Biomedical professionals and healthcare innovators to the rapidly changing world of clinical engineering, medical devices, and patient safety.

Testimonials

"Beyond Clean is WRITTEN into our marketing plan every year. We wouldn't have the content we have without them, we wouldn't have the reach we have without them, and we wouldn't be as relevant to our industry without them. They are not only a partner to advertise with, but an incredible resource and extension of my marketing team when working on strategic goals...We are more than just a product thanks to Beyond Clean. We get to tell our story to an audience we would have never been able to build on our own and if that's not value, I don't know what is."

"Partnering with Beyond Clean has solved so many problems and opened our eyes to the power of professional networking from a digital perspective. After just one panel discussion with the Beyond Clean, we immediately saw a major increase in our site traffic and shared media value. As a small company, Beyond Clean has everything we need for success - the media channels, subject matter experts, content, CMEs, and the ability to reach a huge network of likeminded professionals around the globe."

"Medline is very pleased with the insight, perspective, and education provided by Beyond Clean. We are very excited to have them as a valuable business partner to help better prepare our sales and marketing team to meet the needs of our customers... Our collaboration with both new & current customers has shown results with new areas of revenue streams & faster growth rates. We are expecting to grow our relationship with Beyond Clean to meet our future customer and internal needs."

"I am excited to be a part of the Beyond Clean team as a vendor because it provides our small business access to an audience we wouldn't otherwise be able to reach. Plus, our message is coming from a diverse group of experts and thought leaders who share our passion in raising the bar in the Sterile Processing field."

I've had the opportunity to be both a guest, and a spotlighted Vendor, on the First Case / Power Supply podcasts. Working with the team every time was a professional, high-touch, experience. Whether it's the pre-work discussions, technical planning for audio and editing, nothing slips through the cracks. The Team is well prepared, knowledgeable of the industry, and passionate about delivering relevant material and educating the marketplace. The reactions to each podcast have been positive, and inclusive of a broad cross section of listeners. I highly recommend working with this creative Team to get your message out.

Working with First Case was a wonderful experience! All team members are consummate professionals and educators who understand and appreciate what is important for surgical staff. First Case is a strong brand that has reach through a unique marketing channel to an engaged audience. This makes them a great option for raising product awareness and providing insights to perioperative professionals.

Power Supply is incredible and I'm so thankful to work with you!

Contact



- beyondclean
- firstcase
- powersupplymedia
- transmissioncontrol



- BeyondCleanPodcast
- FirstCasePodcast
- PowerSupplyMedia
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- @beyondcleaninfo
- @firstcaseinfo



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HEALTHCARE HQ
media / marketing / education