



Date: _____

First Name: _____

Last Name: _____

Title: _____

Company Name: _____

Phone: _____

Email: _____

Thank you for choosing to advertise with us. We are committed to providing you with optimal ROI. To that end, your answers to the questions below will help us increase our understanding of your goals so that we can generate the results you expect.

Kindly return this completed (or partially completed!) questionnaire to mike@orthoworld.com, or fax or mail it to me. Thank you in advance for the opportunity to improve upon our service to you!

What do you want to gain/accomplish by advertising? (Check all that apply.)

- Build brand equity
- Acquire new customers
- Other _____
- Generate leads
- Respond to a competitive threat
- Differentiate products/services

How will you measure success in advertising with us?

From which customer group do you primarily derive revenues?

- OEM/Device companies
- Suppliers
- Other _____

What is your contact's title?

What percent of your company's revenue is derived from orthopaedics? _____

What media assets do you presently possess? (Check all that apply.)

- Digital ad(s) Video(s) Website
- Print ad(s) Blog(s) Product or service images/photography
- Company logo Podcast(s) Social media presence (e.g. LinkedIn)
- White paper(s)/case studies Company brochure

Would you be interested in utilizing ORTHOWORLD’s creative services to develop or update your advertising and marketing collateral?

- Yes No

What is the estimated annual revenue potential of one new customer?

- <\$10,000
- \$10,001-\$50,000
- \$50,001-\$100,000
- \$100,001+

What significant strategic initiatives do you have planned for 2017/2018? (Check all that apply.)

- Facility expansion New products and/or services
- Global expansion Strategic partnerships
- Leadership changes Merger/acquisition
- New certifications Rebranding/new website/marketing collateral
- Other _____

Please explain your selection(s):

What have we failed to ask, but is important for us to know in helping to serve you?

Thank you for your time!