

Precision Pulse Co-op Marketing Program Suggestions

Below are suggestions for how to spend your available co-op marketing funds. Every market is different, so focus on the areas that are most productive to reach prospective patients in your local area. Measure your results on a regular basis and adjust your strategy accordingly. These are suggestions, not requirements of the co-op marketing program, you are free to spend your co-op reimbursement money on any eligible ad(s) regardless of your Precision Pulse level.

Suggested Marketing Tactic	PRECISION PULSE LEVEL				
	Professional	Preferred	Advanced	Premium	Star
Co-op Marketing Reimbursement Eligibility	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Maximum quarterly advertising spend level eligible for 50% co-op reimbursement	\$1,000	\$2,000	\$5,000	\$10,000	\$20,000
DIGITAL					
NeuroStar Webpage or Landing Page	✓	✓	✓	✓	✓
Social Media Advertising	✓	✓	✓	✓	✓
Local Paid Search		✓	✓	✓	✓
Google AdWords		✓	✓	✓	✓
PRINT					
Direct Mail Campaign to HCPs		✓	✓	✓	✓
Print Ad - Magazine / Newspaper			✓	✓	✓
Flyer/Insert			✓	✓	✓
BROADCAST					
Billboard				✓	✓
Local TV					✓
Local Radio					✓

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