



An Established Company...with a Fresh Approach  
to Online Continuing Education

# 2020 Media Kit

**Get started today.**

Learn more at [www.pedagogyeducation.com](http://www.pedagogyeducation.com)



Turning today's healthcare professionals into tomorrow's leaders through education, Pedagogy is committed to the highest levels of training needed in today's healthcare industry.

**Pedagogy (ped-uh-goh-jee)** is more than just a classroom, it is an online education experience!

**Pedagogy** has created industry focused web sites, Virtual Campuses. Each Campus provides social media platforms (Facebook, Pinterest, Twitter, LinkedIn, Instagram) to engage our users.

Each Campus is focused on specialized areas in the healthcare industry: Infusion, Acute Care, Long Term Care and Home Health, Inservice and Compliance, and Correctional Healthcare.

In addition to providing best in class accredited education on each campus, **Pedagogy** completes the education experience with detailed health care resources for each focus area, as well as, News and Blog articles written by our industry leading Authors.

**Pedagogy** is committed to helping keep healthcare professionals ahead of the ever changing demands of the healthcare industry.

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*"It's like I had my own mentor sitting next to me. This course was brilliant. I found it extremely informative especially the videos and additional evidenced based learning..."*

- K.R. RN  
Buckinghamshire, UK

### Why Pedagogy Authors?

- Experienced Industry Leading Experts
- Vast Range of Specialties
- Committed to Providing Current Best Practices

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## Pedagogy's Audience

With over 25,000 Social Media followers, **Pedagogy** is sharing Healthcare News, Blogs, and courses with our ever growing number of users on a daily basis. Our social media platforms include Facebook, Linked In, Pinterest, Instagram and Twitter.

Our target audience is expanding including: Registered Nurses, Medical Assistant Staff, Certified Nursing Assistants, Healthcare Facility Staff, Infusion and Vascular Access nurses,

Long Term Care Staff, Home Healthcare Staff, Healthcare Administrators,

## Driving Results Through Direct Business to Business Sales

**Pedagogy** has an average of 72,000 page views a week, and an average of 18,000 new visitors a month. We have built our presence using quality Social Media connections, as well as our direct Business to Business sales.

For the facilities we provide education for, we are their one stop shop for all of their education needs, from printable resources for their staff to skill competency checklists to ensure compliance with the strictest state standards.

When it comes to online education resources, our client base is continually expanding, and **Pedagogy** is providing industry leading education and resources to thousands of facilities today, and growing daily.

## The Reach of Pedagogy News

With our ever expanding audience base, being able to target a broad range of followers is our goal. **Pedagogy** publishes original blog posts, guest author blog posts, and news stories on a regular basis.

Pedagogy converts its over  
**25,000**  
Social Media Followers  
into an  
average of  
**72,000** page  
views a week

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*"I love your posts and your website is always very helpful with many 'jewels'. Thank you for all your wisdom!"*

*- LinkedIn Follower*

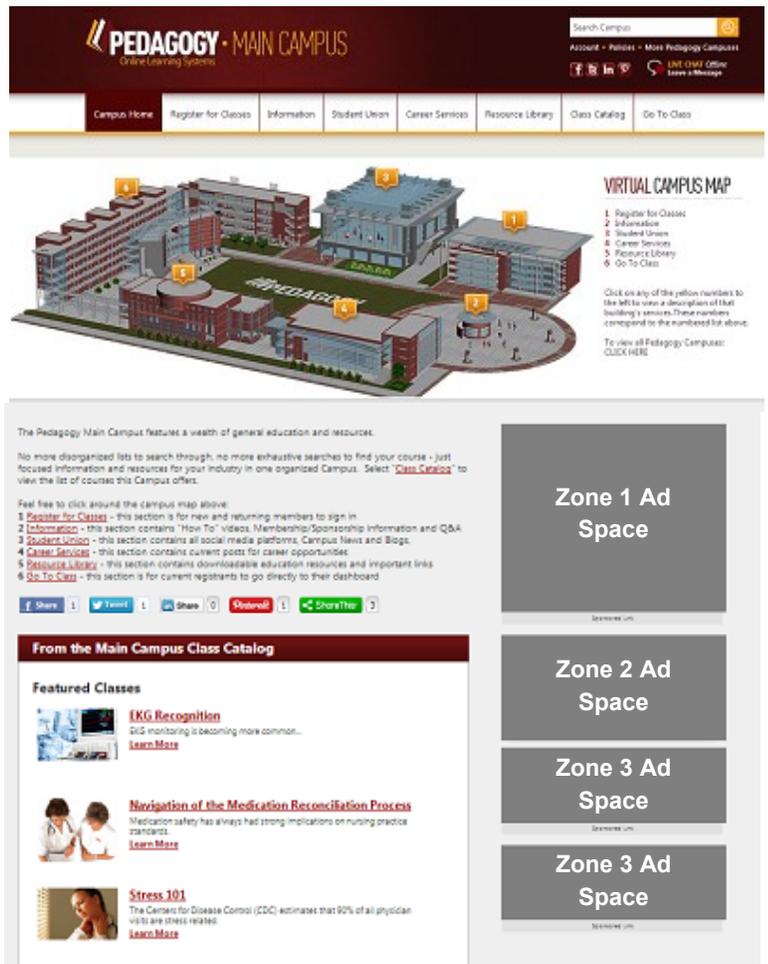
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# Campus Advertising Locations

Purchasing advertising space with Pedagogy can put your business in front of the eyes of our users, thousands of visitors and healthcare facilities.

Our Advertising Zones rotate through all of our available advertisements on a repeating basis - providing continuous customer engagement.



The Pedagogy Main Campus features a wealth of general education and resources. No more disorganized lists to search through, no more exhaustive searches to find your course - just focused information and resources for your industry in one organized Campus. Select "Main Campus" to view the list of courses this Campus offers.

Feel free to click around the campus map above:

- Register for Classes** - this section is for new and returning members to sign in
- Information** - this section contains "How To" videos, Membership/Sponsorship Information and Q&A
- Student Union** - this section contains all social media platforms, Campus News and Blogs
- Career Services** - this section contains current posts for career opportunities
- Resource Library** - this section contains downloadable education resources and important links
- Go To Class** - this section is for current registrants to go directly to their dashboard

From the Main Campus Class Catalog

**Featured Classes**

- EKG Recognition**  
EKG monitoring is becoming more common...  
[Learn More](#)
- Navigation of the Medication Reconciliation Process**  
Medication safety has always had strong implications on nursing practice students.  
[Learn More](#)
- Stress 101**  
The Centers for Disease Control (CDC) estimates that 90% of all physician visits are stress related.  
[Learn More](#)

Zone 1 Ad Space

Zone 2 Ad Space

Zone 3 Ad Space

Zone 3 Ad Space

Single Advertising Purchase	Monthly	Quarterly	Annual
Zone 1 Ad	\$29.95	\$84.85	\$323.46
Zone 2 Ad	\$19.95	\$54.85	\$215.46
Zone 3 Ad	\$19.95	\$54.85	\$215.46
All 3 Ad Zones	\$59.95	\$174.85	\$647.46

## Email Ad Space

Advertise your business in our weekly e-mail blast.

We have Zone 1 and 2 Ad spaces.

Have a product or service you would like to feature? You may choose a sponsored article.

Newsletter Ad Zone	Monthly Price
Zone 1	\$49.95
Zone 2	\$49.95
Sponsored Article	\$300.00

### New Continuing Nursing Education Courses

Pedagogy authors have been busy, creating new online courses just for you. Click on the link to purchase or learn more about the course.

Visit [www.PedagogyEducation.com](http://www.PedagogyEducation.com) to see the entire course catalog.



#### Healthcare Ethics and the Workplace

This course is designed to expose participants to a variety of ethical issues and decisions that commonly occur in the workplace. In order to understand and appreciate the complexities involved in healthcare ethics and ethical decision making, this course will explore systematic strategies designed to assist healthcare professionals with ethical decision making.

[Learn More](#)



#### The Missing Piece-The Role of Gut Health in Sleep

Long-term or chronic insomnia lasts more than three weeks and increases the risk for injuries in the home, at the workplace, and while driving because of daytime sleepiness and decreased concentration. Chronic insomnia has many causes. This course is intended to educate on these causes. Solutions and the role of gut health in sleep will be explored.

[Learn More](#)



#### Pain Management In the Era of Epidemic Drug Abuse

The national opioid abuse epidemic has changed the manner in which pain management education is conducted. Increasingly, state Boards of Nursing are requiring continuing education on the subject of pain management and/or substance abuse as a prerequisite for licensure and/or re-licensure as part of a concerted effort to stem the tide of the national opioid abuse epidemic.

[Learn More](#)

### Learn More About Our Memberships



**ZONE 1 AD**



**ZONE 2 AD**

Follow us on social media to receive updates on all of our specials and discounts:



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**Ready to get started? Contact us today!**

**Email - [sales@pedagogy-inc.com](mailto:sales@pedagogy-inc.com)**

**Phone - 903.871.2150**

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