

November 2024
Sony Medical Products MDF Strategy

MDF Total Request: \$16,500



1 month of Advertising on Google Ads Promoting Sony Medical Products

$$\$4,000 \times 1 = \$4,000$$

Advertising on Ampronix Website Promoting Sony Medical Products

$$\$1,000 \times 1 = \$1,000$$

Social Media Post to Ampronix Followers promoting Sony Medical Products

$$\$500 \times 1 = \$500$$

Targeted Digital Advertising on (2) Medical Equipment Websites Promoting Sony Medical Products

$$\$2,000 \times 2 = \$4,000$$

Sponsored eMail blast utilizing Top Medical Companies Database Promoting Sony Medical Products

$$\$3,000 \times 1 = \$3,000$$

Top Banner Placement on (2) Medical Equipment Company eNewsletters Promoting Sony Products

$$\$2,000 \times 2 = \$4,000$$

SONY

Date: _____

AMPRONIX

Michael Thomas
MT

Date: 11-1-24