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MEDCITY MEDIA LAUNCHES NEW MODEL FOR THIRD PARTY CONTRIBUTORS

Cleveland, Ohio (April 15, 2011) – MedCity Media is offering healthcare writers and anyone writing about the medical industry the opportunity to reach a broader audience while further monetizing their work.

The program lets authors publish for free at MedCityNews.com and reach a national audience of healthcare stakeholders. Authors can also make money two ways: by receiving all revenue from an online advertisement accompanying their content and by letting MedCity Media resell their material to its customers. Authors then receive a share in the revenue from those sales.

“This is a model created to find new ways to reward writers for quality content,” said Chris Seper, president and founder of MedCity Media. “Many sites have achieved short-term success through collecting unpaid content or low-cost, low-quality content. I don’t think that is a long-term, sustainable model in media -- particularly when it comes to higher-quality healthcare content.”

“Our model provides everyone from healthcare stakeholders to individual writers a way to engage our audience,” Seper said. “But also, it provides opportunities to be fairly compensated and still have control over how their work is used.”

Content creators register through the “MedCitizens” program at MedCityNews.com. They can request an ad, set prices for reselling the content and place any other sales requirements on their work. Following every sale, MedCity Media will split generated revenue equally with the author.

MedCity Media can compensate writers this way because of its innovative approach to content. MedCity Media's mission is to create content for people who care about healthcare. It serves the everyone’s-a-publisher world of modern media through three primary products:

- Content services, which delivers made-to-order healthcare content of any kind to anyone who needs it
- Digital products such as MedCityNews.com, which publish news, analysis and opinion focusing on key industrial capitals of healthcare
- News syndication, which allows publishers to syndicate select MedCity Media content for their print, broadcast or digital publications.

MedCity Media is a perfect platform for writers to extend their voice and reputation by publishing on MedCityNews.com. And, because MedCity Media's content service clients (traditional publishers, hospitals, private medical companies, trade groups and others) have a need for additional content, MedCity Media can sell its "MedCitizens" content several times and deliver compensation authors would not otherwise have received.

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About MedCity Media

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By creating content for organizations and individuals with a vested interest in healthcare, MedCity Media is an integral and indispensable part of the medical community.