

HealthExecNews.com 

**The Latest News & Information for
Healthcare Executives**

Contact:

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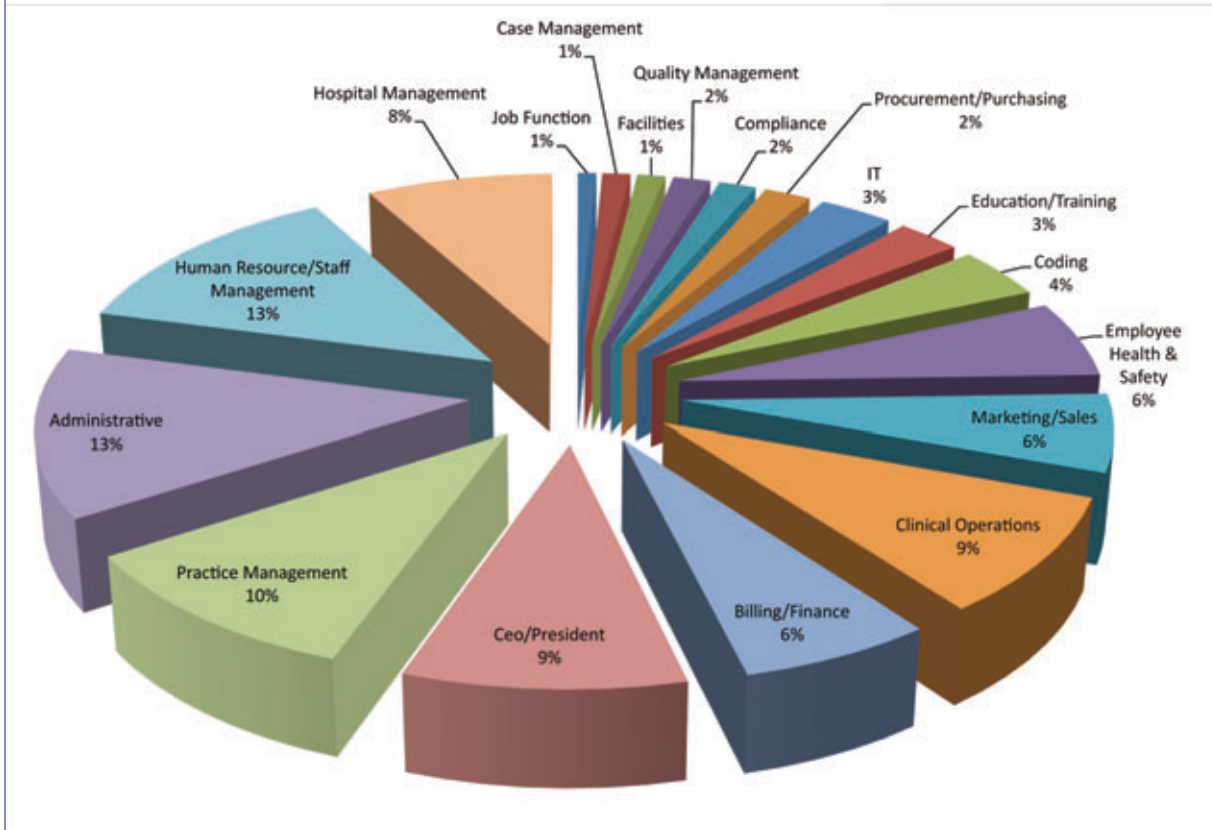


Reach Your Target Audience

Our readers work in:

- Hospitals
- Health Systems
- Medical Groups
- Physician Organizations
- Insurer/Payer/Managed Care Organizations

Readership Breakdown by Position



Titles Include:

- Senior Management
- Financial Management
- Information Management
- Clinical Management
- Materials Management
- Operations Management
- General Administration Management
- Case Management
- Office of the Board

Web Banner Ads

728x90 or 300x250

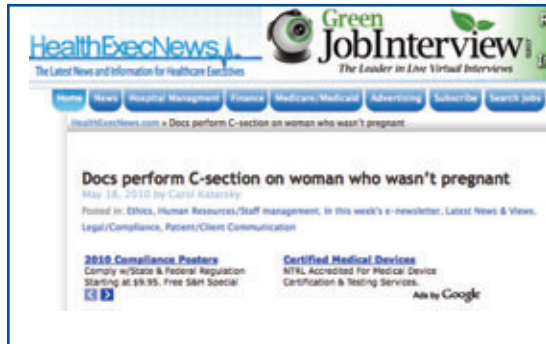


Email Marketing

Targeted message right to the inbox of your target.
Choose your selects by Geography,
Title, and /or Employee size.
Creative image 600x400 pixels. HTML files only.

Lead Generation

CPL Whitepaper Downloads



Lead Generation Text Ads

Call to action teaser sentence leading
to registration for intellectual asset.



Newsletter Sponsorships

Include 728x90 or 300x250 &
300x250 Banner Ads

Advertising Rates

E-Blasts

Select	NET Rate *
Entire Database	\$300/CPM
Selects — including title, geo, industry (SIC), and company size	\$350/CPM

Lead Generation

Customized Program-content syndication. Call for Details. Average \$50CPL

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

Web Banner Ads

Ad Unit	Dimension	Net Rate
LeaderBoard	728x90	\$55 CPM
In-story Rectangle	300x250	\$70 CPM

E-Newsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Number Weekly Issues	Rate *
1 issue (exclusive)	\$2095 each
3 issues (exclusive)	\$1795 each
6 issues (exclusive)	\$1495 each

Industry Spotlight Pricing Starts at \$2,395 per Asset

Showcase your White paper, PodCast, Demo, etc... on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90, 300x250, or 160x600)

*discounts available for multi-week runs

Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max

E-Newsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-depending on font size

Email Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names -Suppression List

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

Please send all creative to: ads4pbpmedia@gmail.com

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Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

Design Guidelines

HealthExecNews.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. HealthExecNews.com prohibits ad vertisers from displaying ads or infomercials in such a way so that the reader believes the content is news, rather than advertising. Fonts and text elements may not resemble HealthExecNews.com content.

E-Newsletters

For optimal email viewing, e-newsletter ads must be static jpg or gif only

E-blasts

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

Prior approval from HealthExecNews.com must be given for use of the following rich media types.