

HealthExecNews.com

Media Kit

The Latest News and Information for Healthcare Executives

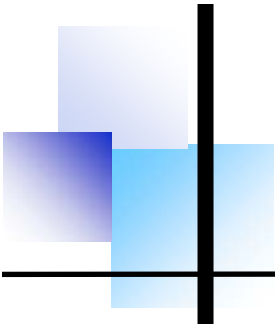
- Reach over 350,000 healthcare decision makers
- Target specific customer segments within Healthcare
- E-blast, lead generation, and banner ad branding opportunities

Contact:

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pbpmedia

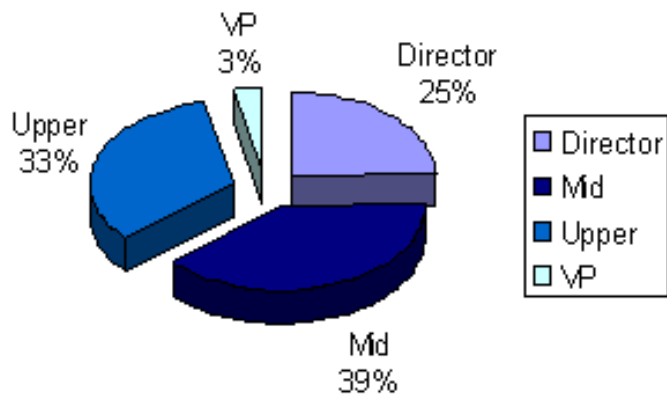


Subscriber Information

HealthExecNews.com

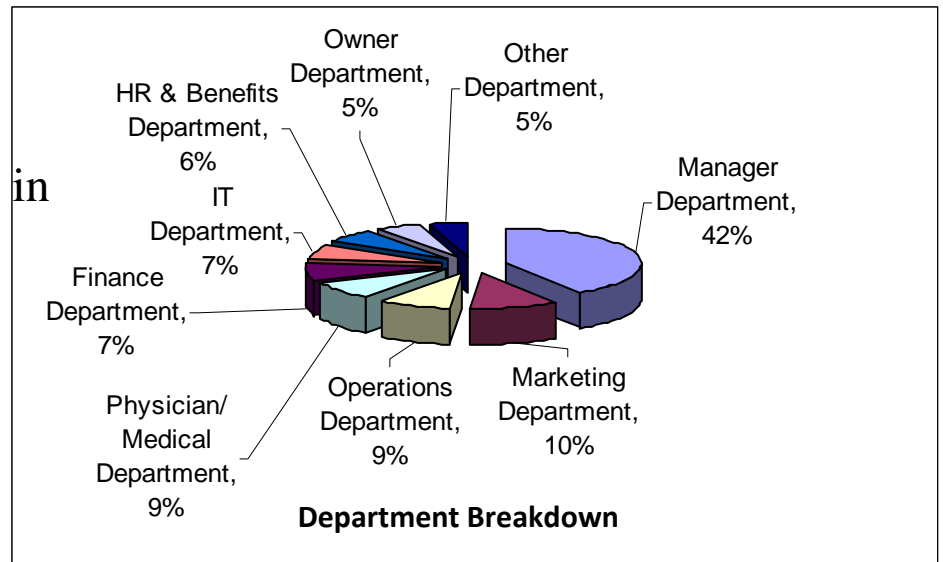
Readers Include
Managers, Directors, VPs,
Owners, Presidents.

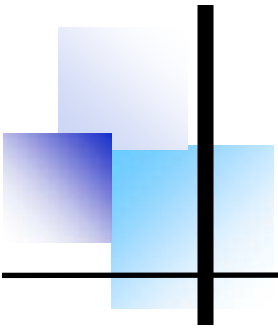
Decision Makers



HealthExecNews.com

Covers multiple departments in
the healthcare industry





Advertising Rates

E-blasts

Select

Entire database

Selects – including title, geo, industry (SIC), and company size

Rate*

\$200/CPM

\$250/CPM

Lead Generation

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

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

Web Banner Ads

Ad Unit

Leaderboard

Rectangle

Dimension

728x90

300x250

Rate*

\$25 CPM

\$30 CPM

E-Newsletters Exclusive Sponsorship Include 728x90 AND 300x250

Number Weekly Issues

1 issue (exclusive)

3 issues (exclusive)

6 issues (exclusive)

Rate*

\$2,095 each

\$1,795 each

\$1,495 each

Industry Spotlight

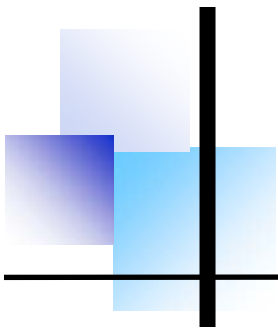
Pricing Start at \$2,395 per Asset

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

2-Week Homepage Feature

1 eNewsletter Sponsorship

Value-Add Banner Impressions (choose 728x90 or 300x250)



Materials Requirements

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

eNewsletter 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

Materials Requirements

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 advertisers 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.

- o Floating Ads
- o In-banner Streaming Video
- o Expandable Banners
- o Interstitials