

# THE HOSPICE INSIDER

Dynamic News & Information

The Hospice Insider is an online resource for news, information, and support for hospice, palliative care and end-of-life issues.

The Hospice Insider offers a variety of advertisement opportunities both monthly and yearly in ATF, BTF, and Footer formats. All advertisements will link to a URL designated by the placing the ad. We have advanced reporting capabilities. Please talk to your Advertisement Representative for more details on advertisement packages.

## 2015 ADVERTISEMENT INFO & PRICING

**ORGANIZATIONAL LISTING \$1200 / Year**    **CONFERENCE LISTING \$1200 / Year**

The name and logo will link to a URL designated by the organization placing the listing.

### PAGE ADVERTISEMENTS

**\$4,000 - \$8,000**

Pages will contain a three-banner advertisement and two right-column advertisement per page.

#### Top Column Ad (ATF)

This advertisement is placed in the right hand column at the top of main body of the page, right after logo heading, date and the listing of headlines of that page.

#### Top Banner Ad (ATF)

This horizontal advertisement is placed in the first half of the main body of the page.

#### Mid Column Ad (BTF)

This advertisement is placed in the right hand column at the mid-section of main body of the page, right after logo heading, date and the listing of headlines of that page.

#### Foundation Banner Ad (Footer)

This horizontal advertisement is placed in the lower section of the main body of that page.

#### Big News Ad Opportunity (ATF)

This is a full BIG NEWS page with multiple articles and advertisements dedicated solely to your organization. This is a premier opportunity for a content rich organization.

### POST ADVERTISEMENTS

**\$3,000 - \$5,000**

Posts will contain four banner advertisements and three right-column ads per post.

#### Top Column Ad (ATF)

This advertisement is placed in the right hand column at the top of main body of the publication, right after logo heading, date and the listing of headlines in that issue.

#### Top Banner Ad (ATF)

This horizontal advertisement is placed in the first half of the publication.

#### Mid Column Ad (BTF)

This advertisement is placed in the right hand column at the midsection of main body of the publication, after logo heading, date and the listing of headlines in that issue.

#### Mid Banner Ad (BTF)

This horizontal advertisement is placed in the lower section of the publication.

#### Foundation Banner Ad (Footer)

This horizontal advertisement is placed in the lower section of the publication.

— The Place To Land —

**www.thehospiceinsider.com**

# PREMIUM PACKAGES

SPACE IS LIMITED

## **FEATURED ARTICLE PACKAGE \$10,000**

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The link for this Featured Article is placed in the right hand column at the top of the page with photo and featured prominence. The Featured Article will be one submitted or chosen by the organization featuring the article. The Featured Article will include one banner advertisement and one column advertisement on the article posting. The advertisement will link to a URL designated by the organization placing the featured article. This Featured Article package will also include a logo and link to your organizational website under Businesses and Organizations.

- 1 Custom Sponsored Article (ATF)**
- 2 Post Advertisements (ATF and BTF)**
- 1 Company Link & Logo**
- Social Media Marketing**

## **BIG NEWS PAGE PACKAGE \$20,000**

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This is a full BIG NEWS page with multiple articles and advertisements dedicated solely to your organization. This is a premier opportunity for a content rich organization. The content will be submitted or chosen by the organization featuring the Big News Page. The Big News Page can feature photos, videos, articles and advertisements. This would include a Featured Article, link for this article is placed in the right hand column at the top of the page with photo and featured prominence. The Featured Article will be one submitted or chosen by the organization featuring the article. The Featured Article will include one banner advertisement and one column advertisement on the article posting. The featured advertisement will link to a URL designated by the organization placing the Featured Article. The Big News Page will also include a logo and link to your organizational website under Businesses and Organizations.

- Special Recognition at Conferences and Events**
- 1 Custom Sponsored Article linking to Big News Page (ATF)**
- 2 Big News Page Advertisements (ATF and BTF)**
- 1 Post Advertisements on each article -maximum 9 (ATF, BTF and Footer)**
- 1 Company Link & Logo**
- Brand Ambassador**
- Social Media Marketing**

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# PRODUCTION GUIDELINES

Space is limited per industry. The Hospice Insider has the right to approve all ads. Ad artwork or text and logo must be provided to The Hospice Insider. If you need advertisement assistance our design department can create one for you for a nominal fee. The website URL to be linked with an ad must be provided with the ad artwork or text. Reserve a space online today or contact sales.

Daily, weekly, monthly & yearly options available.

Banner ads are 728x90 pixels and should be provided as JPEG, PNG, or GIF file.

Right hand column ads are 336x280 pixels and should be provided as a JPEG, PNG, or GIF file.

## RESERVE SPACE

<b>SPACE COST</b>	<b>monthly</b>	<b>yearly</b>
Organizational Link & Logo	\$100	\$1,200
Conference Link	\$100	\$1,200
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Vertical Ad Page Top (ATF)	\$800	\$8,000
Horizontal Ad Page Top (ATF)	\$700	\$7,000
Vertical Ad Page Lower Section (BTF)	\$500	\$5,000
Horizontal Ad Page Foundation (F)	\$400	\$4,000
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Vertical Ad Post Top (ATF)	\$500	\$5,000
Horizontal Ad Post Top (ATF)	\$450	\$4,500
Vertical Ad Post Lower Section (BTF)	\$400	\$4,000
Horizontal Ad Post Lower Section (BTF)	\$350	\$3,500
Horizontal Ad Post Foundation Banner (F)	\$300	\$3,000
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Featured Article	-	\$10,000
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Big News Page	-	\$20,000
Big News Column Ad (ATF)	\$700	\$7,000
Big News Banner Ad (ATF)	\$600	\$6,000
Big News Column Ad (BTF)	\$500	\$5,000
Big News Banner Ad (BTF)	\$400	\$4,000

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