

# T Health Management TECHNOLOGY

Healthcare Information Systems Solutions since 1980

i  
INFORMATION

2012

## DIGITAL eBOOK ENHANCEMENTS

Make the most of your print display ad with electronic options available on the monthly digital edition sent to 36,000 opt-in healthcare decision makers and buyers, five times each month; once in the issue's direct email invite and four times a month in the HMT weekly enewsletter blast.

See example at: <http://www.healthmgttech.com/ebook/A11q90/HMT1002>



**LEFT OF COVER:** Issue Sponsor: be the first message HMT subscribers see, positioned left of the front cover as the *sole sponsor – first seen position*.

Rate: \$2600 net per issue

Option: Add your logo and text ad to the monthly email issue invite.

Rate: Additional \$1200 net

**ONE LOGO IN TOOLBAR:** Your exclusive logo appears in upper right of toolbar and links to your website.

Rate: \$600 net per issue

**GATEFOLD / TIP-ON:** Make a big splash at a fraction of the cost of print.

Gatefold: \$1800 net per issue

Tip-on: \$1400 net per issue

**RICH MEDIA:** Add a video, movie clips, Flash animation, or even audio to your ad to draw attention and retention.

Rate: \$2200 per issue

**HOTSPOT LINKS:** Individual web links are highlighted within your ad.

Rate: No charge for the first link

\$250 additional links

**ADD-A-PAGE OR INSERT:** Not purchasing a print ad? Send us your PDF to print specifications and we will add it to the digital edition, opposite of insider back cover. Each page must be 2-sided: front and back.

Rate: \$2400 per issue

**CUSTOM DIGITAL eBOOKS:** We'll produce and host your annual reports and product catalogs in this exciting digital format.

Rate: \$1500 and up, depending on number of pages, rich media, and linked overlays.

Please call for a custom estimate.