

Health Management TECHNOLOGY

Healthcare Information Systems Solutions since 1980

INFORMATION
2012

WEB RATES & SIZES

Reach thousands of potential healthcare IT buyers via the HMT comprehensive website!

HOME PAGE POP-UP / SITE POP-UNDER

Oversize "pop-up" ad fades up over the home page for 5-7 seconds before fading back to our site. The "Pop-under" remains when a visitor closes our site. Share a flash or animated gif message in this oversized space. 600 x 400 pixels \$4,000 net

PAGE CURL

Upper right corner of home page opens over top quarter of screen when activated by the visitor's mouse roll-over. Home page only 500 x 500 pixels \$3,500 net

LEADERBOARD: TOP

Command interest in the top position using your static, gif, or flash message. Available in two widths.
run-of-site standard leaderboard 728 x 90 pixels \$2,125 net
run-of-site super leaderboard 964 x 90 pixels \$2,500 net

BLOCK AD / VIDEO AD

Video, Flash, or animated gif message in this oversized space.
run-of-site 300 x 250 pixels \$2,000 net
video ad (add \$350 production fee)

ADVERTORIAL BANNER

Send us your headline, 50 words, 300 x 300 pixel image, (final size: 120 x 120), and up to 3 web links...we'll do the rest.
run-of-site, upper \$1,800 net
run-of-site, lower \$1,600 net

STANDARD BANNER

run-of-site, upper 468 x 60 pixels \$1,500 net
run-of-site, lower 468 x 60 pixels \$1,200 net

MICROSITE SPONSORSHIP

Banner above the above the chosen MicroSite header on the home page, and on the MicroSite page. 468 x 60 pixels \$1,600 net

SKYSCRAPER

run-of-site, 160 x 600 pixels \$1,800 net

BUTTON

run-of-site, 125 x 125 pixels \$700 net

LEADERBOARD: BOTTOM

run-of-site, standard leaderboard 728 x 90 pixels \$1,250 net
run-of-site, super leaderboard 964 x 90 pixels \$1,500 net

SPONSORS' LINKS FOR PRINT ADVERTISERS, BY CATEGORY

Advertisers in the print magazine receive a free web page link on our home page, listed by industry category. Home page only. No Charge

