



## Sponsored Content

HealthcareScene.com offers a variety of sponsored content options as part of a fully integrated marketing package. All content must be quality content that provides the reader value. We work with the sponsor to make sure the content hits the right topic areas and that their company is featured well at the end of the content.

The cost to sponsor content we create usually ranges between \$500-1000 depending on the site. This assumes the sponsor is providing the content. If Healthcare Scene is creating the content, the price is double. We also offer discounts on 6-12 month packages.

For example, a 12 post package (usually 1 per month) where the sponsor creates the content costs:

- EMRandHIPAA.com - \$10,000
- EMRandEHR.com - \$7,500
- HospitalEMRandEHR.com - \$5,000

**Email** - All sponsored posts are published to the website and then emailed out to the appropriate list:

- EMRandHIPAA.com – 6,467 email subscribers
- EMRandEHR.com – 4,111 email subscribers
- HospitalEMRandEHR.com – 3,271 email subscribers

**Social** - Each blog post also gets the social media treatment: posted out to @ehrandhit (33,416 followers), @techguy (8,756 followers), @healthcareITJob (5,078 followers), and @hospitalEHR (5,869 followers) and all the other various social media channels (LinkedIn, Facebook, Google+).

**Display Advertising** – Each sponsored blog posts includes a 728x90 banner ad for one month on the bottom of the site where the blog post is published. The display ad works to reinforce and remind readers of the message in the sponsored content.

## Examples:

<http://www.emrandhipaa.com/emr-and-hipaa/2013/10/16/factors-that-influence-healthcare-information-technology-adoption-breakaway-thinking/>

<http://www.emrandhipaa.com/emr-and-hipaa/2013/10/11/scanning-is-a-feature-of-healthcare-it-and-will-be-forever/>

<http://www.emrandhipaa.com/emr-and-hipaa/2012/02/14/nomoreclipboard-and-impak-join-forces-as-phr-meets-aco-and-patient-centered-medical-home/>

<http://www.emrandhipaa.com/emr-and-hipaa/2013/03/26/hipaa-omnibus-what-should-you-know/>