



## Display Ad Rates

### **EMR and HIPAA**

728x90 Header Banner: \$1000/month (Exclusive)  
350x150 Key Sponsor: \$450/month  
728x90 Sitewide Sponsor: \$225/month  
300x250 After Content (Left and Right): \$500/month (Exclusive)

### **EMR and EHR**

728x90 Header Banner: \$700/month (Exclusive)  
350x150 Key Sponsor: \$300/month  
728x90 Sitewide Sponsor: \$150/month  
300x250 After Content (Left and Right): \$350/month (Exclusive)

### **Hospital EMR and EHR**

728x90 Header Banner: \$400/month (Exclusive)  
350x150 Key Sponsor: \$150/month  
728x90 Sitewide Sponsor: \$75/month  
300x250 After Content (Left and Right): \$200/month (Exclusive)

### **Healthcare IT and EMR News**

350x150 Key Sponsor: \$100/month  
728x90 Sitewide Sponsor: \$50/month

### **Meaningful HIT News**

350x150 Key Sponsor: \$100/month  
728x90 Sitewide Sponsor: \$50/month

### **Smart Phone Healthcare**

350x150 Key Sponsor: \$100/month  
728x90 Sitewide Sponsor: \$50/month

### **EMR, EHR, and Healthcare IT Videos**

350x150 Key Sponsor: \$100/month  
728x90 Sitewide Sponsor: \$50/month

### **Healthcare IT Central**

250x250 Sponsorship: \$600/month (Exclusive)

### **Healthcare IT Today**

250x250 Sponsorship: \$300/month (Exclusive)



**Exclusive** – These ads are exclusive to one advertiser and are sold based on availability.

**Key Sponsor** - The key sponsor is a 350x150 ad shown on every page at the top right side of the website. Ad position is rotated between all key sponsors, but all advertisers are shown on each impression. Animation is allowed, but no flash.

**Sitewide Sponsor** - The sitewide sponsor is a 728x90 ad shown on every page just below the content and above the footer of every website page. Ad position is rotated between all sitewide sponsors, but all advertisers are shown on each impression. Animation is allowed, but no flash.

*\*Ad pricing is subject to change. Ad pricing is not guaranteed until confirmed by email.*

*\*\*We do 3-6 month ad runs paid in advance except for exclusive ads which are sold based on availability.*

***For more details on pricing, please contact John Lynn at [john@healthcarescene.com](mailto:john@healthcarescene.com)***