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SOUTH FLORIDA HOSPITAL NEWS AND HEALTHCARE REPORT MEDIA AND MARKETING INFORMATION FOR 2024

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CONTACT CHARLES FELIX FOR MORE INFORMATION: 954-605-4785 OR
CHARLES@SOUTHFLORIDAHOSPITALNEWS.COM

MAY 2024

South Florida Hospital News[®] and HEALTHCARE REPORT

Since 2004

South Florida Hospital News & Healthcare Report offers many options that make it easy for marketers to reach South Florida Healthcare Executives and Physicians to help you meet your marketing goals. SFHN&HR is the leading advocate publication both in print and on-line for South Florida Hospitals and Physicians. SFHN&HR has the largest circulation with current information about Healthcare in print and on-line to Hospitals and Physicians in South Florida.

From single advertisements to full marketing campaigns, let us help you target your audience, engage potential customers and see results.

May 2024 will focus on the following topics:

Annual Salute to Nurses - Special Pricing

National Hospital Week

Nursing Trends & Challenges

Financial Institutions & Healthcare

Outsourcing, Billing and Collections for Hospitals and Doctors

Greater Miami Chamber Healthcare Heroes – Special Section Program

This issue also will be distributed to all Attendees at the Healthcare Heroes Event on Wednesday, May 15, 2023 at Jungle Island

Updates from CannabisNewsFlorida.com

Special advertising rates are being offered to place an ad and article about your products and/or services.

SPECIAL ADVERTISING RATES:

Front Page Banner \$2,600

Full Page \$1,900

1/2 Page \$1,100

1/4 Page \$850

1/8 Page \$645

SPECIAL DISCOUNTED PACKAGE OFFERS:

Three 1/8 page ads \$1,500

Three 1/4 page ads \$2,100 (includes an article)

Three 1/2 page ads \$2,600 (includes an article)

If you would like to take advantage of this opportunity or have any questions, please call or e-mail. **Our ad reservation deadline is April 17, 2024.** In addition, please visit our web site at www.sfnhr.com.

If you would like a free copy of our most recent issue and advertising information, please call or e-mail me. Thank you for your consideration and I look forward to speaking with you soon.

Charles Felix, Publisher/Owner- Phone: 954-605-4785

E-mail: Charles@southfloridahospitalnews.com

P.O. Box 812708, Boca Raton, Florida 33481-2708 (561) 368-6950
 FAX (561) 368-6978 • E-mail: carol@southfloridahospitalnews.com

2024 MEDIA AND MARKETING INFORMATION 2024

Overview

South Florida is recognized nationwide as one of the top healthcare regions in the nation and *South Florida Hospital News and Healthcare Report*, the region's only monthly healthcare newspaper for more than 20 years, is on the move with it. *South Florida Hospital News and Healthcare Report* offers advertisers a highly targeted, affluent and powerful readership who desire and appreciate the newspaper's wide-ranging editorial perspective. *South Florida Hospital News and Healthcare Report* reports in depth on the trends, issues and people that impact the area's healthcare industry. *South Florida Hospital News and Healthcare Report's* monthly production cycle means a long shelf life and encourages thorough readership by today's busy executives. *South Florida Hospital News and Healthcare Report* is an attractive, information publication that readers share with co-workers, meaning your ad receives multiple exposures, a real bonus to advertisers. Florida-wide targeted e-mail blasts also are available.

Editorial

South Florida Hospital News and Healthcare Report's number one goal is top quality healthcare journalism written and edited for the region's most influential healthcare business executives and professionals. Our objective is to serve as a vehicle for disseminating industry developments in a non-threatening, supportive environment. We are an information exchange medium for healthcare providers who are, equally, consumers of products and services.

Distribution

South Florida Hospital News and Healthcare Report, a Healthcare Media Company, reaches more than 50,000 healthcare professionals monthly primarily in Broward, Miami-Dade, Palm Beach, Monroe, Martin and Indian River Counties.

- Physicians • Nurses • Healthcare Executives (CEOs, CFOs, COOs, Administrators)
- Practice Administrators/Managers • Hospital department heads of all key areas, including Human Resources, Marketing, Materials Management, Information Systems, Facilities Management, Nursing and Hospital Systems Executives
- Insurance Providers • Attorneys • Accountants
- Home Care and Nursing Home Administrators • Case Managers • Discharge Planners
- Staffing Companies • Business executives of health-focused companies
- South Florida's top business and political leaders

Industry Focus

Each issue contains editorial that focuses on trends and services in industry areas, such as physician practice issues, home health care, legal issues, health information technology, rehabilitation, geriatrics, managed care, nursing, medical practice management, recruiting/staffing, outpatient services, educational opportunities, human resources, marketing, etc.

Calendar

Each issue includes listings of upcoming conferences, workshops and continuing education opportunities for health care professionals.

One month listing - FREE Additional Listings - \$50 per month

Long-term promotional opportunities available, including website exposure.

Online Marketing - reach more than 60,000 visitors per month (Google Analytics)

Get 12 months exposure and a link to YOUR website.

Rotating Banner - \$3,000/year • Corporate Partner Ad - \$3,000/year

E-Newsletters & E-Blasts

In addition to our monthly print and online newspaper, we send out 2 e-newsletters each week - Weekly Update to our Healthcare Professionals and Businesses (approx. 30,000) on Monday; Weekly Pulse/Business to our Healthcare Professionals and Businesses (approx. 30,000) on Thursday. Advertising and Editorial Opportunities available upon request. Florida-wide targeted email blasts also are available.

Ask for Digital Media Kit.

Subscriptions 1 year - \$50 2 years - \$75 3 years - \$85

www.southfloridahospitalnews.com

Display Rates

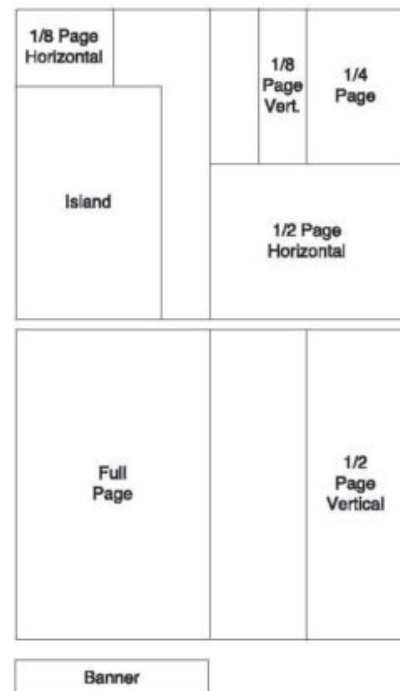
Technical Specifications

Display Sizes & Rates

	Display Sizes	1x Per Insertion	3x Per Insertion	6x Per Insertion	12x Per Insertion
Banner Cover Ad/Color	10 x 1-1/2	3000	2600	2200	2000
Full Page	10 x 13-1/2	2700	2500	2100	1900
Island	7-5/8 x 10	2400	2200	2000	1600
1/2 Page (Horizontal)	10 x 6-5/8	1300	1100	1000	900
1/2 Page (Vertical)	4-7/8 x 13-1/2	1300	1100	1000	900
1/4 Page	4-7/8 x 6-5/8	1000	850	750	700
1/8 Page (Horizontal)	4-7/8 x 3-3/8	675	645	540	500
1/8 Page (Vertical)	2-3/8 x 6-5/8	675	645	540	500
Marketplace/Business Card	4-7/8 x 2	N/A	N/A	225	200
4-Color Available per insertion		350	300	250	200
Business Profile Listing:					
12 insertions/50 words/including Website Link - \$1000 One time charge					
Ad Creation Charge Camera Ready Ad Not Provided by Advertiser \$175 charge per ad created					

- Macintosh using Quark Xpress, Adobe Acrobat, Adobe Photoshop CS and/or Illustrator CS.
- Ads are to Display Sizes and allows for no bleeds.
- Must include fonts and graphics. All PDF files sent must include all Fonts & Images embedded. The images embedded must be limited to grayscale, lineart or CMYK. Embedded RGB images will not be accepted. (contact us for PDF specs.)
- Line art must be at least 1200 dpi and photos should be at 300 dpi for acceptable reproduction. We WILL NOT BE RESPONSIBLE for the reproduction of graphic elements that do not meet these requirements. Ad should be worked up to our specifications, size, etc.
- Ads created on the PC platform using Microsoft Publisher or Word are generally not acceptable.
- Avoid small type when reversed out of black or process color backgrounds. (10 point or under)
- All ad copy should be emailed to carol@southfloridahospitalnews.com

When sending ad via e-mail, please provide a contact name/phone/fax number.



ADVERTISING AGENCY COMMISSION

Publishers grant 15% to recognized, accredited agencies.

TERMS

Prepayment is required by new advertisers prior to publication of first ad. Payment will be due 10 days after date of billing. Past due invoices subject to 1-1/2% service charge per month after 30 days.

GENERAL INFORMATION

The publisher reserves the right to decline any and all advertisements which are judged inappropriate, or for any reason undesirable. The publisher also reserves the right to print the word "advertisement" on the newspaper on any and all pages of Hospital News. The publisher is not liable for delays in delivery, and/or non-delivery in the event of an act of God, action by any governmental/non-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption or any condition beyond the control of the publisher affecting production or delivery in any manner.

PRINTING PROCESS

Web offset = Text & Cover Black & White AD: 85 line screen preferred with one PMT proof or equivalent for copy check required.

AD DEADLINE

A change in the ad schedule must be received in writing ten days prior to publication. Insertion date changes received after reservation deadline will be billed at 100%.

P. O. Box 812708, Boca Raton, FL 33481-2708 • (561) 368-6950
Fax (561) 368-6978 • E-Mail: carol@southfloridahospitalnews.com

2024 EDITORIAL CALENDAR

The following is a glimpse at the topics we will be covering in South Florida Hospital News and Healthcare Report. Since we endeavor to include a wide variety of articles covering the entire continuum of healthcare, we reserve the right to make changes and/or additions as needed. We welcome your suggestions!

JANUARY

- 2024: A Look Ahead – New Government Policies
- Oncology Update in South Florida: Innovations and Innovators
- Financially Sustaining a Healthcare Organization or Practice
- Healthcare Banking & Financial Options
- Healthcare Recruitment & Retention
- Medical IT/Software Trends - EMR, Coding Challenges, IT Consulting
- Telemedicine Update

FEBRUARY

- Annual Salute to Cardiology*
- Cardiology/Heart Health Month/Profiles
 - Education Update – Evolving Opportunities in Healthcare
 - The Prospect of Malpractice Reform
 - Malpractice Products & Challenges

MARCH

- Annual Salute to Doctors Issue*
- Physician Profiles
 - Real Estate – Healthcare Design, Construction, Facility Planning, Leasing vs. Buying
 - Physician Group Practice Management
 - Hospital/Physician Relations
 - Hospitalist Program Development and Implementation

APRIL

- Annual Salute to Volunteers*
- Healthcare Volunteerism in South Florida
 - Healthcare Consulting/Outsourcing
 - Insurance for Healthcare Professionals, Businesses, Consumers
 - Organ and Tissue Donation Awareness
 - Autism Awareness

MAY

- National Hospital Week*
Annual Nurses Issue – Salute to Nurses
- Nursing Profiles
 - Nursing Trends & Challenges
 - Financial Institutions & Healthcare
- Greater Miami Chamber Healthcare Heroes – Special Section*

JUNE

- Annual Healthcare Hurricane Planning Guide
- Emergency Department Trends and Challenges/Trauma Medicine
- Disaster Planning – Preparedness
- Healthcare Real Estate Update - Mid 2024 Update
- Eldercare Advances in South Florida
- Healthcare Staffing Challenges
- Cancer Survivors Awareness

JULY

- Financial, Legal and Business Professionals in Healthcare
- Advances in Medical Technology & Medicine
- Telemedicine in the Healthcare Delivery System
- Medical Tourism
- Bundled Payments – Navigating the Challenges to Success

AUGUST

- Profiles in Leadership & Administration
- Healthcare Professionals Associations
- Education Update – New Programs in Healthcare Education
- Outsourcing Update
- Revenue Cycle Software Trends

SEPTEMBER

- Real Estate Update – New Ideas – New Projects
- Alzheimer's Care, Organizations & Facilities, Resources
- Addiction/Mental Health/Recovery Focus
- Financial Community & Healthcare – Innovations & Trends

OCTOBER

- Annual Salute to Case Managers*
- Case Manager Profiles
 - Case Management Challenges and Achievements
 - Breast Cancer Awareness Month
 - Advances in Oncology Treatment
 - South Florida Oncology Innovators
 - Eldercare Trends in South Florida
 - Annual Salute to Emergency Room Nursing
 - Mental Health Awareness

NOVEMBER

- National Hospice Month – Salute to Hospice Workers - Profiles*
- Palliative Care – Advancing Quality and Improving Costs
 - Healthcare Education Update
 - Insurance Open Enrollment
 - Medical Technology & HIT Update
 - Diabetes Awareness

DECEMBER

- 2024 – A Year in Review
- What's Ahead in Healthcare Real Estate?
- Outsourcing – Year-end Business Strategies
- Healthcare Marketing & Public Relations – What Works?
- Insurance Open Enrollment
- Healthcare's Spiritual Community

For advertising information, contact Charles Felix at (561) 368-6950
 or e-mail charles@southfloridahospitalnews.com
 For editorial submissions or questions, please email carol@southfloridahospitalnews.com

www.southfloridahospitalnews.com

South Florida Hospital News[®] and HEALTHCARE REPORT

THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

Editorial Submission Guidelines:

EDITORIAL SUBMISSION DEADLINES:

Articles should be submitted by the 15th of the month preceding the publication month. Please advise carol@southfloridahospitalnews.com in advance of feature article ideas and planned submissions.

News items/press releases may be submitted anytime.

SFHN&HR reserves the right to determine whether material submitted for publication shall be printed and reserves the right to edit as needed, for grammar, style and length.

E-MAIL: E-mail submissions in word file for consideration to carol@southfloridahospitalnews.com

WORD LENGTH: Feature article 700 words or less

INCLUDE HEADLINE, AUTHOR'S NAME AND BYLINE INFORMATION:

Please ensure all article submissions have a headline, byline including author's credentials and title, and headshot of the author. (See photo specs below.)

CONTACT INFORMATION:

Include at end of article a phone number, e-mail address (and website) for readers to contact for additional information. This can be direct contact information for the author or just general contact information.

PHOTOS:

Photos are always welcome. In order to maintain maximum reproduction quality, please ensure that photos meet the following guidelines:

- 300 dpi or greater
- Image size at least 2" wide for head shots, 4" wide for all other photos
- Minimum size of photo should be 1.4mb before saving as a JPEG file

CALENDAR ITEMS:

Don't forget to e-mail your listings for upcoming conferences, workshops, seminars, expos, health fairs and fundraising events.

ADVERTISING OPPORTUNITIES:

If you would like information regarding advertising, please call Charles Felix at (561) 368-6950 or e-mail charles@southfloridahospitalnews.com

For more information, please contact carol@southfloridahospitalnews.com

Ad Specs

The preferred format is Adobe Acrobat PDF.

Only postscript fonts are acceptable. Fonts must be embedded when providing ad in PDF format. TrueType fonts (typically used on non-Macintosh computers) are not acceptable, even if the fonts are embedded. Type 1 fonts are acceptable, and should be used in place of TrueType fonts. Text in vector images (ie. Illustrator) must be converted to paths or outlines to eliminate font problems. Save all images as EPS or TIFF only. Color graphics and images saved as RGB, Lab, indexed color or duotones are not acceptable. All scanned halftone images should be sized at a resolution of 300 dpi (for 85 line screen output) at 100% of the size they are used in the file. Line art images such as logos require an image resolution of at least 600 dpi. Avoid small type when reversed out of black or process color backgrounds (10 point or under).

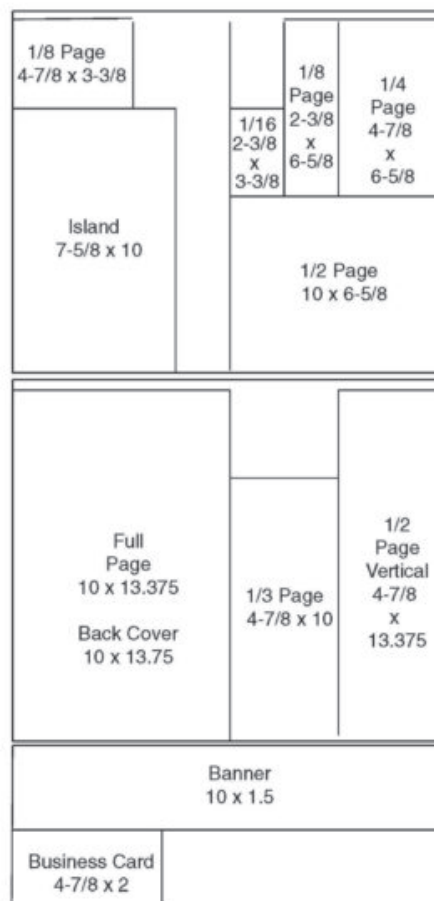
All embedded artwork in PDFs must be grayscale.

We accept materials via E-mail. Due to the large volume of e-mails and to ensure proper placement, please be sure to put the Ad/Client name and issue date in the subject line of all e-mailed ads.

E-MAIL ADDRESS FOR SUBMITTING ADS:

**South Florida Hospital News
and Healthcare Report**

carol@southfloridahospitalnews.com



If you have any questions,
please email
carol@southfloridahospitalnews.com
or call 954-605-4786

Hospital News[®] and HEALTHCARE REPORT

THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

Digital Marketing Options for 2024

South Florida Hospital News & Healthcare Report:

Web Site:

We offer two types of ads on our SFHN&HR website at receives over 60,000 visitors per month. First a rotating banner on the home page of www.southfloridahospitalnews.com - the cost is \$3,000 per year with unlimited changes, or \$500 per month with a maximum of two changes. Ad size 936 x 120 pixels in jpeg or gif format.

Second is our Corporate Partner Tile Ad (right side of the web site) -the cost is \$3,000 per year with unlimited changes or \$500 per month with a maximum of two changes. Ad size 500 x 500 pixels in jpeg or gif format.

E-newsletter:

We have two e-newsletters (Monday and Thursday) that go to our healthcare business data base (29,000 plus) which includes Doctors, Executives at all South Florida Hospitals plus other related healthcare businesses and professionals. The cost, when space is available, is \$250 per newsletter. Ad size 300 x 300 pixels in jpeg or gif format.

Minimum Purchase is two months for website ads and four weeks for E-newsletters.

SFHN&HR Emails Blasts:

Email blast to the same data base as our e-newsletter is \$3,000 per email.

Email blasts to Physicians in specific zip codes, cities or counties – Minimum fee is \$500 per email blast depending on number of zip codes, cities or counties. The cost for an email blast to all Physicians in South Florida Healthcare Market area (Miami-Dade, Broward, Palm Beach, Martin and Monroe) is \$3,000 per email.

In addition, for \$500 we will provide you with a list of opens from your email blast, which will include the name, address and phone number.



2024 ANNUAL SALUTES TO YOUR HEALTHCARE PROFESSIONALS

Since 2004, we have provided a media platform to the Hospital and Healthcare Community to publicly salute their staff. In these issues, we ask the hospital and healthcare clinic industry to support our organization and newspaper by placing ads that “thank their staff for an excellent job”, and the message is then broadcast to the entire healthcare community in South Florida. With each ad, you also are able to submit an article and two staff profiles per facility.

The issues that contain “Salutes” are:

January – Salute to Oncology
February – Salute to Cardiology
March – Salute to Doctors
April – Salute to Healthcare Volunteers
May – Salute to Nurses
June – Salute to Emergency Department
July – Salute to Financial Directors and Managers
August – Salute to Leadership
September - Salute to Mental Health Therapists
October – Salute to Case Management
November – Salute to Hospice and Palliative Care
November - Salute to IT Directors and Managers

The pricing for ads in these issues are discounted by 40%...as follows:

Full Page - \$1,650 per insertion, per issue
Half Page - \$875 per insertion, per issue
¼ Page – \$700 per insertion, per issue
1/8 Page - \$500 per insertion, per issue

All ads are black and white – color ads are available for an additional charge of \$200 for each ad placed.

All profiles and ads are due on the 15th of the month preceding the Salute Month.

South Florida Hospital News and Healthcare Report's number one goal is top quality healthcare journalism written and edited for the region's most successful, powerful healthcare business executives and professionals.



Phone : [561-368-6950](tel:561-368-6950)

Fax : [561-368-6978](tel:561-368-6978)

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