

Digital Marketing Options for 2022

South Florida Hospital News & Healthcare Report:

Web Site:

We offer two types of ads on our SFHN&HR website. 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 \$1,500 per year with unlimited changes or \$250 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 (20,000 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.**