

P.O. Box 812708, Boca Raton, Florida 33481-2708 (561) 368-6950
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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

Display Rates

Technical Specifications

- 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.

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					

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%.

1/8 Page Horizontal			1/8 Page Vert.	1/4 Page
Island			1/2 Page Horizontal	

Full Page		1/2 Page Vertical
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Banner

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