



RATE SHEET

Sponsorship (Digital Branding)

Four-color logo with up to 20 words of ad copy and link can be displayed on our website **and** one of the digital newsletters (FHIweekly, Specialty Focus, Game Changers or Updates in Pediatrics) at the following rates:

NEWSLETTER LEADERBOARD (600 x 75 in FHIweekly, SF & GC; 450 x 81 in UIP) [Matched with TILE on the site]

\$425 per month 3x

\$400 per month 6x

\$375 per month 13x

ON SITE LEADERBOARD (600 x 75) [Matched with TILE in the newsletter]

\$400 per month 3x

\$375 per month 6x

\$350 per month 13x

STORYBOARD (285 x 237) [Guaranteed Right Hand Read; not available on Updates in Pediatrics]

\$375 per month 3x

\$350 per month 6x

\$325 per month 13x

TILE (150 x 175)

\$300 per month 3x

\$275 per month 6x

\$250 per month 13x

Digital ad should be submitted as JPEG, GIF or PNG. Sizes are quoted in pixels. Note: animated files will not rotate in the e mail version of the newsletter. Production rates apply. Frequencies quoted are monthly (i.e. every four weeks). FHIcommunications billing cycle is every four weeks. Therefore there are 13 billing periods ("months") in a year. Buy two newsletters, receive a 15% discount; buy three and receive a 20% discount; buy all four and receive a 25% discount. Click [HERE](#) for additional terms & conditions.

E-mail Marketing (minimum list size 500)

Open Rate 22 cents per delivered e-mail

3-5x 20 cents per delivered e-mail

6-13x 18 cents per delivered e-mail

Half off second mailing in any given month. Frequencies quoted are monthly (i.e. every four weeks). FHIcommunications billing cycle is every four weeks. Therefore there are 13 billing periods ("months") in a year. Production rates apply. Questions? E mail iherschler@comcast.net.