



RATE SHEET

Sponsorship (Digital Branding)

Digital advertisement and link can be displayed on our website **and** one of the following digital newsletters (*FHIweekly*, *Specialty Focus*, *Game Changers* or *Updates in Pediatrics*) at the following rates:

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

- \$450 per month 3x
- \$425 per month 6x
- \$400 per month 13x

STORYBOARD (285 x 237)

[Guaranteed Right Hand Read; n/a on Updates in Pediatrics]

- \$400 per month 3x
- \$375 per month 6x
- \$350 per month 13x

TILE (150 x 175)

- \$350 per month 3x
- \$325 per month 6x
- \$300 per month 13x

<p>ON SITE LEADER BOARD (600 x 75) <u>[Matched with TILE in FHIweekly]</u></p> <p>\$425 per month 3x</p> <p>\$400 per month 6x</p> <p>\$375 per month 13x</p>

Digital Advertisement and link can be displayed on our website and *Week in Review* at the following rates:

LeaderBoard (600 x 75)

\$550 per month 3x	\$525 per month 6x	\$495 per month 13x
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Tile (150 x 175) or Skyscraper (150x 275) Ad [Guaranteed Right Hand Read]

\$400 per month 3x	\$375 per month 6x	\$350 per month 13x
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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 four or more 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.

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