

FHlcommunications Digital Branding

RATE SHEET

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

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

- \$475 per month 3x
- \$450 per month 6x
- \$425 per month 13x

STORYBOARD (285 x 237)

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

- \$425 per month 3x
- \$400 per month 6x
- \$375 per month 13x

TILE (150 x 175)

- \$375 per month 3x
- \$350 per month 6x
- \$325 per month 13x

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

LeaderBoard (600 x 75)

\$575 per month 3x \$550 per month 6x \$525 per month 13x

Tile (150 x 175) or Skyscraper (150x 275) Ad [Guaranteed Right Hand Read]

\$425 per month 3x \$400 per month 6x \$375 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 (if the reader is using a desktop hardwired to the internet; mobile and wi-fi connected devices will display animated files properly). Production rates apply. Frequencies quoted are monthly (i.e. every four weeks). *FHlcommunications* 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. Production rates apply.

Click http://www.floridahealthindustry.com/images/M_images/fhcommunicationstermsandconditions.pdf for additional terms & conditions.

E-mail Marketing (minimum list size 500)

Open Rate 24 cents per delivered e-mail

3-5x 22 cents per delivered e-mail

6-13x 20 cents per delivered e-mail

Half off second mailing in any given month.

Questions? E mail jherschler@comcast.net.

ON SITE LEADER BOARD (600 x 75)
[Matched with TILE in FHlweekly]

\$450 per month 3x

\$425 per month 6x

\$400 per month 13x