

# FHlcommunications 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 (595 x 100) [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 (595 x 100)

\$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

**Native Campaigns** (available as add-on only)

Supercharge your digital branding efforts with native advertising. We'll run your article, commentary or press release on our website twice per month during your digital branding engagement. Simultaneously, we'll run an excerpt in one of our digital newsletters linking back to the full story on our site. We will also include one image (e.g. photo, headshot, logo) with each article. Common sense rules apply; save the obvious self-promotion for your display ads. Also, please note all native campaigns will be subject to our Editorial Board's review.

\$155 per month

**ON SITE LEADER BOARD (595 x 100)**  
[Matched with TILE in FHlweekly]

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

**Run of Press Ad Campaign**

Ad will appear in one of the digital titles <*Week in Review*, *Specialty Focus*, *Updates in Pediatrics*, *FHlweekly*, *Game Changers*> at least once a week. Meanwhile, the ad will appear 24/7 on the website during the length of the campaign. In order to implement a ROP campaign, we will need three ad sizes: Tile (150 x 175), StoryBoard (285 x 237) and LeaderBoard (595 x 100). This is an ideal program for advertisers seeking broad exposure to our total audience of 20,000+ subscribers.

3x	\$350.00 per month
6x	\$320.00 per month
13x	\$295.00 per month

Questions? E mail [jherschler@icloud.com](mailto:jherschler@icloud.com).

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.

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