HEALTHCARE
BUSINESS TODAY

Website and Social Stats

- Average Unique Visitors per month: 25,000+
- Website Impressions per month: 90,000+
- LinkedIn Followers: 1,220

Website Banner Ads

Sidebar Banner Ads (Home Page and Sitewide)

- 1 month: $299
- 3 months: $799
- 6 months: $1,399
- 12 months: $1,999

Leaderboard Ad (Top of the Home Page and Sitewide)

- 1 month: $399
- 3 months: $999
- 6 months: $1,899
- 12 months: $2,899

Email Marketing (List size: 1,200+)

Dedicated Email Blast

- 1x: $995
- 3x or greater: $750

Email Sponsor (Banner Ad at top of weekly email blasts)

- $295 per month (total of 4 email blasts)

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Sponsored Content Program

Our Sponsored Content Program allows you to place content on our website in a native environment. Reach more than 25,000 unique visitors per month with in-depth content placed in a credible, engaging environment. Your article will be posted on healthcarebusinesstoday.com in our standard website article format that blends with our organic website content.

Placement Details

Your sponsored article will be promoted on the Home Page with a photo and basic headline, similar to how we promote our editorial content on the site. All links will be do-follow. Article will remain onsite permanently.

Each Sponsored Content Article Includes:

- Lead-in image (Top of the article—we can provide)
- Up to 3 additional images in the body of article content (you provide)
- Up to 1,500 words of text (this is flexible)
- Up to one do-follow link per paragraph of text with a maximum of 10 links
- On-Page SEO (meta description and meta title, as well as internal links to and from your article to help boost its SEO ranking)

Sponsored Content Rates

- $150 per article for permanent placement.

Article Submission/Specifications

Please send article text in completed paragraph form with embedded links. Content can be sent by email attachment, Google Docs, Dropbox or other cloud-based service.

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The URL for the article is created from your headline. For example the headline of "Best Medical Colleges in 2024" will create the following URL: healthcarebusinesstoday.com/best-medical-colleges-2024. Please factor this in when you create your headline. If you need a custom headline that varies from our format, please let us know when you send your article.

All images should be in a horizontal/landscape format. Images will be centered with text placed above and below the image. Images should have a minimum width of 1000px and a minimum height of 667px.

All content is subject to approval by our editorial staff and editing may be suggested and implemented to assure the message is best suited to our audience. Content should be submitted 5 business days prior to post being placed to assure ample time to proof the article.

Please contact us with any questions or to reserve your space today.

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