



Over 75 years of expertise in healthcare education

2019 ADVERTISING & MARKETING MEDIA

CONTACT YOUR SALES REPRESENTATIVE

CALL: 484.300.4940

EMAIL: contact@advanceweb.com

VISIT: www.elitecme.com



ELITE HEALTHCARE



THE BEST RESOURCE FOR HEALTHCARE PROFESSIONALS AT EVERY LEVEL

RECRUIT - RETAIN - INFORM - EDUCATE

Elite Healthcare formerly ADVANCE has been a trusted source of industry news, information and jobs since 1985. Our mission is to enhance the careers of healthcare professionals nationwide by providing relevant content, quality CE, new career opportunities and important products and services to our readers through email, web and print. Now, combined with Elite Learning, Western Schools & Medical Minds In Motion we serve more healthcare professionals in more markets than ever before.

ADVANCE + ELITE + WESTERN + MMIM = MORE!

- More economical advertising opportunities
- More qualified healthcare professionals in our network
- More print and digital outreach
- More opportunities to provide affordable CE to your staff
- More engaging content to attract readers to your ads
- More ROI as a valued advertiser

Reach more than 3.5 million healthcare professionals including:

- Nurses, LPNs and Advance Practice Providers (NPs & PAs)
- PTs, OTs, SLPs & Massage Therapists
- Laboratory, Respiratory, Radiology Techs and Managers
- Health Information professionals
- Pharmacists & Pharmacy Techs
- Social Workers, Psychologists and Professional Counselors
- Health System Influencers and Decision makers (C-Suite, Directors, Managers)
- Physicians
- Dentists & Dental Hygienists

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Your brand featured on:

- Websites (news, clinical information, CE & lifestyle content)
- Weekly e-newsletters & content focused emails
- Healthcare Job Board
- Social Media (Facebook, Twitter, LinkedIn & Google+)
- Webinars (editorial and client sponsored)
- Unique Custom Content (Infographics, Advertorials, Spotlight Emails)
- Targeted Client Emails
- Print Correspondence Books (Nursing, NP, PT & OT)
- Continuing Education Sponsorships (Nursing, NP, PT & OT)

EXCITING NEW PRINT OPPORTUNITIES (Nurses, NPs & PTs)!

Place your ad in the Print Edition of the Elite Continuing Education Correspondence Book's new advertising section!

- Reach 1.3 million Nurses and 50,000 NPs that need required CE
- Enjoy more exposure as each catalog is retained and shared for 6-12 months
- Pick your states or choose national exposure

CE FOR YOUR STAFF

Let Elite Continuing Education be your go to CE resource!

- Promote yourself to qualified healthcare professionals by sponsoring a CE course
- Offer your team all the CEs they need at a discounted membership rate
- Create an affordable custom CE partnership package exclusive to your facility

DIGITAL EDITION SCHEDULE

Get more marketing for your money when you advertise in any
ELITE Digital Edition

HOW WILL YOU GET EXPOSURE?

- All digital editions are created in an easy to read digital Flip Book format that can be read online, downloaded and printed.
- Every ad includes live web links back to your website & Google Analytic page-view tracking.
- Every edition is backed by a 6 month marketing plan delivered multiple times directly to healthcare professionals via dedicated emails, social media posts & weekly e-newsletters.
- Your logo and a live weblink will be featured on a dedicated landing page with each edition for 1 year.
- The digital book is archived on ADVANCE websites indefinitely.

DISTRIBUTION

- Audience Reach includes: Nurses, NPs, PAs, OTs, PTs, SLPs, Massage Therapists, Social Workers, & Psychologists, plus Laboratory, Radiology, Respiratory, Health Information professionals and all levels of healthcare management nationwide



Price	Ad Size
\$999.00	1/8 Page Ad
\$1,750.00	1/4 Page Ad
\$2,250.00	1/3 Page Ad
\$3,350.00	1/2 Page Ad
\$4,999.00	Full Page Ad

DIGITAL EDITION SCHEDULE

Digital Content Focus	Ad Deadline	Edition Date
Magnet Edition	November 9, 2018	November 2018
Infectious Disease/Disaster Planning/Wound Care Guide	January 11, 2019	January 2019
Heart Health Month Edition	February 8, 2019	February 2019
Healthcare Career Guide	March 8, 2019	March 2019
Self-Care Guide/Nurses Week Thank You Edition*	April 19, 2019	May 2019
Salary Survey Results Guide*	June 10, 2019	June 2019
Mental Health/Psychology/Social Work Edition	July 14, 2019	July 2019
Education/Advanced Degree/Specialization Edition	September 6, 2019	September 2019
Pediatric/Geriatric/Men's/Women's Health Edition	October 31, 2019	November 2019

*Nurse/NP/LPN only distribution

ELITE HEALTHCARE ADVERTISING 2019 RATES

PRINT RATES: COLOR

SIZE	Nursing (12 months)	Nursing (6 months)	All Other Books* (12 months)	All Other Books* (6 months)
Full-Page	17,999	12,999	6,999	4,999
1/2-Page (V/H)	8,999	6,499	3,499	2,499
1/3-Page (V/H)	5,999	4,333	2,333	1,666
1/4-Page	4,499	3,249	1,749	1,249

*Other Books: PT, ARNP, Pharma, Massage, Mental Health, Dental

All rates shown are 1-time yearly fees that include either 12 months or 6 months of print distribution.

Printed Books with advertising include bonus digital distribution via Flipbook

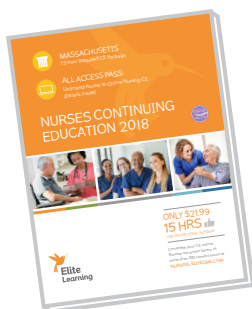
To Advertise by State - Call for special pricing

Ads may be placed in cover positions upon request or at the discretion of Advance

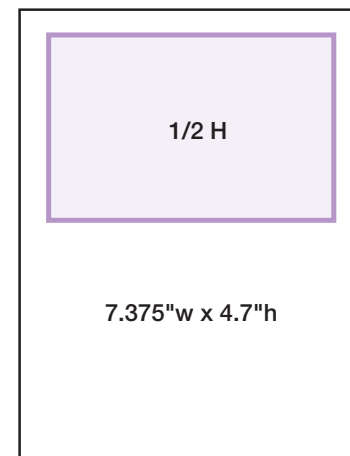
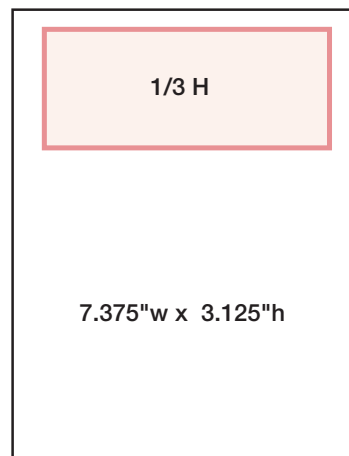
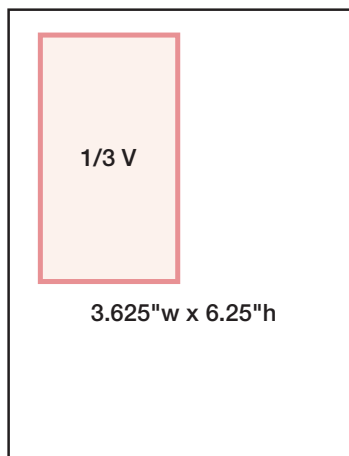
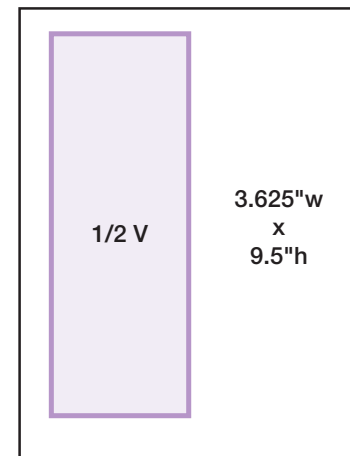
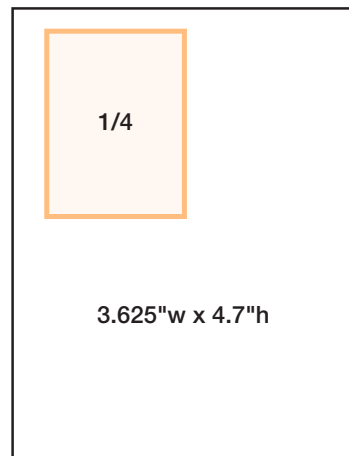
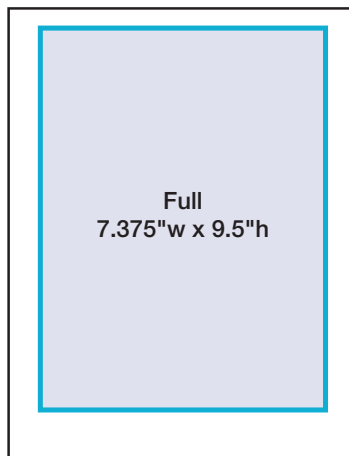
ASK US ABOUT OUR HIGH IMPACT OPPORTUNITIES:

Cover Stickers Multi Page Pull-Out
Cover Wraps Inserts
Poly Bags Tri-Fold Direct Mailer

Call your sales rep for details!



PRINT AD SIZE SPECS



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2019 WEBSITE/EMAIL/MULTIMEDIA RATES

WEB ADVERTISING

1X

■ Ads run for 30 days from date of initial post. Web Ads are on a limited rotation/SOV. Takeover ad is exclusive to 1 client. CPM pricing is available. Standard Ad Sizes are optimized for mobile rendering (Takeover & Super Leaderboard excluded)

Medium Rectangle - Run of Site	\$1,800 (mobile optimized)
Medium Rectangle - Home page only - rotates in 3 spots	\$1,350
Medium Rectangle - Tagged by audience/content category	\$900
Medium Rectangle - Geo-targeted by state	\$900
Half Page - Run of Site	\$2,995 (mobile optimized)
Half Page - Tagged by audience/content category	\$1,495
Half Page - Geo-targeted by state	\$1,495
Super Leaderboard - Run of Site	\$1,995
Super Leaderboard - Tagged by audience/content category	\$995
Super Leaderboard - Geo-targeted by state	\$995
Super Leaderboard - Pushdown	Add \$1,000
Takeover Ad - (appears 1 time, per IP, per day) Exclusive for 30 days	\$3,995

EMAIL ADVERTISING - SCHEDULED ADVANCE PROMOS

1X

■ Email distribution to our entire Advance network by audience/specialty. Frequency and timing will vary.

E-Newsletter Ad Rates (per e-newsletter)

Half Page	\$2,300
Medium Rectangle	\$1,250
Text Only	\$900
Targeted Content Emails	
Blog - Medium Rectangle	\$1,250
Top Jobs/Job Board - Medium Rectangle	\$1,250
CE - Medium Rectangle	\$1,250

WEB CONTENT/MULTIMEDIA SPONSORSHIPS - CLIENT PROVIDED

■ All content housed on an Advance website must be unique to Advance to avoid penalties from Google. Links to content living on a client site will include a 1 paragraph description of the content on Advance and a live link to the client website. Links back to **unique client provided content on ADVANCE** will be included in e-newsletter distribution 1X during a 30 day period

Video-Ad	\$1,800
ADVANCE Content Sponsorship (1 article)	\$500
ADVANCE Landing Page/Contest/Survey Sponsorship	\$1,500
Press Release	\$250
ADVANCE Content Category/Tag Sponsorship	\$1,000

Custom written/designed content is available. Please see custom options and rates at the back of the media kit.

ELECTRONIC AD SIZE SPECS

AD SIZES

- Half-page is 300 x 600 pixels, fixed. Size limit is 200KB
- Pushdown is 970 x 90 pixels with a fully expanded size of 970 x 415 pixels. Ad expands vertically and content is "pushed" downward to make room for expanded ad.
- Super Leaderboard 970 x 90 pixels, fixed. Size limit is 200 KB
- Takeover Ad is 640 x 480 pixels, fixed. Size limit is 250 KB
- Medium Rectangle is 300 x 250 pixels. Size limit is 65 KB.
- White Paper/Infographic PDF must be supplied by client. Includes logo and 100-word description.
- Video Ad is a 4:3 aspect ratio. Video length can be a maximum of 3 minutes.
- In-Video Overlay/Video Banner is 480 x 70 pixels. Max length is 10 seconds. Size limit is 100 KB.
- Text Only limit is 75 words.

WEBSITE ADS

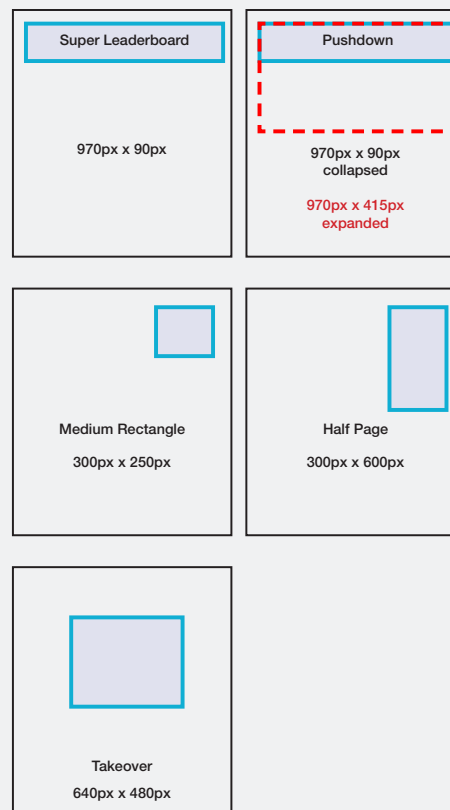
- Posted for 30 days from date published.
- Includes a FREE link to your site or email address.

E-NEWSLETTER

- Include a FREE link to your site or email address. Ad appears in one mailing.
- We cannot accept third party ads containing JavaScript.
- We cannot accept Flash or other rich-media files.
- Some email programs will only display the first frame of an animated ad. So, the first frame must contain stand-alone creative.

REQUIRED AD FILES

- Supply GIF or JPEG files. Our design department can create an ad (using your logo and/or graphics) in an electronic file format. (Charges may apply)
- HTML5 accepted
- For pushdown, XY coordinates for various buttons in the ad required.
- We accept .mp4 video ad types. Requirements and restrictions may vary. Contact your rep for details.
- Other content areas are available for sponsorship.



All Content/Multi media can be posted 'behind the sign in' for lead generation. Advance does not guarantee leads. Content must be highly relevant to the audience. Extra charges will apply for landing page/form creation.

Frequency discounts and package rates are available. Ask your sales rep for details.

All rates are subject to change.

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CUSTOM DIGITAL MAGAZINE WITH PRINT OPTION

TOTAL VALUE \$34,995 - YOUR PRICE \$24,999**What's Included:**

- 4** ADVANCE articles on the topic(s) of your choice (existing or new)
- 1** Custom content piece written about your company with 3 images, up to 1500 words
- 1** Full Page company advertisement
- 2** Custom emails to your select audience (assumes 25,000 names) each email includes one retarget to opens, unopens or entire list
- 2** ADVANCE E-newsletter Promotions (text ad with logo)
- 2** ADVANCE Social Media Posts (Facebook, LinkedIn, Twitter, G+)

E-Book will be hosted on an ADVANCE Website indefinitely. A link to the file will be provided to the client for promotional use.

ADD ONS - Call for pricing and details

- ☐ Print run for marketing or conference distribution - minimum of 200 copies (8.5 x 11, Saddle Stitch, 100 lb gloss) - Plus shipping
- ☐ Print/Mail magazine to ADVANCE Readers or Client Customer Database (rates vary based on total quantity and volume price breaks)
- ☐ Sponsored Category Content Page/Microsite featuring the book, related content and a dedicated 1/2 page web ad
- ☐ Additional Email Distribution (# of emails or total reach)
- ☐ Behind the sign in lead generation available (ADVANCE does not guarantee # of leads)
- ☐ Press release posted on ADVANCE Website
- ☐ Digital Book file released to the client after the designated promotional period
- ☐ 16/24/32 page options are also available

BENEFITS

Digital magazine and content are completely customized to your brand and message, positioning you as an industry thought leader and content authority

E-books can include multiple live web links with trackable statistics

E-book link can be shared for distribution in your own marketing or on your own website

E-book comes in an easy to read online format that can be downloaded as a PDF and printed by readers on demand

Long 'shelf' life means long term impact and continuous ROI

JUST THE FACTS

According to MPA's Magazine Media Fact Book 2017/18, readers of a magazine's digital edition spent 49.2 minutes with the issue while they spent 51.7 minutes with the print issue. Compare that to the 1 or 2 minutes they spend on your web portal, and you can see why you should consider adding a premium web edition to your product mix.

According to Mequoda.com the thing the user likes most about a digital edition is that there's a package of content with a beginning and an end that can be consumed in a single sitting, allowing the reader to experience a zen of completeness.



CUSTOM MARKETING & BRANDING OPPORTUNITIES:

EXCEED INDUSTRY EXPECTATIONS! ADVANCE HAS WHAT YOU NEED TO SET YOUR ORGANIZATION APART IN A HIGHLY COMPETITIVE HEALTHCARE MARKET.

NATIVE CONTENT - DIGITAL ONLY:

Get the look and feel of an Elite written article tailored to achieve your company's marketing objectives. Written in collaboration with our custom content team, native content is perfect for sharing product or service testimonials or incorporating patient tips and other helpful information geared toward healthcare influencers and decision makers.

Your native content piece will include 1000-1500 words, images and will appear on the homepage of 1 ADVANCE website for 30 days. Promotional opportunities via email and e-newsletter advertising are available for an additional charge.

\$2500 per page

Discounts available for native content prepared exclusively by the client (no additional writing or editing required)

CLIENT PROVIDED DIGITAL ONLY CONTENT:

(Downloadable content in the form of an eBook, Digital Presentation, White Paper, Case Study, Brochure and/or Literature, etc.) Lead generation opportunity where you supply the downloadable content and we post it on our website for 30 days. Opportunity includes a live link in one e-newsletter to drive additional traffic to your content.

\$1500 per item

INFOGRAPHIC:

Let our custom content and art teams create an attention-grabbing infographic to promote your company's message, increase brand awareness or highlight a trending healthcare topic. We can develop the concept, write the content and create an innovative design unique to your organization.

Digital:

Prices start \$5,000

RESOURCE CENTER/MICROSITE:

We can create a custom resource center for your company focused on a specific topic relevant to your business or industry. You identify the category of content and we will aggregate the content and surround it with your dedicated advertising.

\$4500 per month

TOPIC SPONSORED E-NEWSLETTER:

Send a topical, co-branded e-newsletter to your target market. We include links to relevant articles from our website and will include links to your own content, case studies, etc. Email includes up to 10,000 email addresses and the cost of production. (click to see sample)

\$4500 per email

EXCLUSIVE CUSTOM WEBINAR:

Present your marketing message directly to your prospects, automatically collect leads, get instant feedback from the audience and connect with interested attendees during and after the event.

\$10,000 (standard rate) prices may be adjusted based on scope of target market and/or lead generation expectations.

EDITORIAL WEBINAR SPONSORSHIP:

Sponsor any of our topical webinars that educate our communities. Each event is presented by an ADVANCE editor, key industry opinion leader or expert vendor.

**\$3,000 (sponsorship with logo recognition only)
\$5,000 (includes lead generation details provided in excel format)**

MARKET RESEARCH STUDY:

Advance will create and conduct a survey on your behalf, tailored to your target audience with questions and topics that are important to your business. Survey includes branding, result tabulation and a full color custom report with your logo that will be hosted on our website for 30 days.

\$6,550



HAVE ANOTHER IDEA? TALK TO OUR EXPERIENCED SALES CONSULTANTS AND WE WILL HELP YOU COME UP WITH A MARKETING CONCEPT OR PLAN THAT SUITS YOUR NEEDS AND BUDGET.

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PATIENT OR CAREGIVER HANDOUT:

Give patients and caregivers concise, detailed information on a disease or condition that is relevant to your industry or company. Advance will write and design the handout with your feedback and feedback from industry leaders. Handouts will feature your logo, are archived on our site indefinitely after the initial 30 day promotion and include an email promotion to your applicable audience up to 15,000 emails.

\$3,550

Printed copies available upon request (additional charges may apply)

2019 E-BLAST ADVERTISING



Increase engagement and improve ROI when you target a qualified audience of healthcare professionals.

E-blast Pricing includes the option to retarget (for a small upcharge), a test email for approval, tracking links and analytics reporting, target audience selection by profession, job title and geographic location.

E-MAIL CAMPAIGN PRICING:

- .55 per email for under 5,000 addresses
- .45 per email 5000-10,000 email addresses
- .35 per email 10,001-50,000 email addresses
- .25 per email 50,001- 150,000 email addresses
- .15 per email 150,001-250,000 email addresses
- .05 per email over 250,000-500,000 email addresses
- Over 500,000 - Call for pricing

Minimum charge for a targeted custom email is \$350 for .html ready to send artwork.

THE FOLLOWING SERVICES ARE ALSO AVAILABLE:

(additional charges may apply)

- Email design & production
- Conversion to .html
- A/B split testing by subject line or email design
- Customized forms & landing pages
- Email Drip Campaigns
- Retarget by open/unopen
- Match/omit services

***Physical address list pricing and custom marketing design/print services are available upon request.**

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Call your rep today to customize a package based on your budget and audience requirements.

Social Media - Upgrade your email send with our social media marketing opportunities.

Image + Text
with a link to
your website
\$299

Text Only
with a link to
your website
\$99

Reach Advance followers that know and trust our content via [Facebook](#), [Twitter](#), [LinkedIn](#) and [Google+](#) pages to help you engage the people you need to reach.



ELITE HEALTHCARE JOBBBOARD ADVERTISING

2019 RATES

ELITE HEALTHCARE JOB BOARD

Reach targeted, qualified HEALTHCARE candidates and fill your open positions faster. Jobs can be posted the same day that we receive them (if received before 3pm EST)

30 Day Healthcare Job Posting	\$449
30 Day Branded Posting (logo, photo, company description)	\$650
Featured Position Upgrade (Highlight both Job & Employer)	\$199

All job board posts and packages include:

- A robust job description area with unlimited text
- A link directly to your company website or an email address for resume collection
- Easy apply tracking
- Bi-weekly email push to all professions showcasing new jobs
- Job feed live into the Elite Resource Center content pages to optimize exposure
- Job board links included in every e-newsletter
- Posts go live in 24 hours or less
- Access to a growing network of 3.5 million healthcare professionals
- Category search by profession

New Job Board Special

3 months of unlimited job postings for
\$3300 (\$1100 monthly)

More than 20 open positions? Consider an EZ Post:

XML Feed of all your corporate open positions	\$1500 per month (3 month minimum)
Add Branding to all Jobs	\$199 per month

Hard-to-fill positions? Expand your marketing message:

You job featured in the bi-weekly top jobs email	\$199 per email
Social media upgrade	\$199 per post
Job Board Ad - Medium Rectangle	\$1299 per ad
E-newsletter Ad - Medium Rectangle	\$1250 per ad
Targeted Email	prices start at \$350

Lots of openings? Purchase more and save:

60 Day Posting	- SAVE 25%
90 Day Posting	- SAVE 30%

SPECS

SILVER UPGRADE TEMPLATE:

Logo size: Width: 420px, Height: 90px
Main image: Width: 490px, Height: 319px
Image types supported: JPEG, GIF or PNG
Image size: 450KB
Employer summary text: 130-150 words max

BRANDING TEMPLATE:

Logo size: Width: 420px, Height: 90px
Main image: Width: 490px, Height: 319px
Image types supported: JPEG, GIF or PNG
Image size: 450KB max
Employer summary text: 130-150 words max
10 gallery images max

GEOTARGETED AD SPECS:

Image size: 65KB max

*Upgrade options can be combined



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