



advance
healthcare
NETWORK
an Elite CE Company

ADVANCE HEALTHCARE

2018 ADVERTISING MEDIA KIT

CONTACT YOUR SALES REPRESENTATIVE

CALL: 484.300.4940

EMAIL: contact@advanceweb.com

VISIT: www.advanceweb.com



INTRODUCING ADVANCE HEALTHCARE



THE BEST RESOURCE FOR HEALTHCARE PROFESSIONALS AT EVERY LEVEL

ADVANCE Healthcare Network is better than ever!

Now part of Elite Continuing Education, a premier CE services provider, ADVANCE and Elite have combined resources to better serve healthcare professionals throughout their career lifecycle. From graduation and first job search to long term career development and lifestyle resources, we help professionals improve and grow in all aspects of their lives. What does that mean to you?

ADVANCE + ELITE = 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

Opportunities to reach more than 3.5 million healthcare professionals with print/digital products 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

Your brand featured on:

- ADVANCE Websites (news, clinical information, CE & lifestyle content)
- Weekly e-newsletters & content focused emails
- ADVANCE 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 OPPORTUNITIES (Nurses and NPs)!

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

Let Elite Continuing Education be your go to CE resource!

- Promote yourself to qualified Nurses, NPs, PTs and OTs by sponsoring a CE course
- Offer Nurses and NPs at your facility all the CEs they need (Over 280 hours) at an affordable membership rate
- Create an affordable custom partnership package exclusive to your facility

Email contact@advanceweb.com to get started today!



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ADVANCE HEALTHCARE ADVERTISING 2018 RATES



PRINT RATES: COLOR

(applicable to Nursing, NP and PT audiences only)

Full color insert appears in the middle of the CE Correspondence Book. Rates vary based on state/national distribution. Full distribution is available at a discounted rate. Call rep for distribution by state.

SIZE	cost per lead
Full-Page Spread	.20
Full-Page	.10
1/2-Vertical	.05
1/2-Horizontal	.05
1/3-Vertical	.045
1/3-Horizontal	.045
1/4-Page	.025

POSITION RATES (Non-cancellable)

Inside Front Cover	\$700 extra
Inside Back Cover	\$500 extra
Back Cover	\$850 extra

ASK US ABOUT OUR HIGH IMPACT OPPORTUNITIES:

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



Call your sales rep for details!

PRINT AD SIZE SPECS

<p>Full 7.375"w x 9.5"h</p>	<p>1/4 3.625"w x 4.7"h</p>	<p>1/2 V 3.625"w x 9.5"h</p>
<p>1/3 V 3.625"w x 6.25"h</p>	<p>1/3 H 7.375"w x 3.125"h</p>	<p>1/2 H 7.375"w x 4.7"h</p>

CONTACT YOUR ADVANCE REPRESENTATIVE TODAY TO ADVERTISE

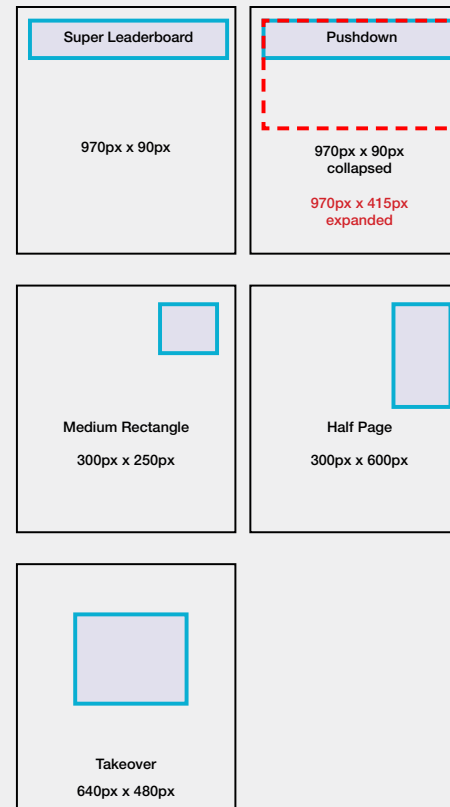


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2018 WEBSITE/EMAIL/MULTIMEDIA RATES

WEB ADVERTISING	1X
<p>■ 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)</p>	
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
<p>■ Email distribution to our entire Advance network by audience/specialty. Frequency and timing will vary.</p>	
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	
<p>■ 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</p>	
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.



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.

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.



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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 ADVANCE 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 piece

[CLICK TO SEE SAMPLE](#)

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

[CLICK TO SEE SAMPLE](#)

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

[CLICK TO SEE SAMPLE](#)

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)

\$3500 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

[CLICK TO SEE SAMPLE](#)

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

[CLICK TO SEE SAMPLE](#)

Printed copies available upon request (additional charges may apply)



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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2018 E-BLAST ADVERTISING



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

E-blast Pricing includes 1 retarget to reinforce your message, a test email for approval, tracking links and analytics reporting. Emails can be targeted by Profession, State, Zip Code and Title/Specialty where available.

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
- Match/omit services

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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.



HEALTHCARE JOBS ADVERTISING 2018 RATES

ADVANCE HEALTHCARE JOB BOARD

Reach targeted, qualified 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 Posting	\$449
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Every open position post includes:

- A very robust job description area
- A link directly to your website or an email address for resume collection
- An automatic renewal feature
- A live feed directly into the applicable Advance Website to optimize exposure
- Geo-targeting for prime candidate reach.

Lots of openings? Purchase more and save:

5-9 Postings	SAVE 20%
10-19 Postings	SAVE 25%
20-49 Postings	SAVE 30%
50 PACK	50% SAVINGS (used in 12 months)

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	\$500 per month

Want your brand to stand out?

Branding Templates (include your logo, company description & an image) (art must be provided by the client)	\$199 per post
Premium Job Placement (guaranteed top of page search ranking)	\$99
Universal Geography (national exposure)	\$99

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

Tob Jobs E-blast	\$199
Social Media Upgrade	\$299
Job Board Ad - Medium Rectangle	\$499
E-newsletter Ad - Medium Rectangle	\$1250
Targeted Email	prices start at \$350

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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JOBS

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