

# Managed Care eNews

## Sponsorship Rates 2008

### Banner Ad above Masthead, Lead Page

<u>Quarterly</u>	<u>Semi annual</u>	<u>Annual</u>
<b>\$12,000</b>	<b>\$22,500</b>	<b>\$40,000</b>

### Banner Ads

<u>Quarterly</u>	<u>Semi annual</u>	<u>Annual</u>
<b>\$7,500</b>	<b>\$12,500</b>	<b>\$22,000</b>

### Logo Image & Text Ads

<u>Quarterly</u>	<u>Semi annual</u>	<u>Annual</u>
<b>\$5,900</b>	<b>\$10,750</b>	<b>\$16,000</b>

### Ask about Special Discounts to Corporate Members

Circulation: 55,000

Each issue of the Managed Care eNews:

- Reaches a targeted audience of Plan, Purchaser (Employer), and Provider decision-makers including Medical Directors, Physicians, Nurses/Case Managers, and Pharmacists.
- Delivers the most current news in Managed Healthcare. Our viewers depend on their Official Associations in Managed Care for current "need-to-know" news from FDA, CMS, Legislation & Regulation, Genetics and Biotechnology along with Association information on Conferences, Education, Employment opportunities and more.

Because we are an electronic mail publication, we deliver your company's ads straight to the desktops of our readers. With the Genomics Biotech eNews, you know that you're reaching your target audience.

For advertising information contact Steve Everly at **(267) 893-5686** or email him at **severly@ki-lipton.com**

## Mechanical Requirements

### Logo or Product / Text Ad

- Ad copy for this format includes your **logo** and **text ad copy**
- Position – Logo appears along side the “Tab” and again, following of articles for specified tab. The latter position of your logo is accompanied by a text message.

### Image Ad Copy

- Image size: 120 x 110 pixels
- Logo file size: 60k maximum; .gif or .jpeg;
- Image is “clickable” and links to the same web page as your ad

### Text Ad Copy

- Text copy: 300 characters maximum, excluding spaces
- Text includes a link to any page on your web site

### Banner Ad

#### Banner (120k maximum)



- Above the masthead
- Standard graphic banner
- **Banner size:** 680 x 90 pixels
- File: 120k maximum; .gif or .jpeg; no limits on animation
- Banner includes a link to your website or message URL

### Insertion Orders and Invoice

Email all Insertion orders to Jeremy Williams at [jwilliams@namcp.org](mailto:jwilliams@namcp.org)

**Please sign below as an agreement to sponsorship or forward Insertion Order for Sponsorship**

#### Please select Billing preference:

- Annual, One invoice**                       **Quarterly, 4 invoices**

Please send invoice to: \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature & Title