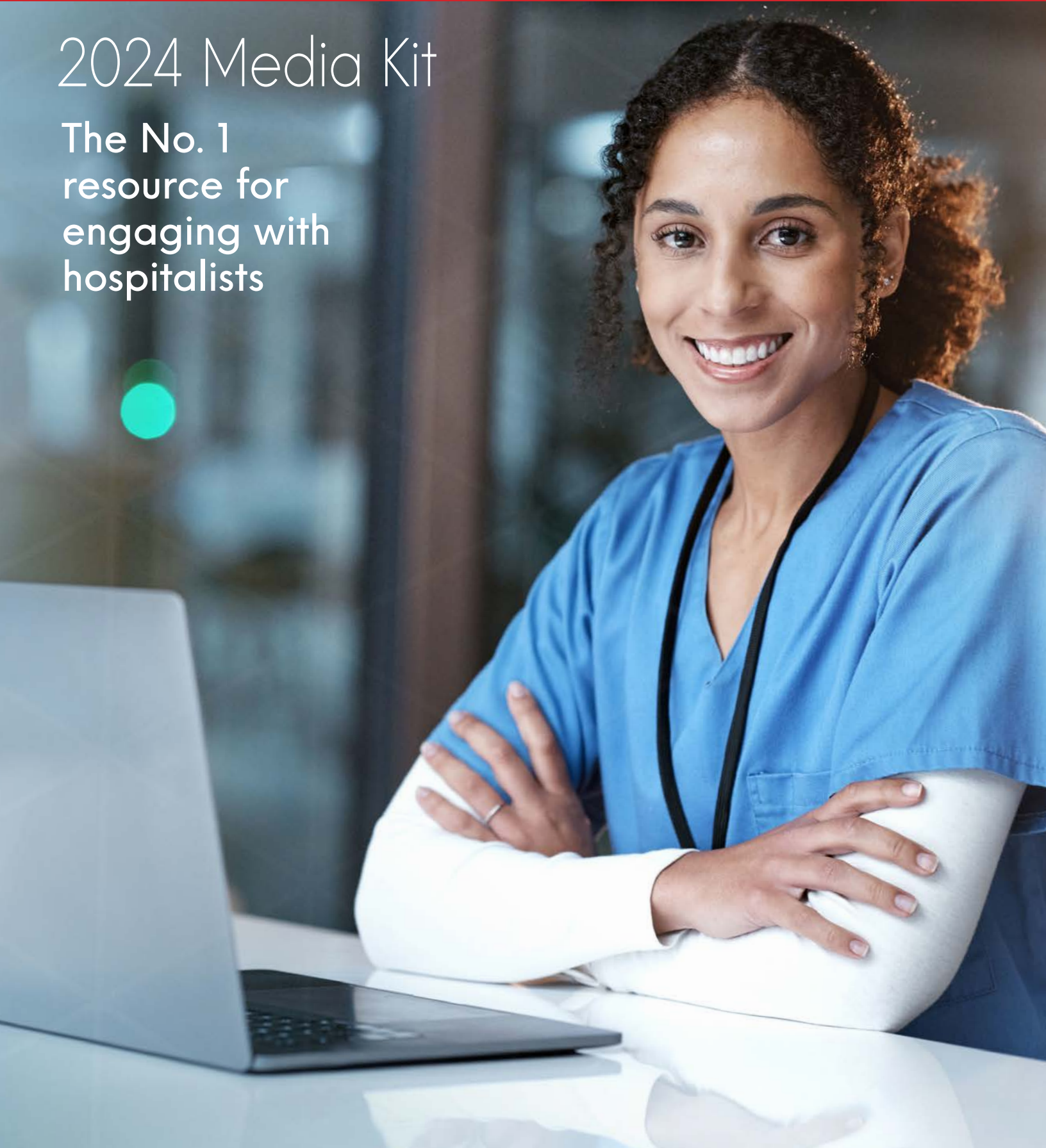



Today's Hospitalist

2024 Media Kit

The No. 1
resource for
engaging with
hospitalists



Reach active and passive job seekers with the combination of our job board and weekly e-mail newsletters!

| JOB BOARD ADVERTISING | BASIC | DELUXE | PREMIER |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| Job board post with logo | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Job listing in e-mail newsletter | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Featured job on job board | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Highlighted in search results | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Company overview on job board | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Featured employer on job board | | | <input checked="" type="checkbox"/> |
| One month | \$600 | \$900 | \$1,200 |
| Two months | \$900 | \$1,200 | \$1,500 |
| Three months | \$1,100 | \$1,450 | \$1,800 |
|  E-mail newsletter circulation: 30,000 hospitalists Average e-mail newsletter listing click-throughs: 25 | | | |

| BANNER ADVERTISING | AUDIENCE | FREQUENCY | PRICE |
|----------------------|----------|-----------|-------|
| Top Five | 30,000 | Weekly | \$715 |
| Career Update | 30,000 | Weekly | \$715 |

Three packages you can use to post your opening on our job board. Each package has pricing for one, two and three months.

Job Board Advertising

Basic package

- One job posting with company logo on the Today's Hospitalist job board.
- One job listing in our weekly Career Update e-mail newsletter sent to nearly 30,000 hospitalists. Listings receive 15 to 30 clicks by readers.

Deluxe package

Our deluxe package offers the above features plus the following:

- Your job posting is featured on our job board home page.
- Your job posting appears on the top of the page of search results pages.
- Company overview listing on job board.

Premier package

Our premier package offers the above features plus:

- Your company will be highlighted as a featured employer.

Metrics



E-Newsletter circulation: **30,000**

Average E-Newsletter listing click-throughs: **25**

To learn more, contact:

Kristin Vinciguerra
 Recruitment Sales Manager
krubia@todayshospitalist.com

Edward Doyle
 Publisher
edoyle@todayshospitalist.com

Connect with our highly engaged audience.
Reach our unparalleled audience of 30,000 hospitalists.

E-Mail Newsletter Banner Advertising

Pricing and specifications

- \$715 per issue. Purchase multiple newsletters for greater value and exposure.

Career Update: Weekly career advice and job listings

- Top of page: 600 x 100
- Between news items: 520 x 120



Top Five: Weekly hospitalist news round up

- Top of page: 700 x 90
- Between news items: 520 x 120



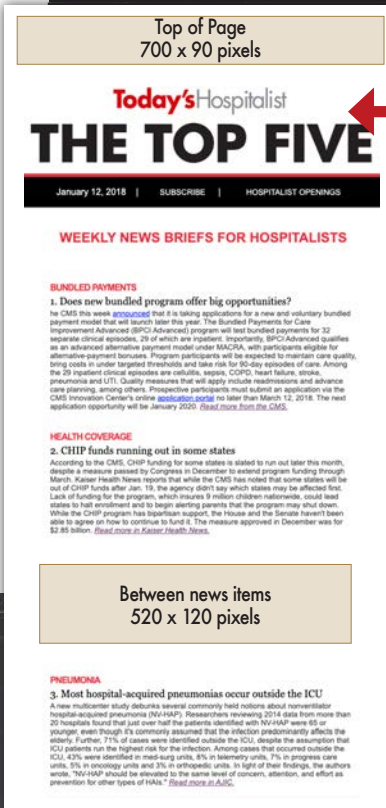
E-Mail Newsletter Metrics

E-mail newsletter circulation: **30,000**
Average e-mail newsletter opens: **38%**



Banner advertising rates

| NEWSLETTER | FREQUENCY | AUDIENCE | PRICE |
|----------------|-----------|----------|--------------------|
| Top Five | Weekly | 30,000 | Top, Middle: \$715 |
| Career Update | Weekly | 30,000 | Top, Middle: \$715 |
| Custom e-mails | Optional | 30,000 | Call for details |



Top of Page
700 x 90 pixels

Between news items
520 x 120 pixels

To learn more, contact:

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Recruitment Sales Manager
krubia@todayshospitalist.com

Edward Doyle
Publisher
edoyle@todayshospitalist.com

Get more exposure for your job listed on the Today's Hospitalist job board. Spotlight your opportunity in our weekly Career Update e-mail newsletter.

- Reach our highly engaged audience of hospitalists.
- Average of 25 click-throughs per listing.
- Link your job listing in the Career Update e-mail newsletter to your job on the Today's Hospitalist job board.

Put your job listing in the inbox of 30,000 hospitalists with Today's Hospitalist's weekly Career E-Newsletter

List your job in an e-mail newsletter

\$395 per job listing

*Inquire about rates for multiple listings

Banner advertising rates

\$715 per issue

Specifications: Top of page, 600 x 100 pixels

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krubia@todayshospitalist.com

Edward Doyle
Publisher
edoyle@todayshospitalist.com

List your job in our weekly career update

Top of page banner
600 x 100 pixels

Today's Hospitalist
MARCH 29, 2018

CONTRACTS

Your first contract: Do you know what it really says?

THE CONTRACT says that your first job will be paid according to an RVU compensation plan with a two-year income guarantee. Do you have any idea what that means? If you're like most residents and fellows, the answer may be no. That doesn't surprise Kristin J. Krubia, JD, one of the attorneys acting as counsel for Physicians First Contract, a company that reviews physician contracts for as little as \$275.

Featured openings

State and location: Wisconsin and relocation Sun Health Regional Medical Center
Sun Health Regional Medical Center is searching for Hospitalists and Nephrologists to join our team. We offer a competitive salary, 7 days on/7 days off. When you join our team, you'll receive a competitive relocation bonus and salary in addition to a production bonus, full benefits offered to you and your family. ... [Read more](#)

Hospitalist and outpatient IM physician Sun Health Regional Medical Center
Employment with Inland Empire Medical Group. Competitive salary. Full benefits including defined pension, 401k match & CME. Relocation provided up to 10k. Signing Bonus & Student Loan Repayment available. Depend available for those still in training. ... [Read more](#)

Sacramento, California Hospitalist Fellowship Advocate Medical Group
The salary for the 2018-2019 academic year is \$80,000 plus benefits including options for medical, dental and vision coverage, life insurance, disability and liability coverage, relocation and conference allowance as well as meals, parking and sick leave coverage. ... [Read more](#)

E-mail newsletter metrics

| | |
|--------------------------------|---------------|
| Opt-in & delivered: | 30,000 |
| Average opens: | 38% |
| Average click-throughs: | 25 |

Deep engagement opportunities!

We'll develop an integrated marketing campaign that maximizes the appropriate platform to get your message in front of hospitalists.

E-mail metrics

| | |
|--------------------------------|---------------|
| Opt-in & delivered: | 30,000 |
| Average opens: | 38% |

■ Custom e-mail blasts

We'll deliver your message from our e-mail to make sure you get the attention of our audience. You provide the subject line and HTML creative for an e-mail blast and Today's Hospitalist will send your message to our hospitalist e-mail list.

■ Sole sponsorship of an e-Newsletter special report **MOST COST-EFFECTIVE OPTION**

Sponsor a single, monthly or quarterly special report custom e-Newsletter with practical news for hospitalists.

- E-mail newsletter includes two banner ads
Specifications: 600 x 100 Top; 520 x 120 Middle
- Full-page ad in a free downloadable report.
Specifications: 8 1/8" x 10 7/8"
- Free report will be housed on the Web site for one year.
- Report will be promoted with static and takeover ads on our Web site.
- We will engage our 10,000-plus social media followers directing them to the free downloadable report.

Get two banner ads in a special report newsletter

Plus full page ad in a free downloadable report



To learn more, contact:

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Ed Doyle
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215.997.9650

Banner ads, sponsored content, and native advertising are all options to expand your reach

Get your brand attention with videos, text and banner advertisements within Today's Hospitalist's Web content.

Web metrics

Pageviews: 45,000 per month

Unique visitors: 35,000 per month



Positions and specifications

Digital banner ads: desktop

Leaderboard: 728 x 90

Medium rectangle: 300 x 250

Special opportunity banner ads

Pop-up banner: 330 x 250

Slider banner: 400 x 125

Sticky banner: 400 x 125

Digital banner ads: Mobile

Large phone banner: 216 x 36

Medium phone banner: 168 x 28

Small phone banner: 120 x 20

Native advertorial

Post a text ad, banner ad or video within an article on our site for one year.

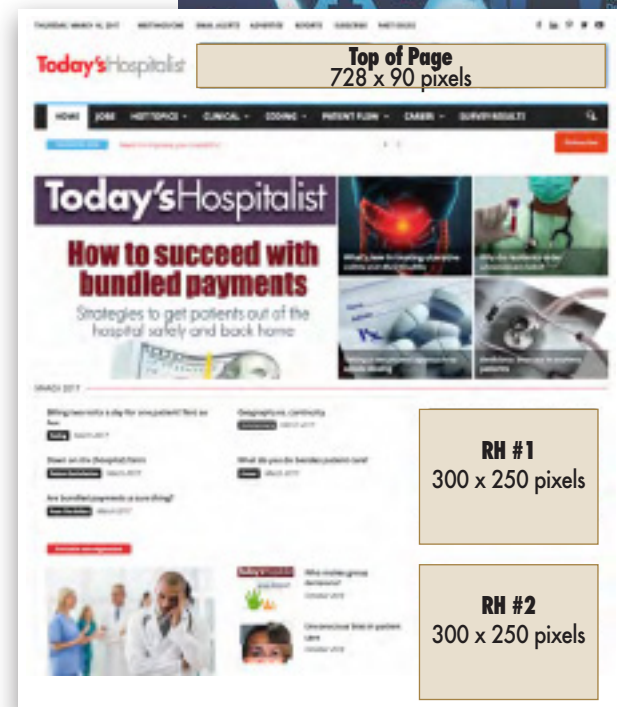
Banner ad pricing

Top of page: (1 position) \$95 CPM

Right hand ads: (2 positions) #1: \$95 CPM; #2: \$95 CPM

Interstitial ads: \$145 per 1,000 impressions

Sticky ads: (viewed on mobile devices) \$125 per 1,000 impressions



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