

Today's Hospitalist

2026 Media Kit

The No. 1
resource for
engaging with
hospitalists

Health Care
Doctor
Hospital
Pharmacist
Nurse
Dentist
First Aid
Surgeon
Emergency

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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	\$584/month	\$860/month	\$1,140/month
Three months	\$563/month	\$830/month	\$1,100/month
 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



Top of Page
700 x 90 pixels



WEEKLY NEWS BRIEFS FOR HOSPITALISTS

BUNDLED PAYMENTS
1. Does new bundled program offer big opportunities? CMS this week announced that it is taking applications for a new and voluntary bundled payment model that will launch later this year. The Bundled Payments for Care Improvement (BPCI) Advanced model will pay hospitalists and other providers \$1,000 for 32 separate clinical episodes, 29 of which are inpatient. Importantly, BPCI Advanced qualifies as an alternative payment model, so hospitalists will be eligible for the new alternative-payment bonuses. Program participants will be expected to maintain care quality, bring costs in under targeted thresholds and take risk for 90-day episodes of care. Among the bundled payments are hospitalizations for heart attack, stroke, pneumonia, heart failure, pneumonia and UTI. Quality measures that will apply include readmissions and advance care planning, among other things. The application period for hospitalists to participate via the CMS Innovation Center's online application portal, no later than March 12, 2016. The next application opportunity will be January 2017. [Read more from the CMS.](#)

HEALTH COVERAGE
2. CHIP funds running out in some states According to the CMS, CHIP funding for some states is slated to run out later this month, despite the fact that the program has already received program funding through March. Kaiser Health News reports that while the CMS has noted that some states will be out of money by the end of the month, the agency has not yet issued a formal notice. Lack of funding for the program, which insures 9 million children nationwide, could lead states to halt enrollment and to begin alerting parents that the program may shut down. While the agency has not yet issued a formal notice, it has already sent a letter to states asking to agree on how to continue to fund it. The measure approved in December was for \$2.85 billion. [Read more from Kaiser Health News.](#)

Between news items
520 x 120 pixels

Weekly
Top Five

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

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PNEUMONIA
3. Most hospital-acquired pneumonias occur outside the ICU A new multicenter study debunks several commonly held notions about nonventilator hospital-acquired pneumonia (NH-HAP). Researchers reviewed data from more than 20 hospitals and found just over half the cases of pneumonia with NH-HAP were 65 or younger, even though it's commonly assumed that the infection predominantly affects the elderly. In addition, the study found that the highest risk for NH-HAP is in ICU patients, but ICU patients run the highest risk for the infection. Among cases that occurred outside the ICU, 43% were identified in mid-unit areas, 4% in intensive care, 7% in progress care units and 46% in the general hospital. In light of these findings, the researchers write, "NH-HAP should be elevated to the same level of concern, attention, and effort as prevention for other types of HAP." [Read more in AJIC.](#)

E-MAIL JOB LISTINGS

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.

List your job in an e-mail newsletter

\$295 per job listing

*Inquire about rates for multiple listings

Banner advertising rates

\$715 per issue

Specifications: Top of page, 600 x 100 pixels

To learn more, contact:

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Edward Doyle

Publisher

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

Top of page banner
600 x 100 pixels

Today's Hospitalist

Hospitalist Career Update

August 7, 2024



The most burned-out specialties? Hospital medicine is one of them.

The AMA has released more data from its "Organizational Biopsy" it conducted last year on burnout levels among medical specialties. In a survey of more than 12,400 physicians in 31 states, the AMA asked about six job indicators: job satisfaction, job stress, burnout, intent to leave an organization, feeling valued by an organization and total hours spent per week on work-related activities (also known as "time spent").

Featured Hospitalist openings

Central Pennsylvania Nocturnist

Penn State Health is seeking Nocturnist physicians to join our team. It's an exciting opportunity to join Penn State Health as we expand our services at our brand new, state-of-the-art facilities ... [Read more](#)

List your job
in our weekly
career update

South Chester Nocturnist

South Health has an exciting opportunity for a dynamic and motivated Physician in its group. Hospital Medicine experience is a bonus, and experienced non-hospitalists are encouraged to apply! ... [Read more](#)

Hospitalist Medicine Float

MaineHealth Hospital Medicine is seeking a BC/BE Internal Medicine physician for an internal float pool opportunity within the non-profit MaineHealth system ... [Read more](#)

E-mail newsletter metrics

Opt-in & delivered: 30,000

Average opens: 30%

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.



To learn more, contact:

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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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