

# READMISSIONS UPDATE eNEWSLETTER

Covering the Latest Developments in Medicare Readmissions Policy, Pilots, and Practice

## MEDIA KIT

### SAMPLE ISSUE

A sample issue of Readmissions Update eNewsletter can be found at:

<http://www.healthcarenewsletters.com/archives/RUN-20120905.html>

### FREQUENCY

The Readmissions Update eNewsletter is issued on a monthly basis (and more frequently as the annual Readmissions Summit approaches).

### BANNER ADS AVAILABLE

There are two banner ads available in each issue:

- The right-hand, vertical banner is 140x600 pixels and can be animated with up to three frames.
- The middle banner is 500x60 pixels and is static.

Both will click through to a designated web site.

Unless both are purchased by the same entity, one of the two banners will be for the most recent or upcoming National Medicare Readmissions Summit -- <http://www.ReadmissionsSummit.com> -- for which the eNewsletter is a media partner. Banners will not be sold to competing interests in the same issue.

### SPONSOR MESSAGE

The top line of the eNewsletter will carry the following sponsor message: "This issue is sponsored by ....." A sponsor event or publication will also be included as the opening news item.

### CONTENT

In addition to current new stories and reports culled from the national media, the Readmissions Update eNewsletter features a video from the most recent National Readmissions Summit and a resource, often a national map displaying readmissions data. The complete content of all news item entries is freely available on the web, although for some journals requiring paid subscriptions, only the article abstract may be available without charge.



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The sponsor is expected to be responsible for providing a fully formatted file for the banner ad. For smaller organizations without internal graphics capabilities, the Readmissions Update eNewsletter staff can create a simple, middle banner based on the organization's logo with a click through to the organizations home page. This offer does not apply to the larger banner.

### DISTRIBUTION

The eNewsletter is distributed every month to a highly selective list of individuals specifically interested in readmissions, care coordination, bundled payments, Medicare-Medicaid, patient safety, and related issues.

### PRICING

The following prices are in effect:

- |   |          |
|---|----------|
| • Right-hand banner, single issue         | \$ 295   |
| • Middle banner, single issue             | \$ 195   |
| • Both banners, single issue              | \$ 400   |
| • Right-hand 3 consecutive issues         | \$ 750   |
| • Middle banner, 3 consecutive issues     | \$ 495   |
| • Both banners, 3 consecutive issues      | \$ 1,000 |
| • Right-hand banner, 6 consecutive issues | \$ 1,495 |
| • Middle banner, 6 consecutive issues     | \$ 995   |

Longer term pricing is also available with greater discounts.

### ADVERTISING CONTACT

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### GENERAL INFORMATION

Healthcare eNewsletters  
4676 Commercial St. SE #127  
Salem, OR 97302-1902  
Toll-free: 888-228-5021  
Fax: 858-228-1743  
E-mail: [listmgr@healthcarenewsletters.com](mailto:listmgr@healthcarenewsletters.com)

### PAYMENT INFORMATION

Payment by check should be made to Health Care Conference Administrators, LLC. The Federal Tax ID: 91-1892021.

American Express, MasterCard and Visa are also accepted. Invoices are available upon request. Standard Advertising Agency commissions are accommodated.