

HEALTHCARE JOURNAL of Little Rock



The most comprehensive and cost-effective way possible to reach your local healthcare industry.

2017 MEDIA KIT

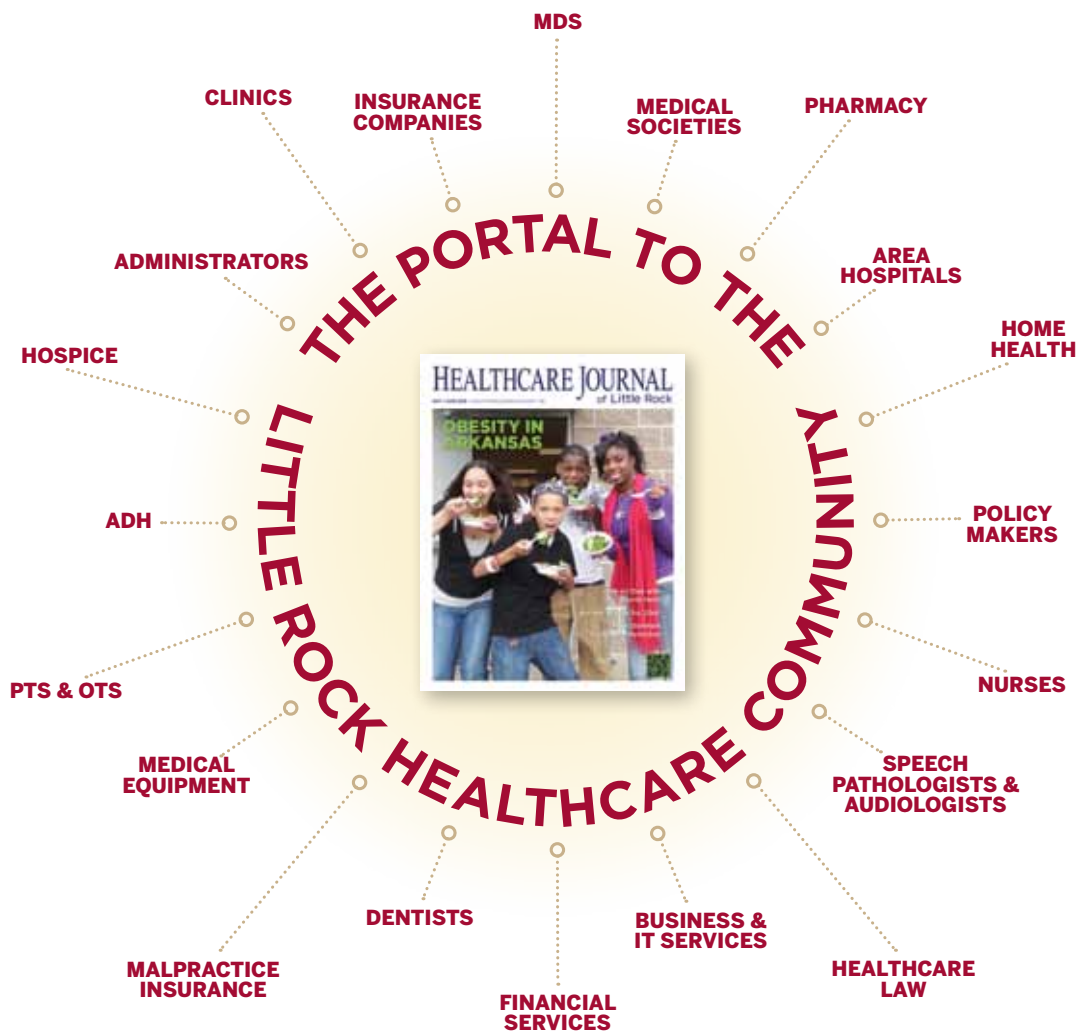
A woman with short blonde hair, wearing black-rimmed glasses and a white lab coat, is looking down at a patient's arm. She is holding the patient's arm with her right hand, which has a ring on the ring finger. The background is a blurred clinical setting. The entire image has a semi-transparent reddish-orange overlay.

The **Media** for Healthcare

Your message
will be seen by
the healthcare
industry.

There is no
better way.

HJLR pulls the Little Rock healthcare community together.



PRINT / WEB / eNEWS



The **Media** for Healthcare

HJLR is the most
cost-effective way
to improve
your bottom line.

HJLR Annual Sponsorship includes



THE BI-MONTHLY JOURNAL

Mailed directly to more than 10,000 healthcare decision makers and more than 2,000 copies distributed through local healthcare facilities, with estimated readership of 60,000 per issue.



- Full-Page or Half-Page, 4-Color Ad
- Sponsorship listing
- Advertiser Index listing
- Long shelf life
- Published 6Xs per year
Jan-Feb / Mar-Apr / May-June
Jul-Aug / Sept-Oct / Nov-Dec



HJLR Annual Sponsorship includes

THE WEBSITE

Your web ads, in three sizes, rotate through our site at **healthcarejournalr.com**.

Large: 940 x 250 pixels

Medium: 220 x 380 pixels

Small: 160 x 160 pixels

Be there when people are reading:

- Breaking stories
- Print journal online
- eNews updates



HJLR eNEWS

Keeps your company in front of executive healthcare decision makers with weekly industry news.

- Sponsorship listing with web link
- Rotating 160x160 pixel ad
- Email and web-based
- Long shelf life
- Weekly local industry updates

Our Mission

Healthcare Journal of Little Rock analyzes healthcare for the purpose of optimizing the health of our citizens.

About HJLR

Healthcare Journal of Little Rock operates within the auspices of US Healthcare Journals. Since 2007, US Healthcare Journals has set out to improve the health of local citizens through a community approach of shared information targeted to the healthcare industry. Other USHJ markets have won numerous state and national awards including the coveted Medical Media & Marketing's 2010 Silver Award for "Best Professional Media Brand."

Healthcare Journal of Little Rock's Chief Editor, Smith Hartley, brings 20+ years of experience as a healthcare leader in multi-specialty group practices, health insurance, and governmental agencies, as well as healthcare media. Alongside a Little Rock editorial advisory board, Mr. Hartley directs a team of talented healthcare journalists.

Healthcare Journal of Little Rock is committed to providing high quality healthcare news, information, and analysis. With an impressive publication, distribution plan, eNews, and searchable website, *Healthcare Journal of Little Rock* has staked a claim to this powerful niche of healthcare professionals, allowing Sponsors to reach the Little Rock healthcare industry in a way never before available.

Compelling, unbiased
editorial content
keeps sponsors in
front of **healthcare**
decision makers.

Advertisers will not influence editorial content.
Each article is written by unbiased journalists.



2017 Rate Card

ONE-YEAR SPONSORSHIP

Includes 6 print issues, weekly eNews, 24/7 web

Full Page

Regular Sponsorship \$1,000/month

Total: \$12,000

Half Page

Regular Sponsorship \$800/month

Total: \$9,600

Premium Print Positions

Inside Front Cover, Page 3..... \$1,750/month

Total: \$21,000

Inside Back Cover, Pages 5, 7 \$1,500/month

Total: \$18,000

Special Print Position (Full page ads only)

2017 Back Cover..... \$2,000/month

Total: \$24,000

One-Time-Only Print Rate

Full Page \$3,600

Directory Listing

6xs per year \$600



Six Print Issues

- Full-page or Half page, 4-color ad in 6 bi-monthly print issues
- Sponsorship listing in front of each print issue
- Listing in advertiser index



Weekly eNews

- Sponsorship listing with hyperlink in weekly HJLR eNews
- Ad rotation in HJLR eNews



24/7 Web

- Ad rotation on www.HealthcareJournalLR.com