



2017 Media Kit

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CIO INTERVIEWS AND REGULAR BLOGGERS

CIO WEBINAR SPEAKERS

ADVERTISERS



REACH AND READERSHIP

healthsystemCIO.com seeks to serve the information needs of hospital and health system CIOs. We accomplish this by providing a community where CIOs can learn from peers through:

- One on one interviews and podcasts with CIOs
- Contributed articles and blogs written by CIOs
- Survey Results of our always growing 307 member [CIO Advisory Panel](#)
- Weekly educational webinars featuring CIO speakers
- White Paper Syndication
- Readership Surveys

TOP REGISTERED TITLES

healthsystemCIO.com has 8,000 + opt-in subscribers. Top registered titles include:

- CIO — 966
- CMIO, Clinical Informatics, Nursing Informatics - 435
- CEO, CTO, CFO, CSO — 609
- Director — 1,161
- Director of IT - 252



BRANDING PROGRAMS

BANNER ADVERTISING

Banner advertising puts your brand front and center before the top CIOs in the industry. Our site is designed so your ad will never be covered by a pop-up, slide out of view or get lost on a crowded page.

Average Monthly Banner Statistics

- 15,445 Average Monthly Visits
- 27,462 Average Monthly Pageviews

Google Analytics

All banners are run of site and 100% SOV

Position	Size	1 Month	6 Months	12 Months
Leaderboard	728x90	\$1,700	\$1,400	\$1,100
1	300x250	\$1,300	\$1,100	\$1,000
2	300x250	\$900	\$700	\$600

WEEKLY ENEWSLETTER BANNERS

Every week, healthsystemCIO.com compiles the news and blogs from our site into an easy-to-navigate eNewsletter for our subscribers. Each edition has an average of 100 CIO opens – that translates to 400 CIOs seeing your targeted message every month.

eNewsletter Banner Pricing – sponsorship is for all three banners

Position	Banner Sizes	1 Month	6 Months	12 Months
1	728x90	\$1,700	\$1,400	\$1,000
2	728x90			
3	728x90			



BRANDING PROGRAMS

SPONSORED PODCAST CHAPTERS

Our one-on-one interviews with the industry's top CIOs are embraced by our readership and listened to thousands of times each month. Sponsoring our Podcasts allows our readers to hear and see the sponsor's brand. A recent New York Times article states -

"The ads work. Large and small advertisers report a significant upside to the campaigns they run on podcasts. They can't be easily skipped, and because they are often read by hosts, audiences are often convinced of their authenticity". Podcasting Blossoms, but in Slow Motion - NYTimes.com June 17, 2015

Stats and Benefits –

- 2,388 Monthly Podcast Downloads
(Monthly average - January to August 2015) - Reporting Provided by Blubrry
- Sponsors 20-second commercial read by healthsystemCIO.com Editor-in-Chief Anthony Guerra is played before each and every podcast

	Monthly Rate
6 Months	\$1,650
12 Months	\$1,250

Sample Script — "The following healthsystemCIO.com Podcast is brought to you by X — the leading provider of EHRs for hospitals. In fact, X not only provides EMRs, but a patient financials and accounting package to match. For more information, visit companyX.com."

SPONSORED CONTENT

Sponsored Content can be an article, podcast interview, video, or any educational content that you want our readers to see. Your content piece is posted on the healthsystemCIO.com home page and listed in the weekly eNewsletter.

	Monthly Rate
1 Month	\$2,000



LEAD GENERATION PROGRAMS

WEBINARS

healthsystemCIO.com’s Webinar Program brings high-level education to our audience every week.

Branding and lead generation benefits –

- Speakers recruited by healthsystemCIO.com (with input from sponsor)
- Topic decided by healthsystemCIO.com and sponsor
- If Webinar is a panel format, sponsor is able to direct panel questions
- Live integrated Tweet Chat during event
- Sponsor may ask up to three polling questions during webinar
- Sponsor can add a custom question to exit survey
- Sponsor logo on presentation slides, landing page and in email promotions
- Sponsor receives complete contact information of everyone that registers
- Sponsor receives MP4 file of the Webinar
- Webinar archive is posted to the healthsystemCIO.com [YouTube Channel](#)

	1 Webinar	Quarterly Series
Webinar	\$7,750	\$24,000

Webinar FAQs

What is the size of your email distribution for webinar promotion?

We have over 8,000 opt-in subscribers and more than 300 CIOs on our Advisory Panel. The size of our list, although smaller than some of our competitors, is not a hindrance to our business. A lot of media companies are a "mile wide and an inch deep," meaning they reach everyone and write for everyone. We are an "inch wide and a mile deep," with a focus on hospital and health system CIOs. That is how we are able to consistently produce webinars featuring the top CIOs in the country. We don't pay speaking fees — the CIOs want to use our platform and audience reach to educate their peers. Because we produce on average of one webinar per week, we have the processes down to a science — from building the programs with our sponsors straight through to live event production and follow up.



LEAD GENERATION PROGRAMS

Webinar FAQs Continued

How do you promote your webinars?

Each event is promoted with an event-specific email to our entire list twice and is posted on our website. Promotion extends far beyond our list with our robust social media activity. Kate Gamble, our Managing Editor/Director of Social Media, posts each event on our LinkedIn and Facebook pages and sends targeted Tweets with topic specific #s. We also run targeted advertisements for each event on LinkedIn.

How does the registration break down in terms of the types of facilities that the CIOs represent?

Each webinar brings in different types of facilities. Take a look at our [YouTube Channel](#) and select an event where the topic and/or speakers is appealing to you, and we are happy to send you the title and facility list of the registrations so you can know exactly what we bring to the table.

What is your average number of registrations per webinar?

This number varies widely based on topic and speakers. Our 2016 average is 134 Registrations with a year high of 228 and a year low of 83. For the events that don't perform to the clients expectations, we are happy to explore additional avenues of branding and lead generation so our clients are always thrilled.

Do you guarantee leads?

We don't guarantee leads but we have open discussions with our sponsors on expectations and how best to reach the target number. We focus on quality over quantity. A busy CIO will sign up for a webinar where they are interested in the content.

Can vendors suggest the webinar subject?

In our Custom Webinar model, the sponsor suggests the webinar topic and we write a title and overview based on what we think our audience will respond to. Sponsors edit and approve the title and overview.

Do you recruit speakers from vendors?

We handle all speaker recruitment based on sponsors' suggestions. Speakers can either be from the sponsoring company, a client of the sponsoring company, an analyst or a combination set in a roundtable format.

What are the different webinar formats?

We can either have a straight PowerPoint supported presentation with one or two speakers or we can host a roundtable discussion where the sponsor helps direct the panel questions before the event. All webinars are hosted and moderated by our Editor-in-Chief Anthony Guerra.



LEAD GENERATION PROGRAMS

Webinar FAQs Continued

What is the lead time to produce a Webinar?

Ideally, we prefer to have six weeks from first conversation to webinar event date. We can truncate this timeline to four weeks if topic and speakers are already established and confirmed when discussion begin.

Who does the sponsor work with to produce a Webinar?

From start to finish, the sponsor works with Nancy Wilcox, Director of Sales and Marketing, on the Webinar logistics and Anthony Guerra, Editor-in-Chief, on webinar content.

Cost?

One webinar is \$7,750 and a quarterly series is \$24,000. The cost doesn't change for any reason and there are never any hidden upcharges.

WHITE PAPER SYNDICATION

You've put together a tremendous White Paper to help target buyers understand the market, now you need to get it in front of the industry's top CIOs. Syndicating your white paper with healthsystemCIO.com will ensure introduction to our high-level readership. Syndication benefits:

- White paper is syndicated for 4 weeks and remains posted indefinitely. Leads collected after four week syndication period will be sent to sponsor upon download.
- White paper is sent to our entire list twice during syndication period
- Full Social Media treatment
- White paper is listed in our weekly eNewsletter every Thursday
- A detailed lead report sent every Friday during the four-week syndication period

1 Paper	\$1,800



READER SURVEY

HOSPITAL AND HEALTH SYSTEM SURVEY PROGRAM

Sponsors can ask our audience multiple choice questions that focus on a single theme or topic area. Program details -

- Sponsor receives the results in aggregate data form - Total response numbers and percentages for each question plus verbatim answers
- Sponsor name and survey topic banner on healthsystemCIO.com
- Survey and topic listed in our weekly eNewsletter sent every Thursday during survey month
- \$200 Amazon Gift Card Incentive offered to one qualified survey participant

“Greencastle has found the access to CIOs via healthsystemCIO.com very valuable. In a short amount of time we can gather a significant amount of feedback from the right people – CIOs and VPs. The surveys were easy to set up and the results were easy to understand. Thanks Anthony and Nancy.”

Joe Crandall Director | Client Engagement Solutions Greencastle Associates Consulting

Frequency	Cost
One Survey	\$5,000



IN GOOD COMPANY

Past CIO Webinar Speakers

Allana Cummings, CIO, Northeast Georgia Health System	Jeff Pearson, VP/CIO, Trinity Mother Francis Hospitals
Becki Weber, SVP/CIO, Meridian Health	Jeffrey Ferranti, MD CMIO & VP Clinical Informatics, Duke Medicine
Beth Lindsay-Wood, SVP/CIO, Tampa General Hospital	Jim Noga, CIO Partners HealthCare
Bill Fawns, CIO, Kern Medical Center	Jody Albright, CIO/VP IS, Overlake Hospital Medical Center
Bill Rieger, CIO, Flagler Hospital	Joel Vengco, VP/CIO Baystate Health
Bill Spooner, SVP/CIO Sharp Healthcare	John Bosco, SVP/CIO North Shore LIJ Health System
C. Earle, CIO, St. Luke's Cornwall Hospital	John Halamka, M.D., CIO, Beth Israel Deaconess Medical Center
Cathy Crowley, CIO, Columbia Memorial Hospital	Jon Velez, M.D., CIO, Memorial Health System
Chad Eckes, VP/CIO, Wake Forest Baptist Medical Center	Jorge Grillo, CIO, Canton-Potsdam Hospital
Chuck Christian, VP/CIO, St. Francis Hospital	Judy Comitto, VP/CIO Trinitas Regional Medical Center
Chuck Podesta, CIO, UC Irvine Health	Kirk Larson, VP/CIO, Children's Hospital Central California
Dan Kinsella, EVP/CIO & Tom Moran, MD, CMIO, Cadence Health System	Lashy Williams-Carlson, Bon Secours Health System
Daniel Barchi, SVP/CIO, Yale New Haven Health System	Linda Reed, VP/CIO, Atlantic Health System
Daniel Morreale, VP/CIO Kingsbrook Jewish Health Center	Luis Saldana, MD, CMIO, Texas Health Resources
Daniel Nigrin, MD, CIO, Boston Children's Hospital	Marc Probst, VP/CIO Intermountain Healthcare
Dave Gravender, VP/CIO Kaweah Delta Hospital	Michael Nelson, VP, Information Services, Universal Health Services
David Chou, CIO University of Mississippi Medical Center	Mitchel Krieger, MD, Associate CIO, Cleveland Clinic
David Miller, Vice Chancellor/CIO, University of Arkansas for Medical Science	Neal Ganguly, VP/CIO, JFK Health System
David Quirke, VP/CIO Frederick Memorial Hospital	Pamela McNutt, SVP/CIO Methodist Health System
Deanna Wise, EVP/CIO, Dignity Health	Robert Slepian, VP/CIO John C. Lincoln Health Network
Dennis L'Heureux, SVP for IT Planning/CIO, Rockford Health System	Ron Strachan, CIO, Community Health Network
Drexel DeFord, CIO Steward Health Care	Sarah Richardson, CIO, NCH Healthcare System
Dwayne McNeil, AVP, IS, Carolinas	Scott MacLean, Deputy CIO/Director, IS Operations, Partners Healthcare
Ed Ricks, VP/CIO Beaufort Memorial Hospital	Shafiq Rab, VP/CIO, Hackensack University Medical Center
Edward Martinez, SVP/CIO Miami Children's Hospital	Steve Huffman, CIO Beacon Health System
Fernando Martinez, SVP/CIO, Parkland Health & Hospital System	Steve Huffman, VP & CIO, Memorial Health System
Frank DiSanzo, CIO, St. Peter's University Health System	Sue Schade, CIO, University of Michigan Hospitals & Health Centers
Frank Fear, VP/CIO Memorial Healthcare	Tom Gordon, CIO, Virtua Health
Fred Banner, VP/CIO Shore Medical Center	Tressa Springmann, CIO, LifeBridge Health (Sponsored by Vocera)
George Conklin, SVP & CIO, CHRISTUS Health	Wes Wright, SVP/CIO, Seattle Children's Hospital
Jaime Parent, Associate CIO, Rush University Medical Center	Will Weider, CIO, Ministry Health Care & Affinity Health System

IN GOOD COMPANY

healthsystemCIO.com Advertisers

Aetna	HIMSS	Patient Point
Allscripts	HITSE	Perceptive Software
Amcom	Hyland	Philips
Aspen Advisors, Chartis Group	Iatric Systems	Proofpoint
Atlas Medical	Imprivata	QTS
Axolotl	Infor	QuallStaff Resources
Beacon Partners	Information Week	Rapid Insight
Berk-Tek	InterSystems	Redspin
CareTech Solutions	Iron Mountain	RelayHealth
Certify Data Systems	Just Associates	Santa Rosa Consulting
ClearData	Kofax	SAS
Compuware	Kony	Siemens
CSC	Lexmark	Sonifi
Curaspan	LifelImage	Spok
Dell	McKesson	Sunquest
Divurgent	MedeAnalytics	SSI
Elsevier	MedHost	Stratus
EMC	Medicity	Sunguard
Encore Health Resources	MedPlus	Tableau
Enovate	Medsphere	TeraMedica
Extreme Networks	MedStreaming	Tools4Ever
Fortified Health Solutions	Mimecast	Tribridge
GCX	NetApp	Tsystem
GE	Nutanix	VisiQuate
Good Technology	Omnicell	Vital Images
Greencastle Consulting	Online Tech	VoiceFirst
HCS	Optimum Healthcare IT	Vocera
Health Catalyst	Optum	Wolters Kluwer
Healthcare IT Institute	O'Riley Media	