



2018 Media Kit

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REACH AND READERSHIP

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

- One on one interviews and podcasts with CIOs
- Contributed articles and blogs written by CIOs
- Survey Results of our always growing 312 member [CIO Advisory Panel](#)
- Weekly educational webinars featuring CIO speakers
- White Paper Syndication
- Private Dinners with CIO guests

TOP REGISTERED TITLES

healthsystemCIO has 9,000 + opt-in subscribers. Top registered titles include:

- CIO — 1203
- CMIO, Clinical Informatics, Nursing Informatics - 598
- CEO, CFO, CSO — 609
- Director — 1,161
- Director of IT, Director of HIM – 926

SOCIAL MEDIA REACH

Links to our CIO Interviews, Webinars and our Partner Promotion Program are promoted through our Social Media Channels.

- Anthony Guerra's LinkedIn Connections — 11,000
- Twitter Followers — 12,548



BRANDING PROGRAMS

BANNER ADVERTISING

Banner advertising puts your brand front and center before the top CIOs in the industry and is a great way to introduce your company to our audience and keep it top of mind. 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

- 13,000 Average Monthly Impressions

Google Analytics 11/7/2018

All banners are run of site and 100% SOV

Position	Size	1 Month	6 Months	12 Months
Leaderboard	728x90	\$1,200	\$1,000	\$900
1	300x250	\$1,100	\$900	\$800
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	\$1,500	\$1,300	\$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.

Stats and Benefits –

- 2,100 Average Monthly Downloads (Stats from Blubrry)
- Sponsors 20-second commercial played before each and every podcast
- Cost - \$1,750 per month

Sample Script — "The following healthsystemCIO 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."

CHIME FALL FORUM OR CIO FORUM ENEWSLETTER SPONSORSHIPS

Sponsorship is available for the healthsystemCIO CHIME Fall Forum and CIO Forum Special Edition eNewsletters. These eNewsletters are designed to help our readers navigate these popular annual events.

Sponsorship includes –

- Three 728x90 Banners in both the Pre-event
- Three live sponsored Tweets from the show
- Cost: \$3,000



BRANDING PROGRAMS

PARTNER PROMOTION PROGRAM

healthsystemCIO.com's Partner Promotion Program gets your important message or call to action in front of our high-level healthcare IT audience. Our Partner Promotions Program is often leveraged to highlight an organization's:

- New or improved product or service
- Educational content
- Upcoming event
- Employment opportunity

Program includes –

	Reach	Postings
eMail to healthsystemCIO List	9,000+ Opt in Subscriber	1
Post on Anthony Guerra's LinkedIn	11,000 Connections	1
Tweet to Anthony Guerra's Twitter Account	5,470 Followers	2
Tweet to healthsystemCIO Twitter Account	4,420 Followers	2
Tweet to hsCIO Twitter Account	2,640 Followers	2
300x250 Banner on hsCIO	15,000 Monthly Impressions	
Total Reach	47,530	9

Cost: \$3,000

Sponsor Deliverables:

- HTML file for the eMail Promotion
- 1200x628 promotional image/call to action & URL for the Social Media Promotion

Only promotions specifically relevant to hospital and health system IT executives qualify for this program.



LEAD GENERATION PROGRAMS

WEBINARS

healthsystemCIO’s Webinar Program brings high-level education to our audience every week. Our editors select the industry’s most relevant topics and recruit the CIO speakers who are implementing the technologies in their organizations. Our Custom Webinars allow the sponsor to select the topic and speakers, providing an additional level of control for the sponsor.

Before The Webinar

- Speakers recruited by healthsystemCIO (with input from sponsor)
- Topic decided by healthsystemCIO and sponsor
- Webinar is promoted on healthsystemCIO, in our weekly eNewsletter, in two dedicated email blasts and through our social media channels – all including sponsor logo and in some cases sponsor overview
- Sponsors 300x250 banner posted to healthsystemCIO the day contract is signed until day of event (materials provided by the sponsor)

During The Webinar

- Panel format - sponsor is able to direct the questions and add a speaker to the panel
- Traditional PowerPoint presentation format - sponsor delivers a 10 minute presentation after the main speaker and before the live Q&A
- Live integrated TweetChat during event
- Sponsor may ask up to two polling questions during webinar, keeping the audience interested
- Sponsor logo on all presentation slides
- One continuing education credit given for CHIME’s CHCIO program. Other CEU Programs also qualify

After the Webinar

- Sponsor receives complete contact information of everyone who registers – name, title, company, email address, physical address, phone number
- Sponsor receives MP4 file of the Webinar
- Webinar archive is posted to the healthsystemCIO [YouTube Channel](#)
- Webinar listed in the From Our Advertisers section of healthsystemCIO – sponsoring company’s logo is included for continued brand recognition

	1 Webinar	Series of Four or More
Webinar	\$7,750	\$6,500 each



PRIVATE DINNER PRODUCTIONS

Held during a conference or as a stand-alone event, healthsystemCIO.com Private Dinner Productions create intimate gatherings of hospital and health system IT leaders where they can discuss common challenges in a relaxed atmosphere. As the sponsor, you get invaluable “seats at the table” where you can shape and contribute to the discussion, while forging relationships with these influential executives.

Program Highlights

- 1 sponsor – (sponsor may bring in a partner organization to share benefits and costs)
- 12 seats total – sample breakdown:
- 8 seats – Healthcare IT executives
- 3 seats – Sponsor representatives
- 1 seat – healthsystemCIO.com Editor-in-Chief Anthony Guerra

Sample Agenda

- 7:00-7:15 PM: Welcome
- 7:15 to 8:30 PM: Dinner & Discussion of Featured Educational Topic
- 8:30-9:00 PM: Dessert, coffee

healthsystemCIO.com Deliverables

- Restaurant arrangements and payment
- Collaborative development of featured educational discussion topic/questions with sponsor
- Collaborative development of guest list with sponsor
- Issuance of invitations and management of RSVP process

Sponsor Deliverables

- Sponsor cost: \$13,500 (sponsor may bring in a partner organization to share benefits and costs)



ONSITE PANEL PRODUCTIONS

Onsite Panel Production Services

healthsystemCIO Onsite Panel Production Services help your conference, luncheon or exhibit hall booth stand out by creating education-based and moderated panel discussions on the topic of your choice, with the speakers of your choice, when and where you want.

healthsystemCIO Deliverables

- Creation of session title and description (with input from sponsor).
- Speaker identification (in collaboration with sponsor) and recruitment. Our panels typically consist of two hospital or health system IT executives and one executive from the sponsoring organization.
- Speaker preparation
- Creation of landing page as destination for promotional outreach.
- Promotion in our weekly eNewsletter for the four weeks leading up to your session and through our social media channels.
- Panel discussion moderation by healthsystemCIO Editor-in-Chief Anthony Guerra

Panel Duration

- 30 minutes for an exhibit hall session
- 45 minutes for a conference session

Sponsor Deliverables

- Venue arrangements, including A/V
- Final on-site logistics with speakers

Cost

- \$5,750 per session/discussion panel



EXECUTIVE WORKSHOPS

Communication Through Education

healthsystemCIO.com Executive Workshops are regionally-focused, invitation-only events where our high-level attendees receive critical education on the most pressing challenges of the day.

Program Highlights

- 13-16 hospital/health system IT executive attendees (C-suite, VP, Director)
- 3/4 day format features four sessions on specific areas within our overall topic focus.
- Our Build-a-Workshop® methodology (see below) allows you to create an educational experience that matches your objectives, philosophy and company culture.
- Workshop chaired by healthsystemCIO.com Editor-in-Chief Anthony Guerra
- Single sponsor

Sample Agenda

- 8-8:45 Breakfast
- 9-9:45 Session 1
- 9:45-10 Break
- 10-10:45 Session 2
- 10:45-11:05 Break
- 11:15-12 Session 3
- 12-1 Lunch
- 1-2 Session 4 – Open Forum Discussion Moderated by healthsystemCIO.com Editor-in-Chief Anthony Guerra

Build-a-Workshop

Create the Workshop experience you want by selecting two sessions from Bracket A and one session from Bracket B:

Bracket A (no sponsor SME on stage; select 2):

- Keynote Presentation – Industry Expert/Analyst presentation
- Hospital IT Leader Presentation – Healthcare IT executive presentation (may be a customer of sponsor)
- Fireside Chat – Hospital/health system IT executive (may be a customer of sponsor) interviewed on stage
- Customer Panel w/o Sponsor SME – Moderated panel discussion of sponsor customers.
- Open Forum – Moderated open discussion among attendees. (For sponsors who want an additional Open Forum session.)

Bracket B (sponsor SME on stage, select 1)

- Partners in Progress – Sponsor SME & customer (hospital/health system IT executive) deliver co-presentation
- Customer Panel w Sponsor SME – Moderated panel discussion of sponsor customers.
- Sponsor Lecture – Sponsor SME delivers appropriately deep educational drill down lecture
- Sponsor Q&A – Sponsor SME is interviewed on stage
- All presentation sessions consist of 30 minute presentations, followed by 15 minutes of audience Q&A. Interviews, Open Forums and Panel Discussions moderated by healthsystemCIO.com Editor-in-Chief Anthony Guerra



Attendee Benefits

- Appropriately deep healthcare IT-specific education
- Attendees are permitted to bring a work colleague of appropriate seniority (C-suite, VP, Director)
- Regional approach equals more meaningful networking and less travel
- Invitation-only process means spending time with colleagues of similar organizational seniority
- No sponsor selling
- Single sponsor (won't be hounded by countless reps)
- 3/4 day approach is sensitive to attendees' busy schedule, allowing them to get back to the office or head home early
- After the event, receive Executive Summary of Workshop's highlights, created by healthsystemCIO.com Managing Editor Kate Gamble
- For each attendee, healthsystemCIO.com will donate \$100 on their behalf and in their organization's name to a local charity

Sponsor Benefits

- Single sponsor – no jostling with multiple sponsors for time with our attendees
- Collaborate with healthsystemCIO.com on construction of Executive Workshop by selecting overall focus and through our Build-a-Workshop methodology
- Demonstrate your expertise (and differentiate from your competitors) by having your SME/s deliver critical education
- Demonstrate your expertise (and differentiate from your competitors) by offering attendees detailed educational takeaway materials for their analysts back at the hospital.
- Send up to 4 executives to participate in Executive Workshop (includes those conducting sessions)
- Sponsor may send healthsystemCIO.com list of desired attendees to be prioritized in invitation process
- Sponsor may display two appropriately-sized free standing banners in Workshop room.
- Following the Executive Workshop, sponsor receives complete attendee list with contact information

healthsystemCIO.com Deliverables

- Venue arrangements and payment.
- Work collaboratively with sponsor on Workshop focus, agenda and location (city).
- Recruit speakers as necessary.
- Issue invitations and manage registration process
- Executive Workshop Chaired by healthsystemCIO.com Editor-in-Chief Anthony Guerra

Cost

- \$35,000 (Sponsor may bring in partner organization to share costs.)



IN GOOD COMPANY

healthsystemCIO Advertisers

Aetna	HIMSS	PatientSafe Solutions, Inc.
Allscripts	Holon	Perceptive Software
Amcom	Hyland	Philips
Aspen Advisors, Chartis Group	Iatric Systems	Proofpoint
athenahealth	Imprivata	QTS
Allscripts	Infor	QuallStaff Resources
Beacon Partners	Impact Advisors	Rapid Insight
CareTech Solutions	InterSystems	Redspin
Certify Data Systems	Iron Mountain	RelayHealth
Collibra	Kofax	Santa Rosa Consulting
Compuware	Kony	SAS
CSC	Lexis Nexis	Siemens
CTG	Lexmark	Sonifi
Cox Business	Lenovo	Spok
Dell	McKesson	Silverline
Divurgent	MedeAnalytics	Sunquest
Elsevier	MedHost	SSI
EMC	Medicity	Stratus
Encore Health Resources	MedPlus	Sunguard
Experian	Medsphere	Tableau
ELLKAY	MedStreaming	TeraMedica
Fortified Health Solutions	Mimecast	Tonic for Health
Galen Healthcare	NetApp	Workday
GE	Nutanix	Tsystem
Good Technology	Omnicell	VisiQuate
Greencastle Consulting	Online Tech	Vital Images
HCS	Optimum Healthcare IT	VoiceFirst
Health Catalyst	Optum	Vocera
Healthcare IT Institute	Patient Point	Wolters Kluwer