

NAHAM NEWSBRIEF

REACH

5000

PATIENT ACCESS SERVICES PROFESSIONALS

EVERY WEEK

MEDIA KIT



The screenshot shows a healthcare industry website with several ad placements:

- A: LEADERBOARD** - A banner at the top for AccuReg Registration Accuracy Software, featuring a woman's face and a 100% Client Satisfaction guarantee.
- B: SKYSCRAPER** - A vertical sidebar ad for 3M Innovative Technology World, with the tagline 'for a Changing World'.
- C: TOP/BOTTOM BANNER** - A horizontal banner for 'The Premier Provider of patient data integrity solutions' by Just Associates.
- C1: CALLOUT TEXT AD** - A small text ad for 'Ahi Software' with a 'The leader in on-site patient access management solutions' tagline.
- D: PRODUCT SHOWCASE** - A section with three product highlights: 'Integrated Business and Marketing Solutions', 'Transforming Patient Throughput', and 'Relieve Hospital Overcrowding', each with a small image and brief description.
- E: TRADITIONAL TEXT AD** - A text ad for CareMedic eFR Network, describing it as 'The industry leader in proactive financial management for hospitals and providers'.
- F: TRADITIONAL TEXT AD** - A text ad for FORMFAST Document Workflow Automation, highlighting its ability to eliminate errors and save time.

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 5,000 patient access services professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2500

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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NAHAM NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PATIENT ACCESS SERVICES PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of these professionals working in admissions, registration, patient finance, guest relations and other related services - the top-tier people in the industry.

NAHAM NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NAHAM NEWSBRIEF:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in NAHAM Newsbrief solidifies your place among weekly information provided to NAHAM members.



TARGETED DISTRIBUTION

Advertising in NAHAM Newsbrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NAHAM Newsbrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NAHAM Newsbrief ensures your ad will be seen every week by our 5,000 subscribers.



AFFORDABLE

Advertising in NAHAM Newsbrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NAHAM Newsbrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NAHAM Newsbrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.