

The Safety Net Insider

REACH

6,000

TOP HEALTH CARE PROFESSIONALS AND DECISION MAKERS WITHIN
THE SAFETY NET HOSPITALS AND HEALTH SYSTEMS EACH WEEK

EVERY WEEK

MEDIA KIT



National
Association
of Public
Hospitals
and Health
Systems

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A

B

B1

F

E

The screenshot shows the homepage of the National Association of Public Hospitals and Health Systems. At the top, there is a Walgreens advertisement with the text "Make your life easy... Online refills, cost savings lookup, print ready individual and family prescription records requests." Below this is the website's header with the logo and navigation links. The main content area features several articles and advertisements. Key articles include "Hospital discharge instructions improve patient satisfaction", "Disney gives hospitals advice on consumer service", "Medicare will continue to cover 2 expensive cancer drugs", and "Prescription for patient safety: Computerized doctor's orders". There are also several product showcases and promotional banners, such as "Strategic Planning" by Schreyer & Associates, Inc., and "Celebrating 13 YEARS of COMMITMENT CAUSES CAMPAIGNS" by GYM. The page is annotated with letters A through G and C1, indicating the placement of different advertising options.

C

D

G

C1

A LEADERBOARD

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

B/1 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 FEATURED COMPANY 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.

G LEFT/RIGHT CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 6,000 top health care professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2750

Lorem ipsum dolor
Lorem ipsum dolor
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do eiusmod tempor
incididunt ut labore et
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veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



Featured Company 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**



Traditional Text Ad
\$1500

Lorem ipsum
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Lorem ipsum
dolor sit amet,
consectetur

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



Current Promotion
\$2250

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON

VICE PRESIDENT OF PUBLISHING

469.420.2601

chorton@multibriefs.com

BEN MAITLAND

DIRECTOR OF ADVERTISING SALES

972.402.7025

bmaitland@multibriefs.com

SAFETY NET INSIDER, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PUBLIC AND SAFETY NET HOSPITAL DECISION MAKERS.

The The Safety Net Insider tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered delivered to the inboxes of world-class doctors, nurses, dentists, trauma/emergency teams, and health care professionals across the nation.

The Safety Net Insider
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN The Safety Net Insider:



CREDIBLE SOURCE

For almost 30 years, our members have turned to the association as the informational authority of the industry. Advertising in The Safety Net Insider solidifies your place among weekly information provided to NAPH members.



TARGETED DISTRIBUTION

Advertising in The Safety Net Insider 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 The Safety Net Insider 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 ensures your ad will be seen weekly by our 6,000 subscribers.



AFFORDABLE

Advertising in The Safety Net Insider 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 The Safety Net Insider 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 The Safety Net Insider.



TRACK CAMPAIGN EFFECTIVENESS

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