

HEALTHCARE JOURNAL of Baton Rouge



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

2017 MEDIA KIT



The **Media** for Healthcare

Your message
will be seen by
the healthcare
industry.

There is no
better way.

HJBR pulls the Baton Rouge healthcare community together.



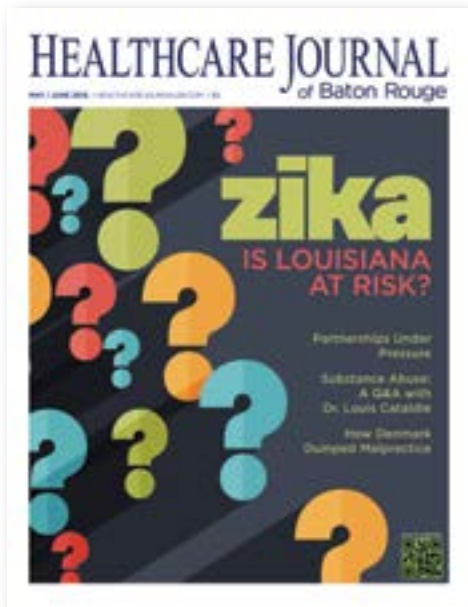
PRINT / WEB / eNEWS



The **Media** for Healthcare

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

HJBR Annual Sponsorship includes



THE BI-MONTHLY JOURNAL

Mailed directly to more than 8,000 healthcare decision makers and more than 1,000 copies distributed through local healthcare facilities, with estimated readership of 45,000 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



HJBR Annual Sponsorship includes

THE WEBSITE

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



HJBR 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 Baton Rouge analyzes healthcare for the purpose of optimizing the health of our citizens.

About HJBR

Healthcare Journal of Baton Rouge operates within the auspices of US Healthcare Journals. Since 2007, US Healthcare Journals has produced *Healthcare Journal of Baton Rouge*, which has won numerous state-wide and national awards including multiple “Best in Print Media” awards from the Louisiana State Medical Society and the MM&M’s 2010 Silver Award nationally for “Best Professional Media Brand.” *Healthcare Journal of New Orleans* launched in 2012.

Healthcare Journal of Baton Rouge’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 Baton Rouge editorial advisory board, Smith directs a team of talented healthcare journalists.

Healthcare Journal of Baton Rouge is committed to providing high quality healthcare news, information, and analysis. But in addition, it is our mission to improve the health of Baton Rouge citizens through a community approach of shared information.

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 \$800/month

Total: \$9,600

Premium Print Positions

Inside Front Cover, Page 3 \$1,500/month

Total: \$18,000

Inside Back Cover, Pages 5, 7 \$1,200/month

Total: \$14,400

Special Print Position

2016 Back Cover \$1,750/month

Total: \$21,000

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 HJBR eNews
- Ad rotation in HJBR eNews



24/7 Web

- Ad rotation on www.HealthcareJournalBR.com