

Modern Healthcare

Your trusted source for healthcare news, insights, data and analysis.

2024

Rate Card

Modern
Healthcare

Digital
Rates



Modern
Healthcare

Banner Advertising - Run of Site

ModernHealthcare.com is designed to be device agnostic, meaning your ad will be seen by visitors from any device they use to access our breaking news and information. Please note that advertisers will need to provide several different creative units (listed below) to see the full benefits of our responsive websites.

Banner ads rotate throughout ModernHealthcare.com (excluding sponsored areas). Minimum monthly quantity for ROS banner advertising is 30,000 impressions. Minimum delivery time is one month.

Ad Size	30K - 59K	60K - 119K	120K - 239K	240K+
Impact Billboard 1200W x 250H (desktop) 300W x 50H (mobile)	\$180	\$167	\$160	\$150
Billboard 970W x 250H (desktop) 300W x 50H (mobile)	\$170	\$157	\$150	\$140
Large Leaderboard 970W x 90H (desktop) 300W x 50H (mobile)	\$165	\$152	\$145	\$135
Leaderboard 728W x 90H (desktop) 300W x 50H (mobile)	\$160	\$147	\$140	\$130
Half Page 300W x 600H (desktop) 300W x 250H (mobile)	\$140	\$133	\$127	\$117
Medium Rectangle 300W x 250H (desktop) 300W x 250H (mobile)	\$130	\$122	\$116	\$107

Banner Advertising – Geo-Targeted | Keyword Targeted

Geo-Targeted banner ads available by state with a minimum quantity of 10,000 impressions. Delivery will vary based on site traffic – Modern Healthcare cannot guarantee delivery in a specific timeframe or that impressions will be spread evenly over the campaign.

Keyword banner ad targeting can't be guaranteed for delivery in a specific timeframe and requires a minimum quantity of 10,000 impressions.

Ad Size	30K - 59K	60K - 119K	120K - 239K	240K+
Impact Billboard 1200W x 250H (desktop) 300W x 50H (mobile)	\$240	\$215	\$205	\$196
Billboard 970W x 250H (desktop) 300W x 50H (mobile)	\$235	\$210	\$200	\$191
Large Leaderboard 970W x 90H (desktop) 300W x 50H (mobile)	\$230	\$205	\$195	\$186
Leaderboard 728W x 90H (desktop) 300W x 50H (mobile)	\$225	\$200	\$190	\$181
Half Page 300W x 600H (desktop) 300W x 250H (mobile)	\$182	\$167	\$155	\$147
Medium Rectangle 300W x 250H (desktop) 300W x 250H (mobile)	\$195	\$178	\$166	\$160

Banner Advertising – High Impact

The interstitial ad unit is shown to visitors once every three to seven days to maximize the visitor experience while extending the reach of your message over the course of a month. Total available impressions is 160,000 per month. Minimum quantity per month (per advertiser) is 40,000. Impressions are seen on desktop, tablet and mobile.

Ad Size	30K - 59K	60K - 119K	120K - 239K	240K+
Enhanced Interstitial 970W x 550H (desktop) 300W x 250H (mobile)	\$492	\$469	\$445	\$416
Interstitial 640W x 480H (desktop) 300W x 250H (mobile)	\$472	\$449	\$425	\$396
Impact Billboard 1200W x 250H (desktop) 300W x 50H (mobile)	\$180	\$167	\$143	\$114

Digital – In-Article Native Content

Engage ModernHealthcare.com readers with an in-story content posting. This prominently displayed position gives brands a personalized direct connection between their content and the engaged users on ModernHealthcare.com.

This new and unique opportunity is perfect for brands that regularly create their own quality content and want to leverage cutting-edge automation technology to educate, inform and share ideas with their intended audience. Minimum monthly quantity for in-article native content promotion advertising is 50,000. No targeting available. Reporting includes impressions, clicks and CTR.

Ad Size	50K - 59K	60K - 119K	120K - 239K	240K+
In-Article Native Content Promotion				
• 80-character headline (including spaces)	\$223	\$210	\$200	\$185
• 180-character body (including spaces)				
• Click-through URL				
• Rectangular image				
• Button Text: Read More or Download				

Banner Advertising – Desktop Homepage Sponsorship

The home page sponsorship includes a unique leaderboard position that appears at the top of the page and expands for six seconds following the page load and is always manually expandable. Average of 35,000 impressions per month. Only one sponsorship is available each month—please contact your Account Executive for availability.

One Month Sponsorship	\$9,640
Three Month Sponsorship	\$27,783
Six Month Sponsorship	\$52,731
12 Month Sponsorship	\$99,225

Newsletter Advertising Opportunities

Modern Healthcare's **Daily Dose** and **MH A.M.** newsletters offer two key ad positions in each edition (728x90 and 300x250).

	DAILYDOSE 29k subs 5x week	A.M. 65k subs 5x week
Frequency	Rate	Rate
1-week sponsorship (Mon-Fri)	\$6,218	\$8,500
3X	\$1,382	\$1,529
9X	\$1,303	\$1,438
15X	\$1,231	\$1,352
20X	\$1,073	\$1,176
50X	\$885	\$976

Per ad/per day | Based on availability

Newsletter Advertising Opportunities

Modern Healthcare's **Daily Finance** and **Digital Health Intelligence** newsletters offer two key ad positions in each edition (728x90 and 300x250).

	DAILYFINANCE	DIGITAL HEALTH INTELLIGENCE
	25k subs 5x week	22k subs 2x week
Frequency	Rate	Rate
1-week sponsorship (Mon-Fri)	\$6,218	\$8,500
3X	\$1,382	\$1,529
9X	\$1,303	\$1,438
15X	\$1,231	\$1,352
20X	\$1,073	\$1,176
50X	\$885	\$976

Per ad/per day | Based on availability

Newsletter Advertising Opportunities

Modern Healthcare's **Alert** and **Don't Miss** newsletters offer a takeover for the month of two key ad positions in each edition (728x90 and 300x250) with **100% SOV**.

	ALERT	DON'T MISS
	58k subs 60x per month	47k subs several per week
Frequency	Rate	Rate
1-month sponsorship	\$34,000	\$7,800
6-month sponsorship	\$154,020	\$39,000
12-month sponsorship	\$214,080	\$54,000

NEW! Payer Pulse weekly newsletter

Overview and Advertising Opportunities

Product Overview

Payer Pulse is a cutting-edge once weekly newsletter from Modern Healthcare, designed to deliver the week's top payer news stories directly to our readers. Featuring comprehensive coverage on policy, market trends, and payer strategies, this newsletter is an invaluable resource for professionals in the healthcare payer industry.

Audience

Targeting a diverse range of 84,836 professionals from insurance company executives, policymakers, healthcare providers, to technology solution providers, Payer Pulse reaches a dedicated audience looking for insightful, timely, and relevant payer news.

Benefits for Advertisers

- Reach a targeted audience of engaged healthcare professionals.
- Associate your brand with the leading source of healthcare news and insights.
- Flexible advertising solutions tailored to your marketing goals.

Advertising Opportunities

728x90 Leaderboard and 300x250 Medium Rectangle – Exclusive placement for maximum visibility and engagement.

Rate: \$6,800/month (sent 1x week)

Special Introductory rate available!

All Rates are Gross | Rate Card #52 – Effective January 1, 2024 | www.ModernHealthcare.com/MediaKit

The screenshot displays the Payer Pulse newsletter interface. At the top, the 'Modern Healthcare PAYERPULSE' logo is on the left, and the date 'Friday, May 24, 2024' is on the right. Below the header, a large orange banner indicates the '728x90' ad size. The main content area features several article teasers, each with a small image, a headline, a brief summary, and a 'READ MORE >' link. The teasers include: 'UnitedHealth Group's Optum to close Ohio location, lay off 129', 'How the two-midnight rule may affect Medicare Advantage finances', 'Humana, Aetna likely to lose Medicare Advantage members', 'Jim Reichtin to succeed Bruce Broussard as Humana CEO July 1', 'Medicaid, Medicare integration rule to shake up market', and 'Highmark Health lays off dozens of employees'. A large orange box on the right side of the newsletter indicates the '300x250' ad size.

Editorial – Webinar Sponsorship

Sponsor a Modern Healthcare editorial webinar and your organization will:

- Generate brand visibility as an industry expert through association with a proven content leader - Modern Healthcare
- Extend reach and exposure to an unparalleled and engaged healthcare audience through the print pages of Modern Healthcare, several e-newsletters and custom subscriber promotion
- Save time and resources and extend your marketing team's capabilities with a turn-key sponsorship package
- Align your organization's unique content (white paper, research, etc.) amidst topical Modern Healthcare content to ensure that your solutions/products are seen by interested purchasers

Advertiser Receives:

- Exclusive banner ads (728w x 90h pixels) on promotional email promotion to Modern Healthcare readers
- Logo recognition in all marketing promotion for webinar
- A 15 second (35 – 40 words) sponsor message and slide presented by webinar host
- Exclusive banner ad (728w x 90h pixels) on post-editorial webinar thank-you email to attendees and registrants
- Logo recognition on full page recap of webinar to run in an issue of MH magazine
- List of registrants/leads following event (includes name, title, organization and email)

Guests

- Invited guests can include hospital and payer c-suite leadership

Attendance

- Expected attendance of 300+ healthcare leaders from across the industry

Benefits of Sponsorship

- Extend reach and exposure to an unparalleled and engaged healthcare audience through the webinar promotion in Modern Healthcare vehicles
- Save time and resources and extend your marketing team's capabilities with a turnkey sponsorship package

\$25,000 Net with full page print ad | **\$17,500** Net without full page print ad

Modern
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Custom Media Rates

Custom – Sponsored Content Posting

Advertiser Receives:

- Native hosting of your article as a sponsored page on ModernHealthcare.com
- Promotional efforts include social amplification retargeting Modern Healthcare’s digital audience, and native ads on ModernHealthcare.com and relevant e-newsletters
- Archived in relevant topical sections on ModernHealthcare.com to boost searchability and SEO
- Detailed post-report including digital engagement metrics and benchmark comparisons

Terms:

- Sponsored content is due to publisher at least 10 business days before publish date
- Publish date begins at start of month.
- Content submitted past deadline may be subject to delays and additional fees.
- Complete post must be fully revised and edited – Modern Healthcare Custom Media is not responsible for correcting errors in material.
- No lead generation or registration included, and full content must be hosted by Modern Healthcare.
- Content cannot be changed and/or switched out during the month of promotion.

Advertiser Supplies:

- Article copy in a Word document
- One image that will be used on article page and in promotions (300 dpi, min. 1200px width, jpeg and sponsor must have rights to the image)
- Posts can include the following: links, images, info graphics, video, etc.
- Logo (.jpg or .png)
- “About Sponsor” and “About Author” sections can be included at end of page and are limited to 50 words each; author headshot can be included.

One-month posting: **\$9,520 Net**

Custom – One-on-One Video Interview

One-on-One is a custom video series that enables you to showcase an executive from your organization in a meaningful way. Episodes are pre-recorded and promoted to Modern Healthcare's significant audience of healthcare executives. One-on-One episodes are approximately 10-minutes and led by a member of Modern Healthcare's Custom Media team, receiving exposure on ModernHealthcare.com, Modern Healthcare social presences and through dedicated promotion.

Advertiser Receives:

- One expert featured in a One-on-One episode
- Ownership of your One-on-One episode(s) include the right to use/distribute in marketing initiatives
- 100% SOV on your One-on-One episode landing page(s)
- Six medium rectangle banner promotional ads (300W x 250H) promoting your episode via newsletters
- 25k banner impressions promoting your episode on ModernHealthcare.com
- Email invitation to view the episode to 15,000 Modern Healthcare readers
- A social posting on Modern Healthcare social channels of your One-on-One episode
- Video performance metrics

How it Works:

- Sponsor reserves air-date and specific executive to be featured on One-on-One (one executive per episode).
- Modern Healthcare will collaborate with sponsor on the interview questions and schedule a prep call between the Modern Healthcare Custom Media interviewer and sponsor executive.
- Modern Healthcare will record each episode of One-on-One via virtual platform.
- Graphics and titles are incorporated into video.
- Video is promoted on Modern Healthcare social channels (LinkedIn, YouTube and Facebook) and posted on ModernHealthcare.com.

One episode: **\$20,000** Net | Three episodes: **\$54,000** Net

Custom – Healthcare Insider Podcast

The Modern Healthcare Custom Media team will work with your organization to create a recorded interview and/or discussion with key content experts that can be promoted by your organization and to Modern Healthcare's highly qualified audience of decision makers. Sponsorship includes turn-key project management and marketing provided by Modern Healthcare's Custom Media team.

Advertiser Receives:

- Complete project management including recording and editing services
- Maximum of 15 minutes in length per episode
- Visibility as a sponsored podcast on ModernHealthcare.com
- Distribution on major podcast platforms as a part of Modern Healthcare's Healthcare Insider Custom Podcast series
- Email promotion sent to 15,000 members from Modern Healthcare's audience which can be selected based on title, type of organization and location
- Audio file of the podcast and rights to use for sponsor's marketing efforts
- Episode performance metrics (provided approx. two weeks from launch)

How it Works:

- Sponsor reserves air-date and specific executive to be featured on Healthcare Insider podcast (up to two executives per podcast).
- Modern Healthcare Custom Media will collaborate with sponsor on the interview questions and schedule a prep call between the Modern Healthcare Custom Media interviewer and sponsor executives/guests.
- Modern Healthcare Custom Media will record each podcast.
- Each Healthcare Insider podcast is lightly edited prior to promotion and airing.

One podcast: **\$11,000** Net | Three podcasts: **\$25,000** Net

Custom – Checking In with Dan Peres

This unique one on one conversation with new President of Modern Healthcare, Dan Peres, will explore the most relevant topics to your business, and highlight your industry expertise. An uninterrupted discovery with the leader of the industry's #1 healthcare media brand to share your story and reach an unrivaled audience.

Advertiser Receives:

- 15-minute content session hosted, recorded and edited in both Audio & Video file format
- Video published on ModernHealthcare.com within multimedia navigation tab
- Inclusion as a promotional content in the Daily Dose OR the Don't Miss Newsletters
- Organic social posts denoting your brand as the episode's sponsor (LinkedIn | X (formerly Twitter) | Facebook)

How it Works:

- Select one executive from your organization to speak with Modern Healthcare President, Dan Peres
- Sponsor reserves air-date and specific executive to be featured on the episode.
- Modern Healthcare Custom Media will collaborate with sponsor on the interview questions and schedule a prep call between the Modern Healthcare Custom Media interviewer and sponsor executives/guests.
- Modern Healthcare Custom Media will record the episode
- Each episode is lightly edited prior to promotion and airing, and shared with the sponsor for approval

Digital Only: **\$25,000** Net | Digital with Print Add-On: **\$35,000** Net

Custom – Webinar Sponsorship

Advertiser Receives:

- Logo recognition on a minimum of six medium rectangle banner promotional ads (300W x 250H) on applicable Modern Healthcare newsletters (banners will promote upcoming webinar and link to registration page)
- Logo on banner ads on ModernHealthcare.com (min. 25k impressions)
- Email invitation to view to 30,000 Modern Healthcare audience – sent three times
- Webinar promotion (twice) to social media sites (Twitter and LinkedIn)
- Customized email invitation to send to clients/prospects
- Listing on the Webinars section of ModernHealthcare.com (includes logo)
- Coordination of webinar services and technical assistance (max. 1,000 attendees / 60-minute length)
- Moderating by Modern Healthcare's Custom Media staff or moderator of your selection
- Sponsor recognition at introduction and conclusion of webinar
- Logo visibility on the following webinar pages: ModernHealthcare.com landing page, registration and waiting room
- Opportunity to include up to three custom questions
- Opportunity to include up to two polling questions during live presentation
- Opportunity to include up to three custom post-webinar survey questions within the webinar console
- List of registrants/leads before event (one week prior and one day prior) and following event (registrants and attendees within two days of webinar, 30, 60 and 90 days following live event)
- Three-month archived webinar on ModernHealthcare.com
- File of live webinar to post on your organization's website

Sponsorship: **\$24,000** Net | On-Demand: **\$18,000*** Net

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Promotional email designed and scheduled by Modern Healthcare Custom Media | *On-demand webinars only include promotional elements and must be recorded before kick-off call and air date are held.

Im Magazine Rates

MH Magazine – National Display

4-color process

Frequency	Page (30")	2/3 Page (20")	1/2 Page Island (15")	1/2 Page (15")	1/3 Page (10")	1/4 Page (7.5")	1/6 Page (5")
1X	\$22,706	\$17,541	\$16,126	\$14,925	\$11,564	\$9,967	\$7,860
6X	\$21,308	\$16,522	\$15,200	\$14,077	\$10,956	\$9,452	\$7,501
12X	\$19,326	\$15,091	\$13,817	\$12,761	\$10,066	\$8,719	\$6,997
18X	\$18,202	\$14,150	\$13,099	\$12,178	\$9,572	\$8,313	\$6,695
24X	\$17,240	\$13,629	\$12,553	\$11,653	\$9,254	\$8,037	\$6,497

Black & White and two-color rates available upon request

MH Magazine – Regional Display

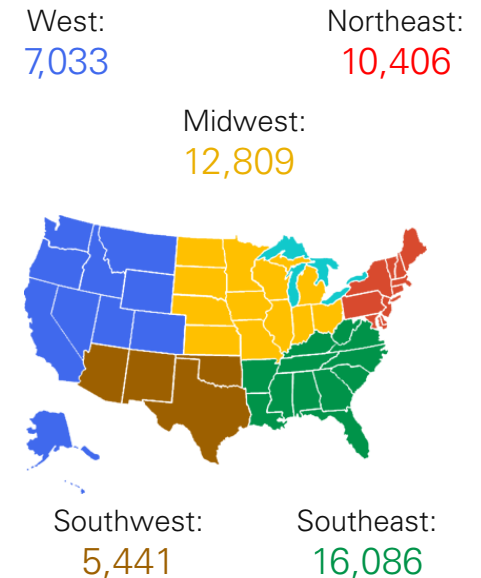
Influence decision makers in a specific locality with regional advertising.

- Regional advertising is a targeted and cost-effective way to connect with buyers and generate sales in a specific market.
- Only full-page or two-page spread ads are accepted. For ads appearing in more than one region of any issue, each ad counts as one insertion in determining frequency discount and will be billed at the rate applicable to each region.
- Regional ads are not included in ad readership studies or trade show issue distribution.

4-color process

Frequency	Northeast	Southeast	Midwest	Southwest	West
1X	\$8,323	\$10,231	\$10,516	\$6,181	\$7,701
6X	\$8,038	\$9,833	\$10,129	\$5,998	\$7,426
12X	\$7,589	\$9,221	\$9,476	\$5,671	\$6,987
18X	\$7,385	\$8,966	\$9,231	\$5,579	\$6,854
24X	\$7,140	\$8,639	\$8,905	\$5,396	\$6,589

Black & White and two-color rates available upon request



Geographical breakout from Publisher's Sworn Statement, December 2023.

Bleed ads accepted in spread, full-page and 2/3-page ad units at no additional charge.
All Rates are Gross | Rate Card #52 – Effective January 1, 2024 | www.ModernHealthcare.com/MediaKit

MH Magazine – National Inserts

National inserts can be furnished pre-printed or printed through Modern Healthcare. Inserts may be bound in (saddle-stitched or perfect-bound depending on the issue), tipped (glued) into the magazine or poly-bagged with the magazine. Each one page (two sides) of an insert counts as one insertion when determining frequency.

National Insert Size	1X	6X	12X	18X	24X
1 page (2 sides)	\$28,198	\$25,750	\$23,899	\$22,848	\$21,797
2 page (4 sides)	\$41,912	\$38,270	\$35,506	\$33,956	\$32,354
3 page (6 sides)	\$45,880	\$41,897	\$38,872	\$37,337	\$35,430
4 page (8 sides)	\$49,817	\$45,492	\$42,208	\$40,341	\$38,449
6 page (12 sides)	\$61,960	\$56,579	\$52,469	\$50,153	\$47,843
8 page (16 sides)	\$73,986	\$67,560	\$62,669	\$59,945	\$57,125
10 page (20 sides)	\$88,776	\$81,059	\$75,220	\$72,226	\$68,549
12 page (24 sides)	\$103,780	\$94,595	\$87,756	\$84,527	\$79,983

For inserts larger than 12 pages, please contact your Account Executive for pricing | Black & White two-color rate available on request

MH Magazine – Partial Run Inserts

An account-based marketing tool, targeted (partial-run) inserts are available for circulation counts of 25,000 or less. Targeting is available by title, geographic region and number of beds. One-sided partial run inserts must be printed by Modern Healthcare. A 5% discount will be available for insert advertisers of 7x. Partial-run inserts are not included in trade show issue distribution. Each partial-run insert counts as one insertion in determining frequency discount.

Modern Healthcare offers one heavier stock insert in each issue. If you would like to run a heavier stock insert, you will need to reserve the position a minimum of six weeks prior to publication date. Maximum paper stock for heavier stock inserts is: 7 point, 130 lb.

Partial-Run Insert: Regular Stock		Partial-Run Insert: Heavier Stock	
One page (1 side)	\$10,333	One page (1 side)	\$10,746
One page (2 sides)	\$20,380	One page (2 sides)	\$21,395

Furnished Advertorials

Advertisers who place a full-page ad can place an adjacent case study at a 50% discount from their earned frequency rate. Advertisers that purchase three or more consecutive content full-pages within a single issue will receive a 50% discount on gross space, color and position charges on each page following the first page.

MH Magazine – Premium Positioning

Sold on a first-come, first-served basis, premium positions cannot be cancelled once they are reserved. Positioning is guaranteed only when premium rate is paid. Premium surcharge is based on black-and-white space cost. Four-color ads are required for premium cover positions.

Advertisers running a 13x or higher premium position schedule will receive a 5% discount on the premium position rate and right of first refusal in 2024.

Back cover	20% Additional
Second cover, center spread	15% Additional
Third cover, consecutive pages and any other guaranteed positioning	10% Additional

Issue Takeover

For advertisers looking for dominant visibility and 100% share of voice, Modern Healthcare is offering publication takeovers in a few key 2024 issues. Issue takeovers offer your organization to purchase all ads within a select issue for guaranteed visibility. Please contact your Account Executive for more information and availability.

Front Cover Tip

Front cover tip ads count as two insertions toward earned frequency. Front cover tip advertising is available on a first-come, first-served basis and is available on select issues.

1x advertiser: **\$51,184** | 6x or more advertiser: **\$39,806**

Cover Gatefold

Cover gatefolds count as three insertions toward earned frequency. Gatefold advertising is available on a first-come, first-served basis and is available on inside front and inside back covers only.

1x advertiser: **\$52,214** | 6x or more advertiser: **\$40,606**

MH Magazine – Executive Insight

Appearing in print, Executive Insight gives advertisers the opportunity to inform and educate Modern Healthcare readers. Each Executive Insight includes standard layout of advertiser-supplied content*, a round of review, PDF and publication in one issue of MH magazine. Digital upgrade includes a sponsored content posting. Sponsored content is due to the publisher 10 business days prior to materials deadline.

Advertiser provides:

- Hi-resolution logo in vector EPS (must be EPS for printing)
- Hi-resolution image in JPEG or TIFF format (4 inches wide max at 300 dpi) of interviewee/expert
- Name, title, company name of interviewee/expert
- Title of piece: 9-words maximum
- Subtitle of piece: 15-words maximum
- Bio/introduction copy: 75-words maximum
- Q&A copy (4-5 questions and answers): 620-words approximately
- URL link to website for call out on Executive Insight

Print & Digital (includes sponsored content posting): **\$23,000**

(Print Only): **\$17,000**

Upgrade: Modern Healthcare can conduct Q&A and transcribe for an additional \$2,000 net

MH Magazine – Integrated Content Amplification with Leads

Advertiser Receives:

- Dedicated landing page online where users download the white paper/case study
- Dedicated email promotion sent to 5,000 healthcare executives
- Triggered email to thank leads for downloading white paper/case study
- All leads generated from downloads will be sent via an email alert – in real time (includes name, title, email, organization, organization type and state)
- Excel spreadsheet of all leads will be provided at program completion
- Total number of page views, and average time on site upon completion of program
- Leads will be shared via direct link to a JotForm spreadsheet and downloaded as an Excel file. Optional individual lead alert emails are available upon request.

Terms:

- Sponsored content is due to the publisher 10 business days prior to materials deadline.
- Additional services available for a fee: writing services, additional reporting for \$25/report and entering leads into client interface. Lead quantity is not guaranteed.

Advertiser Supplies:

- Hi-resolution logo in vector EPS format
- Two hi-resolution images in JPEG or TIFF format (4" wide, max. of 300 dpi)
- Introduction for dedicated landing page (max. 100 words)
- PDF of complete white paper/case study

Sponsorship: **\$12,500** Net

MH Magazine – Executive Conversation

Advertiser Receives:

- Opportunity to include up to three expert panelists providing edited responses to questions for publication in Modern Healthcare
- Your experts will be featured on the first page of the section with their names, titles and photos
- Plus, a highlighted expert pull quote, headshot and company logo
- PDF of content asset for your marketing use and promotion
- Link to article hosted on ModernHealthcare.com
- Total number of page views, and average time on site upon completion of program

Terms:

- One round of editing of your comments
- Interviews conducted virtually by custom team if needed

Advertiser Supplies:

- Hi-resolution logo in vector EPS (must be EPS for printing)
- Hi-resolution image of each expert in JPEG or TIFF format (4" wide, max. of 300 dpi)
- Name, title, bio (240 characters including spaces) for each expert
- Company name and URL for online posting

\$17,500 net each (min. 2 sponsors) | **\$35,000** net Topic Buyout

\$10,000 net add full-page, 4-color ad adjacent section

MH Magazine – Incentive Discount Programs

Increase in Schedule

This plan rewards advertisers who increase their magazine ad spending in 2024. If you place one to four more ads than you ran in 2023, you will receive a 10% discount on those additional ads. If you place five to nine more ads than you ran in 2023, you will receive 15% off those additional ads. And if you place 10–12 more ads than you ran in 2023, you will receive 25% off those additional ads.

Bonus Ad Plan

Any 2024 national display advertiser (regional and inserts are not eligible) that increases paid advertising spend in 2024 over 2023 (must have advertised in 2023) will receive bonus ad space (equal to ad size ran) according to the following schedule:

<u>2024 Increase</u>	<u>Bonus</u>
\$20,000 - \$30,000	One ad
\$40,001+	Two ads

New Advertiser Discount

New advertisers (defined as those who have not advertised in 24 months) that run seven to nine paid ads will receive a 10% discount on their advertising schedule. Advertisers that run 10 or more paid ads will receive a 12% discount.

Frequency Builder Discount

Modern Healthcare’s Frequency Builder program offers advertisers a chance to run in several regular issues (supplements not eligible) of Modern Healthcare at a 30% discount. Cannot be combined with any other discount, only national ROP display brand ads of half-page or larger are eligible. 2024 available issues: January, April, or June.

***Frequency builder discount must be combined with a minimum of 30,000 ROS impressions or 3x in newsletter buy**

MH Magazine – Incentive Discount Programs

Multiple-Page Discounts

Advertisers that run three or more consecutive full-page advertisements within a single issue will receive a 10% discount on gross space, color and position charges on each page following the first page.

Association Discount

Not-for-profit associations (membership must be comprised of healthcare providers aligning with Modern Healthcare's readership) that choose to advertise in Modern Healthcare may be eligible for a special association discount. Please contact your Account Executive for more information.

Small Business Discount

To qualify for this 25% discount on your total print advertising program, the organization must meet the small business standards by the U.S. Small Business Administration (sizestandards@sba.gov). Cannot be used with any other discount.

Congratulatory Discount

Advertisers that run ads to congratulate the recipients of a Modern Healthcare awards program or honor will receive a 25% discount on the advertising rate. Available only for the awards programs listed below and advertisement must be congratulatory in nature (a minimum of 80% of content must be congratulatory).

- 100 Most Influential People in Healthcare
- 40 Under 40
- Women Leaders
- 50 Most Influential Clinical Executives
- Healthcare Marketing Impact Awards
- Diversity Leaders
- Best Places to Work in Healthcare
- Innovators Awards
- Best in Business

Awards programs are subject to change*

Magazine – Incentive Discount Programs

Furnished Advertorials

Advertisers who place a full-page ad can place an adjacent Case Study ad at a 50% discount from their earned frequency rate.

Consecutive Ads

Advertisers that purchase three or more consecutive content full-pages within a single issue will receive a 50% discount on gross space, color and position charges on each page following the first page.

Best Places to Work in Healthcare Supplement

General display advertising is available within this section in all national display ad sizes. A 20% discount is applicable for all advertisers within the supplement. Congratulatory ad discount is available.

Women Leaders and Diversity Leaders Program Guide

General display advertising is available within this section in all national display ad sizes. A 20% discount is applicable for all advertisers within the section. Congratulatory ad discount is available.

Additional Incentive Discount Programs

Digital

Increase in Schedule

This plan rewards advertisers that increase their digital ad spending in 2024.*

- Receive a 25% discount on increased spend over \$25,000 gross.
- Receive a 40% discount on increased spend over \$50,000 gross.
- Receive a 50% discount on increased spend over \$100,000 gross.

*Discounts only apply to dollars over previous year spend

Integrated

Rate Protection Plan

Our 2024 rate protection plan rewards advertisers who placed a minimum advertising investment of \$40,000 gross in 2024 or ran 6x or more print insertions. To qualify for 2023 rates in 2024, you must also fall into one of these categories:

Currently on the Rate Protection Plan:

You must match 2023 gross spending in 2024, run at least one insertion prior to March 11, 2024, and provide dates for your entire advertising schedule on or before January 15, 2024.

First time entering the Rate Protection Plan:

You must increase spending by at least 10% over previous year, place at least one insertion during the first month of your contract period and provide dates for the entire schedule 30 days prior to the current expiration date.

Terms and Conditions

Agency Commission

Fifteen percent of gross billing is provided to recognized agencies on space, color and position, provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or mechanical charges, and non-display classified advertising.

Short Rate and Rebates

Advertisers will be short-rated if the amount of space upon which billings were based is not used during the 12-month period from the date of the first insertion.

Frequency

Modern Healthcare Magazine: Frequency is determined by number of insertions used by advertiser within 12 months from date of first insertion order. One-sixth page is minimum size for earning frequency discount on larger space. Full-, half- and 1/3-page spread advertisements are charged at the rate of each individual unit on each facing page. Multiple units of space in one issue are charged at individual unit rates and are counted as individual insertions for the purpose of determining frequency discount.

ModernHealthcare.com: ModernHealthcare.com frequency is determined by the number of impressions used by an advertiser within 12 months from date of first insertion order.

Email Newsletters: Email newsletter frequency is determined by the number of insertions within 12 months from the date of first insertion order. Insertions for Daily Dose, Digital Health Intelligence, and Daily Finance count toward frequency for each other.

Terms and Conditions

Cancellations

Modern Healthcare Magazine: If, for any reason, an advertisement is cancelled after closing date, publisher reserves the right to repeat a former ad at full rate. If advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither advertiser nor agency may cancel an advertisement after closing date.

Digital: If advertising material is not received by materials deadline (five business days prior) of scheduled start date, advertiser will be charged for space beginning with original scheduled start date regardless of whether advertisement is live. Extensions for missed run dates are not provided unless Modern Healthcare receives notification prior to materials deadline. Rescheduling will be based on availability.

Events, Sponsorship and Custom Programs: including virtual briefings, webinars and sponsorships are non-cancellable once delivery has started.

Agency Commission

By issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in Modern Healthcare and, by their tendering such insertion order, the advertiser and/or agency shall indemnify and hold publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorneys' fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be a party all at the cost of the agency and the advertiser, who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates Modern Healthcare editorial material.

Terms and Conditions

Rate Protection Clause

Publisher reserves the right to change the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 60 days of the effective date of such change.

Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion for payment. However, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and that agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

Billing

Crain Communications, Inc | 29588 Network Place, Chicago, IL | 60673-1295

About Crain Communications

Crain Communications is one of the largest privately held media companies in the U.S. with 20 leading business, trade and consumer publications in North America, Europe and Asia. The organization's 650+ employees in 10 locations produce trusted and relevant news, lead generation, research and data products, custom publishing, and events that contribute to the success of its millions of readers and its clients.

For more information, visit crain.com

The Crain Code

Our Vision

We aspire to earn the trust and loyalty of our audiences by employing top talent to deliver exceptional journalism, information and solutions.

Our Purpose

We act as one team to serve our audiences. As experts in our field, we empower success through the indispensable content we create, solutions we develop and communities we cultivate.

Our Values

Collaboration: Openness to diversity of thought, ideas, background and experiences will drive shared success for all.

Respect: Create a safe, diverse and fun environment for all colleagues. Be both hungry and humble.

Accountability: Be a leader. Hold one another to high standards to continually improve performance, both company and individual.

Integrity: Do the right thing — be fair and unbiased.

Innovation: Be curious. Find ways to achieve our goals — and meet our audience needs — more effectively and efficiently.

Modern Healthcare Sales Information

National Advertising Sales Director

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People on the Move

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York, Rhode Island, Vermont, Virginia, West Virginia

South

David Baker

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Alabama, Florida, Georgia, Kentucky, Mississippi,
North Carolina, Ohio, Pennsylvania, South Carolina,
Tennessee, Texas