



## Reach Decision-Makers at Physician-Owned Hospitals: Advertise with PHA

### About Us:

Physician Hospitals of America (PHA) is a non-profit trade organization that offers support, advocacy, and educational services to the 260 physician-owned hospitals nationwide. With high patient satisfaction and quality control scores, physician-owned hospitals rank as some of the safest; most respected, and most awarded hospitals in America.

### Four Ways to Get Noticed:

#### **PHA E-Pulse**

Monthly email publication with opportunities for sponsored articles and banner advertising

#### **PHA Regulatory Report**

Bi-monthly publication with opportunities for banner advertising

#### **PHA Webinar Series**

Let PHA host and advertise your live educational webinar to our members and archive the video for future viewing

#### **PHA Career Center**

Post an opening on PHA and partner sites, with member discounts to post and free browsing

### PHA Membership:

We offer discounted rates on all advertising opportunities to members of PHA. Four categories of membership are available:

#### **Facility Member**

Available to any physician owned hospital, currently licensed, under development, or under conversion.

#### **Corporate Member**

Available to any manufacturer, developer, distributor or company that provides products or services to a physician hospital.

#### **Professional Member**

Available to healthcare providers, consultants, attorneys, administrators, lobbyists, etc. who do not have an interest in a physician hospital or who are not part of a physician hospital medical staff.

#### **Industry Leader Member**

Available to corporate entities or development companies that manage or support multiple physician hospitals.

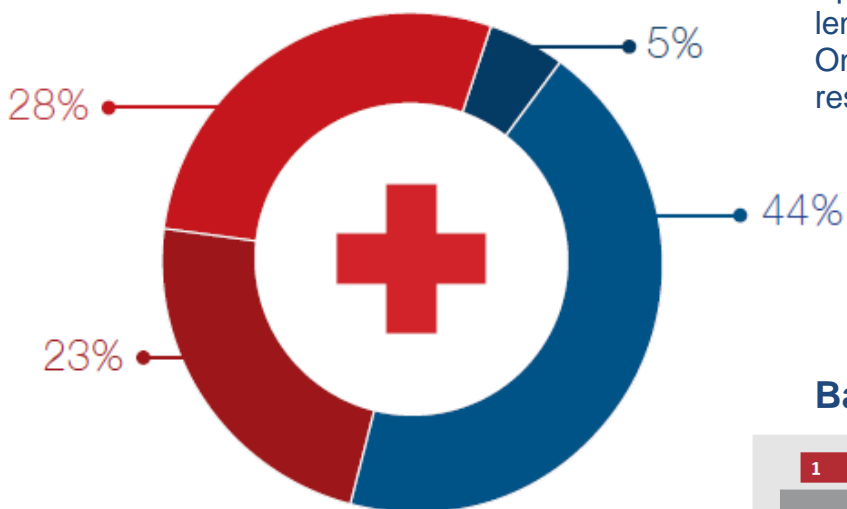
**[Learn more about membership or join today.](#)**

# The PHA+PULSE

The official e-publication of Physician Hospitals of America

## Readership:

The PHA e-Pulse is sent monthly to over 2,000 members and is shared throughout their professional networks. Readers include:



- Hospital Management Professionals (C-Suite, IT, Pharmacy, Materials, HR, Quality, Revenue Cycle)
- Physician-Owned Hospital Clinical Employees (Physicians, Nurses, Technicians)
- Professional Members (Health Care Providers, Consultants, Attorneys, Administrators, Lobbyists)
- Corporate Members (Manufacturers, Developers, Distributors)

## Sponsored Articles:

Your chance to share a white paper about a recent development, provide information about an upcoming transaction, or share newsworthy information about a product or service. Sponsored articles may be up to 500 words in length, including sponsor contact information. Only one opportunity available per issue. PHA reserves to refuse any sponsored content.

## Banner Advertising:



1. **LEADERBOARD:** This premier position provides your company with prominent exposure at the top of the newsletter. **ONE OPPORTUNITY**
2. **BANNER:** Banner ads showcase your company's unique message within the body of the newsletter. **ONE OPPORTUNITY**
3. **SKYSCRAPER:** This premier position provides your company with quality traffic and constant visibility alongside the text. **TWO OPPORTUNITIES**

Visit [www.physicianhospitals.org/advertise](http://www.physicianhospitals.org/advertise) to place your order and start getting results. For questions about advertising please contact Greg Maciog at [greg@physicianhospitals.org](mailto:greg@physicianhospitals.org) or 202.367.1113

## Regulatory Report

The PHA Regulatory Report is a twice-monthly publication highlighting regulatory changes in the industry. This email is sent to all PHA member CEOs and other executives, and averages a read-rate of over 30%.

One leaderboard banner and one skyscraper sidebar advertisement are available per issue. Discounts are available for PHA corporate members and for multi-issue placements.



## PHA Webinars Series

Share the unique solutions that your company can provide to bring value to our member hospitals by hosting an educational webinar to be available in real-time and on demand. The sponsoring company will provide the speakers, presentation, and marketing copy. Contract, payment, and marketing material must be provided at least one month prior to the scheduled webinar date.

PHA will:

- Send three promotional emails for your webinar
- Facilitate online registration
- Host the session via GoToWebinar and introduce the sponsor
- Archive and post the recording for on-demand access.

Attendance is at members' individual discretion and cannot be guaranteed. Must be educational in nature and all content is subject to approval by PHA.

## PHA Career Center

The PHA Career Center offers one of the most comprehensive career and recruiting sites for physician hospitals and related industries. Make this exclusive resource part of your strategy for career success today!

**Find Jobs:** the PHA Career Center is free to all job seekers and provides you with access to the best jobs in the industry.

**Post Jobs:** target your recruiting and reach thousands of qualified medical professionals with quick, easy posting, high-visibility, and simply pricing options.



[Visit our Career Center to learn more.](#)

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## 2016 Advertising Rates

### PHA E-Pulse:

	Single Issue		Four Issues save 25%		Eight Issues save 30%		Twelve Issues save 40%	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
<b>Leaderboard (660x90px)</b>	\$600	\$800	\$1,800	\$2,400	\$3,360	\$4,480	\$4,320	\$5,760
<b>Banner (468x90px)</b>	\$400	\$600	\$1,200	\$1,800	\$2,240	\$3,360	\$2,880	\$4,320
<b>Skyscraper (150x600px)</b>	\$250	\$500	\$750	\$1,500	\$1,400	\$2,800	\$1,800	\$3,600
<b>Sponsored Article</b>	\$1,000	members only	\$3,000	members only	\$5,600	members only	\$7,200	members only

### PHA Regulatory Report:

	Single Issue		Four Issues save 25%		Eight Issues save 30%		Twelve Issues save 40%	
	Member	Non-member	Member	Non-member	Member	Non-member	Member	Non-member
<b>Leaderboard (600x90px)</b>	\$400	\$600	\$1,200	\$1,800	\$2,240	\$3,360	\$2,880	\$4,320
<b>Skyscraper (150x600px)</b>	\$200	\$400	\$600	\$1,200	\$1,120	\$2,240	\$1,440	\$2,880

### PHA Webinars Series:

Member	\$750
Non-Member	\$1,500

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