



- SPONSORSHIP RATES
- EFFECTIVE MAY 1, 2008
- SUBJECT TO CHANGE

MedCenter Today™

WORLD'S LEADING INDEPENDENT SOURCE OF BUSINESS INFORMATION FOR ACADEMIC MED CENTER FACULTY!

Enhancing Careers of Academic Med Center Faculty

MedCenterToday.com™ contains invaluable information that academic physicians cannot find in any another online venue including a free daily news subscription, an anonymous user forum to discuss business and teaching issues as well as personal financial issues and the online job listing service profiling positions at academic institutions around the country.

MedCenterToday.com™ acts as an academic medicine business consultant without the expensive fees. Academic Med Center faculty members are able to research issues such as managed care contracting, malpractice and professional liability, benchmark clinical salaries, and compensation packages from the confines of their home or office.



SPONSORSHIP

We are currently accepting sponsors that would like to sponsor MedCenterToday™ daily newscast and website publications. Generally acceptable for consideration are sponsors in the form of educational, informational, financial, medical equipment, practice-management products and services. All sponsors must be reviewed and accepted on a case by case basis. If you are interested or have any further questions, please contact advertise@medcentertoday.com.



SPONSORSHIP RATES

Please note these rates are as of May 1, 2008, and are subject to change.

2 Options: Sponsor Daily News For Opt-in Audience, or Sponsor *MedCenterToday.com* Website



Option A: Daily News



Option B: *MedCenterToday.com* Website

MedCenterToday.com offers several sponsorship opportunities - our daily newscasts and MedCenterToday™ website guarantee that your ad will be seen.

Maximize your ROI with this highly targeted and very influential audience.

Highlights

- More than **17,000 OPT-IN** daily newscast subscribers.
- More than **600,000** monthly e-mail newscast circulation.
- More than **21,000** monthly page views.
- **2 Sponsorship opportunities.**
 - Option A: Daily Email News Sponsorship
 - Option B: *MedCenterToday.com* Website Sponsorship
- High profile audience - **98% holds M.D. or Ph.D degree.**

Sponsorship Rates

- **Option A: Daily News Sponsorship.**
 - * Top Banner (468x60) - \$1,200 per month
 - * Vertical Banner (125x600) - \$1,000 per month
- **Option B: *MedCenterToday.com* Website Sponsorship.**
 - * Top Banner (468x60) - \$1,200 per month
 - * Vertical Banner (125x600) - \$1,000 per month
- **One time set-up fee per image: \$250.**
- **Minimum one month sponsorship.**
- **Set-up fee waived for two or more months.**

Target Audience

- Vice Chancellors of Health Science Centers.
- Med School Deans & Department Chairs.
- Division Heads.
- Med School Administration.
- Physicians at ascent and mid-career level of their academic medical careers.
- Physician-Scientists & Researchers.
- Academic Med Center.
- Physicians & Surgeons.
- Consultants, Executive Recruiters, IT/IS Vendors.

Content

- **Format:** Photoshop static image saved as a JPEG/JPG with maximum file size of 100K.
- **URL:** Include the exact URL to which the banner should be linked.
- **Size:** Two standard size banners 468x60 (top) or 125x600 (vertical right hand column).
- **Sponsorship and editorial content** are clearly separated. All messages are subject to editorial committee review.
- **All sponsorships for recruitment** must be nondiscriminatory and apply with all applicable laws and regulations. Ads that discriminate in any form will not be accepted.

Contact Information

Advertisers, media buyers and others with specific questions about sponsorship should contact *MedCenterToday.com* at advertise@medcentertoday.com.