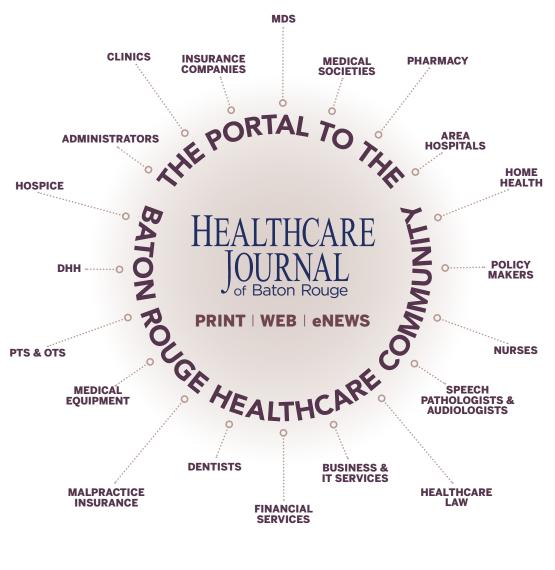
## HEALTHCARE JOURNAL of Baton Rouge

# Your lessage Ithcare industry.

## There is no better way.

### **HJBR** Pulls the Baton Rouge Health Care Community Together.





## HJBR is the most cost-effective way to improve your

## bottom Ine.





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



## There is no better way.

## 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, 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

#### Inside each issue:

- Interesting Features
- One on One (Q & A)
- Hospital Rounds
- Healthcare Briefs
- Correspondents



### **HJBR eNews**

Keeps your company in front of executive healthcare decision makers with weekly industry news.

- Sponsorship listing with web link
- Rotating 160 x 160 px ad
- Email and web-based
- Weekly local industry updates 48xs per year



### HealthcareJournalBR.com

Your web ads, in three sizes, rotate through our site. Large: 940 x 250 px Medium: 220 x 380 px Small: 160 x 160 px

Be there when people are reading:

- Breaking Stories
- Print Journal Online
- eNews Updates







## **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 multispecialty 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.

With an impressive publication, distribution plan, eNews, and community-based website, *Healthcare Journal of Baton Rouge* has staked a claim to this powerful niche of healthcare professionals.



<image>





### **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.



## We invite you to join us.



## There is no better way.

## 2015 HJBR Rate Card

#### **One-Year Sponsorship**

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**

2015 Back Cover..... \$1,750/month Total: \$21,000

#### **One-Time-Only Print Rate**

Full Page\$	3,600
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### **Sponsorship includes**



#### Print

- Full-page, 4-color ad in each bi-monthly print issue
- Sponsorship listing in front of each print issue
- Listing in advertiser index



#### eNews

- Sponsorship listing with hyperlink in HJBR eNews
- Ad rotation in HJBR eNews



#### Web

 Ad rotation on www.HealthcareJournalBR.com

