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**HEALTH
NEWS
FLORIDA**

**Media Kit &
Advertising
Rates**

As an independent, not-for-profit journalistic enterprise dedicated to increasing awareness of critical health issues, Health News Florida is an unbiased source of information, with clear writing aimed at a general audience, adding context and subtracting spin.

In the words of our readers, HNF is a "must read," "the first source" for health news, and "a wealth of knowledge" packaged in one convenient place.

We can help you reach your target audience while you can support top-notch health care journalism. As newspapers get thinner, news service subscriptions get more expensive and the political and health connection become more critical, we can't think of a better way to reach your audience.

HEALTH NEWS  **FLORIDA**

Call Liam Sullivan for more information: 772-214-5472

By email: sullivan.liam.d@gmail.com

HealthNewsFlorida.org

What our readers say

I have subscribed to Health News Florida since its inception. I find that I look at your articles each day. Nowhere else are health care articles compiled in such a useful venue. I have recommended it to many of my medical associates; it is a must read for physicians and allied health care workers. No longer do I worry that I will miss relevant information. Thank You!

Michael Wasyluk, M.D.

Past President, Hillsborough County Medical Association Chair, FMA Managed Care Committee

I am a huge fan of Health News Florida – as a former state legislator, I find HNF's news articles to be well written and researched and informative. Their eAlerts provide me a quick and thorough roundup of health news I can't find anywhere else, especially during the Florida legislative session when there's so much going on.

Durell Peaden Jr., M.D.

Past member of the Florida Legislature, 1994-2010



Who is Health News Florida?

Health News Florida is an independent, unbiased online news service, a not-for-profit journalistic enterprise that was launched in March 2007 and expanded in 2009. HNF's mission is to inform the public on state and local health policy and finance issues as they develop.

Keeping tabs on Florida's large and diverse health care market and the policy issues affecting Floridians is time-consuming and complex. At Health News Florida, we do the spade work for you. With comprehensive coverage of news from around the state, special coverage of health care at the Capitol during the legislative session, links to national news, and breaking stories from our own award-winning correspondents, we are Florida's one-stop source for health news.

Great Aim

Our readers are diverse but they share one thing in common: they're focused on health issues, cost, quality and access to care. As Florida's premier daily health news service, we're focused on serving them. When you advertise with HNF, your support adds impact and prestige to any marketing mix by associating your company with one of the most respected and requested online health news services. Advertising with HNF is an effective communication tool that brings special acknowledgement and appreciation from customers and HNF readers. As an HNF advertiser your company will be viewed as having a commitment to quality and excellence.

An Exceptional Product

- Fresh daily health-related news and information
- Daily eAlerts emailed directly to subscribers
- Consumer and Opinion sections
- National and breaking news
- Investigative articles written by our own award-winning staff and correspondents

Website ad rates & information

The screenshot shows the Health News Florida website layout. At the top is a 'Banner Ad' area. Below it is the site header with the logo, an RSS icon, a 'Sign Up for Free eAlerts' button, and a search bar. A navigation menu includes: HOME, HNF STORIES, AT THE CAPITOL, CONSUMER CORNER, ANALYSIS & OPINION, WEEK IN REVIEW, ABOUT US, and SUPPORT OUR WORK.

The main content area is divided into several sections:

- TOP STORIES:**
 - Pill bill passes House 116-1** (04/22/11 © Times/Herald Bureau): A sweeping crackdown on Florida's prescription-narcotics industry passed the House Thursday.
 - House bill would slow sale of public hospitals** (By Jim Saunders, 04/22/11 © News Service of Florida): A House committee approved a bill that would require court approval for deals that would shift control of public hospitals to private companies. *More legislative news:*
 - Bills would ban restraints on some pregnant inmates
 - No fix for loophole that lets felons run summer camps
 - Cuts to mental health may backfire, advocate says
 - Special report: DOH flying blind on crime** (By Carol Gentry, 04/22/11 © Health News Florida): The Dept. of Health is supposed to protect the public from dishonest health practitioners. But DOH doesn't run criminal background checks for most professions. The agency points to the Legislature.
 - Putting a face on the problem
- SUPPORT OUR WORK:** A call to support Florida's only non-profit independent health news service, featuring an image of pills and the text: 'Health News Florida keeps you informed on state and local health-care issues as they develop.'
- Keep Quality Journalism Alive:** A call to 'Please make a donation to HNF' with a 'Click here' button.
- ORIGINAL STORIES FROM HEALTH NEWS FLORIDA:**
 - Health Dept. flying blind on crime
 - DOH flying blind on crime: Putting a face on the problem
 - Patient's lawsuit asks: Where did that tumor go?
 - Who wins in Medicaid overhaul?
 - FMA's malpractice relief bill riding high in House
 - Senate Medicaid overhaul heads to floor
 - Scott calls for tighter federal regulation on pill manufacturers
 - Whatever happened to DOH reorganization?
 - Chiropractors, Putnam gain ground
 - Senate committee approves limits on nursing home lawsuits
- EDITOR'S DESK:** By Carol Gentry. **THE MORE CARE YOU GIVE, THE LESS YOU MAKE.** *The U.S. health-care system pays the most to executives who spend no time with patients, and pays dirt-poor wages to direct care-read more*. [Editor's Desk Archives →](#)
- THANKS TO HEALTH NEWS SPONSORS!**
 - Feature Ad**
 - Button Ad**
- MORE STORIES:** Proposed Medicaid cuts bring backlash.

Since all our eAlert stories link back to our website, we get great traffic on our site. All ads can be hyperlinked to a webpage or email address to drive traffic instantly. Ads are also promoted on our Twitter page and "tweeted" to our followers.

Ask about our advertising specials and discounts!

Website Rates & Specs

	Monthly	3-month	6-month	Ad Dimensions*
Banner Ad	\$2500	\$7000	\$10,000	965x 100
<i>Nonprofit rates</i>	1875	5250	7500	
Large Box Ad	500	1400	2400	182x200
<i>Nonprofit rates</i>	375	1075	2000	
Small Box Ad	300	840	1475	182x70
<i>Nonprofit rates</i>	240	670	1200	

*Other specs: 72dpi and RGB; ad formats: gif, jpg or swf; no larger than 50k. Please provide link separately (if applicable) for gif and jpgs. SWF file must be coded with desired URLs.

eAlert ad rates & information

Banner Ad

eAlert HEALTHNEWS FLORIDA

A not-for-profit, independent online news service

Top Stories:

An original story from HEALTH NEWS FLORIDA

DOH flying blind on crime
By Carol Gentry
04/21/11 © Health News Florida
The Dept. of Health is supposed to protect the public from dishonest health practitioners. But DOH doesn't run criminal background checks for most professions. The agency points to the Legislature.

House wants state to self-insure
By Jim Saunders
04/21/11 © News Service of Florida
The House's bill on state worker insurance, which passed a major committee on Wednesday, would revamp and slenderize benefit packages starting in 2013. It also calls for the state to self-insure its HMO offerings.

Feature Ad

Button Ad

Consumer Corner

-- Kumari Kelly column: Becoming one with the pain to ease the pain

-- Study: Coffee doesn't lead to hypertension

Inline Ad (no graphics)

Our free eAlerts are sent to more than 5000 opt-in subscribers, delivering up-to-the-minute health related news our readers depend on Monday through Friday.

Ads can be hyperlinked to your website or email address to drive traffic instantly. Ads are also promoted on our Twitter page and "tweeted" to our followers.

Ask about our advertising specials and discounts!

eAlert Rates & Specs		Weekly	Monthly	Specs
	Banner Ad		\$750	\$2000
	<i>Nonprofit rates</i>	600	1500	
Feature Ad		400	1375	182 x 200*
	<i>Nonprofit rates</i>	300	1100	
Button Ad		300	1020	182 x 70*
	<i>Nonprofit rates</i>	250	850	
Inline Ad		225	840	65-word max
	<i>Nonprofit rates</i>	180	670	

*Other specs: 72dpi and RGB; ad formats: gif, jpg; no larger than 50k. No rotating gifs