

## Advertise with AIS

Atlantic Information Services, Inc. (AIS) develops highly targeted news, data and strategic information for managers in hospitals, health plans, pharmaceutical companies and other health care organizations. AIS products include print and electronic newsletters, looseleafs, books, directories, audioconferences, management seminars, strategic reports and databases.

More than 75,000 top decision makers in health care rely on AIS data and information. Check out the demographics below, then contact **Bailey Sterrett** at (202) 775-9008 x3034 or [bsterrett@aispub.com](mailto:bsterrett@aispub.com) to discuss advertising in AIS's e-newsletters or on AISHealth.com, or sending a custom e-mail promotion.

### Access Top Decision Makers in AIS's E-newsletters and on AISHealth.com

✓ **AIS's HEALTH BUSINESS DAILY**, delivered daily via e-mail and available on AISHealth.com, contains strategic business stories and includes "People on the Move" — to help you stay on top of corporate leadership changes in the health care industry; as well as quick-and-easy news bites of interest to health care business leaders.  
*22,499 Subscribers\**

✓ **GOVERNMENT NEWS OF THE WEEK** is transmitted weekly on Mondays and includes 10-15 timely news stories from Washington, D.C., and the 50 state capitals. Articles are selected for their impact on hospitals, health plans, medical group practices, physicians and other health care providers.  
*16,195 Subscribers\**

\*Surveys indicate that subscribers forward AIS e-newsletters to an additional 2-5 other people not included in numbers stated above.

✓ **UPCOMING HEALTH BUSINESS MEETINGS** is designed for managers and advisers of health plans, hospitals, and other large provider organizations. This meeting calendar is an ideal resource for companies looking for industry meetings to attend, as well as the perfect place to list upcoming events for your organization.

✓ **AISHEALTH.COM** - Tens of thousands of top decision makers in health care rely on AISHealth.com for news, data and strategic information that is updated daily. AISHealth.com generates more than 200,000 page views every month and traffic continues to grow dramatically, with 15,000 unique visitors per week.

### Send a Custom E-Mail Promotion

Feature your product in a custom e-mail or press release to more than 23,000 AIS buyers and readers. No other advertisements or editorial content are included in this e-mail. Nothing will compete with your message. For more information on a Custom E-Mail Promotion, contact **Bailey Sterrett**, [bsterrett@aispub.com](mailto:bsterrett@aispub.com), (202) 775-9008 x3034.

*Cost: \$3,000*

### Demographics

#### AIS's Health Business Daily

|   |     |
|---|-----|
| Associations/Government.....            | 6%  |
| Consulting Firms.....                   | 8%  |
| Health Plan/Insurers.....               | 23% |
| Health Systems/Hospitals .....          | 27% |
| Pharmaceutical Market .....             | 12% |
| Physician Groups/Ancillary Providers... | 13% |
| Research/Education .....                | 6%  |
| Technology Products/Other Vendors.....  | 5%  |

#### Government News of the Week

|   |     |
|---|-----|
| Associations/Government.....            | 9%  |
| Consulting Firms.....                   | 7%  |
| Health Plan/Insurers.....               | 22% |
| Health Systems/Hospitals .....          | 29% |
| Pharmaceutical Market .....             | 10% |
| Physician Groups/Ancillary Providers... | 13% |
| Research/Education .....                | 5%  |
| Technology Products/Other Vendors.....  | 5%  |

#### AIS Custom E-Mail Promotion

|   |     |
|---|-----|
| Associations/Government.....            | 3%  |
| Consulting Firms.....                   | 5%  |
| Health Plan/Insurers.....               | 31% |
| Health Systems/Hospitals .....          | 19% |
| Pharmaceutical Market .....             | 19% |
| Physician Groups/Ancillary Providers... | 10% |
| Research/Education .....                | 2%  |
| Technology Products/Other Vendors.....  | 5%  |

## Advertising Rates

### E-Newsletters

**AIS's Health Business Daily**  
(published daily)

*Sidebar graphic or text ads*

|         | Weekly  | Monthly |
|---------|---------|---------|
| Space 1 | \$1,300 | \$5,000 |
| Space 2 | \$1,200 | \$4,500 |

**Government News of the Week**  
(published once-weekly)

*Sidebar graphic or text ads*

|         | Weekly | Monthly |
|---------|--------|---------|
| Space 1 | \$500  | \$1,800 |
| Space 2 | \$450  | \$1,600 |
| Space 3 | \$400  | \$1,450 |
| Space 4 | \$350  | \$1,300 |

### AISHealth.com Web Site

**Two-Thirds Width Banner Advertisement**

*Banner and link on home page and all succeeding pages (in rotation with a maximum of three total sponsors)*

|                |          |
|----------------|----------|
| Monthly .....  | \$2,500  |
| Quarterly..... | \$6,750  |
| Annually ..... | \$24,000 |

**Channel-Specific Sidebar Advertisement**

|         | Monthly | Quarterly | Annually |
|---------|---------|-----------|----------|
| Space 1 | \$1,000 | \$2,500   | \$9,000  |
| Space 2 | \$800   | \$2,200   | \$7,500  |
| Space 3 | \$700   | \$1,900   | \$6,000  |
| Space 4 | \$600   | \$1,600   | \$4,750  |
| Space 5 | \$600   | \$1,600   | \$4,750  |

**Upcoming Health Meetings**

*Create a distinctive conference listing to attract a larger audience*

|  |        |
|--|--------|
| Listing plus a live link .....                           | \$300* |
| Listing plus a live link and<br>25-word description..... | \$475* |

*\*All ads include a colored background to distinguish them from non-paid ads.*

## AISHealth.com Site Information

Tens of thousands of top decision makers in health care rely on AISHealth.com for news, data and strategic information that is updated daily. AIS generates more than 200,000 page views every month and traffic continues to grow dramatically, with 15,000 unique visitors per week.

*“World Congress’ investment in advertising through AIS’s e-blasts sponsorships and in their e-newsletters has helped to expand our brand, and has given us excellent exposure in the health care market. And, we will continue to use AIS advertising services to get our events in front of the health care executive market.”*

-Jon Stock, Vice President, Group Marketing  
World Congress

Call Bailey Sterrett at (202) 775-9008 x3034 or e-mail him at [bsterrett@aispub.com](mailto:bsterrett@aispub.com) today **for special savings** on your new ad placement or e-mail promotion. And don't forget to ask him about multi-channel and bulk discounts!