



HMP COMMUNICATIONS, LLC

Managed Care/ Long Term Care Division

FIRST REPORT  MANAGED CARE

Clinical Geriatrics

A PEER-REVIEWED CLINICAL JOURNAL OF THE AMERICAN GERIATRICS SOCIETY



Annals of
Long Term Care

CLINICAL CARE AND AGING



2011 Online Opportunities

Build your marketing communications plan around an integrated platform, utilizing print and online delivery channels. Marry that with industry-specific editorial content to reach your customers frequently, consistently and at the most critical time — when their minds are concentrated on work-related issues.

Want to reach thousands of prospects multiple times each month and build loyal and lasting relationships? Consider the benefits of HMP Managed Care and Long Term Care Online Opportunities.

HMP Managed Care and Long term Care provides the pivotal component to all media strategies and offers

- an essential opportunity for building strong one-on-one relationships with your clients
- a highly targeted niche group of Managed Care and Long Term Care professionals
- push-and-pull marketing vehicles to promote your new products and services
- well-managed lists for e-newsletters and custom e-blasts

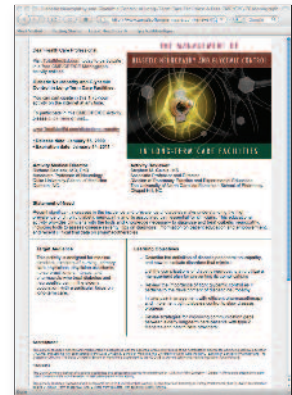
Web Banners

File size not to exceed 50k. For video and other rich media ads, please ask your sales representative for technical specifications.

Leaderboard		
Size in pixels	Rate	Notes
728x90	\$3,000	EveryPage
Banner 2		
Size in pixels	Rate	Notes
468x60	\$2,500	Every Page
Banner 3 (above fold)		
Size in pixels	Rate	Notes
578x60	\$2,500	Every Page
Banner 4 (below fold)		
Size in pixels	Rate	Notes
578x60	\$1,500	Every Page
Banner 5 (below fold)		
Size in pixels	Rate	Notes
578x60	\$1,000	Every Page
Tile 1 (above fold)		
Size in pixels	Rate	Notes
300x250	\$3,000	Every Page
Corner-page peels		
Rate	Notes	
\$6,000	Home Page	
Additional charges for rich media ad units: expandables, floaters, etc.		
Rate		
\$1,000		

E-Blasts

Publication	Rate	Notes
FRMC	\$750 per 1,000	Per distribution
CG	\$750 per 1,000	Per distribution
ALTC	\$750 per 1,000	Per distribution



E-Newsletters

Banner #	Size in pixels	Rate
Leaderboard	728x90	\$3,000
Banner 2 (above fold)	300x100	\$2,500
Banner 3 (below fold)	300x100	\$2,000
Banner 4 (below fold)	300x100	\$1,500



Speak to your sales representative for technical specifications.

Call for custom pricing on

- Showcase Video
- Surveys & Market Research
- Webcasts
- Micro-sites

Technical Requirements for E-Media

- Only HTML, text, JPG and GIF images are allowed.
- Flash, Rich Media, Image Maps, Animated GIFs/Banners and Javascript are NOT available in e-mail products.
- For all “Flash,” “jQuery,” or “Javascript” expandable ads, HMP’s E-Media team requires a working example to test design for compatibility with our internal systems.
- Subject lines should be as enticing as possible, more than ONE word, and NOT in ALL CAPITAL LETTERS.
- Links to PDF, Word Documents or other non-traditional “web page” links within an e-mail MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the e-mail.
- Text versions should be no more than 10K and may not include any image files.
- A subject line that meets our approval must also be provided.
- A blast that is entirely a linked image is NOT recommended, as today’s e-mail platforms block images. An HTML e-mail should be a combination of text and images with a call-to-action within the text component.
- Blast materials should also include a subject line no more than 12 words or 150 characters. We can also run the subject line through a “Spam-Checker Tool” that points out any verbiage that will be picked up by spam filters.
- All email HTML must be table-based layouts.
- All CSS must be inline styles, no embedded styles sheets, no external linked style sheets, no CSS for positioning, no CSS layers.
- No background images, as they will likely be blocked by newer e-mail readers.
- HTML must be a centered 600 pixel-wide table up to 100K maximum file size (includes all images and HTML files).
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- We will send two versions for testing: 1 text, 1 HTML.
- Text should not include words that will trigger a spam warning (i.e. words like FREE, GREAT OFFER, Viagra, Rolex, Mortgage, and the use of exclamation marks).
- Clients should provide detailing linking instructions.
- Emails designed in Microsoft Word and many other programs as web pages are not typically compatible with optimal e-mail delivery. Please see deadlines for related information.

Assets must be received three (3) business days prior to posting: HMP’s E-Media team must receive web banner ad materials and assets **three (3) business days** before posting. If the web banner ad materials are not received three business days prior to scheduled posting date for review and testing, there is no guarantee the ad will go live on the client’s agreed upon date. HMP will have no liability in such a situation and will post the web banner ad materials at the earliest possible date. Once banner ad is live, HMP will send a screenshot to agency/client to confirm posting for their records.

A note about opt-out language: If HMP Communications uses our system to deliver an email on behalf of a third party, then the opt out, subscription, and physical address location in the email has to reflect the systems and location of HMP Communications — not that of the third party.

Information collected: In order to be CAN SPAM compliant and in line with industry e-mail best practices, HMP Communications does not provide e-mail addresses of our subscriber base directly to third parties, unless the means to do so is an explicit opt-in to share that information with a specific third party, such as during Webcast registration, lead generation services, sweepstakes or other mechanisms where a user or subscriber gives clear affirmative consent to share their information with a third-party. We do provide advertisers with click-thru, open rate and demographic overview information for our e-mail products.

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