HC+ONEWS
healthcare construction+operations

MEDIA KIT 2018

www.hconews.com
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About

HC+O NEWS
healthcare construction+operations

HC+O News is a leading online information source for the healthcare facilities, design, construction and operations community. With daily news feeds, product reviews, executive profiles and feature articles each week, a loyal readership of more than 12,000 subscribers uses *HC+O News* as its news and information resource.

The website and monthly NewsWires offer in-depth information on U.S.-based healthcare projects and facilities. *HC+O News* offers timely industry information for facility administrators, managers, architects, engineers, suppliers and contractors.

In addition to targeted marketing solutions tailored for *HC+O News* advertisers, Emlen Media offers marketing solutions with sister publications, websites and NewsWires covering the vertical markets of schools, green building and correctional/justice facilities. Combine exposure in *HC+O News* with other market-sector publications to maximize your reach and customer base.

***School Construction News*, publishing since 1998**
www.SchoolConstructionNews.com
- K-12 and higher education facility construction and operations
- Print and digital reach of more than 20,000
- Readers include architects, engineers, project and program managers, administrators, school board officials, superintendents and purchasing managers

***Green Building News*, publishing since 2002**
www.GreenBuildingNews.com
- Green hospitality, healthcare, public sector and education facilities
- GBN audience reach of more than 44,000
- Readers include architects, designers, engineers, operations managers, business and finance purchasing managers, and facility administrators

***Correctional News*, publishing since 1994**
www.CorrectionalNews.com
- Correctional facility construction and operations
- Prisons, jails, courthouses and juvenile detention facilities
- Print and digital reach of more than 17,000
- Readers include wardens, sheriffs, architects, engineers, facility and operations managers, healthcare workers and government agencies

Emlen MEDIA
Publisher of specialized business news | Since 1994

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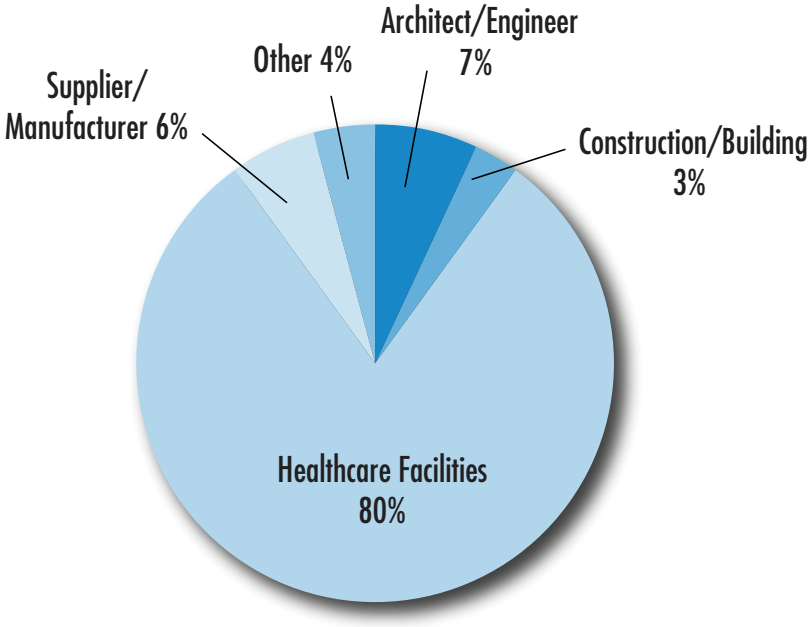
Make an impact on more than 12,000 subscribers who have a direct impact in the healthcare design and construction industry.

Circulation by Business/Industry Segment



Circulation by Function

Architecture/Design/Engineering	20%
Construction	10%
Management/Operations	13%
Facility/Physical Plant Management	9%
Maintenance	7%
Safety/Security	8%
Housekeeping/Laundry	4%
Food Service	6%
Infection Control	3%
Other	19%

Current Circulation 12,000+

A Multi-Billion Dollar Healthcare Marketing Opportunity

The U.S. Census Bureau reported in July 2017 that U.S. healthcare construction spending is at a current level of $38.48 billion.

News That Readers Use

HC+O News is the source of industry news for the nation's healthcare construction and operations industry decision makers. Readers receive the most important news about trends, technologies and best practices, with articles on facility design, construction, maintenance and operations. It is a unique, comprehensive and concise market snapshot that readers rely on to help them make better business and operations decisions.

The Best Read in the Industry

The ability of any media to successfully impact your marketing efforts ultimately depends on readership. The greater the readership, the greater the chance your ad will reach its target audience. For a decade, *HC+O News* has been the must read for industry professionals and the best read electronic vertical in the market.

Unique Editorial Offerings

Facility Focus
The NewsWires often showcase a Feature Focus that applies best practices for design, construction, maintenance and operations.

Lists & Branded Content
Increase your company's visibility with one of *HC+O News*' annual lists or with branded content.

Each issue of *HC+O News* provides a comprehensive market snapshot of breaking news nationwide, trends and best practices that can lead to better business and operational decisions. Our readership of more than 12,000 subscribers includes facility operators, managers and administrators, together with architects, engineers, maintenance personnel, suppliers and contractors.

2018 HC+O NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	eZ-Marketplace	Hot Products	1/17/18	1/24/18
February	Design & Construction	• Signage • Windows • Finishes	2/21/18	2/28/18
March	Interiors	• Flooring • Furnishings	3/21/18	3/28/18
April	eZ-Marketplace	Hot Products	4/18/18	4/25/18
May	Renovations & Retrofits	• Containment System • Wall Coverings • Roofing	5/16/18	5/23/18
June	Facility Services	• Food Services • Storage • Sustainable Cleaning	6/20/18	6/27/18
July	eZ-Marketplace	Hot Products	7/18/18	7/25/18
August	The Patient Experience	• Patient Rooms • Bedding • Lobby Design/Features	8/15/18	8/22/18
September	LEED-Certified Designs	• HVAC • Power Supply • Lighting	9/19/18	9/26/18
October	eZ-Marketplace	Hot Products	10/17/18	10/24/18
November	Technology & Electronics	• Electronic Medical Records • Telemedicine • Patient Room Technology	11/21/18	11/28/18
December	Best Practices	• Maintenance • Mechanical Equipment • Furniture	12/19/18	12/26/18

HC+O News offers a website platform. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.

Logo Sponsorship
Showcase your logo for more than 12,000 email recipients to see in their email preview pane

Featured Article/Branded Content
Submit your case study or tailor an article to promote your company, product or project

Full Banner
(468x60 pixels)
Top view, standard ad specs

Featured Products
Rotate products each month with in-depth product features and specs. Use images and and a brief description to educate prospects.

HC+O News offers a website platform. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.

Leaderboard
(728x90 pixels) Top fold premium position, flash and video accepted

Streaming Video
Showcase your company, facility project or product (Submit as a YouTube link)

Box Banner
(300x250 pixels), standard ad specs

Digital Offerings
Increase your presence with our NewsWire/eZ-Marketplace ads

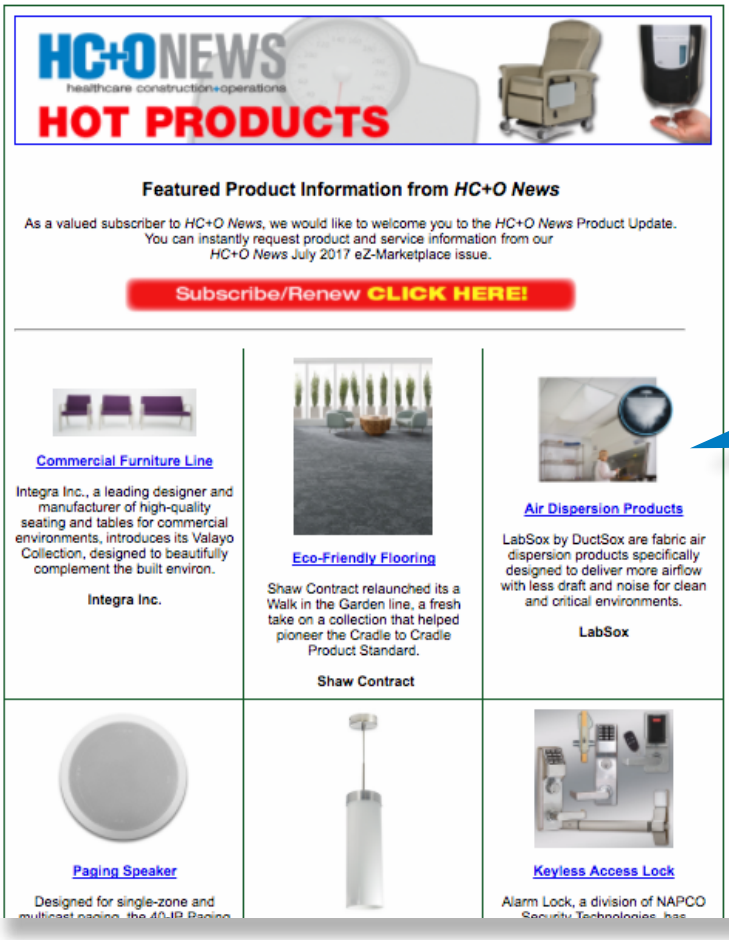
Content Submission
Along with in-house and industry-expert editorial features, we accept paid submissions on the site for branded content and job postings

Featured Product
(800x445 pixels) and Product Focus can be submitted to our sales team for paid placement

Leaderboard
(728x90 pixels) Buttom fold premium position, flash and video accepted

HC+O eZ-Marketplace

- Build your web traffic and your hot prospect database
- Link prospects directly to your website
- Click-through reports include prospect name, email and more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HOT PRODUCTS

Featured Product Information from *HC+O News*

As a valued subscriber to *HC+O News*, we would like to welcome you to the *HC+O News* Product Update. You can instantly request product and service information from our *HC+O News* July 2017 eZ-Marketplace issue.

Subscribe/Renew CLICK HERE!

Commercial Furniture Line

Integra Inc., a leading designer and manufacturer of high-quality seating and tables for commercial environments, introduces its Valayo Collection, designed to beautifully complement the built environ.

Integra Inc.

Eco-Friendly Flooring

Shaw Contract relaunched its a Walk in the Garden line, a fresh take on a collection that helped pioneer the Cradle to Cradle Product Standard.

Shaw Contract

Air Dispersion Products

LabSox by DuctSox are fabric air dispersion products specifically designed to deliver more airflow with less draft and noise for clean and critical environments.

LabSox

Paging Speaker

Designed for single-zone and

Keyless Access Lock

Alarm Lock, a division of NAPCO

Featured Product Specs
50-100 words of product-specific information and a 300 dpi image and website link

2018 SCHEDULE

ISSUE	MATERIALS DUE
January	1/17/18
April	4/18/18
July	7/18/18
October	10/15/18

Custom Email Blasts

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Have your message sent through *HC+O News* to guarantee that our subscribers receive your news! Customize your own message and use our list to send to the most qualified recipients.

Custom Design
Promote your message through your own personal custom design

Delivery
Choose if you want to send to our entire email list or narrow it down by job function, region or other popular categories

Links
Include links to bring our readers to your site or to specific product/project information

Analytics
Receive analytics on unique clicks and opens to follow important leads

Use custom email blasts for a variety of marketing needs, including, but not limited to:

- Promoting a new product or service
- Company announcements
- Surveys
- Promoting attendance at an upcoming industry show
- Job openings

Digital Rates & Specs

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WEBSITE

1-Month Contract

Box Banner (300x250 pixels) $2,100
Leaderboard (728x90 pixels) $1,900
Video (submit via YouTube link) $2,100
Featured Product $1,000
Job Posting (only offered for 1-month contract) $500
Branded Content (only offered for 1-month contract) $1,000

2-Month Contract

Box Banner (300x250 pixels) $2,600
Leaderboard (728x90 pixels) $2,400
Video (submit via YouTube link) $2,600
Featured Product $1,500

3-Month Contract

Box Banner (300x250 pixels) $3,100
Leaderboard (728x90 pixels) $2,900
Video (submit via YouTube link) $3,100
Featured Product $2,000

NEWSWIRE & EZ-MARKETPLACE

NEWSWIRE

Branded Content $1,500
Featured Product $2,500
Full Banner (468x60 pixels) $1,400
Logo Sponsorship $800

EZ-MARKETPLACE

Featured Product $3,000
Full Banner (468x60 pixels) $1,400
Logo Sponsorship $800

CUSTOM EMAIL BLASTS

$2,500 (per blast)

LIST RENTALS

List Rental Rate $150/m
List Rental Policy: *List rental of subscriber mailing addresses is a one-time only use.*

SOCIAL MEDIA

1-month contract*

Twitter Mention: $1,000
LinkedIn Mention: $1,000

* ***HC+O News will mention your company once a week for one month with information provided by company.***

DIGITAL MATERIALS

We accept GIF, JPEG, animated GIF and Flash (SWF) formats. Flash banner is Flash v5.0. Banner ads standard 72 dpi resolution, maximum file size is 30k. Streaming Video is 300x250 pixels.

BRANDED CONTENT

Please submit an article of 600 to 800 words in length as well as two to three 300 dpi images to include alongside the article.

FEATURED PRODUCT

Spec requirements include a press release and a 50- to 100-word product description. Include product specs. High-resolution 300 dpi images. Include company logo and one to two product images.

SHIPPING INFORMATION

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