

HC+O NEWS
healthcare construction+operations

2020 MEDIA KIT

www.hconews.com

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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

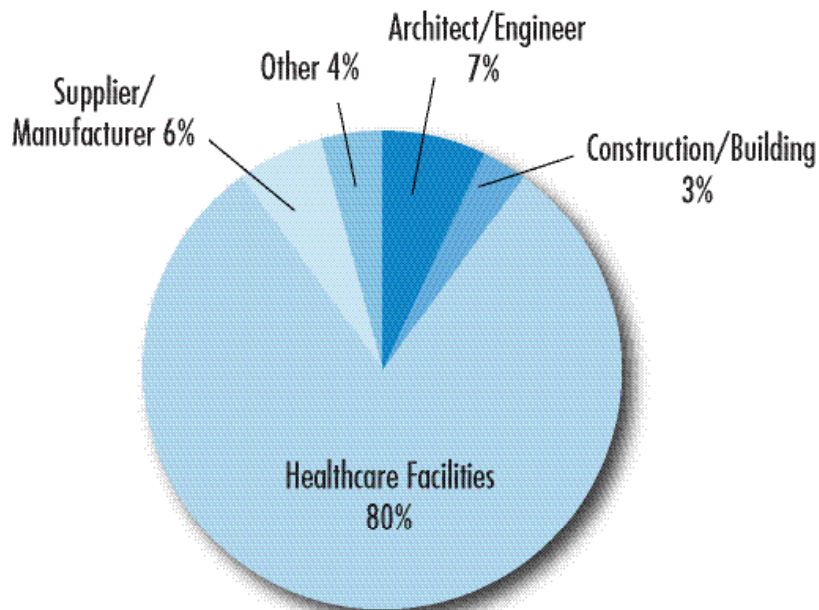
***Correctional News*, publishing since 1994**

www.CorrectionalNews.com

- Correctional facility construction and operations
- Prisons, jails, courthouses and juvenile detention facilities
- Print and digital reach of more than 18,000
- Readers include wardens, sheriffs, architects, engineers, facility and operations managers, healthcare workers and government agencies

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 2018 that U.S. healthcare construction spending is at a current level of \$41.60 billion, with consistent increases projected for 2019 and 2020.

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.

2020 HC+O NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	eZ-Marketplace	Hot Products	1/15/20	1/22/20
February	Design & Construction	<ul style="list-style-type: none"> • Signage • Windows • Finishes 	2/3/20	2/10/20
March	Interiors	<ul style="list-style-type: none"> • Flooring • Furnishings 	3/11/20	3/18/20
April	eZ-Marketplace	Hot Products	4/15/20	4/22/20
May	Renovations & Retrofits	<ul style="list-style-type: none"> • Containment System • Wall Coverings • Roofing 	5/13/20	5/20/20
June	Facility Services	<ul style="list-style-type: none"> • Food Services • Storage • Sustainable Cleaning 	6/10/20	6/17/20
July	eZ-Marketplace	Hot Products	7/15/20	7/22/20
August	The Patient Experience	<ul style="list-style-type: none"> • Patient Rooms • Bedding • Lobby Design/Features 	8/12/20	8/19/20
September	LEED-Certified Designs	<ul style="list-style-type: none"> • HVAC • Power Supply • Lighting 	9/16/20	9/23/20
October	eZ-Marketplace	Hot Products	10/14/20	10/21/20
November	Technology & Electronics	<ul style="list-style-type: none"> • Electronic Medical Records • Telemedicine • Patient Room Technology 	11/11/20	11/18/20
December	Best Practices	<ul style="list-style-type: none"> • Maintenance • Mechanical Equipment • Furniture 	12/16/20	12/23/20

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.



Charlotte Healthcare Center Tops Out First Phase

CHARLOTTE—Alabama-based general contracting firm Brasfield & Gorrie announced that it has topped out the first phase of its new Pappas Properties medical office building in downtown Charlotte.



VESDA combines world-leading technology to ensure the best protection for healthcare facilities.

Featured Products

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



Solid Surface Collection

LG Hausys has introduced three new curated colors to their solid surface HI-MACS® Strato Collection, all which include a patent-pending wavy pattern effect.



Environmental Monitoring Platform

New capabilities have been integrated into Primex's OneVue environmental monitoring platform.

[More Products](#)

Branded Content

Submit your case study or tailor an article to promote your company, product or project.

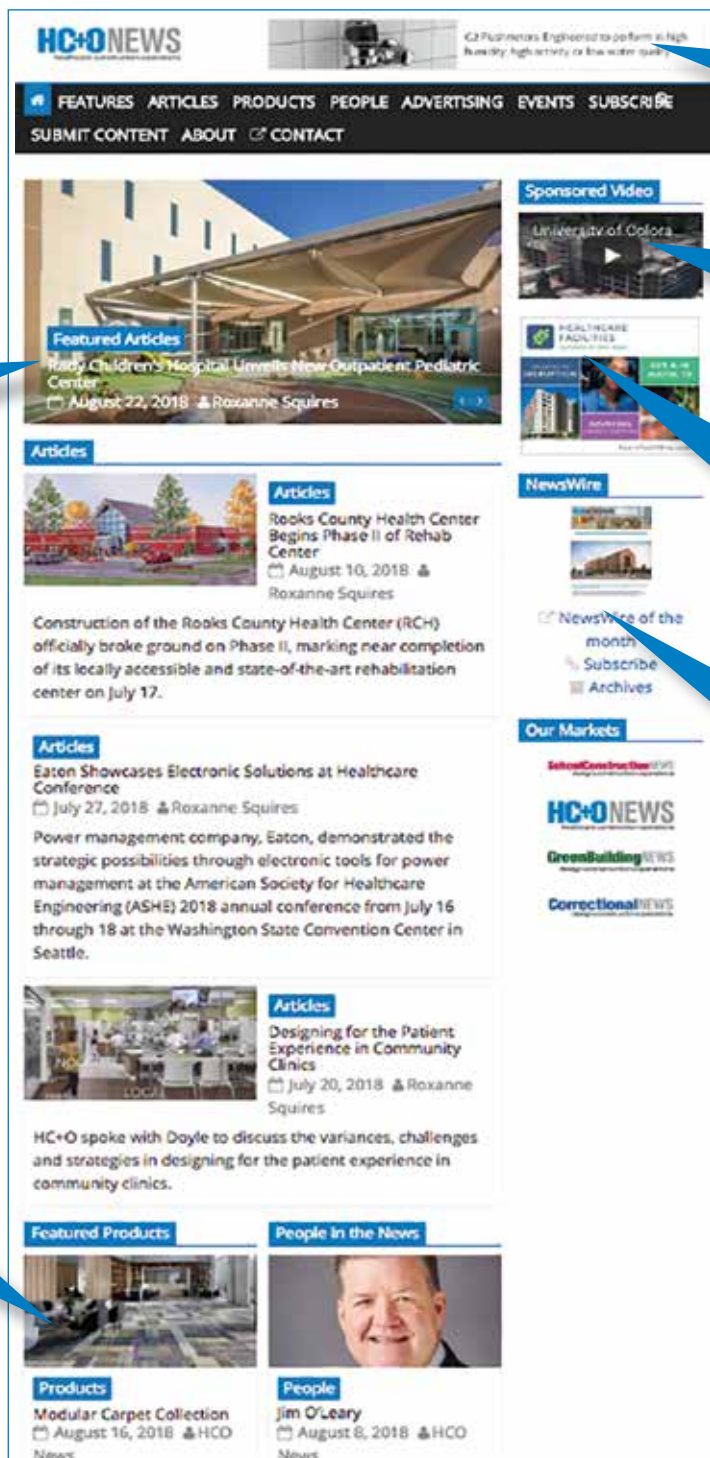
Copy should be 500-700 words with two 300dpi images.

Full Banner
(468x60 pixels)



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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

Branded 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

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



Featured Product Information

As a valued subscriber to Healthcare Construction & Operations, we are pleased to send you this edition of the HC+O eZ-Marketplace, a product information service. Simply click the product image to learn more about the product and company. To secure your company's product placement, contact sales@emlenmedia.com

TOP PRODUCTS



Modular Carpet Collection

Tarkett, a leader in innovative and sustainable flooring and sports surface solutions, has launched Interleave Modular Carpet, a collaboration with Jhane Barnes.

Tarkett
North America



Waterproofing Membrane

Incorporating a new pressure-sensitive adhesive layer, the enhanced ULTRASEAL® AB waterproofing membrane from CETCO bonds tenaciously to concrete to prevent water migration.

CETCO



Tile Installation Products

ZHERORisk® is a new line of non-toxic, non-corrosive and sustainably produced tile installation products, exemplifies a growing trend for healthy indoor products.

The Tile Doctor

Logo Sponsorship
JPEG or PNG file

Full Banner
Top view (468x60 pixels)

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

2020 SCHEDULE

ISSUE

MATERIALS DUE

January	1/15/20
April.....	4/15/20
July.....	7/15/20
October.....	10/14/20



Improved Access Control Platform



Logo Matting Collection



Seating Solution Features



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Custom Email Blasts

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

Specs:

From to name; Reply to email; and Subject line.

Email template images must be used on the email template in case Emlen needs to host them.

Email template: Provide HTML or if you need one built please provide 3-to-4-day advance.

Date and time of send.

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

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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