

2024 MEDIA KIT



Seidman Cancer Center

HC+O NEWS

healthcare construction+operations

www.hconews.com

Rate Card No.18

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 13,100 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 20,700
- 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 44,500
- Readers include architects, designers, engineers, operations managers, business and finance purchasing managers, and facility administrators

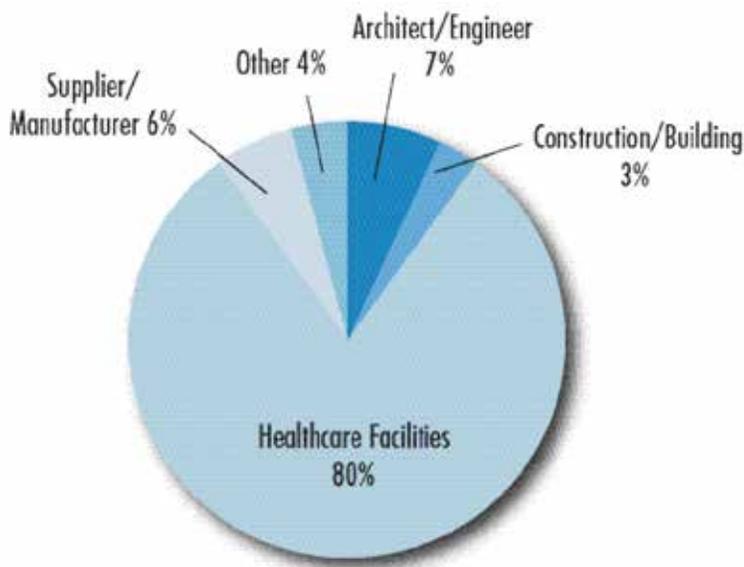
Correctional News, publishing since 1994

www.CorrectionalNews.com

- Correctional facility construction and operations
- Prisons, jails, courthouses and juvenile detention facilities
- Print and digital reach of more than 18,200
- Readers include wardens, sheriffs, architects, engineers, facility and operations managers, healthcare workers and government agencies

Make an impact on more than 13,100 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 13,000+

A Multi-Billion Dollar Healthcare Marketing Opportunity

Newly released data from the Census Bureau shows current U.S. Healthcare Construction at a robust \$52.06B.

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 13,000+ subscribers includes facility operators, managers and administrators, together with architects, engineers, maintenance personnel, suppliers and contractors.

2024 HC+O NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	eZ-Marketplace	Hot Products	1/17/2024	1/24/2024
February	Design & Construction	<ul style="list-style-type: none"> • Signage • Windows • Finishes 	2/14/2024	2/21/2024
March	Interiors	<ul style="list-style-type: none"> • Flooring • Furnishings 	3/13/2024	3/20/2024
April	eZ-Marketplace	Hot Products	4/10/2024	4/17/2024
May	Renovations & Retrofits	<ul style="list-style-type: none"> • Containment System • Wall Coverings • Roofing 	5/15/2024	5/22/2024
June	Facility Services	<ul style="list-style-type: none"> • Food Services • Storage • Sustainable Cleaning 	6/12/2024	6/19/2024
July	eZ-Marketplace	Hot Products	7/17/2024	7/24/2024
August	The Patient Experience	<ul style="list-style-type: none"> • Patient Rooms • Bedding • Lobby Design/Features 	8/14/2024	8/21/2024
September	LEED-Certified Designs	<ul style="list-style-type: none"> • HVAC • Power Supply • Lighting 	9/11/2024	9/18/2024
October	eZ-Marketplace	Hot Products	10/16/2024	10/23/2024
November	Technology & Electronics	<ul style="list-style-type: none"> • Electronic Medical Records • Telemedicine • Patient Room Technology 	11/13/2024	11/20/2024
December	Best Practices	<ul style="list-style-type: none"> • Maintenance • Mechanical Equipment • Furniture 	12/11/2024	12/18/2024

Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.

HC+O NEWSWIRE
The newsletter dedicated to healthcare facility design, construction, maintenance & operations.

If you have news of your own to share, Emlen Media can help in cost-effective ways that build your brand identity by reaching all the right people in the industry. Our full slate of resources includes well-trafficked websites, customized e-blasts, and branded content that can put your powerful message right into the hands of today's top executives. Contact Group Publisher Ed Langton today for a quotation!
ed@emlenmedia.com | (450) 750-1525

Sponsored by
ADT Commercial

Imagining New Digital Experiences to Enhance Healing and Well-Being
Can art and technology be brought together in healthcare environments to make a measurable impact on patient and staff well-being?

Put Your Company in the Summer Spotlight
Get started today and heat up your industry brand
Contact ed@emlenmedia.com

PVC-free Flooring
Ecore has launched Nada Rx, a new ECOsurfaces PVC-free flooring line that delivers high performance and promotes

Framed Skylights
Kingspan Light + Air, a division of Kingspan Group PLC, specializing in daylighting, ventilation and smoke management solutions for the sustainable built

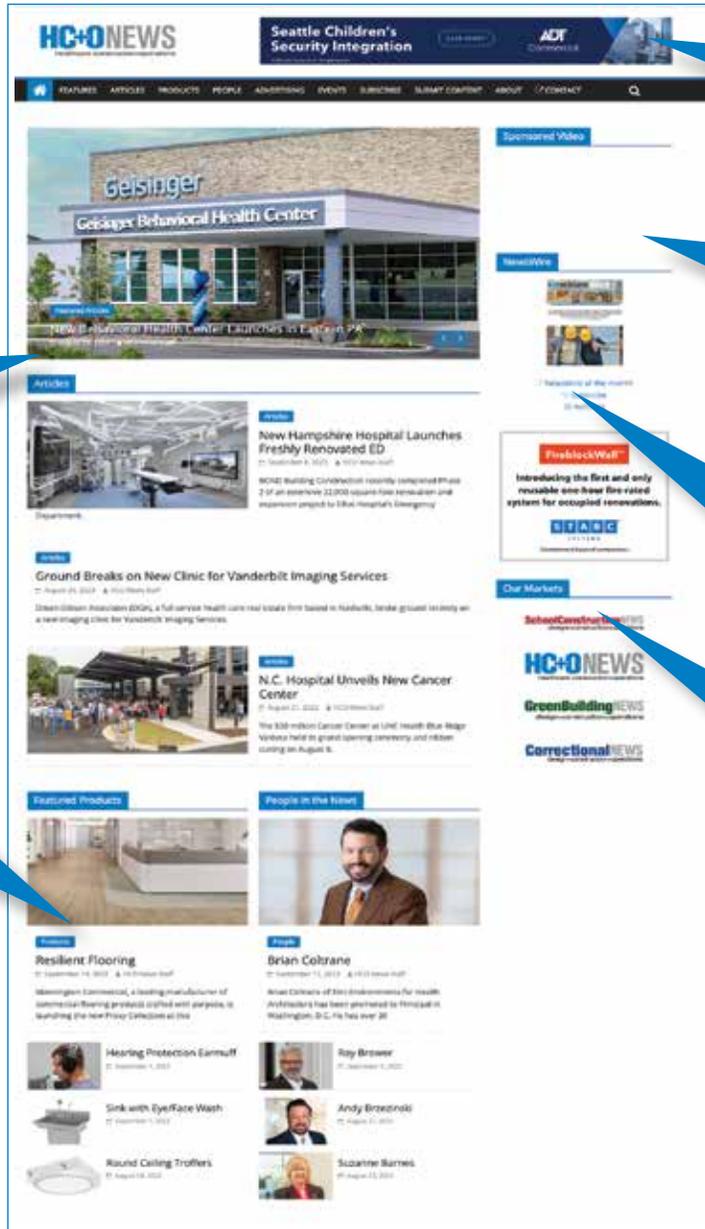
Logo Sponsorship
JPEG or PNG file

Branded Content
Submit your case study or tailor an article to promote your company, product or project. Copy should be 500-700 words with headline and two 300dpi images.

Full Banner
(468x60 pixels)

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 showcasing top projects, products and personal moves in the healthcare facilities industry. 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.



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

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

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

HC+O NEWS
eZ-Marketplace: **HOT PRODUCTS**

Featured Product Information

If you have news of your own to share, Emlen Media can help in cost-effective ways that build your brand identity by reaching all the right people in the industry. Our full slate of resources includes well-trafficked websites, customized e-blasts, and branded content that can put your powerful message right into the hands of today's top executives.

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TOP PRODUCTS

Sponsored by

ADT Commercial

 <p>Compact Track Loaders</p> <p>ASV, an industry-leading manufacturer of all-purpose and all-season compact track loaders and skid steers, introduces the VT-100 (pictured) and VT-100 Forestry Posi-Track® compact track loaders.</p> <p>ASV</p>	 <p>Transcend Series Entrances</p> <p>Dawson Metal Company, a manufacturer of high-quality metal fabrications and architectural products, announces the launch of its newest innovation for commercial entrances — the Transcend Series thermally broken entrances.</p> <p>Dawson Metal Company</p>	 <p>Atmospheric Series Sliding Doors</p> <p>Horton UltraClean™ Atmospheric Series 2021 Sliding Door System is ideal for effective contamination control in medical, pharmaceutical and electronics manufacturing cleanroom environments.</p> <p>Horton Automatics</p>
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Logo Sponsorship
JPEG or PNG file

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



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)	\$2,500
Leaderboard (728x90 pixels)	\$2,000
Video (submit via YouTube link)	\$2,100
Featured Product	\$1,500
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)	\$3,000
Leaderboard (728x90 pixels)	\$2,400
Video (submit via YouTube link)	\$2,700
Featured Product	\$2,000

3-Month Contract

Box Banner (300x250 pixels)	\$3,700
Leaderboard (728x90 pixels)	\$3,000
Video (submit via YouTube link)	\$3,200
Featured Product	\$2,500

NEWSWIRE & EZ-MARKETPLACE

NEWSWIRE

Branded Content	\$2,500
Featured Product	\$2,000
Full Banner (468x60 pixels)	\$1,400
Logo Sponsorship	\$800

EZ-MARKETPLACE

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

CUSTOM EMAIL BLASTS

\$2,500 (per blast)

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.

CONTACT

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