

NEWSLETTER SPECIFICATIONS

HPN ONLINE DAILY UPDATE NEWSLETTER

HPN E-Mail Sponsorships

More than 23,000 healthcare professionals have opted-in to keep up to date with our daily newsletter. HPN's Daily Update gives healthcare executives the latest breaking news right on their desktop. This presents you with the opportunity to give these purchasing influencers multiple exposures to your message. Our readers and your customers will be linked directly to your website everyday. Updates present breaking news about regulatory, legislative and marketplace issues that affect the healthcare supply chain industry. Don't miss this unique opportunity to get your message to healthcare purchasing decision makers.

Position

HPN is adding ROTATION to our popular newsletter placements. Horizontal and Vertical ad placements will rotate (respectively) each day so that all advertisers have the opportunity for best exposure.

LOCKED positions are available at a premium and are on a first come-first served basis. Locked positions may not be purchased for less than 3 months (Quarterly).

e-Newsletter - HPNonline Daily Update	
Frequency	Daily, M-F
Opt-In Subscribership	23,000
Average open rate	28%
Total Average CTR	9.3%
Ad Banner CTR (Range from .8% - 4.58%)	2.42%
Ad Formats Accepted:	Jpeg & Gif
Flash files not accepted. Gif animations require most relevant info in 1st Frame as some service providers prevent rotation.	

Online/Newsletter Reader Profile	
Supply Chain, Materials Directors & Purchasing	37%
C-Suite	11%
Infection Prevention	17%
OR/Surgical Services	13%
Central Services/Sterile Processing	11%
Nurses, Evaluation Committee, Dept. Heads	10%

AD TYPE	SPECS (px)	Weekly	Monthly	Quarterly	Q-Locked	Annually	A-Locked
Leaderboard	728w x 90h	\$1,075	\$4,175	\$9,400	\$10,100	\$27,500	\$29,500
Horizontal Banner	468w x 60h	\$675	\$2,125	\$4,850	\$5,300	\$16,500	\$18,500
Vertical Banner	144w x 200h	\$775	\$2,175	\$5,650	\$6,700	\$17,500	\$19,500
Button	144w x 90h	\$375	\$1,125	\$2,550	-	\$8,500	-
Tower	144w x 400h	\$875	\$3,675	\$7,850	\$8,300	\$23,500	\$24,500
Skyscraper	144w x 600h	\$1,075	\$4,175	\$9,400	\$10,100	\$27,500	\$29,500
Lower Banner	468w x 60h	\$575	\$1,925	\$4,450	-	\$14,500	-

Other discounted positions/pages available. Ask your sales rep for details. (Q-Locked is quarterly locked, A-locked is Annual locked position)

DAILY UPDATE HEALTHCARE PURCHASING NEWS
August 23, 2011

You are receiving this email from Healthcare Purchasing News in conjunction with your magazine subscription or because you signed up on our website. To ensure that you continue to receive emails from us, add dailyupdate@hpnonline.com to your address book today.

Leaderboard 728 x 90

Standard/Full Banner 468 x 60

Standard/Full Banner 468 x 60

Standard/Full Banner 468 x 60

Vertical Banner 144 x 200

Tower 144 x 400

Sky Scrapper 144 x 600

Button 144 x 90

In This Issue

- Antibacterial chemical raises safety issues
- HHS grants 106 new healthcare waivers
- Hospitals seek more ER patients even as Medicaid tries to lessen demand
- Baby boom hits Methodist hospital over 46 hours
- HHS sponsors contest for Facebook personal preparedness applications
- FDA tells 'fallen angel' medical devices to submit PMAs or be taken off market
- Almost 5,200 kids fall from windows annually
- New defense discovered against common hospital-acquired infection

Antibacterial chemical raises safety issues

The Food and Drug Administration is reviewing the safety of the chemical, triclosan, which was created more than 40 years ago as a surgical scrub for hospitals. Triclosan is now in a range of consumer products, including soaps, kitchen cutting boards and even a best-selling toothpaste, Colgate Total. It is so prevalent that a survey by the Centers for Disease Control and Prevention found the chemical present in the urine of 75 percent of Americans over the age of 5.

Several studies have shown that triclosan may alter hormone regulation in laboratory animals or cause antibiotic resistance, and some consumer groups and members of Congress want it banned in antiseptic products like hand soap. The FDA has already said that soap with triclosan is no more effective than washing with ordinary soap and water, a finding that manufacturers dispute.

The FDA was to announce the results of its review several months ago, but now says the timing is uncertain and unlikely until next year. The Environmental Protection Agency is also looking into the safety of triclosan.

The outcome of the federal inquiries poses a significant risk to the makers of antimicrobial and antibacterial hand soaps, which represent about half of the \$750 million market for liquid hand soaps in the United States, according to the market research firm Kline & Company. Many of those soaps use triclosan as the active ingredient and say so on the label.

Richard Theiler, senior vice president for research and development at Henkel, the German-based manufacturer of Dial Complete, said there was no real evidence showing that triclosan was dangerous for humans. He also said that several recent studies had proved the effectiveness of triclosan in killing germs, and that those studies had been submitted to the federal regulators.

But as consumer groups have campaigned against triclosan, some consumer product manufacturers have removed it and substituted less controversial ingredients. Reckitt Benckiser removed triclosan from three face washes, for instance. And citing "changing consumer preferences," Colgate-Palmolive replaced triclosan with lactic acid in Palmolive Antibacterial Dish Liquid, and its Softsoap liquid hand soap.

NEWSLETTER & WEB SPECIFICATIONS

WEB RATES & SPECS

WWW.HPNONLINE.COM

HPN WEBSITE ADVERTISING

Don't miss the opportunity to link your company to our website. Purchase a banner or button, sponsor an editorial section, or buyers' guide location. We offer you a custom solution.

WEB RATES & SIZES

Prices are net per month. Discounts available for multiple insertions.

LEADERBOARD: TOP

Command interest in the top position using your static, gif, or flash message. Available in two widths.

Standard leaderboard 728w x 90h pixels - \$3,550
Super leaderboard 964w x 90h pixels - \$4,550

HOME PAGE POP-UP / SITE POP-UNDER

Our web page dims as your oversize **POP-UP** ad comes to life, front-and-center for a specified number of seconds before fading out.

Share a flash or animated gif message in this oversized space.
 600w x 400h pixels - \$4,100

The **POP-UNDER** ad remains in view when a visitor closes the page. Share a flash or animated gif message in this oversized space.
 600w x 400h pixels - \$4,100

SKYSCRAPER/TOWER/VERTICAL BANNER

Attract the eye as the reader scrolls down the page.

SKYSCRAPER 144w x 600h pixels - \$3,600
TOWER 144w x 400h pixels - \$2,550
VERTICAL BANNER 144w x 200h pixels - \$2,100

STANDARD BANNER

Static, animated gif, flash grabs attention every time!

LOCKED 468w x 60h pixels - \$2,200
ROTATING 468w x 60h pixels - \$1,700

BUTTON

Small messages pack a big return. 125w x 125h pixels - \$1,400

ADVERTORIAL BANNER

Blend your message into our editorial content for maximum ROI.

Send us your headline, 50 words, 300w x 300h pixel logo or photo (final size: 120 x 120), and up to 3 web links... we'll do the rest.
 \$1,600

BLOCK AD / VIDEO AD

Your video begins automatically in prime space, or share a flash or animated gif message in this oversized space.

BLOCK AD 300w x 250h pixels - \$1,800
VIDEO AD (add \$350 production fee)

STORY SPONSORSHIP SQUARE

Choose editorial content relevant to your product or service and sponsor it on our website. Be seen by those with product selection involvement and add credibility to your products and services.

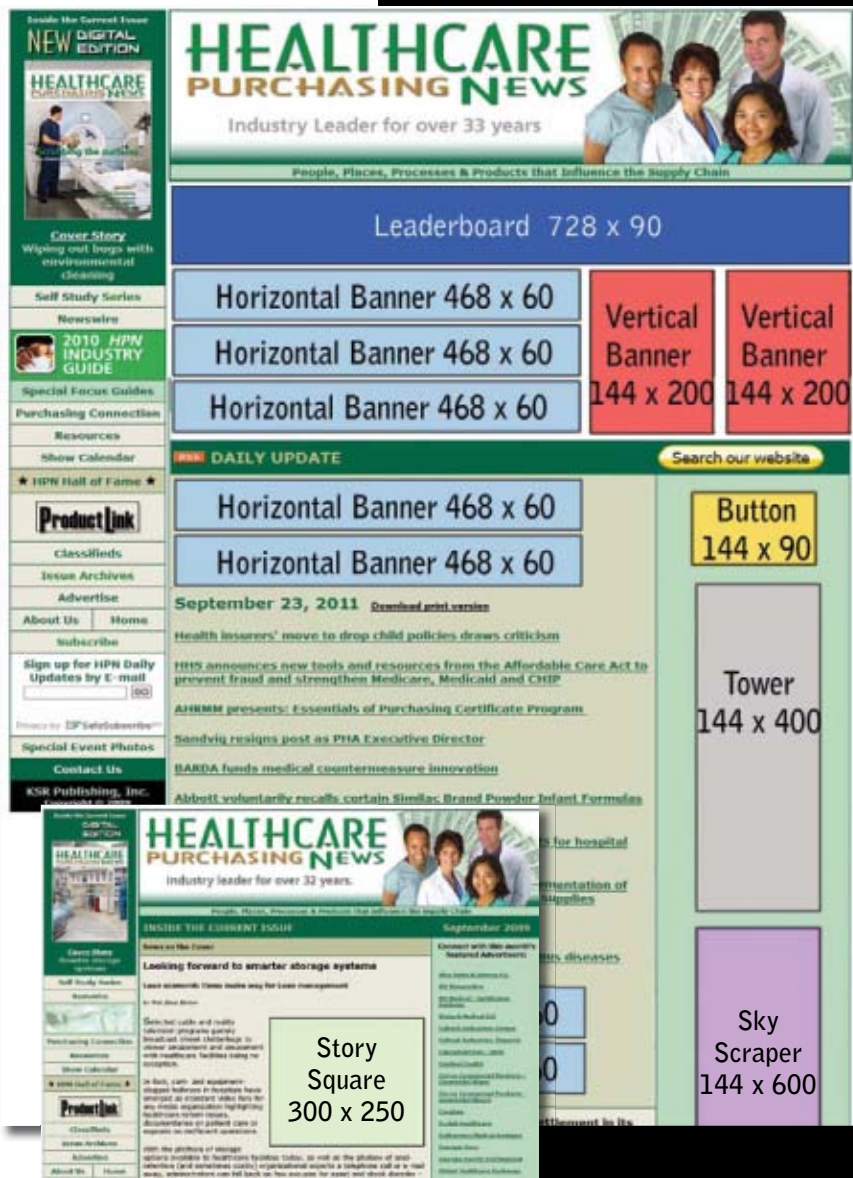
300w x 250h pixels - \$1,850

BLOG ADS

Enhance your company's visibility within the HPN Blogsites.

BLOG BUTTON 125w x 125h pixels - \$325
BLOG BANNER 468w X 60h pixels - \$500

Other discounts and positions may apply. Ask your sales rep for details.



Creative Requirements

- File size should not exceed 100k (50k or less preferred.)
- Resolution must be 72ppi (pixels per inch).
- Accepted file formats: **JPEG, GIF & Flash.**

GIF - must loop continuously. Frames are limited only by file size. Not all email service providers allow animation, so be sure that critical information is in **FIRST FRAME**.

FLASH files require a back-up file as online best practice. Please provide either a **GIF** or **JPEG** back-up image with your Flash banner submission.

In some circumstances, when scripts are used to implement your banner placement, we will require the native **FLA** file as well as your **SWF** file. This is because certain settings in a flash file may need to be edited in order that the banner serve and track correctly. Please be prepared to submit these files and allow additional time for testing.

FLA/SWF - Frame rate may be from 12 to 24 fps and ad size should not exceed 50k. (25k is preferred. We can allow larger files as needed, but the longer a file takes to load, the better the chance the visitor will click away before they ever see it.) Continuous loop is required. Entire length of animation should not exceed 10 seconds. (Studies show this to be the average amount of time a viewer will spend watching before either taking action or navigating away.)

Flash files accepted for website placement **ONLY**.

- Ads with white/light backgrounds are required to have a dark 1-pixel border around all frames.