# Today's Hospitalist

# WEB ADVERTISING

# Banner ads, sponsored content, and native advertising are all options to expand your reach

Get your brand attention with videos, text and banner advertisements within Today's Hospitalist's Web content.

#### Web metrics

Page views: 75,000 per month

**Unique visitors:** 60,000 per month

## Positions and specifications

Digital banner ads: desktop

Leaderboard: 728 x 90

Medium rectangle: 300 x 250

#### Special opportunity banner ads

Pop-up banner: 330 x 250 Slider banner: 400 x 125 Sticky banner: 400 x 125

Digital banner ads: Mobile

Large phone banner: 216 x 36 Medium phone banner: 168 x 28 Small phone banner: 120 x 20

#### Native advertorial

Post a text ad, banner ad or video within an article on our site for one year.

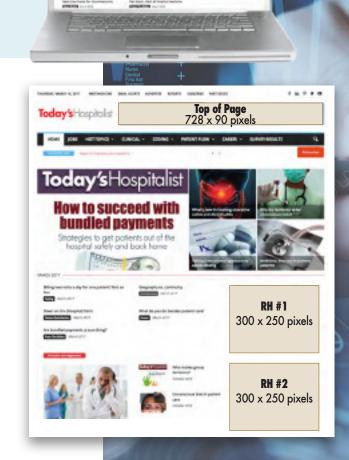
# **Banner ad pricing**

Top of page: (1 position) \$90 CPM

**Right hand ads: (**2 positions) #1: \$90 CPM; #2: \$90 CPM

**Interstitial ads:** \$125 per 1,000 impressions

Sticky ads: (viewed on mobile devices) \$110 per 1,000 impressions



### To learn more, contact:

Kristin Vinciguerra
Recruitment Sales Manager
krubia@todayshospitalist.com

Edward Doyle
Publisher
edoyle@todayshospitalist.com