

# PAYERS & PROVIDERS

## Media Kit

*Payers & Providers* publishes the *Payers & Providers* California, Midwest and National editions. It also publishes quarterly white papers on executive compensation and other key healthcare topics, and conducts webinars featuring prominent healthcare leaders. The California and Midwest Editions are available electronically and publish weekly. The National edition is available in print and electronic formats and publishes monthly.

Promotional opportunities are available for dedicated e-blasts to the individual readership for each edition; and sponsor messages in the cover e-mail message for each edition. Display and classified advertising is available within each edition; and sponsored webinar events and white papers are available by arrangement for the *Payers & Providers* audience. *Payers & Providers* is affiliated with and administered by *MCOL*. *Payers & Providers* is based in Burbank, CA.

- [Overview](#)
- Sample Issue (online links): [California Edition](#) [Midwest Edition](#) [National Edition](#)
- [Demographics](#)
- [e-Blasts and Sponsor Messages](#)
- [Display and Classified Advertising Rates and Information](#)

### Additional Information Available at:

[www.PayersandProviders.com](http://www.PayersandProviders.com)

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# PAYERS & PROVIDERS

## Overview

### SUPERIOR CONTENT

*Payers & Providers* doesn't repurpose or aggregate old information. Led by veteran healthcare journalist **Ron Shinkman**, the publication has a reputation for original incisive content, cutting-edge research, hard-hitting guest editorials and more. The California Edition is regularly cited by California HealthLine, and is quoted by news outlets throughout California.

### PAYERS & PROVIDERS CALIFORNIA EDITION

The *Payers & Providers* [California Edition](#) is published each Thursday. Its readership is approximately 5,000 executives, clinicians and other professionals representing hospitals, health plans, medical groups, government, other providers, vendors and additional California healthcare stakeholders. Each edition is summarized in a concise cover e-mail that provides links to download the current edition in PDF or online formats.

### NEW FOR 2011: MIDWEST AND NATIONAL EDITIONS

In 2011, *Payers & Providers* launched the [Midwest Edition](#), serving the states of Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, Ohio and Wisconsin. It is published in the same weekly format as the California Edition. The [National Edition](#) was introduced in March 2011 with a monthly electronic and print version. It provides a range of valuable features, including interactive discussions with national thought leaders; data snapshots from MCOL, feature articles, news summaries, guest opinions from healthcare leaders and more.

### WHITE PAPERS AND WEBINARS

*Payers & Providers* publishes quarterly [white papers](#) on salary demographics, the emergence of medical homes and other key topics for the healthcare marketplace. Periodic Webinars on critical issues are also offered. Sponsorship opportunities are available for these white papers and webinars. Inquire for additional information.

### SUBSCRIBERS

Complimentary subscriptions to the regional editions of *Payers & Provider* are available. Paid subscribers have access to web archives of back issues and a wide range of value-added benefits including the quarterly white papers, webinars, discounts and more. [Click here](#) for details.

### SPONSOR MESSAGES AND E-MAIL BLASTS

Dedicated e-blasts and e-newsletter cover sponsor messages are available. [Refer to details](#) provided in this kit.

### DISPLAY AND CLASSIFIED ADVERTISING

Display and classified advertising within each issue are available. Five spaces for display advertising are available within the first three pages of content. A dedicated advertising section begins on page 5 of each issue. [Refer to details](#) provided in this kit.

### RECRUITMENT ADVERTISING BONUS

Recruitment advertisements placed with *Payers & Providers* will also receive a complimentary concurrent web-site and @Career e-newsletter employment listing with MCOL ([www.mcol.com](http://www.mcol.com)).

*Payers & Providers* California Edition has a statewide circulation of almost 5,000. Subscriber demographics:

Percent	Domain Description
1.7%	Associations
4.3%	Consultants/Lawyers/CPAs/Architects
0.9%	Dental/Vision/Behavioral
0.6%	Employers (non-health care)
11.7%	General Domains: gmail/yahoo/AOL/etc
8.2%	Government
1.4%	Health Information Technology
14.0%	Health Plans
38.0%	Hospitals and Systems
1.2%	Institutes
2.0%	Insurance Agents
1.9%	Medical Groups
0.3%	Other Insurance Companies
1.4%	Other Providers
1.6%	Pharmaceutical
1.8%	Provider Networks
0.4%	Publishers
0.4%	Recruitment Companies
0.8%	Third Party Admin/ Care Mgmt.
2.3%	Universities
5.1%	Vendors
100.0%	Total

Job Function	Percent
Administrative	1.6%
Analytical & Actuarial	5.5%
Business Develop.	4.9%
CEO	16.2%
CFO	1.6%
Clinical	5.0%
Communications	0.8%
Consultant	5.2%
COO	1.2%
Finance & Account.	3.1%
General Executive	13.2%
Human Resources	3.0%
Information Tech.	3.0%
Legal & Regulatory	2.3%
Managed Care Staff	3.5%
Medical Director	2.4%
Medical Management	2.9%
Operations	9.4%
Press	0.8%
Principal/Partner	1.6%
Professor	0.9%
Provider Relations	3.1%
Sales & Marketing	8.7%
Total	100.0%

Data excludes domains with undetermined category and subscribers with no job title indicated

### Domain Breakdown (Top 50)

Rank	Domain	Type	Rank	Domain	Type	Rank	Domain	Type
1	chw.edu	System	19	providence.org	System	34	wellpoint.com	Health Plan
2	kp.org	System	20	cshs.org	System	35	lacare.org	Health Plan
3	sutterhealth.org	System	21	communitymedical.org	System	36	sierra-view.com	Hospital
4	yahoo.com	General	22	earthlink.net	General	37	dhs.lacounty.gov	Gov System
5	asm.ca.gov	Gov.	23	healthnet.com	Health Plan	38	hpmg.com	Network
6	tenethealth.com	System	24	scanhealthplan.com	Health Plan	39	johnmuirhealth.com	Hospital
7	aol.com	General	25	ladhs.org	System	40	svmh.com	Hospital
8	sen.ca.gov	Gov.	19	providence.org	System	41	calhospital.org	Association
9	va.gov	Gov.	26	dochs.org	System	42	chs.net	Hospital
10	blueshieldca.com	Health Plan	27	mednet.ucla.edu	Hospital	43	elcaminohospital.org	Hospital
11	ah.org	System	28	scrippshealth.org	System	44	ihhioc.com	System
12	primehealthcare.com	System	29	sharp.com	System	45	phs.com	Health Plan
13	gmail.com	General	30	coh.org	Hospital	46	ucdmc.ucdavis.edu	Hospital
14	hotmail.com	General	31	hasc.org	Association	47	valleycare.com	Hospital
15	stjoe.org	System	32	msn.com	General	48	vantageoncology.com	MD
16	hcahealthcare.com	System	33	comcast.net	General	49	kdhcd.org	Hospital
17	sbcglobal.net	General	34	wellpoint.com	Health Plan	50	sfdph.org	Hospital
18	memorialcare.org	Hospital						

Payers & Providers Midwest Edition has a regional circulation of over 4,000. Subscriber demographics:

Percent	Domain Description	Job Function	Percent	State	Percent
1.0%	Associations	Administrative	1.7%	IA	5.5%
11.8%	Consultants/Lawyers/CPAs/Architects	Analytical & Actuarial	5.6%	IL	24.9%
0.2%	Dental/Vision/Behavioral	Business Develop.	4.8%	IN	12.1%
0.7%	Employers (non-health care)	CEO	10.2%	KS	3.9%
13.9%	General Domains: gmail/yahoo/AOL/etc	CFO	0.8%	MN	10.4%
0.6%	Government	Clinical	7.3%	MO	11.2%
1.4%	Health Information Technology	Communications	0.8%	NE	3.1%
10.5%	Health Plans	Consultant	4.5%	OH	18.7%
35.7%	Hospitals and Systems	COO	1.6%	WI	10.1%
0.3%	Institutes	Finance & Account.	4.0%	Other	0.1%
4.3%	Insurance Agents	General Executive	14.0%	Total	100.0%
1.7%	Other Insurance Companies	Human Resources	3.2%		
1.1%	Other Providers	Information Tech.	1.9%		
2.8%	Pharmaceutical	Legal & Regulatory	2.7%		
0.8%	Provider Networks	Managed Care Staff	2.9%		
0.6%	Publishers	Medical Director	2.0%		
0.3%	Recruitment Companies	Medical Management	5.1%		
0.5%	Third Party Admin/ Care Mgmt.	Operations	10.3%		
1.3%	Universities	Press	0.7%		
10.6%	Vendors	Principal/Partner	1.6%		
100.0%	Total	Professor	0.8%		
		Provider Relations	3.5%		
		Sales & Marketing	10.2%		
		Total	100.0%		

Data excludes domains with undetermined category and subscribers with no job title indicated

### Domain Breakdown (Top 50)

Rank	Domain	Type	Rank	Domain	Type	Rank	Domain	Type
1	yahoo.com	General	19	fairview.org	Hospitals	34	cerner.com	H.I.T.
2	aol.com	General	20	healthalliance.org	Health Plans	35	ihs.org	Hospitals
3	hotmail.com	General	21	health-partners.org	Hospitals	36	msn.com	General
4	sbcbglobal.net	General	22	mchs.com	Hospitals	37	us.pwc.com	Consultants
5	gmail.com	General	23	parknicollet.com	Hospitals	38	Walgreens.com	Pharmaceutical
6	allina.com	Hospitals	24	stvincent.org	Hospitals	39	bkd.com	Consultants
7	ssfhs.org	Hospitals	25	cunamutual.com	Insurance	40	bluecrossmn.com	Health Plans
8	ccf.org	Hospitals	19	promedica.org	Hospitals	41	ingenix.com	Publishers
9	deloitte.com	Consultants	26	uhhs.com	Hospitals	42	ohiohealth.com	Hospitals
10	advocatehealth.com	Hospitals	27	uhc.com	Health Plans	43	principal.com	Insurance
11	anthem.com	Health Plans	28	carle.com	Hospitals	44	summacare.com	Health Plans
12	ssmhc.com	Hospitals	29	comcast.net	General	45	thedacare.org	Health Plans
13	bjc.org	Hospitals	30	mercyhealth.com	Hospitals	46	ameritech.net	General
14	ey.com	Hospitals	31	sih.net	Hospitals	47	mayo.edu	Hospitals
15	express-scripts.com	Rx	32	bcbsa.com	Health Plans	48	metrohealth.org	Hospitals
16	clarian.org	Hospitals	33	blueandco.com	Consultants	49	wellmark.com	Health Plans
17	bcbsil.com	Health Plans	34	fairview.org	Hospitals	50	cerner.com	H.I.T.
18	kpmg.com	Consultants						

*Payers & Providers* National Edition has a circulation of over 9,000, plus expanded conference distribution. Subscriber demographics:

Sate	Percent	Percent	Domain Description	Job Function	Percent
AZ	2.8%	0.7%	Administrative	Associations	2.8%
CA	12.9%	3.0%	Analytical & Actuarial	Consultants/Lawyers/CPAs/Architects	10.2%
CO	1.3%	5.6%	Business Develop.	Dental/Vision/Behavioral	0.6%
CT	1.3%	20.9%	CEO	Employers (non-health care)	1.1%
DC	0.9%	1.3%	CFO	General Domains: gmail/yahoo/AOL/etc	7.4%
FL	3.0%	2.0%	Clinical	Government	2.8%
GA	2.1%	2.0%	Communications	Health Information Technology	2.0%
IA	1.1%	2.7%	Consultant	Health Plans	32.8%
IL	7.1%	4.3%	COO	Hospitals and Systems	15.0%
IN	0.9%	3.3%	Finance & Account.	Institutes	0.7%
KY	0.4%	13.0%	General Executive	Insurance Agents	2.2%
LA	0.4%	1.3%	Human Resources	Medical Groups	0.2%
MA	4.1%	1.3%	Information Tech.	Other Insurance Companies	0.6%
MD	1.3%	2.0%	Legal & Regulatory	Other Providers	2.0%
MI	2.8%	0.7%	Managed Care Staff	Pharmaceutical	2.0%
MN	1.5%	4.3%	Medical Director	Provider Networks	1.5%
MO	1.3%	3.7%	Medical Management	Publishers	0.2%
MT	2.4%	11.6%	Operations	Recruitment Companies	0.4%
NC	0.6%	2.3%	Principal/Partner	Third Party Admin/ Care Mgmt.	4.6%
NE	0.4%	0.3%	Professor	Universities	0.2%
NJ	1.1%	2.0%	Provider Relations	Vendors	10.6%
NM	1.1%	11.6%	Sales & Marketing	Total	100.0%
NV	2.1%	100.0%			
NY	6.9%				
OH	3.6%				
OK	0.9%				
OR	2.8%				
PA	4.3%				
TN	1.1%				
TX	12.2%				
UT	1.9%				
VA	4.1%				
WA	1.1%				
WI	4.7%				
WY	2.1%				
Others	1.5%				
Total	100.0%				

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## E-Blasts and Sponsor Messages

### E-Newsletter Sponsor Message Information

Each electronic issue of *Payers & Providers* is distributed via a cover e-mail. This e-mail provides story summaries and download links for the complete issue. One brief sponsor message is available in the cover e-mail, which may include brief html text and or a banner (maximum 600 pixels wide by 120 pixels high.) The cost of each sponsor message is \$800 for the California and Midwest Editions, and \$500 for the National Edition. Applicable Sponsor Messages must be secured and submitted in final form by 5:00 PM, Pacific Time on Tuesdays for placement in available Thursday issues.

### Dedicated E-Blast Information

A dedicated e-blast announcement may be sent to the *Payers & Providers* distribution list. Dedicated e-blasts to this highly-targeted audience are available for \$1,595 per blast for the California or Midwest Editions, and \$995 for the National Edition according to the following specifications:

- No more than one blast per week will be distributed
- Sponsor is responsible for providing fully formatted html in finished form with no file attachments
- A *Payers & Providers* Announcement header and footer, with unsubscribe information, will be inserted for all e-blasts
- Submissions must be received at least two business days in advance of scheduled blasts
- *Payers & Providers* must approve all copy in advance

# PAYERS & PROVIDERS

## 2012 Display & Classified Advertising Information & Rates

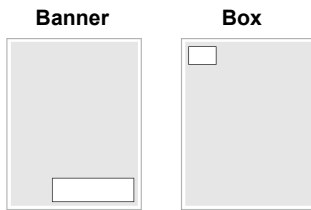
All advertising deadlines: California Edition: Tuesday, 5 P.M. Pacific Time; Midwest Edition: Friday 5 P.M. Central Time; National Edition, 5 P.M. the last business day of the preceding month

Pricing indicated below is for the California and Midwest Editions. A 50% discount to the indicated prices applies to the National Edition.

### Display Advertising

Two display sizes are available:

- Banners- Payers & Provider's largest display advertising option. A great way to market your organization in a vivid and eye-catching manner.
- Boxes – Smaller than our banner ad option, but a premium position just left of each story headline. A precise balance of economy and placement.



Five display ad color placements are available each issue:

- The 5.5" w by 1.5" h 4-color banner placement is at the bottom right of pages 1-3
- The 1.75" w by 1.25" h 4-color box placement is at the top left of pages 2-3.

Placement	One Time	4x	12x	24x	52x
Page One Banner	\$450	\$1,500 (\$375 ea.)	\$4,200 (\$350 ea.)	\$7,800 (\$325 ea.)	\$15,600 (\$300 ea.)
Page Two Banner	\$425	\$1,400 (\$350 ea.)	\$3,900 (\$325 ea.)	\$7,200 (\$300 ea.)	\$14,300 (\$275 ea.)
Page Three Banner	\$400	\$1,300 (\$325 ea.)	\$3,600 (\$300 ea.)	\$6,600 (\$275 ea.)	\$13,000 (\$250 ea.)
Page Two Box	\$250	\$800 (\$200 ea.)	\$2,160 (\$180 ea.)	\$3,840 (\$160 ea.)	\$7,280 (\$140 ea.)
Page Three Box	\$225	\$720 (\$180 ea.)	\$1,920 (\$160 ea.)	\$3,360 (\$140 ea.)	\$6,240 (\$120 ea.)

### Marketplace/Recruitment Advertising

Marketplace and recruitment ads appear after editorial content, starting on page 5. Priced per word, this is a tremendous way to concisely market your organization or the positions you wish to fill.

- PAGE 5 LEAD AD – \$1.75 per word/net, plus \$100. Company logo an additional \$50.
- PAGE 5 EXCLUSIVITY – \$1.85 per word/net, plus \$200. Company logo an additional \$50.
- ALL OTHER ADS – \$1.65 a word/net. Page exclusivity an additional \$150. Company logo an additional \$50.
- CONSECUTIVE RUNS – A discount of 20% applies on the second consecutive run of a recruitment ad, and 40% on the third and subsequent consecutive runs.

### Web Advertising

All recruitment advertising appears free of charge on the Payers & Providers home Web page ([www.payersandproviders.com](http://www.payersandproviders.com)).

### Design Requirements

All rates are based on artwork supplied by the advertiser. Ads may be designed at the rate of \$75 per hour, with a one-hour minimum charge.

PREFERRED FORMATS FOR TEXT – Microsoft Word, Apple Pages, Rich Text Format or PDF.

PREFERRED FORMATS FOR DISPLAY ADS, ARTWORK OR LOGOS – jpeg (.jpg), tiff (.tiff) or PDF (.pdf) files with a minimum resolution of 300 dpi. A bleed of .25" on all sides is preferential.