



HEALTHCARE IT NEWS & OPINION



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# What **health IT audience** would your company most like to reach?





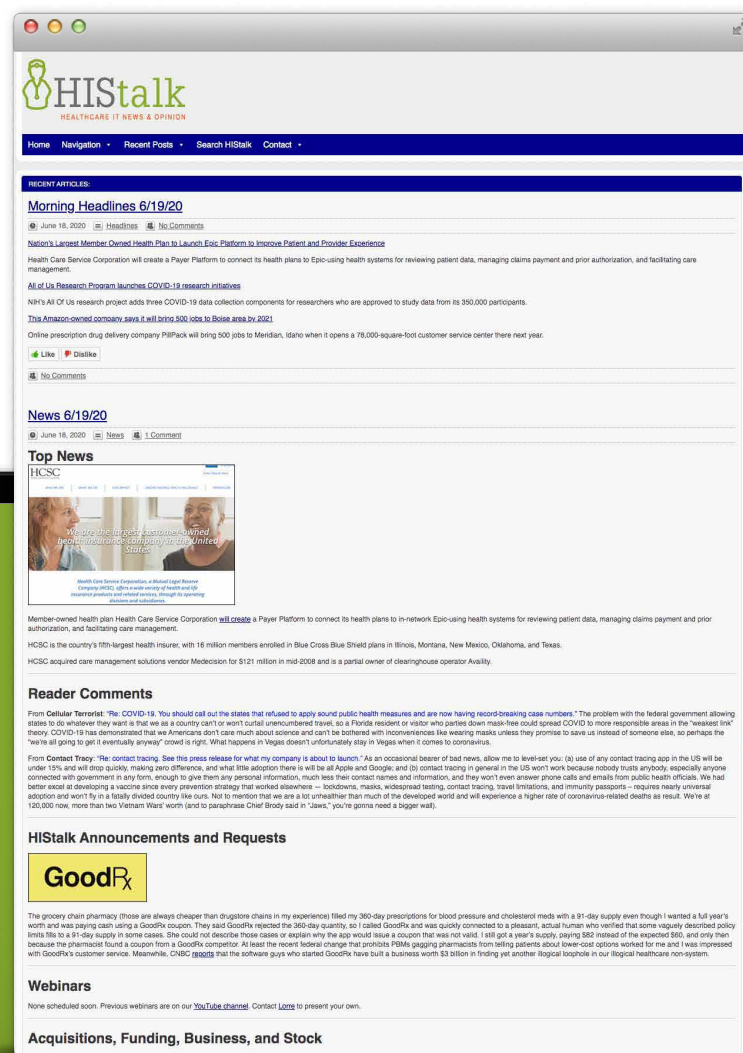
# What if you could reach all of them via **health IT's most-trusted, unbiased resource for industry news?**



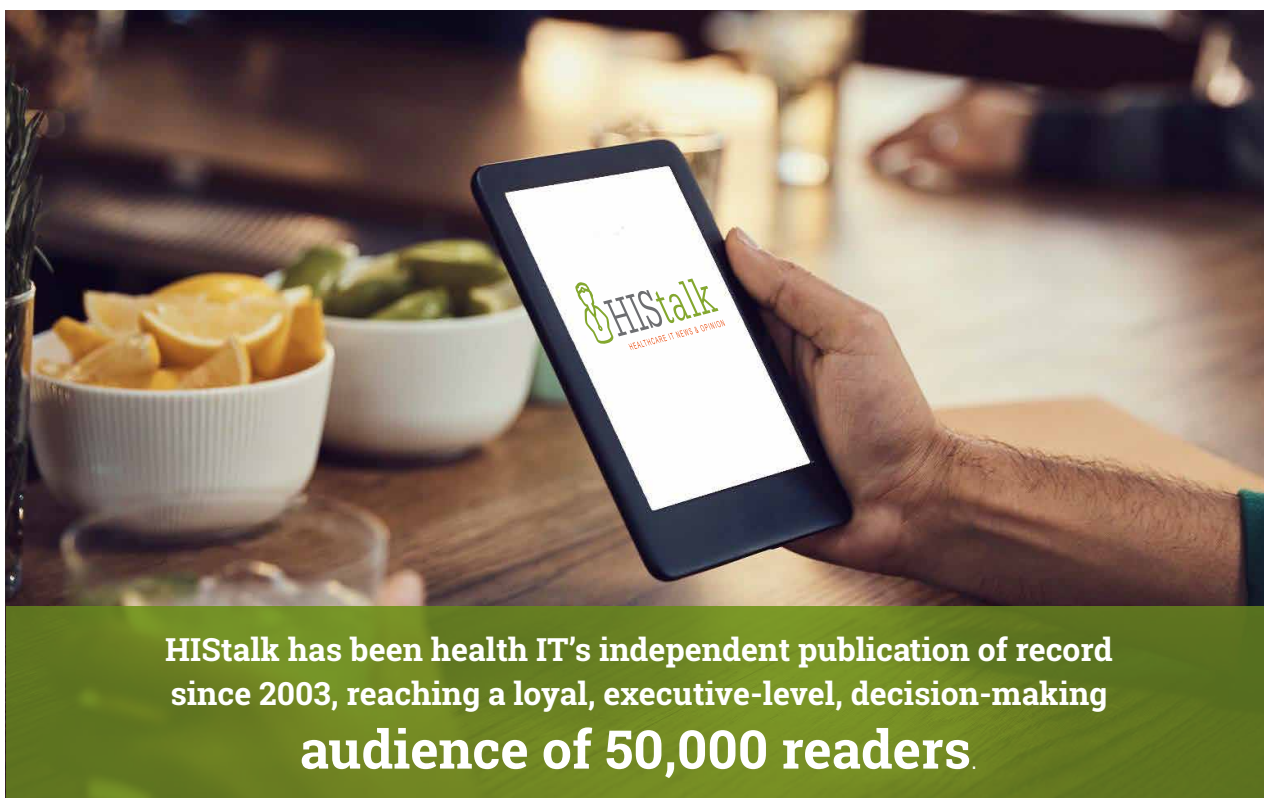
**HISTALK OR IT DIDN'T HAPPEN.**



LARGE COMPANY CEO.



# HISTalk's Digital Audience

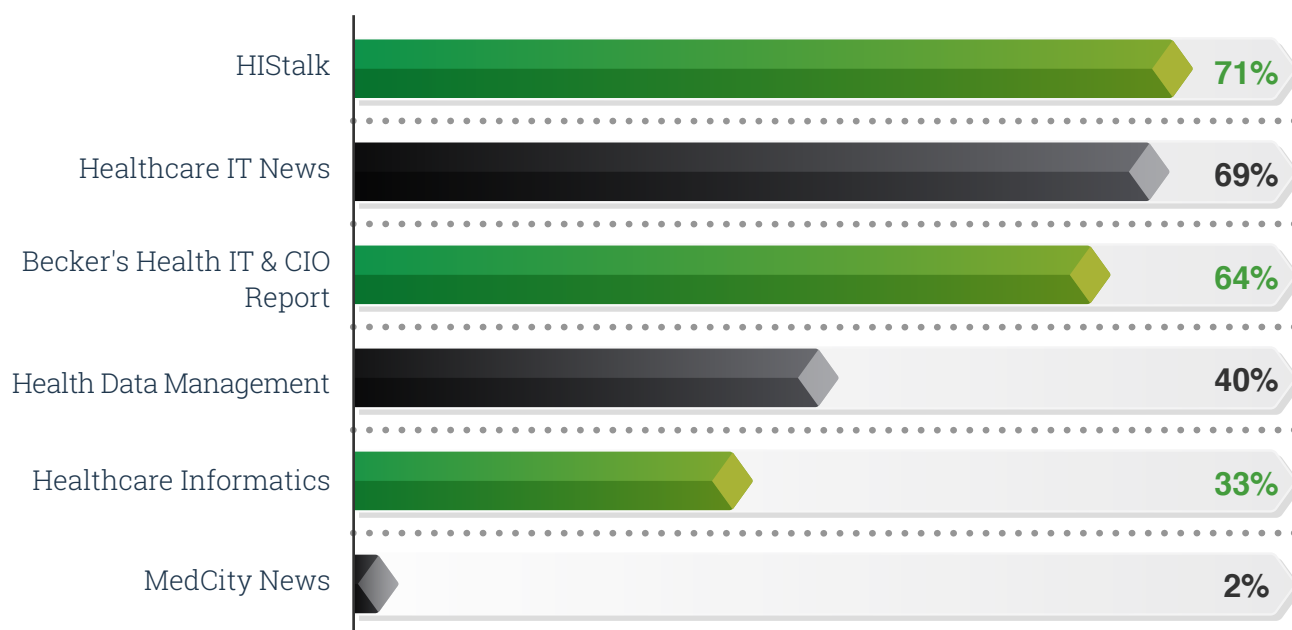


An independently commissioned survey of C-level health system executives found that **HISTalk ranks #1** among health technology websites in readership, influence, and generating interest in companies.

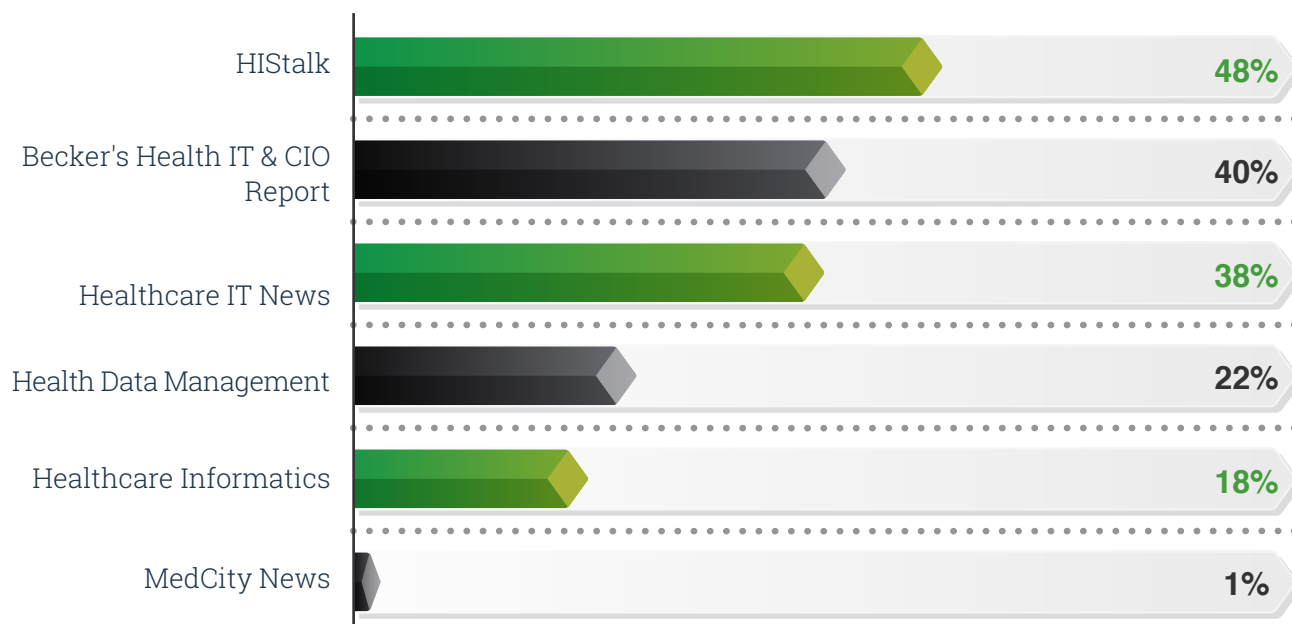
# HIStalk's Digital Audience

## INDUSTRY READERSHIP SURVEY

**In the past 30 days, which information source(s) did you read for at least 20 minutes?**



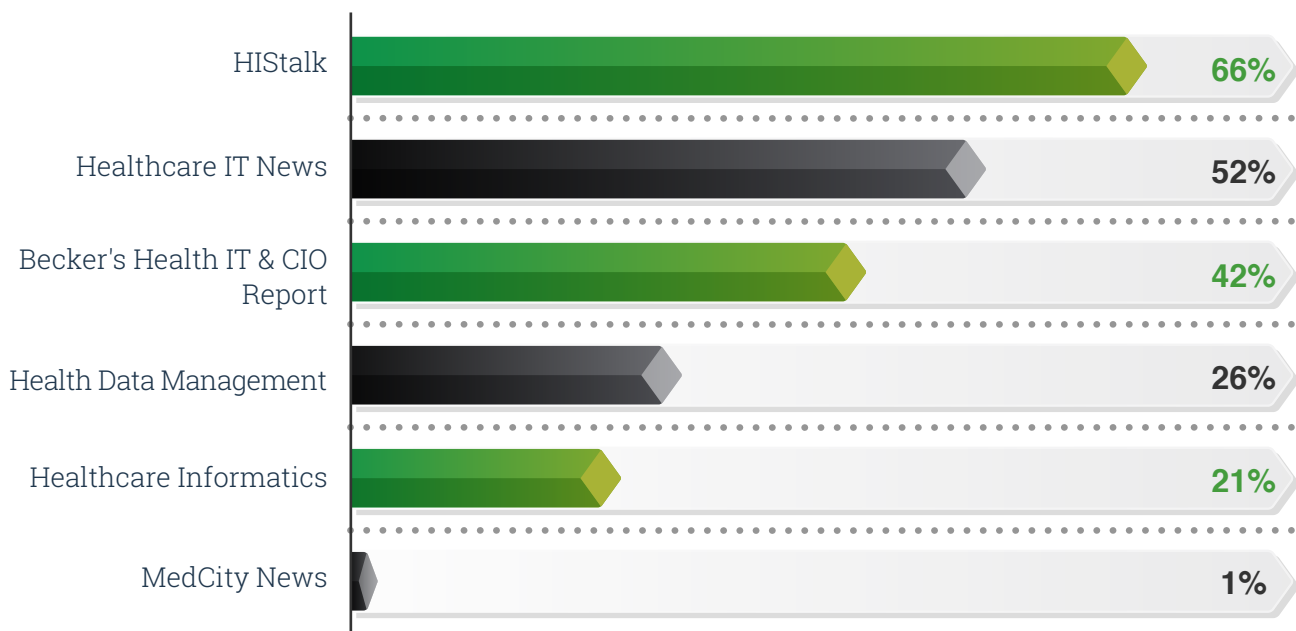
**In the past 30 days, which information source(s) influenced at least one decision you or your department made?**



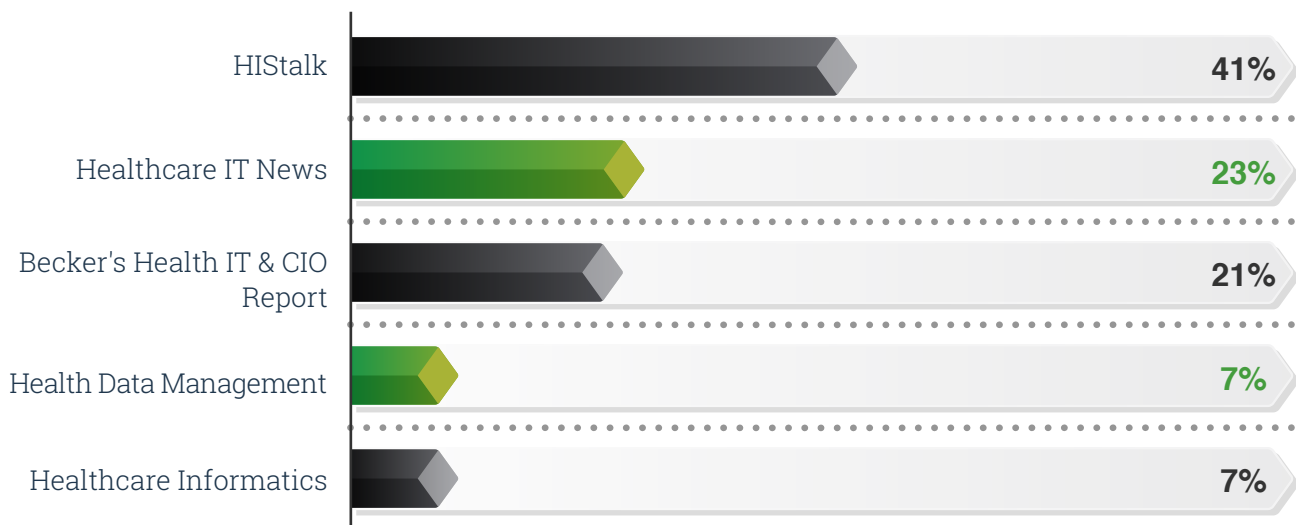
# HIStalk's Digital Audience

## INDUSTRY READERSHIP SURVEY

**In the past 30 days, which information source(s) included information that raised your interest level in a company?**



**In the past 30 days, which information source provided information that contributed most to your personal job performance?**

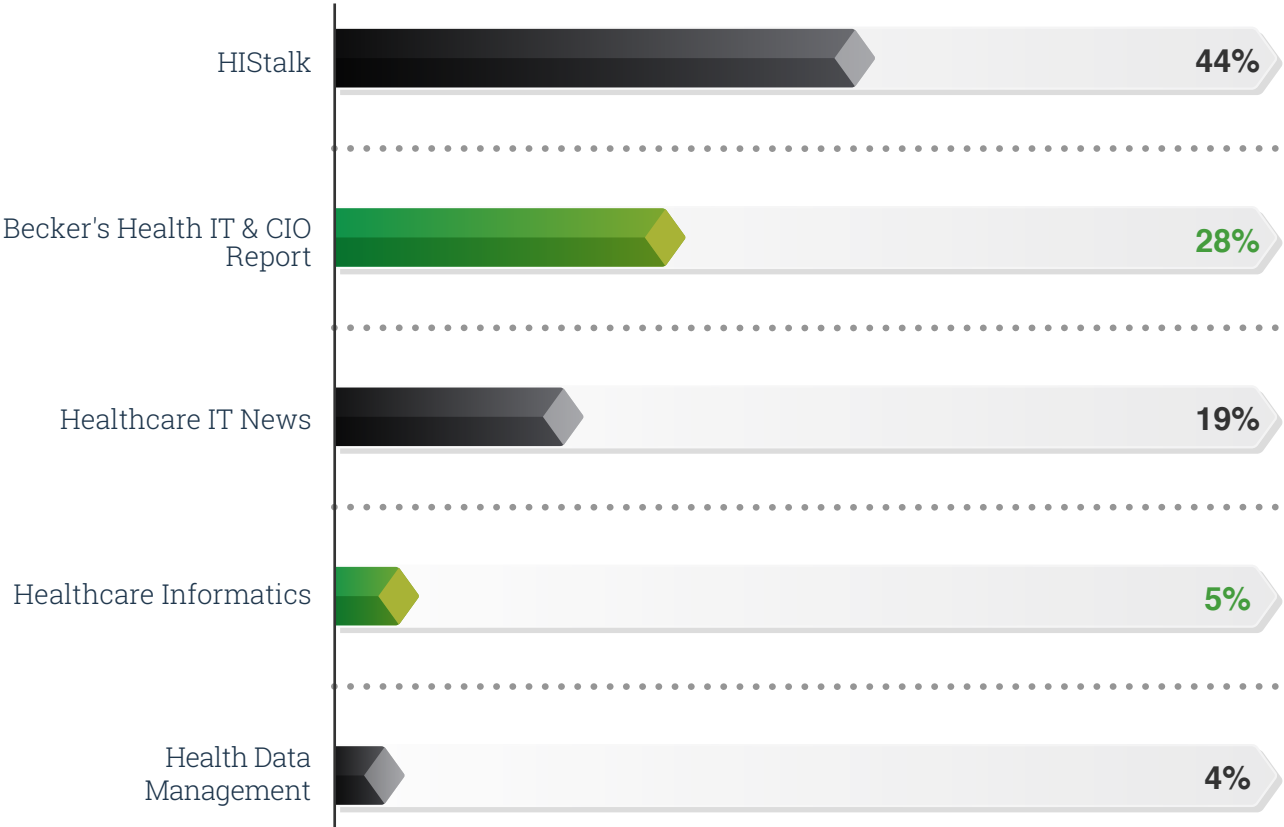




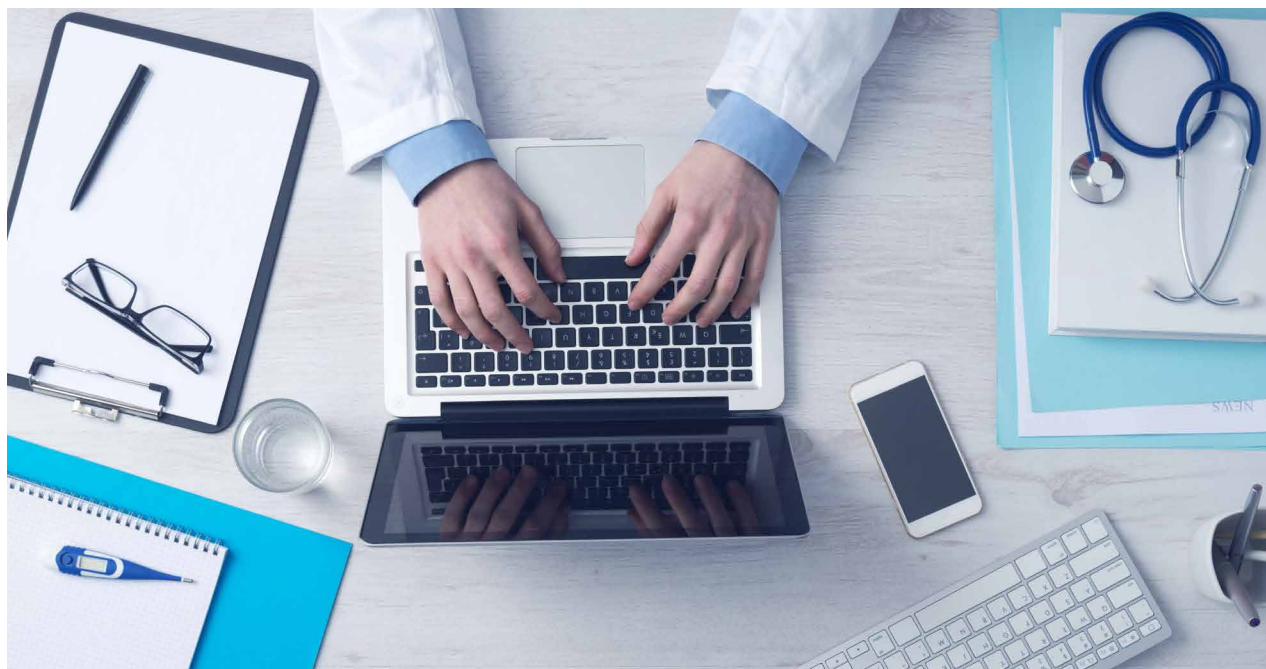
# HIStalk's Digital Audience

## INDUSTRY READERSHIP SURVEY

In the past 30 days, which information source was most often recommended by you to others?



# Sponsorship Levels



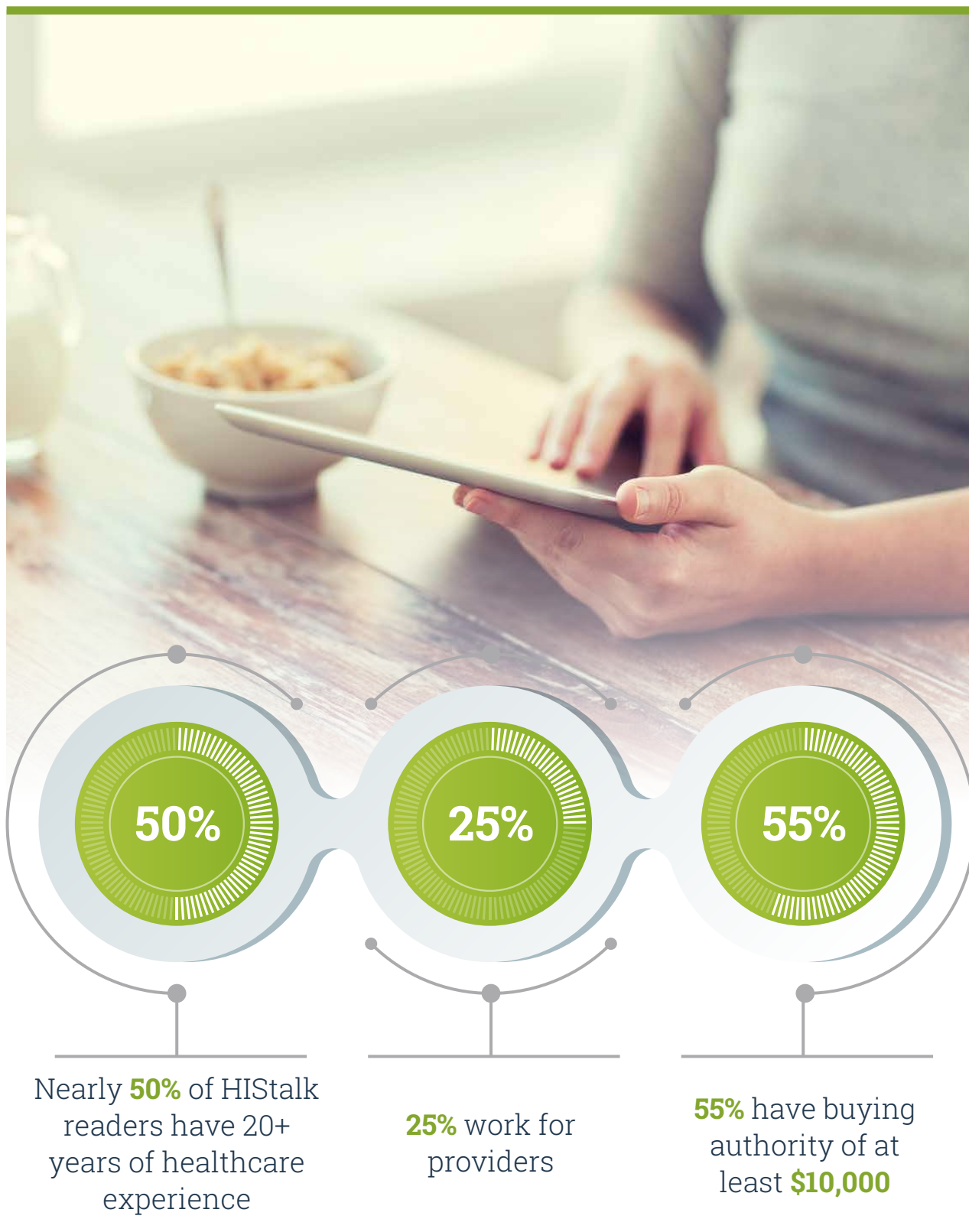
HISstalk's annual sponsorship model provides exposure with **banner ads**, **links**, and **surfacing of company blog posts, podcasts, case studies, white papers, and events adjacent** to (but clearly separated from) **news** and **opinion items**.

**Content is targeted to and read by experienced decision-makers who need to stay current on health IT news, rumors, and opinions.**



The cost is a fraction of exhibiting at a conference or buying big ads in paper publications that few people read.





# Readership



The industry looks to HIStalk for breaking news coverage.






**HIStalk drew 32,907 page views in 25,631 unique visits the day HIMSS20 was cancelled.**

## We offer:



# Sponsor benefits:



-  A display ad, link to webpage, and rotating display as a featured sponsor.
-  CEO interview.
-  Posting of industry events and job listings.
-  HIMSS guide listing and other conference exposure.
-  Discounts on other services.
-  Big Splash announcement.
-  Resource Center.
-  Consulting RFI Blaster.
-  Sponsor Spotlight.



**NOTE**

Some benefits are reserved for Platinum-level sponsors.





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- Sponsored messages in email blasts