Partner with Health Imaging to engage more than 30,000 imaging and informatics leaders at the forefront of innovation in healthcare. Build mindshare with healthcare leaders.

HealthImaging.com
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Health Imaging subscribers include imaging and informatics leaders at all levels of the hospital and health system. These key members of the healthcare team consider image data management a top priority because the demand for big data is skyrocketing along with U.S. healthcare's focus on quality, value and population health. Meanwhile, informatics-dependent advances such as AI, 3D rendering and enterprise imaging are pushing the entire field of radiology into uncharted territory.

For more information, please contact Scott Andersen, VP Sales sandersen@trimedmedia.com
Why Health Imaging?
Because we analyze more than 68,000 page views and 478,000 newsletters sent each month to see what your customers are engaging with. We connect every day to drive your ROI.

Our news and information vehicles deliver the most effective, high-quality and cost-efficient marketing solutions in the industry. We’ve developed and fine-tuned all our options to give our partners exactly what they are looking for: specific and measurable results as you build your brand with our readers.

EMAIL MARKETING
- Sponsored email campaigns
- eBlasts and ePromos
- Newsletter sponsorships
- Post-conference wrap-ups

WEB & MOBILE BANNER ADVERTISING
- Website banner advertising
- Daily and topic newsletter advertising
- Post-conference newsletters

CUSTOM CONTENT
- Case studies, whitepapers and success stories
- Executive interviews and profiles
- Webinars and roundtables
- Product awareness and conference videos
- Sponsored supplements
- Executive videos
Send exactly what your prospects and customers want to see.

The use of email marketing continues to grow as many companies recognize the great effect of this direct marketing strategy. Sponsored eBlasts are great for announcing new products or building traffic for upcoming trade shows and special events. eBlasts are a perfect tool to keep your technology solutions in front of your prospects. For a lower cost than traditional advertising methods, successful email marketing can help to build and enhance awareness of your business and keep you in the minds of customers and prospects.

ePromo HTML Requirements

- Recommended width of 640 pixels
- Use absolute URLs for all images – You must host images.
- Do not use DIVs, use table cells for padding and/or margin
- All formatting/styling needs to be in-line.
- Avoid spacer images
- Subject line: ~35 characters

Distribution: 30,000+
Put a spotlight on your brand.

Leaders of medical imaging service lines receive our up-to-the-minute reporting of industry news, market-altering mergers and acquisitions, new business partnerships, regulatory and standards updates, important clinical studies and key product launches. Maximize your marketing campaign by reaching your target clients every business day with the industry's leading headlines.

With an e-newsletter sponsorship, you’ll get:
- Your message delivered directly to 30,000+ subscribers’ inboxes
- Exclusive positioning because we limit the number of ads in each issue
- Click-through functionality to direct visitors to your landing page
- Additional exposure from readers sharing content with others and viewing archives
- The opportunity to change your artwork to promote time-sensitive offers

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Circulation</th>
<th>Frequency</th>
<th>Lead Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Imaging News</td>
<td>26,000+</td>
<td>5x/week</td>
<td></td>
</tr>
<tr>
<td>Health Imaging Topic Newsletters</td>
<td>26,000+</td>
<td>Monthly</td>
<td></td>
</tr>
<tr>
<td>Partner Voice Newsletter</td>
<td>30,000+</td>
<td>open</td>
<td>✓</td>
</tr>
<tr>
<td>Custom Newsletter</td>
<td>30,000+</td>
<td>open</td>
<td>✓</td>
</tr>
<tr>
<td>ePromo</td>
<td>30,000+</td>
<td>open</td>
<td></td>
</tr>
<tr>
<td>Webinar</td>
<td>30,000+</td>
<td>open</td>
<td>✓</td>
</tr>
</tbody>
</table>
With a presence on HealthImaging.com, each month you will reach more than 41,000 healthcare leaders who rely on the site for the most up-to-date and credible information in the field. This trusted interactive community uses a combination of content written by our experienced editorial team, user content and vendor-sponsored content. Connect and engage with healthcare and clinical executives to market and sell your products and services.

**Digital Ad Requirements**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width (Inches)</th>
<th>Height (Inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970</td>
<td>250</td>
</tr>
<tr>
<td>Super Leaderboard (Top)*</td>
<td>970</td>
<td>90</td>
</tr>
<tr>
<td>Leaderboard (Bottom)</td>
<td>728</td>
<td>90</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300</td>
<td>600</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Mobile (Leaderboard)</td>
<td>320</td>
<td>50</td>
</tr>
<tr>
<td>Topic Portal includes: Super Leaderboard (Top), Leaderboard (Bottom), plus Large Rectangle</td>
<td>300</td>
<td>600</td>
</tr>
</tbody>
</table>

*For website leaderboard ads please also supply a 320×50 art file for mobile viewing.

**Art Specifications**

- Accepted formats: JPG, GIF, PNG, animated GIF, Flash/SWF
- Flash (SWF) ads must have click-tag embedded
- (Flash v10 or earlier; Action script 2 only), a backup static (non-flash) ad is required.
- No Flash (SWF) ads on newsletters
- For Text Ads: 35 words including title; please provide a re-direct link
- Max file size: 40k
- Please supply redirect link

**TOPICS**

- Advanced Visualization
- Artificial Intelligence
- Cardiovascular Imaging
- Diagnostic Imaging
- Healthcare Economics & Policy
- Imaging Informatics
- Molecular Imaging
- Oncology Imaging
- Practice Management
- Women's Imaging

**Average Monthly Sessions: 66,000+**  
**Average Monthly Page Views: 80,000+**  
**Average Monthly Unique Visitors: 52,000+**
Inform & Educate
Let our team who knows your products and customers help to tell your story. Health Imaging has the content and technical expertise to make all your webcasting polished and professional. Our webcast offerings include customized marketing programs to boost attendance and not only build awareness of your brand and your offerings, but build mindshare with health leaders.

Video Webinars
We’ll make this a painless process for you. Not only will we handle all pre- and post-production details, but we’ll also spearhead the effort to publicize the session. When applicable, we’ll even make sure to send off each attendee with action-spurring deliverables.

Audio Webinars
Podcast-like audio presentations can be augmented with slides, either supplied by you or created by us. We’ll conduct the interviews and take care of the editing. For live events, we’ll host a 15-minute Q&A moderated session to engage the audience with the presenters.

Expert Roundtable Videos
Few events draw and hold people’s attention like panels of distinguished experts discussing and debating the hot topic of the day. We’ll set up the session and make sure it provides your customers and prospects with actionable insights on an issue or development that has some bearing on your performance in the marketplace.
Events
Running an event? Exhibiting at one? Having difficulty standing out in a digitally cluttered world? Whether you are sponsoring a special event or exhibiting at an upcoming conference, the whole experience must build an emotional connection, delivering fans of your brand. In turn, these loyal customers naturally use word of mouth to organically drive your sales for you. Let Health Imaging expand your reach, elevate your brand and put a spotlight on your event or brand. Use the Health Imaging custom channel to increase attendance or draw traffic to your event space. These are exclusive, single-sponsor opportunities—some of the surest means available anywhere for generating interest in your offerings.

Association News
Here you will find the latest news from the leading associations in the industry.
Communities Include:

- ACR
- AHRA
- HFMA
- RBMA
- RSNA
- SIIM

CONFERENCE OPPORTUNITIES

Health Imaging
Insights in Imaging & Informatics Daily News

Wednesday, August 28, 2019

Top Stories

Algorithm may automate follow-up imaging adherence using radiology reports
A machine learning algorithm can determine appropriate follow-up imaging based off of radiology reports, according to a new study published in the Journal of Digital Imaging. The technology may eventually be developed to automatically tell if a patient completed their follow-up exam.

Blood test finds brain injuries when CT scans fail short
A novel blood test can identify mild traumatic brain injuries (TBIs) that don’t exhibit normal concussive symptoms on CT scans, according to new research published Aug. 23 in The Lancet Neurology.

New PET center combines radiology, psychiatry to combat opioid use disorder
The Penn PET Addiction Center of Excellence (PACE) will harness the minds of radiology and psychiatry researchers to better understand opioid use disorder and develop improvement treatment options.

Featured Articles

Not all injectors are created equal.
Drive efficiency with a lifetime of value

WE ARE ON A ROLL
BEST IN KLAS
6 years in a row
What’s included with our custom content sponsorships?

- A dedicated project manager who will oversee all aspects of the writing or video assignment and serve as a single point of contact for your organization.
- High quality, attention grabbing content.
- An electronic reprint (PDF) with unlimited internet use.
- Promotional opportunities with Health Imaging and sister brands within TriMed Media for lead generation.

How does it work?

- Your project manager sets up a kickoff meeting to set project goals and establish a timeline for deliverables.
- A Health Imaging reporter interviews your clients and/or other sources of your choice, then completes the writing assignment.
- Your team reviews the work and makes any changes necessary. We get approval from clients and confirm the date to send to the Health Imaging audience.

We make this a simple process you can count on to build your brand’s momentum, deeper relationships and optimize customer engagement.
PERFORMANCE METRICS

Audience Profile
- Digital Subscribers: 30,325
- 38% Radiology: Chief/Dir of Radiology, Radiologist
- 20% Radiology Administrator/PACS Administrator
- 32% Hospital C-Suite (COO, CEO, CFO)
- 10% C-Suite Technology (CMIO, CIO, CMO)

Web Site Metrics (Monthly)
- Average Pageviews: 80,789
- Average Sessions: 66,778
- Average Unique Visitors: 52,412

Web Site Ad Metrics (Monthly)
- Average Impressions: 54,685
- Average Clicks: 92
- Average CTR: 0.17%

Newsletter Metrics (Per Issue)
- Average Sends: 26,338
- Average Opens: 2,838
- Average Open Rate: 10.8%

Newsletter Ad Metrics (Monthly)
- Average Impressions: 80,296
- Average Clicks: 127
- Average CTR: 0.16%

ePromo/eBlast Metrics (Per Issue)
- Digital Subscribers: 30,325
- Average Opens: 3,018
- Average Open Rate: 9.9%
- Average Clicks: 79
- Average CTR: 2.6%
For more information, please contact

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sandersen@trimedmedia.com