

## Advertise with AIS

Atlantic Information Services, Inc. (AIS) develops highly targeted news, data and strategic information for managers in hospitals, health plans, pharmaceutical companies and other health care organizations. AIS products include print and electronic newsletters, looseleaves, books, directories, audioconferences, management seminars, strategic reports and databases.

More than 50,000 top decision makers in health care rely on AIS data and information. Check out the demographics below, then contact **Bailey Sterrett** at (202) 775-9008 x3034 or [bsterrett@aishealth.com](mailto:bsterrett@aishealth.com) to discuss advertising in AIS's e-newsletters or on AISHealth.com, or sending a custom e-mail promotion.

### Access Top Decision Makers in AIS's E-newsletters and on AISHealth.com

- ✓ **AIS's HEALTH BUSINESS DAILY**, delivered daily via e-mail and available on AISHealth.com, contains strategic business stories and includes "People on the Move" — to help you stay on top of corporate leadership changes in the health care industry; as well as quick-and-easy news bites of interest to health care business leaders.

*15,736 Subscribers\**

- ✓ **GOVERNMENT NEWS OF THE WEEK** is transmitted weekly on Mondays and includes 10-15 timely news stories from Washington, D.C., and the 50 state capitals. Articles are selected for their impact on hospitals, health plans, medical group practices, physicians and other health care providers.

*12,374 Subscribers\**

\*Surveys indicate that subscribers forward AIS e-newsletters to an additional 2-5 other people not included in numbers stated above.

- ✓ **AISHEALTH.COM** - Tens of thousands of top decision makers in health care rely on AISHealth.com for news, data and strategic information that is updated daily. AISHealth.com generates more than 150,000 page views every month and traffic continues to grow dramatically, with 28,000 visitors per week.

### Send a Custom E-Mail Promotion

Feature your product in a custom e-mail or press release to 23,000 AIS buyers and readers. No other advertisements or editorial content are included in this e-mail. Nothing will compete with your message. **For more information on a Custom E-Mail Promotion, contact Bailey Sterrett, [bsterrett@aishealth.com](mailto:bsterrett@aishealth.com), (202) 775-9008 x3034.**

*Cost: \$3,000*

### Demographics

#### AIS's Health Business Daily

Associations/Government.....	4%
Consulting Firms.....	11%
Health Plan/Insurers.....	27%
Health Systems/Hospitals .....	21%
Pharmaceutical Market .....	12%
Physician Groups/Ancillary Providers.....	9%
Research/Education .....	4%
Technology Products/Other Vendors.....	11%

#### Government News of the Week

Associations/Government.....	5%
Consulting Firms.....	12%
Health Plan/Insurers.....	26%
Health Systems/Hospitals .....	23%
Pharmaceutical Market .....	12%
Physician Groups/Ancillary Providers...	13%
Research/Education .....	9%
Technology Products/Other Vendors.....	9%

#### AIS Custom E-Mail Promotion

Associations/Government.....	3%
Consulting Firms.....	8%
Health Plan/Insurers.....	29%
Health Systems/Hospitals .....	23%
Pharmaceutical Market .....	16%
Physician Groups/Ancillary Providers.....	8%
Research/Education .....	7%
Technology Products/Other Vendors.....	7%

## Advertising Rates

### E-Newsletters

**AIS's Health Business Daily**  
(published daily)

*Sidebar graphic or text ads*

	Weekly	Monthly
Space 1	\$1,300	\$5,000
Space 2	\$1,200	\$4,500

**Government News of the Week**  
(published once-weekly)

*Sidebar graphic or text ads*

	Weekly	Monthly
Space 1	\$500	\$1,800
Space 2	\$450	\$1,600
Space 3	\$400	\$1,450
Space 4	\$350	\$1,300

### AISHealth.com Web Site

**Two-Thirds Width Banner Advertisement**

*Banner and link on home page and all succeeding pages (in rotation with a maximum of three total sponsors)*

Monthly .....	\$2,500
Quarterly .....	\$6,750
Annually .....	\$24,000

**Channel-Specific Sidebar Advertisement**

	Monthly	Quarterly	Annually
Space 1	\$1,000	\$2,500	\$9,000
Space 2	\$800	\$2,200	\$7,500
Space 3	\$700	\$1,900	\$6,000
Space 4	\$600	\$1,600	\$4,750
Space 5	\$600	\$1,600	\$4,750

## AISHealth.com Site Information

Tens of thousands of top decision makers in health care rely on AISHealth.com for news, data and strategic information that is updated daily. AIS generates more than 150,000 page views every month and traffic continues to grow dramatically, with 28,000 unique visitors per week.

*“World Congress’ investment in advertising through AIS’s e-blasts sponsorships and in their e-newsletters has helped to expand our brand, and has given us excellent exposure in the health care market. And, we will continue to use AIS advertising services to get our events in front of the health care executive market.”*

-Jon Stock, Vice President, Group Marketing  
World Congress

Call Bailey Sterrett at (202) 775-9008 x3034 or e-mail him at [bsterrett@aishealth.com](mailto:bsterrett@aishealth.com) today

**for special savings** on your new ad placement or e-mail promotion.

And don't forget to ask him about multi-channel and bulk discounts!