

# Online discussion list Sponsorships



## Discussion List Sponsorship

Joining an online discussion list enables AHLA members and interested health professionals to network with their colleagues who work in the health law industry, get answers to questions, and exchange information on specific issues affecting their clients.

## What is a Discussion List?

A discussion list is an online forum where you “subscribe” to the list and all mail sent to the group email address is automatically forwarded to all subscribers. Subscribers can respond to the entire list or to the individual who originally posted the message.

AHLA’s listserve program contains the most comprehensive and widely used discussion lists in the health law industry, with over 27,000 total subscribers and over 30 new subscribers signing up each day.

## Sponsors Receive:

Acknowledgement and text lines (up to 35 words, no graphics), which could be an offer or contact information, and a link to the sponsor’s site in every distributed email. Sponsors will also receive acknowledgement and a link on the discussion list page of AHLA’s website, one of the site’s high traffic areas.

## Rates:

**Discussion List Sponsorships are sold quarterly, biannually, and annually. Discount for 6 month (10%) and 12 month (20%) commitments.**

\*Subscriber numbers as of July 2009.

\*Discussion list rates are net.

## Example:

### Life Sciences

**Moderator: Ryan Johnson**

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The purpose of this discussion list is to provide a forum for discussion of issues such as food and drug law regulation, third-party payment and reimbursement (e.g., coverage, coding and payment methodologies for products), fraud and abuse, government contracts, products liability, intellectual property, clinical trials, and research.

*Sponsored by BNA’s Life Sciences Law & Industry Report—your source for legal, regulatory, and business news. Free trials available at [bna.com/healthcare](http://bna.com/healthcare).*

Discussion Lists	Number of Current Monthly Subscribers*	Monthly Rate
Compliance	2,314	\$500
Stark Law	2,200	\$350
Health Information and Technology	1,455	\$300
Hospitals and Health Systems	1,860	\$300
Reimbursement	1,601	\$300
In-House Counsel	1,492	\$300
Medical Staff, Credentialing, and Peer Review	1,279	\$300
Physician Organizations	1,266	\$300
Liability Issues	1,004	\$300
Business Law and Governance	1,225	\$300
Payors, Plans, and Managed Care	954	\$250
Antitrust	891	\$250
Employment Law	872	\$250
Teaching Hospitals	886	\$250
Tax Issues	858	\$250
Long Term Care	758	\$250
Food and Drug Administration	691	\$250
Life Sciences	528	\$250
Medicare Part D	491	\$250
Fair Market Value	553	\$250
Emergency Medical Services	277	\$150