



# Reach members online

## Health Lawyers Weekly

- Informative newsletter directly emailed to 10,800 members each week
- Members read *Health Lawyers Weekly* for the timely articles and information regarding issues and regulations in the industry

**Cost:** \$1,250 (1 month)  
 \$1,100 per month (3-6 months)  
 \$850 per month (7-12 months)

### Specs:

#### Dimensions:

Right hand column buttons  
 each 145 pixels wide x 175 pixels high

**File Format:** GIF or JPEG, 72 dpi

**File Size Limit:** 75kb

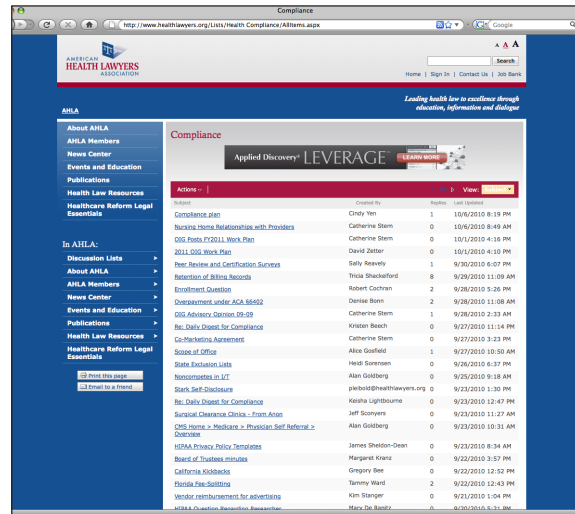




# Discussion Lists

- Members subscribe to online discussion lists to seek advice, get answers to questions, and exchange info and ideas with colleagues
- Emails are exchanged between all subscribers on the list so you are visible to a large active audience daily
- Members also participate online through the Discussion List webpages. On average these pages receive 10,000 visits per month.

## NEW BANNER POSITIONS!



## Discussion List Webpage Banner ad

Get the maximum visibility in front of subscribers across all 23 discussion lists. Banner ad appears at the top of every discussion list webpage, found on [www.healthlawyers.org](http://www.healthlawyers.org)

**Cost:** \$2,000 per month

Discussion Lists	Number of Current Monthly Subscribers
Compliance	2,731
Stark Law	2,539
Health Information and Technology	1,801
Hospitals and Health Systems	2,235
Reimbursement	1,883
In-House Counsel	1,826
Medical Staff, Credentialing, and Peer Review	1,491
Physician Organizations	1,557
Liability Issues	1,173
Business Law and Governance	1,541
Payors, Plans, and Managed Care	1,181
Antitrust	1,031
Employment Law	1,044
Teaching Hospitals	1,030
Tax Issues	997
Long Term Care	888
Food and Drug Administration	807
Life Sciences	689
Medicare Part D	593
Fair Market Value	830
Emergency Medical Services	428
Healthcare Reform	652



## Discussion List Email Banner ad

Target your message by area of interest. Your banner ad will be displayed in every email exchanged between subscribers.

**Cost:** Depends on list and frequency. Rates are net.

## Banner ad Specs:

- 500 x 50 pixels
- JPEG or GIF file
- 72 dpi and no more than 75kb.