

Home Health Technology News

Home health technology is in the right place at the right time. Changes to healthcare policy are driving quick hospital discharges, making home stays a priority for older adults and the chronically ill.

Yet there aren't enough paid caregivers to go around and unpaid caregivers, primarily family members, have other obligations and may live at some distance.

"By 2020, 117 million Americans are expected to need assistance of some kind, yet the overall number of unpaid caregivers is only expected to reach 45 million," according to AARP.

Technology is the solution to better and more cost effective care in the home.

Home health technology is not just your basic PERS. It's advanced remote patient monitoring; it's telehealth. It's a whole range of wearables and tools for chronic disease management. AARP projects this market will reach \$72 billion by 2020.

The real question is, how will you reach the influencers in this fast-paced market?



Who we are:

Home Health Technology News, from the producers of the Home Health Technology Summit, the HME News Business Summit and the publishers of *HME News*, will help you stay on top of this market with a news-forward website updated daily and a weekly e-newsletter. Coverage focuses on technology news and implementation, government and regulatory issues, and reimbursement and payment trends. We'll use our 20 years of expertise in home care to get your message in front of the decision makers you want to reach.

Who we reach:

- Home medical equipment providers
- HHAs, VNAs, home health/hospice
- Hospital-affiliated post-acute care facilities
- Payers

Total initial circulation = 15,500

Home Health Technology News

Rates

Rates are gross. 15% discount for providing ad materials per our specifications.

Advertising Contact:
Rick Rector, publisher
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207-846-0600 x 267

Product	1x	4x	6x	12x
homehealthtechnologynews.com				
Pop up (300 x 250 pixels or 550 x 480 pixels)	\$2,850			
Top Poster (300 x 250 pixels)	\$1,830	\$1,655	\$1,375	\$1,310
Middle Poster (300 x 250 pixels)	\$1,425	\$1,290	\$1,070	\$1,020
Leaderboard (1140 x 90 pixels)	\$1,800	\$1,625	\$1,350	\$1,285

Ads are run of site, max 4/position

Wednesday Wire				
Newswire Primary (640 x 90 pixels)	\$1,135	\$1,025	\$850	\$810
Newswire Secondary (640 x 90 pixels)	\$770	\$695	\$580	\$550
Breaking Newswire (640 x 90 pixels)	\$2,025			
Focus				
Exclusive email to 1500 names 640 pixel wide GIF or JPG image and URL. <i>(Whole image will be clickable to destination URL.)</i> Subject line. - or - A table-based HTML file with a width of 640 pixels. All graphics must be hosted on your server and have absolute file paths. Subject line.	\$1,700			
Showcase				
Monthly email with up to 10 ad positions (100 x 100 pixel image, 60-words of copy, a short headline and URL)	\$730	\$660	\$550	
Monthly White Paper Package				
Includes: Gated posting of your White Paper with lead generation. Promotion through dedicated email blast, poster ad on web site and secondary newswire position. Archived copy on our resources tab post-campaign.	\$4,995 NET			

File specifications:

- GIF/JPG/3rd party tags:
- Max file size: 50K.
- Fifteen second animation limit, max of three loops.

FLASH:

- Max file size: 80K.
- Fifteen second animation limit, max of three loops.
- Flash files must contain the clickTAG variable to track click-throughs correctly[†]. See Adobe's official

guide on how to set up a Flash file using the clickTAG variable at: (http://www.adobe.com/resources/richmedia/tracking/designers_guide). A hard-coded URL link is also acceptable for non-third party tag ads. The SWF file also needs to include a target of "_blank".

[†]We are not responsible for the inability to track click on ads not designed to our specifications. *Although we try to accommodate the click through tracking of 3rd party tags, we can't guarantee it.