



Healthcare Informatics Video Advertorial Interview Program at HIMSS

- 15-20 minute in-person interview with company leader, client or other individual of your company's choosing
- Professional video shoot with camera, sound and lighting crew
- White, black or green screen back drop—customized to meet your company's video objectives
- Interview questions crafted in advance by *Healthcare Informatics* and your marketing staff
- Post-production of interview footage, edited together with your logo, images, B-roll and other creative elements
- One*, 2-3 minute branded video advertorial asset for use on your website and the *Healthcare Informatics* website

**Additional video advertorial clips available for an additional fee. The company's interview will be scheduled in advance of HIMSS and take place within a designated meeting area.*

Additional Video Interview Program Options

PRINT ADVERTORIAL

An opportunity to re-purpose your video asset into a print product for marketing and sales distribution

- The company's interview(s) will be edited into a two-page (1,400 word) advertorial spread written by *Healthcare Informatics* and approved by the company. The company will have the option of adding new content to fit within the 2 pages of space.
- The company's advertorial article will be professionally edited and designed by *Healthcare Informatics*
- The company's article will be placed in a 2016 *Healthcare Informatics* issue of their choosing as a two-page advertorial spread
- The company's video asset will be embedded in the advertorial spread in the digital edition of *Healthcare Informatics*
- A PDF of the company's interview/spread will be hosted on *Healthcare Informatics* website as well as the company's website
- If there is a need for more than 2 pages of space the price for add-on pages will be \$3,000 net per page 4C

LEAD GENERATION

An opportunity to host and promote your video asset to c-suite titles and generate leads

- Custom registration form with 2-3 custom drop-down questions for data/demographic capture
- Custom eblast to *Healthcare Informatics* audience members
- Lead guarantee of 100 (registrants can also be driven to the company's site for viewing of asset)
- eNewsletter banners to promote the company's asset(s) and drive traffic to the custom registration form
- Weekly lead generation report with full contact information
- Asset(s) hosting for a minimum of 3 months within the *Healthcare Informatics* Content Library
- Unlimited use of the asset ePrint

DIGITAL - Hosting and Promotion

- Digital hosting of video asset(s) for 3 months on www.healthcare-informatics.com Video section, accompanied by company logo
- 3x sponsorship in *Healthcare Informatics* eNewsletter
- Asset will be promoted under "Sponsor Video" section
- Text banners (company logo plus 100 words of text) to drive interested readers to the video

RICH MEDIA ROS UNIT

- Rich media expandable 300x250 to run for one month promoting the asset
- Expansion capability creates real estate for the ad and allows for interaction from interested users
- Expanded portion of the ad shows a preview of the interview and links to video asset hosted on www.healthcare-informatics.com