

## Web Advertising Sponsorship Information – October 2010

The Big Bend Health portal is a series of websites for physicians and patients. This portal is the starting point for many health care activities for the thriving Tallahassee area medical community. It is one of the only sites with direct access to physicians. The not-for-profit sponsoring organization, Big Bend Regional Healthcare Information Organization, was started in 2005 with a mission to *improve the safety, outcomes, privacy and efficiency of health care* in our community. Our audience consists of the 700 area physicians plus their office staff, as well as health-conscious patients from our 700,000 area residents. You can find more about us and a detail of our service area on our website at <http://www.BigBendHealth.com/About.aspx>.

Visit [www.BigBendHealth.com](http://www.BigBendHealth.com) to view the home page and other specific access pages. We have the Physicians Portal as a way to market and advertise your business to physicians; we have a My Records Portal and Resources Portal geared towards patients and care givers; and finally, the jobs fair page, or Careers Portal, caters to people looking for jobs in the health care industry.

In addition to gaining a presence on our unique website, our advertising program also includes a sponsorship component. All *advertising revenues help to fund our not-for-profit efforts*, and active web advertising *sponsors are listed on our Sponsors page*. Through our web ad sponsorship program your business can be associated with the fast growing and trusted health care community!

**BigBendHealth.com** - where physicians and the community go for health!

### Web Advertising Sponsorship Pricing Schedule

	<b>Setup</b>	<b>\$/Month</b>
<b>1. Home page</b>		
banner - bottom - size 798 X 90	\$100	\$300
<b>2. Physician Portal login page</b>		
banner – bottom - size 798 X 90	\$100	\$250
button - login area - size 300 x 150	\$100	\$250
<b>3. Sub Portals</b>		
banner – bottom - size 798 X 90	\$100	\$100
button – login area - size 300 x 150	\$100	\$100
button – below menu - Size 167 X 168 (or less)	\$100	\$100

*Our website uses standard randomized ad rotation technology and we limit the number of ads in each rotation location.*

### Terms

- We accept digital files as JPEG or GIF.
- Ads are subject to publisher’s approval. No political ads are accepted.
- Email ad to: [zfinn@bbrhio.com](mailto:zfinn@bbrhio.com)
- Contracted space must be used within one year.

- Copy deadline for ads is the 15<sup>th</sup> of prior month.
- Publication is the first week of every month.
- Contract advertisers may be billed monthly, payment is due on the 15 day of the month.
- Advertising purchased for 12 months and paid in advance earn a 5% discount.

**Production Fees**

\$100.00 per order setup plus an additional \$25.00 for conversion of source file from Adobe Acrobat PDF.

**Publisher**

Big Bend Regional Healthcare Information Organization  
3411 Capital Medical Blvd.  
Tallahassee, FL 32308  
Phone: (850) 702-0099, Fax: (850) 222-8771  
Lawrence D. Kaelin, M.D., Editor. Zach Finn, Managing Editor

**Ad size examples as portion of website: not to full scale**

**1. Home Page – banner**



**2. Physicians Portal – banner and buttons**

**BigBend Health.com Physicians**  
Your Community Health Care Network

I agree and acknowledge that the information that I access through the BigBendHealth.com Physician Portal has been made available by a outside clinical data provider and may not be a complete and/or comprehensive patient record. I understand that I may need to contact the clinical data provider directly to obtain complete and up to date patient information.

Further, I agree and acknowledge that I will be viewing the Protected Health Information of an individual with whom I have an active treatment relationship and that I may only use or disclose such information as allowed under my Participation Agreement with the BBRHIO.

Username:   
 Password:   
[Login](#)

[Don't have an account? Request one here.](#)  
[Forgot your password?](#)

**Capital Health PLAN**  
**Desloge Home Oxygen & Medical Equipment**

**PRESTIGE INFINITI**

**Banner** (left arrow)  
**Login 300x150** (right arrow)

**3. Sub Portals – banner and buttons**

**BigBend Health.com My Records**  
Your Community Health Care Network

Username:   
 Password:   
[Log In](#)

[Forgot Your Password?](#)  
[Create a new PHR account.](#)

**PREMIER BANK**  
**TALLAHASSEE PULMONARY CLINIC**

**WORKFORCE plus**  
 Connecting Businesses With Job Ready Candidates—  
 Your Employment Solution

**Banner** (left arrow)  
**Login 300x150** (right arrow)

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Big Bend Health Careers

Your Community Health Care Network

More than 500 Job Openings >>>

HOME  
 I'M A STUDENT  
 I'M CURRENTLY EMPLOYED IN HEALTHCARE  
 I'M LOOKING FOR A CAREER CHANGE  
 I'M LOOKING FOR HEALTHCARE STATS  
 FAQ  
 SITE MAP  
 FEEDBACK

Job Bank

WORKFORCE  
 Contact Us Today!  
 (866) WFP-JOB 1

TALLAHASSEE PULMONARY CLINIC

WORKFORCE  
 A CATALYST FOR CREATING world-class talent.

© Copyright 2008 BigBend Health.com

Internet | Protected Mode: On

Menu 167x68

Menu 167x168

Banner

# WEB ADVERTISING SPONSORSHIP COMMITMENT - BigBendHealth.com

Advertiser Name \_\_\_\_\_

Billing Street Address \_\_\_\_\_

Billing Address \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Select the ad locations you would like by entering the number of months and start month for your web ad sponsorship to run in each desired location. ALL ORDERS MUST INCLUDE A ONE TIME \$100 SETUP FEE.

	\$/Month	# Months	Start Month
Home page - banner - bottom - size 798 X 90	\$300		
Physician Portal - banner – bottom - size 798 X 90	\$250		
Physician Portal - button - login area - size 300 x 150	\$250		
Sub Portal - banner – bottom - size 798 X 90	\$100		
Sub Portal - button – login area - size 300 x 150	\$100		
Sub Portal - button – below menu - size 167 X 168 (or less)	\$100		

Marketing Agency if applicable \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Additional Details \_\_\_\_\_

The undersigned hereby authorizes and directs the Big Bend Regional Healthcare Information Organization to publish the advertising specified above and pursuant to terms and conditions set forth above. *As a trusted health care entity BigBendHealth.com retains the right to reject Web Ad Sponsors that do not align with our mission and health conscious goals.*

\_\_\_\_\_  
Authorized Signature/Guarantor Title

\_\_\_\_\_  
Print Name Date

\_\_\_\_\_  
Accepted by BigBendHealth.com Date

<b>TOTAL AMOUNT DUE</b>	\$
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Check Enclosed for \$ \_\_\_\_\_ (Payable to Big Bend Regional Healthcare Information Organization)

Visa, MC, AMEX, DC # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Address \_\_\_\_\_

Return to: **BBRHIO Advertising, Zach Finn, 3411 Capital Medical Blvd, Tallahassee, FL 32308**