

Advertizing Sponsorship Program – January 2009

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 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 advertizing *sponsors are listed on our Sponsors page*. Through our advertizing 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!

Advertising Sponsorship Pricing Schedule – JANUARY 09

	Setup	\$/Month
Home page		
banner - bottom - size 798 X 90	\$100	\$300
Physician Portal login page		
banner – bottom - size 798 X 90	\$100	\$250
button - login area - size 300 x 150	\$100	\$250
Patient Portal login page		
banner – bottom - size 798 X 90	\$100	\$100
button – login area - size 300 x 150	\$100	\$100
Careers Portal page (Ad space sold out until 7/1/09)		
banner - bottom - Size 798 X 90	\$100	\$50
button – below menu - Size 167 X 168 (or less)	\$100	\$50
Resources Portal page		
banner - bottom - Size 798 X 90	\$100	\$50
button – below menu - Size 167 X 168 (or less)	\$100	\$50

Our website uses standard randomized ad rotation technology and we limit the number of ads in each rotation location to a max of ten (10).

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
- Contracted space must be used within one year.
- Copy deadline for ads is the 15th 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 10% 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) 702-0091, 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

Home Page – banner



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 (points to top banner)
Login 300x150 (points to login form)

Patient Portal – 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.

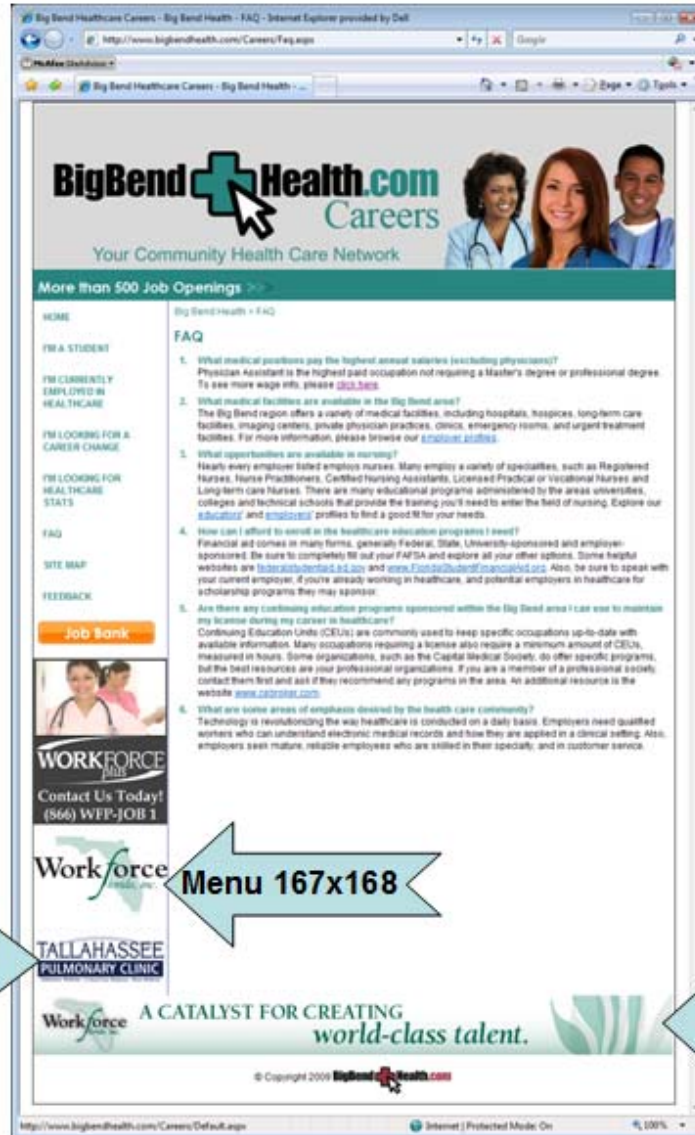
PREMIER BANK
TALLAHASSEE PULMONARY CLINIC

WORKFORCE plus
 Connecting Businesses With Job Ready Candidates - Your Employment Solution

Banner (points to top banner)
Login 300x150 (points to login form)

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Careers Portal & Resources Portal – banner and buttons (layout of pages is the same)



ADVERTISING SPONSORSHIP CONTRACT - 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.

Ad Location	\$/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		
Patient Portal - banner – bottom - size 798 X 90	\$100		
Patient Portal - button – login area - size 300 x 150	\$100		
Careers Portal - banner - bottom - size 798 X 90	\$50		
Careers Portal - button – below menu - size 167 X 168 (or less)	\$50		
Resources Portal - banner - bottom – size 798 X 90	\$50		
Resources Portal - button – below menu - size 167 X 168 (or less)	\$50		

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 Advertising Sponsors that do not align with our mission and health conscious goals.*

Authorized Signature/Guarantor _____ Title _____

Print Name _____ Date _____

Accepted by BigBendHealth.com _____ Date _____

TOTAL AMOUNT DUE	\$
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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**