

On Demand Products: White Papers, Podcasts, Webinars

To remain competitive in today’s dynamic government IT market, vendors must reinforce technology/solutions leadership to increase brand awareness and preference in a way that generates leads and drives sales. They need an innovative media partner that offers dynamic options for reaching and impacting key business and technology decision-makers across government to achieve these goals.

That’s why Government Health IT developed “Industry Solutions”—an in-depth library of essential vendor content. Industry solutions enable vendors to spotlight market leadership and expertise to more than 45,000 executives, program managers, IT managers and systems integrators while they are researching information, solutions and best practices to meet their goals and missions (Source: Publisher’s Own Data, July 2008).

Don’t miss the high-impact opportunity to reinforce your marketing message with this exclusive audience of senior level government IT decision-makers. Contact your media sales manager to reserve your Industry Solutions sponsorship package today.



On Demand Sponsorship Packages

Option 1: Whitepaper Posting

- Three month posting on the Whitepaper library page
 - PDF link supplied by sponsor, library posting includes 250 characters of promotional text and hyperlink to registration form
- Custom registration form created to capture leads
 - Includes logo placement, 1250 characters of promotional copy, basic contact info capture fields and up to 3 custom fields
- (12) text ads in targeted Government Health IT e-mail newsletters
 - Includes headline, 125 characters of promotional text, sponsor information and hyperlink
- Monthly email update to GHIT subscribers

Option 2: Podcast/Videocast Posting

- Three month posting on the Industry Solutions podcast/videocast library page
 - Audio/video files supplied and hosted by sponsor (15-minute maximum length), library posting includes 250 characters of promotional text and hyperlink to registration form
- Custom registration form created to capture leads (optional)
 - Includes logo placement, 1250 characters of promotional copy, basic contact info capture fields and up to 3 custom fields
- (12) text ads in targeted Government Health IT e-mail newsletters
 - Includes headline, 125 characters of promotional text, sponsor information and hyperlink
- Monthly email update to GHIT subscribers

Note: Biweekly lead reports available.

Pricing

Placement

1	\$7,500 net/quarter
2-3	\$6,000 net each/quarter
4-6	\$5,000 net each/quarter
7+	\$4,500 net each/quarter

Price breakdown equates to \$375 - \$625 per e-mail newsletter listing. Distribution may be selected by vertical topic.

Average leads: 58

Leverage your white paper, podcast and videocast investments by getting them into the hands of senior decision-makers across the government IT community.

Contact your media consultant for details today.

Contact us for more Information about On Demand products

Randy Knotts, Senior Manager, Advertising
312-915-9561, rknotts@himss.org