

2023 MEDIA KIT

NASHVILLE MedicalNews

NASHVILLEMEDICALNEWS.COM

Who We Are

Nashville Medical News is the premier publisher of digital content for the professional healthcare B2B marketplace in Middle TN. Our award-winning business, clinical, regulatory and research coverage spotlights national trends and local industry news.

- 30+ Year Mainstay in Nashville Market
- Award Winning Coverage
- Digital-First Publication
- Weekly Email Newsletter 4,700+ Recipients
- 28,000 Page Views per Day
- Responsive Website Design Looks Great on Any Device (phone, tablet, desktop)



Planned Additions

- Lists – Nominations, Voting, Recognition
- Jobs Board
- Marketplace

Our Audience

Medical News focuses on qualified medical professionals, including:

- Physicians
- Hospital Administrators and Medical Practice Managers
- Corporate Healthcare Executives
- Advanced Practice Nurses and Nurse Leaders
- Healthcare Association Leaders
- Allied Industry Experts Including Healthcare Attorneys, Accountants and Consultants



For more than a decade KraftCPAs has advertised in *Nashville Medical News* to reach the wide range of medical providers and healthcare company executives who rely on the publication for local news on the industry. As avid readers of the publication, we appreciate the local perspective and focus on the Middle TN healthcare community. There's no other publication like it in our market. If you work in or for the healthcare industry in Nashville, you should be reading *Nashville Medical News*.



Scott Mertie

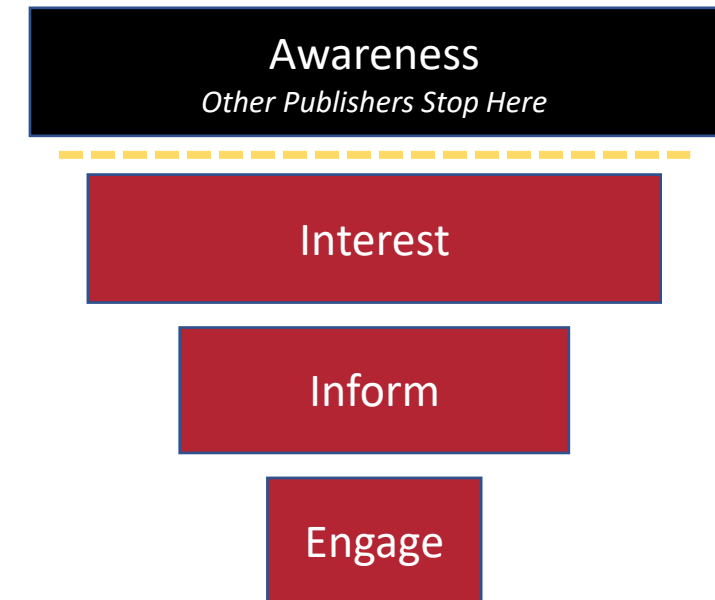
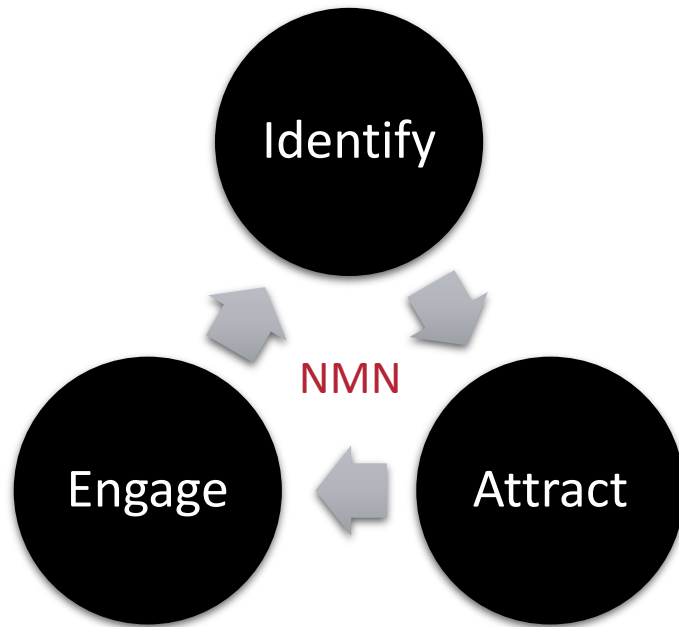
President

Kraft Healthcare Consulting, LLC

The Difference

Nashville Medical News

Connects you with physicians and healthcare professionals across all digital devices. It's designed to deliver even more access to key healthcare decision makers. You'll find focused Clinical, Business/Technology, Regulatory & Compliance, Research Grand Rounds Feature Profiles, niche channels and a complete line-up of events and top headlines. NMN takes a few steps forward to help our advertising partners identify, attract and engage with their target audience.

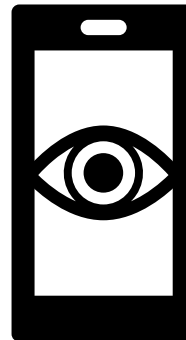


Brand Booster

Build **awareness** and recognition around your brand with strategically placed Display/Banner Ads in high traffic locations.

Leaderboard

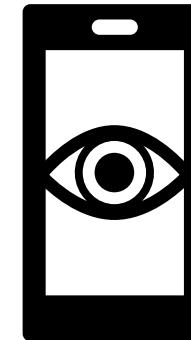
970px by 250px



50,000 Impressions/mo
4 in Rotation Max

In-Feed/Sidebar

300px by 250px



25,000 Impressions/mo
10 in Rotation Max



Pair with Advanced Marketing. Design your ad copy and messaging based upon what your audience is engaging with most!

Advertorial

Creative control of a piece of editorial content that fits **natively** amongst our editorial content and drives target engagement. AKA “Sponsored Article”.

- Inform target audience in a seamless way
- Embed backlinks to boost SEO and organic search
- Raise awareness, traffic and conversions



Thought Leadership Opportunity

AMA: New 2023 CPT Code Set Includes Burden-Reducing Revisions

Sep 09, 2022 at 04:04 pm by Staff

Updates to medicine's foundational data-sharing terminology also reflect AI taxonomy and tech-inspired additions CHICAGO – Building on its efforts to reduce.... Read More

Sponsored by Nashville Health Care Council



Five Areas of Healthcare Where Leaders Can Lend Their Voice, Expertise

Sep 08, 2022 at 02:24 pm by NashHCC

It's no secret that 2022 has been a year riddled with change and opportunity in healthcare. From rulings made to diminish surprise billing to the controversial overturning of Roe v. Wade to monkeypox outbreaks and the continued impacts of the COVID-19 pandemic, organizations across the industry have been challenged by issues both great and small.

What We Owe Long COVID Patients

Sep 05, 2022 at 05:46 pm by Staff

By Dr. Zijian Chen When Gov. Andrew Cuomo shut down New York City in March 2020, we knew little about treating COVID-19. While treatment has improved considerably, most.... Read More



Critical care skills sharpened at VUMC Nursing 'Boot Camp'

Sep 05, 2022 at 04:14 pm by Staff

by Matt Batchelder About 200 nurse practitioners and physician assistants from around the country gathered at Loews Vanderbilt Hotel from Aug. 23-24 for the 11th annual ACNP/.... Read More



Technology Fatigue in Healthcare: The Future is End-to-End Solutions

Aug 29, 2022 at 02:30 pm by Staff

By Christopher Rand, CEO, AngelEye Health The explosion of technology and applications almost necessary to manage modern life can weigh heavily on indivi.... Read More

Prev 1 2 3 ... 83 84 85 Next

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RECENT NEWS

Nursing Home Surprise: Advantage Plans May Shorten Stays to Less Time Than Medicare Covers

Vanderbilt Translational Research Forum set for Oct. 21

Nashville Health Care Council Convenes Leaders in Council Fellows Summit 2022

New Data Shows 85 Percent Reduction in One-Year Mortality for Medicare Heart Failure Patients



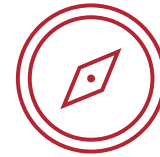
Premier Temporary Containment Solutions that Improve Patient Satisfaction

LEARN MORE

Advanced Marketing

Interactive content with the ability for **cross-channel** reach incorporating data science elements. Reach more of your target audience with more engaging content.

- Content Compass with analytics access to better target messaging
- Social Posts and Boosts
- **Gated access** to valuable client generated content (videos, whitepapers, guides, data) using webforms that require a valid email to access. Pair with an ad campaign to maximize engagement.



Brand Booster

Ad Position	Size	Price/ Mo	Guaranteed Impressions	Max Ads In Rotation
IN FEED / SIDEBAR	300x250 pixels	\$200	50,000	10
SECTION SPONSOR NEWSLETTER	300x250 pixels	\$500	18,000	1 per section
LEADERBOARD SITE	970x250 pixels	\$300	150,000	4
LEADERBOARD NEWSLETTER	970x250 pixels	\$500	18,000	1

Advertorial

Description	Length	Price/Article
Client creative control of permanent article with featured image and backlinks	unlimited	\$300

Pricing

Advanced Marketing

Pricing varies based upon client needs. Please contact us via website to setup Zoom meeting.