

## The Weekly News Source for Wellness and Chronic Care Management

Care Continuum Alliance eNews delivers key intelligence on wellness, prevention and care management. More than 1,700 Care Continuum Alliance members turn to eNews weekly to learn about the policy decisions that impact their businesses and the association research and education activities that define an industry.

## Our Readers

Readership spans the continuum of health care stakeholders: health plans, population health management and support organizations, health IT innovators, wellness companies, physician groups and hospitals, pharmaceutical manufacturers and many others.

## Affordable Rates

### Single issue

position*	member	non-member
<b>Banner 1</b>	\$360	\$450
<b>Banner 2</b>	\$280	\$350
<b>Banner 3</b>	\$240	\$300
<b>Skyscraper 1</b>	\$300	\$375
<b>Skyscraper 2</b>	\$240	\$300
<b>Skyscraper 3</b>	\$200	\$250

### Monthly (four consecutive issues)

position*	member	non-member
<b>Banner 1</b>	\$1,296	\$1,620
<b>Banner 2</b>	\$1,008	\$1,260
<b>Banner 3</b>	\$864	\$1,080
<b>Skyscraper 1</b>	\$1,080	\$1,350
<b>Skyscraper 2</b>	\$864	\$1,080
<b>Skyscraper 3</b>	\$720	\$900


## Ad specifications

### Dimensions

Banner: 429 pixels wide by 80 pixels tall  
Skyscraper: 130 pixels wide by 150 pixels tall

- File format must be static or animated GIF; or JPG.
- All ads must be at 72 dpi resolution.
- Ads with white background should include a 1 pixel border.
- Maximum initial load file size should be no more than 25 kb.
- ALT (hover) text should be 10 or fewer words.
- Links will open in a new browser window.
- Flash advertising is not available.

Contact Carl Graziano at [cgraziano@carecontinuum.org](mailto:cgraziano@carecontinuum.org) or (202) 737-5781 with questions or to place an ad.



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banner space 1

top stories

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trends & reports

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member news

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January 1, 2011  
Volume 10 . Issue 1

QUICK LINKS

Home Page  
Annual Report  
Career Center  
LitFinder  
Member Log-in  
Our Journal  
PHM Story Bank  
PHM Directory  
Publications

skyscraper space 1

EVENTS

The Forum 11  
Sept. 7-9, 2011  
Hilton San Francisco

ONLINE LEARNING

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skyscraper space 2

skyscraper space 3

\* Example ad positions provided only as a general guide; final placement (but not order) may vary from that shown.