

ELI RESEARCH

Eli Research, a healthcare and legal publisher with 75+ print and online publications, reaches a readership base of over 240,000 industry executives, 80 percent of whom are top officers at their respective companies.

Eli offers a suite of products to allow marketers to combine offline and electronic efforts in reaching a targeted demographic. Our comprehensive line of marketing and advertising solutions allow clients flexibility and creative outlets for delivering messages to healthcare executives across multiple platforms:

- Opt-in email marketing
- Banner Advertising
- Print Advertising
- Custom Publications
- List Rental

Eli subsidiaries:

- Eli Research, Inc. www.eliresearch.com
- Medicine & Health www.medicineandhealth.com
- The Coding Institute <http://codinginstitute.com/>
- Medical Newswire www.medicalnewswire.com
- Travel Research Bureau www.travelresearchbureau.com
- National Litigation Bureau www.litigationbureau.com

MEDICAL NEWSWIRE

Medical Newswire is comprised of 17 opt-in email newsletters (Table 1) to 150,000 subscribers. The newsletters are HTML email which offer marketers the opportunity to use rich graphics to promote products and services. Medical Newswire requires a “Double Opt-In” subscribe process, requiring subscription confirmation and assuring list cleanliness.

Eli offers press release distribution services through national trade media outlets that include trade publications, major newspapers, and online portals.

	1x Run	4x Run	12x Run	48 x Run
Advertorial	\$500	\$375	\$300	\$200
Banner Ads	\$400	\$325	\$300	\$250
Advertorial & Banner	\$800	\$600	\$475	\$400
HealthWire from Business Wire	\$400	\$375	\$350	\$300
HealthWire/Medical Newswire*	\$1,000	\$850	\$700	\$600

* Package includes press release distribution to Business Wire’s HealthWire National Trade Media and an “Advertorial & Banner” run in any of the Medical Newswire products.

Advertorials:

- Press Release
- 400 words or less
- Editorial content must be received 24 hours prior to wire distribution
- A maximum of 2 links which must be used at the end of the press release
- Eli Digital is NOT responsible for spelling errors, etc. in content and will insert text "as is"

Banner Ads:

- Banner ads are available in three positions on a wire – top, middle, and bottom
- Banner ads must be received 24 hours prior to wire distribution
- 450 x 60 pixel
- 11k or less
- GIF or JPG file

Banner and Advertorial placement is available on a first come, first serve basis.

Business Wire’s HealthWire National Trade Media

- 400 words or less
- \$50 per additional 100 words

BANNER ADVERTISING

Medical Newswire allows banner ads to be used to sponsor archived newswires on www.medicalnewswire.com.

1 Month	3 Month	6 Month	12 Month
\$1,500	\$1,250	\$1,000	\$750

- Discounts are available for multi archive sponsors

MARKETPLACE

Marketplace is a quarterly supplement distributed with Eli's offline publications (Table 2) to more than 73,000 subscribers.

- Electronic files must be submitted 300 dpi in PC Quark, .eps, or .pdf formats.
- Front Cover 6 x 8, Back Cover and Inside Pages 7 ½ x 9 ½

	1x	2x	3x	4x
Front Cover (4-color)	\$5,000	\$4,750	\$4,500	\$4,000
Back Cover (4 color)	\$5,000	\$4,750	\$4,250	\$4,000
Inside (ROP) B/W	\$3,000	\$2,750	\$2,500	\$2,250

PRE-PRINTED INSERTS

Eli has never allowed advertising within any of its publications, but effective June 1, 2003, marketers will be allowed to reach our 73,000 subscribers through inserts included with offline publications.

Insert Size	1x	3x	6x	12x
1 page – 1 side	\$12,000	\$10,800	\$9,750	\$8,750
1 page – 2 sides	\$17,000	\$15,300	\$13,750	\$12,500
2 page – 4 sides	\$25,000	\$22,500	\$20,250	\$18,250

RIDE ALONG MARKETING

Eli sends roughly 700,000 direct marketing notices per month to solely promote our publications. An additional 300,000 pieces of mail are sent each month pertaining to renewal and fulfillment notices. We are seeking partners to participate in a Ride Along Marketing program.

- 37% physician practices
- 41% healthcare facilities (hospital, rehab, clinical laboratory, long-term care, and home care agencies)
- 13% lawyer offices
- 8% banks and financial institutions
- 1% travel industry

1x	3x	6x	12x
\$28,000	\$21,000	\$14,000	\$10,500

CUSTOM PUBLICATIONS

Using existing Eli content, clients select articles oriented to the professional interests of a healthcare demographic. Custom newsletters are produced as an organization-branded resource. In addition to licensed content, client-specific information can be layered within the publication.

- Up to 8 articles per issue
- Produced as a .pdf document
- Prices exclude printing

1x	4x	12x
\$7,500	\$6,000	\$5,000

MAILING LISTS

We also offer list rental of our buyers and trials. Names are rented on one-time use only, with approval of mailing piece required.

\$150 per thousand names, with a \$3,000 minimum order.

COMPARABLE PUBLICATIONS

Publication	Annual Price	Subscribers	Email Subscribers	Total Subscribers
Modern Healthcare	\$145	71,000	30,000	101,000
Hospitals & Health Systems	\$80	70,000	0	70,000
HealthLeaders	\$49.95	39,000	57,000	96,000
Eli	\$315*	73,000	150,000	223,000

* Market demand for healthcare publications is highly elastic, and our subscribers recognize the value of Eli content, as the average subscription price is \$315.

CONTACT INFORMATION

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TABLE 1: MEDICAL NEWSWIRE LISTS

Newsire	Subscribers	Distribution Frequency
Medical Newswire	38,004	Daily
Medical Coding Wire	19,495	Weekly
HIPAA Wire	42,068	Weekly
Hospital Compliance Wire	6,540	Weekly
Chiro Wire	5,838	Weekly
Labline	5,244	Weekly
Long Term Care Wire	4,058	Weekly
Managed Care Wire	5,014	Weekly
Physician Compliance Wire	4,815	Weekly
Rehab Wire	2,470	Weekly
Home Care Wire	4,053	Weekly
Recruitment Wire	1,210	Weekly
Internet Banking Wire	5,600	Weekly
Travel Wire	7,125	Weekly
Mortgage Lending Wire*	0	Weekly
Medicare Wire*	0	Weekly
Physician Practice Management Newswire*	0	Weekly

* 3rd Quarter Launch

TABLE 2: ELI RESEARCH INC. PUBLICATION LIST

Health Information Compliance Alert
Long-Term Care Survey Alert
Eli's Physician Practice Compliance Alert
Eli's OASIS Alert
Eli's Rehab Report
Eli's Home Care Week
Medicare Compliance Weekly
Laboratory Reimbursement & Compliance Alert
Long-Term Care Report
Medicine & Health
Medicare Legislation and Regulation
HIPAA Training Alert
Hospital Liability & Litigation Alert
Managed Care Report
Part B Insider
Part A Insider
Managed Medicare Report
Pharmaceutical Law & Litigation Report
Medical Office Billing and Collections Alert
Physician Specialty Coding Alerts

- Allergy
- Anesthesia & Pain Management
- Cardiology
- Emergency Department
- Family Practice
- Gastroenterology
- General Surgery
- Internal Medicine
- Neurology
- Neurosurgery
- OB-GYN
- Oncology
- Ophthalmology
- Orthopedic
- Otolaryngology
- Pathology/Lab
- Pediatrics
- Physical Medicine & Rehab
- Pulmonary
- Radiology
- Urology