

# 2021 Media Guide

Maximize Brand Exposure With Distributors  
And Other Trading Partners



[HIDA.org](http://HIDA.org)

## Website Advertising

### Streamlining Healthcare Expo & Business Exchange Website

#### HIDASTreamlining.org

Please provide jpg or png advertising files; no animated gifs

Header banners (two across): 590 x 80 pixels  
2-week ad..... \$2,012

Footer banners (two across): 590 x 80 pixels  
2-week ad..... \$1,521

Right sidebar ad (up to 7 positions): 244 x 180 pixels  
2-week ad..... \$1,340

### Health Industry Distributors Association Website

#### HIDA.org

Advertising Position: Right Navigation Ad—Shown under the right navigation links

Size: 350 x 350 pixels (jpg, png – no animated gifs)

Average Monthly Unique Page Views: 2,400

2-week ad.....\$1,710

## Electronic Advertising

### HIDA Online Membership Lookup

Promote your company in this web-based resource. This directory allows users to search for HIDA member distributors and HIDA Educational Foundation Associate manufacturers, and service providers by company name, market, location, or product. HIDA accepts both static and animated electronic ad submissions in .GIF or .JPEG formats.

Advertising Position: Left Navigation — Company Logo

Size: 210 x 260 pixels (jpg, png – no animated gifs)

1-month ad .....\$318 per month

## eNewsletter Advertising



### Daily Clips

Be the first to share your message with more than 10,200 healthcare industry professionals, including manufacturers, distributors, service providers, and others who subscribe to HIDA's daily eNewsletter. Daily Clips features current issues affecting the healthcare distribution industry, including healthcare reform, government affairs, industry trends and forecasts, provider news, and sales tips. Daily Clips is sent five times each week.

#### Advertising Position

##### Top banner placement

Size: 600 x 110 pixels

|                            |                |         |
|----------------------------|----------------|---------|
| <b>Member Pricing:</b>     | 2-week ad..... | \$2,182 |
|                            | 6-week ad..... | \$5,228 |
| <b>Non-Member Pricing:</b> | 2-week ad..... | \$2,837 |
|                            | 6-week ad..... | \$6,796 |

##### Bottom banner placement

Size: 600 x 110 pixels

|                            |                  |         |
|----------------------------|------------------|---------|
| <b>Member Pricing:</b>     | 2-week ad: ..... | \$1,746 |
|                            | 6-week ad: ..... | \$4,183 |
| <b>Non-Member Pricing:</b> | 2-week ad: ..... | \$2,270 |
|                            | 6-week ad: ..... | \$5,437 |

Contact: Jackie Gil | 703-838-6126 or gil@hida.org

## About HIDA...

The Health Industry Distributors Association (HIDA) is the premier trade association representing medical products distribution. HIDA members offer services that increase the efficiency of the nation's hospitals, nursing homes, physician practices, and other healthcare providers. For more information, visit HIDA.org.

## Reach your target audience

HIDA members include:

- National distributors
- Regional and local distributors
- Specialty distributors

HIDA's Streamlining Healthcare Expo & Business Exchange attendees include HIDA members and representatives from the healthcare supply chain including:

- Group purchasing organizations
- Regional purchasing coalitions
- Aggregation groups
- Integrated delivery networks

## Customize a package to fit your needs

HIDA's Corporate Partner Program offers maximum visibility for your company, products, or services. Choose from customized packages including event sponsorships, advertising, educational opportunities, and more.

**Join today and start saving!**

Contact:

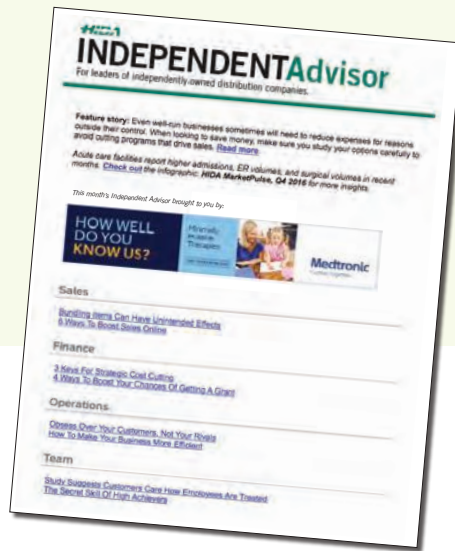
Julie Berry | 703-838-6103 or berry@hida.org



**CORPORATE PARTNER PROGRAM**



## eNewsletter Advertising



### HIDA MKTBrief

A monthly summary of medical products manufacturer news and innovations, by major product category. **Sent monthly to 10,200 manufacturers, distributors, and industry contacts.**

**Readers include** all levels of contacts at manufacturer and distributor companies focused on:

- Sales
- Marketing
- Procurement
- Operations
- Vendor Relations

**Frequency:** 1x a month, last Wednesday

**2021 Release Dates:**

|             |              |
|-------------|--------------|
| January 27  | July 28      |
| February 24 | August 26    |
| March 31    | September 29 |
| April 28    | October 27   |
| May 26      | November 24  |
| June 30     |              |

Member Pricing 1-month ad.....\$2,182  
 Non-Member Pricing 1-month ad...\$2,837

### HIDA Independent Advisor

Practical strategies and tactics for leaders of independently-owned distribution companies. **Sent monthly to more than 1,800 independent distributor contacts.**

**Readers include** contacts at independent distributor companies:

- Owners
- Top Executives

**Frequency:** 1x a month, 3rd Wednesday

**2021 Release Dates:**

|              |
|--------------|
| January 20   |
| February 17  |
| March 17     |
| April 21     |
| May 19       |
| June 16      |
| July 21      |
| August 18    |
| September 15 |
| October 20   |
| November 17  |
| December 15  |

Member Pricing 1-month ad .....\$1,637  
 Non-Member Pricing 1-month ad...\$2,182

### Healthcare Supply Chain Collaborative

News compiled specifically for those in the healthcare supply chain featuring articles in the areas of supply and demand, contracting, distribution and logistics, and the digital supply chain. **Sent monthly to 4,000 providers and supply chain contacts.**

**Readers include** executives and managers in healthcare distribution:

- Providers
- Distributors
- Group Purchasing Organizations

Plus, manufacturer professionals in areas including:

- Supply Chain
- Operations
- Vendor Relations
- Procurement

**Frequency:** 1x a month, 1st Wednesday

**2021 Release Dates:**

|            |             |
|------------|-------------|
| January 6  | July 7      |
| February 3 | August 4    |
| March 3    | September 1 |
| April 7    | October 6   |
| May 5      | November 3  |
| June 2     | December 1  |

Member Pricing 1-month ad .....\$1,637  
 Non-Member Pricing 1-month ad...\$2,182

**Advertising Position**—Banner ad linking to your website **Size:** 600 x 110 pixels  
 Ad placement includes posting of newsletter to HIDA.org for one month.

## Sponsor Original Research & Analytics Reports



HIDA Market Reports cover the trends, reforms, and analysis impacting each market. HIDA's Horizon Reports take an in-depth look at a specific emerging sub-market, product line, or trend that may affect multiple markets. Your sponsor logo will appear on the back cover of all Market and Horizon Reports and you will receive a PDF of the full report to share with customers and business partners. The reports are distributed to 1,700 contacts. There is no better way to show your commitment to the advancement of the industry and promote your brand at the same time!

### Available report titles include:

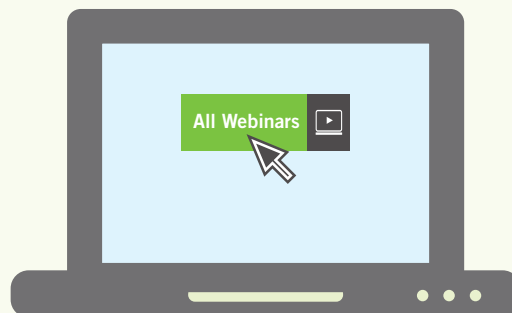
- Post-Acute Market Report*
- Hospital and Health Systems Market Report*
- Laboratory Market Report*
- Physician Office Market Report*
- Home Care Market Report*
- Ambulatory Surgery Center Market Report*
- Personal Protective Equipment Market Report*

For more information and pricing please contact Jackie Gil at 703-838-6126 or [gil@hida.org](mailto:gil@hida.org).

## Webinars

Sponsoring a HIDA webinar is a great way to gain exposure and to connect your brand to important topics and issues. Sponsors are identified in pre-webinar marketing and recognized during the webinar, and all webinars are recorded for ongoing visibility long after the webinar date. Topics include:

- Reimbursement and regulatory trends
- Counterfeit products
- The COVID-19 healthcare landscape
- Building successful partnerships virtually



For a list of available webinars and pricing information please contact Jackie Gil at 703-838-6126 or [gil@hida.org](mailto:gil@hida.org).

**Advertising Specifications**

**Submitting Print Advertising:**

A high-resolution PDF (PDF/X-1a) is the recommended format. PDF files must include crop marks and bleed. Extend bleeds at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.

Other acceptable formats include Adobe InDesign, .EPS, and .TIF files. All of these formats must be converted to four-color process (CMYK). Images must be at least 300dpi in resolution. Please package InDesign files to include all fonts and images. When sending .EPS files please convert ALL fonts to outline.

**Submitting Electronic Advertising:**

Please submit all electronic ads in .JPG format/RGB color mode/72 dpi to lamarca@hida.org. Large, compressed files (up to 250 MB) can be emailed via www.megaupload.com or www.hightail.com, or contact Shaune LaMarca.

**Submitting eNewsletter Advertising:**

Please submit all electronic ads in .JPEG format/RGB mode/72 dpi/link, to lamarca@hida.org.

Questions regarding artwork should be directed to Shaune LaMarca at 703-838-6111 or lamarca@hida.org.

**Any cancellation or change to this contract must be submitted in writing five days prior to issue closing date. Publisher reserves the right to reject any advertisement.**



310 Montgomery Street  
Alexandria, VA 22314-1516  
Ph: 800-549-HIDA (4432)  
Fax: 703-549-6495

**HIDA.org**

**RESERVE YOUR AD SPACE.**

Please complete the form below and return to Jackie Gil.  
FAX: 703-549-6495 | Email: gil@hida.org

**ELECTRONIC Advertising**

**HIDA Streamlining Healthcare Expo & Business Exchange Website**

HIDAStreamlining.org

- Header Banner 2-week ad**.....\$2,012  
*590 x 80 pixels (up to 2 images across)*
- Footer Banner 2-week ad**.....\$1,521  
*590 x 80 pixels (up to 2 images across)*
- Right Sidebar 2-week ad**.....\$1,340  
*244 x 180 pixels (up to 7 positions)*

**Health Industry Distributors Association**

HIDA.org

- Right Banner 2-week ad** .....\$1,710  
*350 x 350 pixels*

**2020 Online Member Lookup**

- 210 x 260 pixels** .....\$318 a month

**Daily Clips eNewsletter Advertising**

**Top Banner Placement**

**Member Pricing**

- 2-week ad** (600 x 110 pixels).....\$2,182
- 6-week ad** (600 x 110 pixels) .....\$5,228

**Non-Member Pricing**

- 2-week ad** (600 x 110 pixels).....\$2,837
- 6-week ad** (600 x 110 pixels) .....\$6,796

**Bottom Banner Placement**

**Member Pricing**

- 2-week ad** (600 x 110 pixels).....\$1,746
- 6-week ad** (600 x 110 pixels).....\$4,183

**Non-Member Pricing**

- 2-week ad** (600 x 110 pixels).....\$2,270
- 6-week ad** (600 x 110 pixels) .....\$5,437

**MKTBrief eNewsletter Advertising**

(600 x 110 pixels banner ad)

**Member Pricing**

- 1-month ad**.....\$2,182

**Non-Member Pricing**

- 1-month ad**.....\$2,837

**Healthcare Supply Chain Collaborative eNewsletter**

(600 x 110 pixels banner ad)

**Member Pricing**

- 1-month ad**.....\$1,637

**Non-Member Pricing**

- 1-month ad**.....\$2,182

**Independent Advisor eNewsletter**

(600 x 110 pixels banner ad)

**Member Pricing**

- 1-month ad**.....\$1,637

**Non-Member Pricing**

- 1-month ad**.....\$2,182

**TOTAL** \_\_\_\_\_

COMPANY NAME \_\_\_\_\_ DATE \_\_\_\_\_

AD SUBMISSION LINK \_\_\_\_\_ DATES SELECTED \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE (YOUR SIGNATURE ABOVE SERVES AS AUTHORIZATION TO PUBLISH ADVERTISING AS DESCRIBED ON THIS FORM.) \_\_\_\_\_