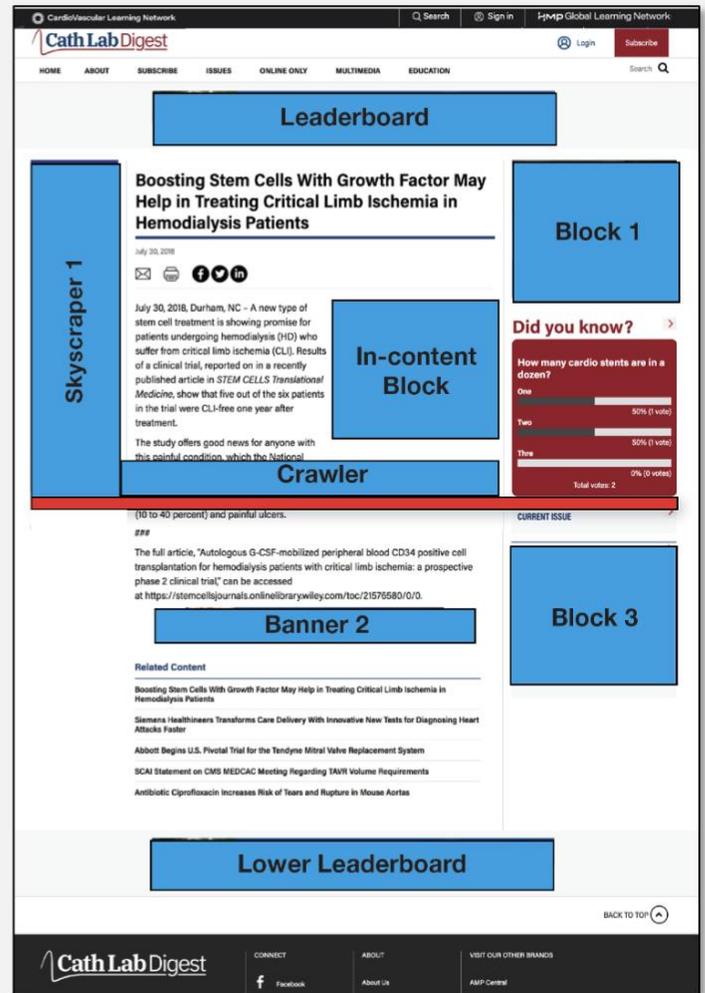
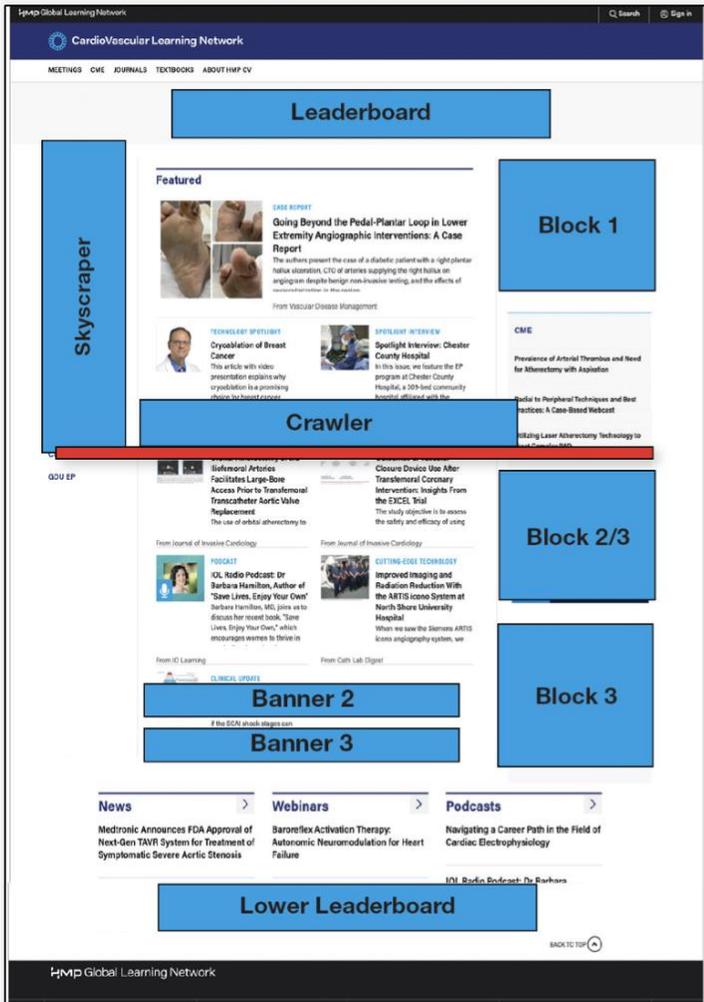


DIGITAL ADVERTISING

Online Banner Advertising

Standard Digital Onsite Placements



Banner ad placements on specific or contextually relevant site sections. All placements ROS unless specifically placed.

Placement	Homepage & Internal Rate
Leaderboard (728x90)	\$4,000
Skyscraper (160x600)	\$5,500
Block 1 (300x250), (above fold)	\$4,000
Block 2 (300x250), (below fold)	\$4,000
Block 3 (300x250), (below fold)	\$4,000
Banner 2 (728x90)	\$3,500
Banner 3 (728x90), (not available on internal pages)	\$3,000
Lower Leaderboard (728x90)	\$1,500
Crawler (728x90), (above fold)	\$5,000

Keyword Advertising

Layer In Triggered Messaging Using Keywords

CardioVascular Learning Network

EP Lab Digest

SUBSCRIBE ISSUES ONLINE EXCLUSIVES EP LAB LIVE EDUCATION GDU EP TOPICS ABOUT

forward.

Key stakeholders in these early stages included general cardiologists, emergency medicine providers, hospitalists, internal medicine subspecialists, and various health system administrators. Open discussion and dialogue was facilitated with these stakeholders before implementation of any clinical pathway or systematic change, with the understanding that the success of the program would ultimately depend on buy-in from everyone involved. Understanding potential roadblocks and points of resistance is crucial at these early stages, and care should be taken to modify the structure of the clinic based on feedback from providers that would be directly referring patients to the **AF** clinic.

Another key priority was recruitment of an **AF** clinic coordinator. It was recognized at the start that the complexity of our **AF** clinic would increase exponentially due to rising patient volumes and increasing logistical complexity. A dedicated clinic coordinator is crucial to ensure that the program remains effective and sustainable despite increasing demands over time.

Next, we focused on creating a clinical pathway designed to reduce unnecessary hospital admissions for **AF** through the emergency department. This included the creation and implementation of several clinical tools, including a referral order in the EMR system ("Ambulatory Referral to the **AF** Clinic"), and a clinical decision-making algorithm for ED providers.

SMALLEST PACEMAKER GLOBAL IMPACT

NOW CELEBRATING 100,000 MICRA PATIENTS!

LEARN MORE

YES! 100% IN-HOUSE AMBULATORY ECG SYSTEM IS HERE

Get The Case Study

CARDIA SOLID

Client to choose a keyword campaign to run digitally on one of the cardiovascular publication sites. Client can select up to 5 keywords and the campaign will run impression based until impression goal is reached. Campaign extension options are also available. Sponsorship includes a 300x250 banner advertisement will appear when the reader hovers over the selected keywords for the campaign.

Budget: \$4,000 for 30,000 impressions

Native Advertising

Mirror the Look and Feel of Cardiovascular Learning Network Content

The screenshot displays the Cardiovascular Learning Network website interface. At the top, there is a navigation bar with the HMP Global Learning Network logo, a search icon, and a sign-in link. Below this is a main header with the site title and a secondary navigation menu including Home, Resources, Topics, Excellence Forums, Clinical Updates, Conference Coverage, Events, CME, and About. The main content area is divided into several sections:

- Journals:** A vertical list on the left includes Cath Lab Digest, EP Lab Digest, Journal of Invasive Cardiology, IO Learning, Journal of Critical Limb Ischemia, and Vascular Disease Management.
- Meetings:** A vertical list on the left includes ISET, AMP Europe, LINC, AMP, CIO, and GDU EP.
- Issue Highlights:** A central section featuring a video thumbnail and a text block titled "PROGRAM SPOTLIGHT: The Chronic Thromboembolic Pulmonary Hypertension (CTEPH) Program at University of Michigan Health" by Vallerie V. McLaughlin, MD.
- TRANSSEPTAL PUNCTURE:** A section with a video thumbnail and text titled "Potential Risks Associated With Electrified Guidewires for Transseptal Puncture" by Bradley Knight, MD.
- IMAGING TECHNOLOGY:** A section with a video thumbnail and text titled "EchoPixel's 4-D Holographic Intraoperative Imaging for Cardiac Anatomy" by Jacob Dutcher, MD.
- ECG STUDIES:** A section with a video thumbnail and text titled "Pericarditis: A Classic Electrocardiogram" by Pradnya Brijmohan Bhattad, MD.
- Cath Lab Digest:** A promotional banner on the right for the Cath Lab Digest newsletter, offering a free print subscription.
- Stay in the Know:** A section at the bottom right for the Rheumatology & Arthritis Newsletter, featuring a search input field.

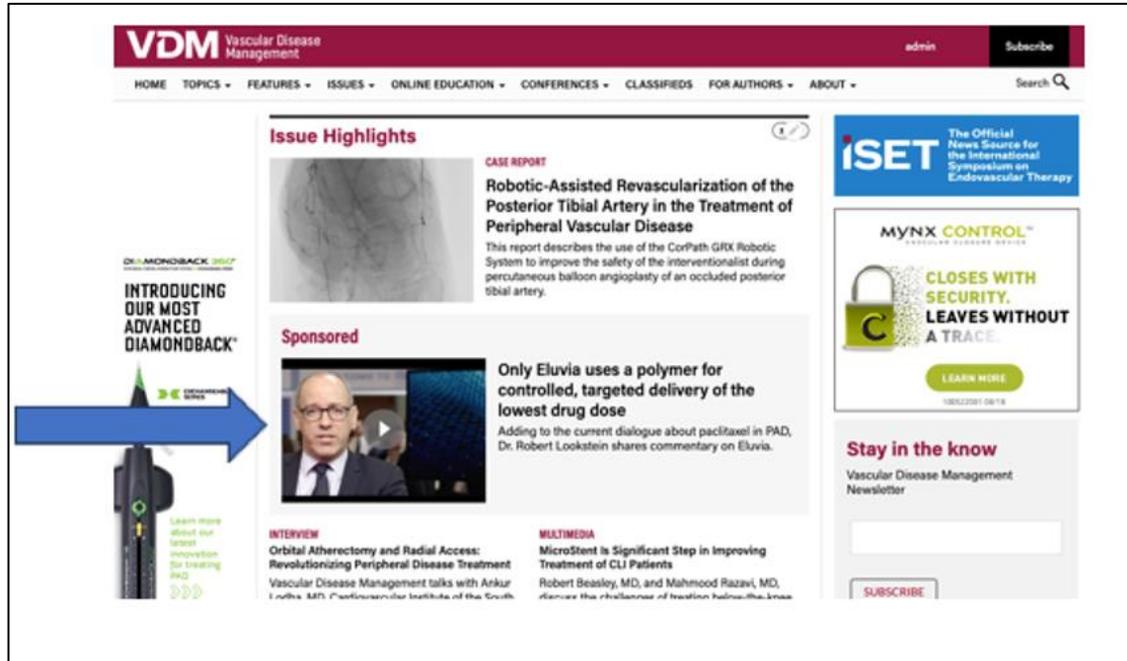
Native ads featured in contextually relevant sections of Cardiovascular Learning Network. Includes placements on relevant site sections and eNewsletters with editorial guidance available for the headline.

- Sponsored content appears as native content
- Transparent labeling to indicate sponsored post
- Native placement drives traffic to client URL

Budget: flat rate (please inquire with sales rep)

Sponsored Content

Sponsored/Native Content



Highlight a piece of content on the site(s) of your choosing. We offer two types of sponsored content:

1. Native Advertising: Client provides an external piece of content that is linked to via the home page of the site/s of their choosing. Client provides preview image, teaser text, title, and link.
2. Sponsored Article: Client sponsors article hosted on HMP site (with option to roadblock the page with their ads)
 - Content may be updated monthly.
 - Content to run above the fold, home page only.
 - HMP to provide metrics each month.

Budget: flat rate (please inquire with sales rep)

Add On: Sponsored Content to be featured in the journal's e-Newsletter sends for the month it is live.

Cost: additional \$2,000 per send