

LEAD GENERATION

Overview

Becker's Healthcare provides a variety of lead generation campaigns to help organizations interact with industry leaders and start conversations.

These custom programs are developed in conjunction with the sponsoring company. Dedicated account managers work closely with client to understand campaign goals and help deliver impactful results. Client involvement of both time and resources can be tailored based on client preference.

These programs are among our most popular and are often limited in availability.

Custom Lead Generation Campaign include:

- Webinars and webinar series
- On-demand Webinars
- Whitepapers / Content Syndication (E-Books, Custom Written Whitepapers, Must Reads E-Books)
- E-books and e-book series
- Content round ups
- Polls and surveys
- Research Campaign
- In Person Events
- Virtual Events

Fast Facts

18%

Increase in 2025
Webinar Registrants

450+

Lead Generation Campaigns
Executed in 2025

292,000+

Leads Generated in 2025

LEAD
GENERATION

ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

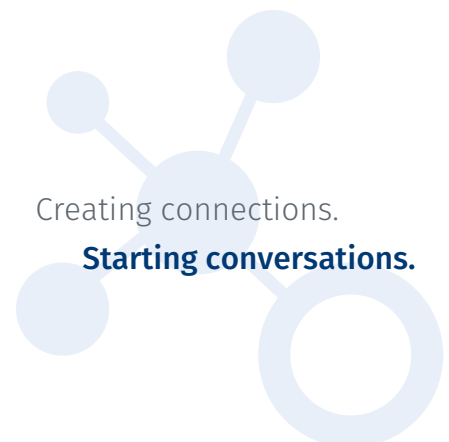
EVENTS

VIRTUAL EVENTS

PRINT & DIGITAL
ADVERTISING

Creating connections.

Starting conversations.



Webinar

A sponsored webinar provides you access to use privileged mediums not available outside lead generation campaigns to reach our audience. This includes direct emails, email blasts and a custom branding/promotional campaign built by a dedicated manager utilizing digital and social media.

The sponsor creates the presentation. Becker's Healthcare hosts and provides moderators.

Custom optional additions:

- Pre or post-webinar survey
- Polls during the presentation
- Custom summary webinar article

All registrant and attendee information is delivered to the sponsor upon event conclusion, as well as post-event editorial coverage.



On-Demand Webinars

On-Demand Webinars give the sponsor the opportunity to highlight their thought leaders in a virtual webinar without the pressure or coordination of a live event. The sponsor creates the presentation and works with Becker's to record the webinar. The webinar is then hosted for On-Demand viewing on the Becker's website and promoted for 2 months. Viewers can download and watch the webinar presentation at any time. Contact information of all viewers is provided to the sponsor for the full 2 months.

On-Demand Webinar Details:

- Sponsor creates the presentation and provides all speakers and content
- Dedicated project manager to record the webinar & host it on the Becker's website (sponsor can also submit the final presentation webinar in Mp4 file)
- Becker's can provide a moderator to introduce the webinar and speakers and lead optional pre-planned Q&A to conclude webinar
- Lives on Becker's webinar channel for 2 months

- All download information provided to sponsor (including contact information and optional poll responses, survey responses and questions submitted)
- OnDemand webinar should be 20-45 minutes in length
- Promoted in Becker's E-newsletters, website and social channels
- Can be added into a normal webinar campaign for a discounted rate

Becker's Healthcare is deliberate in selecting the number, topic and partners for webinar campaigns. Webinars must maintain an educational focus and reflect the integrity of Becker's Healthcare publications.



**Average
registrants by
webinar: 300+***



**Creating
conversations
nationwide**



**Multimedia
access to targeted
decision- makers**

Logistics

- Preliminary planning meetings to discuss content, timeline and strategy
- Dedicated event manager and moderator
- Practice session training
- Optional registration fields for information gathering
- Live program Q & A

Promotion Includes

- 4 weeks of exposure
- Direct invite emails
- Text ads within E-Newsletter content (approximately 100,000 impressions)
- Social media mentions

Post Webinar

- Registrant contact report provided
- Webinar hosted on Becker's Healthcare site
- Follow-up email sent to all registrants

- Webinar recording provided for promotional or educational purposes

Becker's Healthcare cannot guarantee number or title of downloads.

98%

of registrants found Becker's Healthcare webinars on par or better than others in the industry

>83%

of our digital audience has participated in a webinar or whitepaper in the past year

74%

noted that a webinar is a preferred format for receiving information

Case Studies

Webinars

502

Total Registrants

75%

of registrants are employed by a hospital, health system or other provider

225

Live Attendees

10

"Hand Raisers" who indicated they would like to learn more about the sponsors' products and services in the post webinar survey

Notable Registrants:

- VP/CIO, Ballad Health
- CIO, Methodist Healthcare System
- Interim CIO, Hackensack Meridian
- CFO, Children's Nebraska
- CFO, LCMC Health
- CISO, Adventist Health
- CISO, Children's Nebraska
- SVP, Risk, Community Health Systems
- AVP, Emergency Management and Business Continuity, Advocate Health
- AVP, Emergency Operations, Vanderbilt University Medical Center

CXO Webinars

From feedback to follow-up: How health systems are hardwiring better patient experiences

521

Total Registrants

70%

of registrants are employed
by a hospital, health system
or other provider

189

Live Attendees

24

“Hand Raisers” who indicated
they would like to learn more
about the sponsors’ products
and services in the post
webinar survey

Notable Registrants:

- VP Patient Care Services CNO, UNC Health
- CNO, AdventHealth
- CNO, UHS
- CEO, Encompass Health Hospital Spring Hill
- Chief Medical Officer, Mercy Medical Center Redding
- Vice President of Patient Experience, HCA North Florida Division
- Quality Assurance Director, Prime Healthcare Services
- Nursing Director, Kaiser Permanente
- Chief Nursing Officer, University of Pennsylvania Health System
- Chief Nurse Executive and Senior Vice President, Clinical Operations, LifePoint Health

Advisory Calls

Topic: Hospital & Health System Leadership Principles in 2025: Inspiring Sustainability, Survivability, and Thrivability in Uncertain Times

Sample Questions:

1. In what ways has current market uncertainty or disruption forced healthcare leaders to evolve? How do you see leadership roles, responsibilities, and definitions of success being redefined?
2. What are your thoughts on pausing material capital expenditures, expansions, M&A activity, or other longer term capital investments? Will you sit back and wait, or do you act without a clear path forward?
3. Which steps are you taking to “future proof” your healthcare organizations in 2025? Are you conserving cash or investing it? What other strategies are you applying?

Attendees:

- Chief Executive Officer and Chief Administrative Officer, Sutter Lakeside Hospital, Sutter Health
- Chief Executive Officer, Ochsner Health Medical Center
- President and Chief Executive Officer, UNC Physicians Network
- President and Chief Executive Officer, Temple University Health System
- Multi-site Chief Executive Officer, Banner Health
- Chief Operating Officer, Palm Beach Health Network Physician Group, Tenet Healthcare
- Chief Operating Officer, Children’s Health – Dallas, TX

- Chief Medical Officer, Miami Valley Hospital
- Senior Vice President and Chief Physician Executive, Beebe Healthcare
- Acute Care Chief Medical Officer, Bon Secours Mercy Health Anderson and Clermont Hospitals
- VP/CMO Surgery, Anesthesia, and Perioperative Care Service Line, WellSpan Health
- Associate Chief Medical Information Officer, Essentia Health

Survey / Research

Survey Topic: Pharmacy Operations and Evolving Specialty Care Models

Becker's Healthcare partnered with a leading pharmaceutical company to conduct a nationwide survey of **92 healthcare executives** including senior pharmacy leaders, service line leaders, and administrators to uncover trends in:

- Patient identification and specialty care optimization
- Site-of-care flexibility and treatment delivery strategies
- Operational models and financial frameworks, including pharmacy-led initiatives

Notable Survey Respondents:

- CPO, Baptist Healthcare System, Inc.
- Regional Chief Medical Officer, Ballad Health
- VP/CPO, WVU Medicine – WVUH
- Chief Pharmacy Officer, Geisinger
- VP & Chief Pharmacy Officer, Presbyterian Healthcare Services
- VP & Chief Pharmacy Officer, Prisma Health
- Director of Infusion & Specialty Pharmacy, Nebraska Medicine
- EVP & Chief Physician Executive, WakeMed Health & Hospitals
- CEO, Vivo Health (Northwell Health)

By Leveraging Executive Surveys:

- Generate actionable insights into health system workflows.
- Demonstrate thought leadership with data-driven recommendations.
- Engage decision-makers leading pharmacy operations and specialty care strategy.

Custom White Paper Results from Survey:

Caring for Patients with Rare Diseases: Insights + Recommendations

482 Total Downloads of the White Paper

Notable Downloads:

- Pharmacy Network Director, BronxCare Health System
- Director of Pharmacy, Beth Israel Deaconess Hospital – Milton
- CFO, Teton Valley Health Care
- CEO, Teton Valley Health Care
- Chief Medical Officer, Providence Medical Group
- Chief Medical Informatics Officer & VP of Electronic Health Record, Parkview Health
- VP/Administrator, Carilion Clinic

Content Syndication

3 ways to recover lost revenue with AI-powered charge capture

- 443 Total Downloads
- 80% of registrants are employed by a hospital, health system or other provider

Notable Downloads:

CFO, Teton Valley Health Care
CFO, University of Minnesota
COO, Trinity Health IHA Medical Group
AVP Revenue Management, Geisinger
AVP, Financial Clearance, MD Anderson
Vice President of Operations, AdventHealth
VP Operations, Trinity Health System
VP, Physician Revenue Management, Mercy Medical Center
Director Revenue Compliance, Integris Health
Director Revenue Cycle, Southeast Health
Director, Revenue Cycle Operations, Kaiser Permanente Hospitals

Becker's Custom Studios

Custom Written & Designed Whitepapers by Becker's

Winning the Denials Battle

Modernizing your member portal: The new non-negotiables

Custom Thought Leadership Article

Prior auth plot twist: Highmark Health, AHN and Abridge go real-time

With Chart Chat, Ambience aims to unlock AI 'magic'



ACCOUNT BASED MARKETING / EXECUTIVE ENGAGEMENT

Advisory Calls

Becker's Advisory Calls offer a powerful platform to engage directly with healthcare decision-makers in a highly curated, conversational format. These 1-hour, virtual discussions bring together 6+ senior executives to explore critical industry challenges—not products—resulting in strategic relationship-building, brand trust, and high-value insights.

Campaign Components

The Advisory Call Campaign typically spans 3-4 months from start to finish. The sponsor receives full approval every step of the way with a Becker's dedicated account manager leading the campaign.

- Specify Target Personas and Accounts
- Recruitment / Invitation Process
- Discussion Preparation
- Day of the Call
- Summary Article Creation
- Gated Article & Lead Generation

LEAD
GENERATION

ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

PRINT & DIGITAL
ADVERTISING

Advisory Call Stats

1 hour
with CXO Executives

100-150+
downloads on summary piece

100k+
promotional impressions

Advisory Board



Barry Arbuckle, PhD
President and CEO
MemorialCare Health System



Carmela Coyle
President and CEO
California Hospital Association



Michael Dowling
President and CEO
Northwell Health



Steven Goldstein
President and CEO
Strong Memorial Hospital & Highland
Hospital



Johnese Spisso, RN, MPA
President, UCLA Health
CEO, UCLA Hospital System
Associate Vice Chancellor,
UCLA Health Sciences



Warner Thomas
President and CEO
Sutter Health



Michael Ugwueke, MPH, DHA, FACHE
President and CEO
Methodist Le Bonheur Healthcare



Chris Van Gorder, FACHE
President and CEO
Scripps Health



Rhoda Weiss, PhD
National Healthcare Consultant,
Speaker, Author & Editor, Marketing
Health Services



Eugene A. Woods, MBA, MHA, FACHE
President and CEO
Atrium Health



David Feinberg, MD, MBA
President and CEO
Cerner



JP Gallagher
President and CEO
Endeavor Health



Redonda Miller, MD, MBA
President
Johns Hopkins Hospital



Kevin B. Mahoney, MBA
Chief Executive Officer
Penn Medicine, University of
Pennsylvania Health System



Julie Sprengel

President and CEO
CommonSpirit Health - California
Region



Mike Slubowski

President and CEO
Trinity Health



Joe Impicchiche, JD, MHA

Chief Executive Officer
Ascension



Liz Dunne

President and CEO
Peace Health



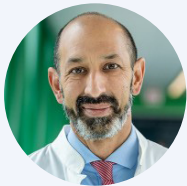
Amy Perry

President and CEO
Banner Health



Robert Stone

CEO
City of Hope



Omar Lateef, DO

President and CEO
University System for Health and Rush
University Medical Center



Kevin B. Churchwell, MD

CEO
Boston Children's Hospital

Emeritus Members of Advisory Board

Lloyd Dean, President and CEO Emeritus, CommonSpirit Health

Teri Fontenot, FACHE, CEO Emeritus, Woman's Hospital

Laura Forese, MD, Executive Vice President and Chief Operating Officer Emeritus, New York-Presbyterian

Howard Kern, President and CEO Emeritus, Sentara Healthcare

Stephen K. Klasko, MD, MBA, President and CEO Emeritus, Thomas Jefferson University and Jefferson Health

Louis A. Shapiro, President and CEO Emeritus, Hospital for Special Surgery

Nancy Howell Agee, President and CEO, Carilion Clinic

Melinda Estes (Mindy), MD, President and CEO, St. Luke's Health System

In Person Executive Roundtables

Becker's Executive Roundtables offer sponsors a unique opportunity to host 15+ senior healthcare leaders for an intimate, invitation-only discussion over breakfast or lunch. These gatherings create a private setting where executives engage in candid, peer-to-peer conversations on a focused topic, while sponsors gain invaluable insights into the priorities and challenges shaping their core audience. More than a meal, these roundtables are a rare chance to build meaningful relationships, spark thought leadership, and connect with decision-makers in a setting designed for open dialogue and shared learning.

.....

In Person Networking Events

Becker's Networking Receptions and Dinners give sponsors the opportunity to host healthcare leaders in a relaxed, social setting immediately following our events. These gatherings — whether intimate dinners or larger receptions — create a casual, approachable atmosphere for meaningful conversations and relationship building. Attendance can be tailored to the sponsor's goals, with Becker's recruiting the right mix of executives to ensure the event delivers valuable connections in an engaging, memorable environment.

.....

Custom Live In-Person Summits

Becker's Custom Live Summits are designed as highly exclusive gatherings, built around your organization's priorities. Each event brings together a hand-selected group of senior healthcare executives — often C-suite and VP-level leaders — for deep, peer-driven conversations on today's most pressing challenges. With Becker's targeted recruitment, sponsors can not only shape the agenda but also influence which health systems and executives are in the room, ensuring a meaningful, high-value exchange of ideas.

Beyond the live event, Becker's elevates the impact through tailored branding, editorial content, and multimedia deliverables. From whitepapers and video assets to ongoing coverage in Becker's channels, sponsors extend their visibility long after the summit concludes. This bespoke format offers a rare opportunity to position your organization as a thought leader, strengthen relationships with hard-to-reach decision-makers, and align directly with the health system leaders that matter most to your business.

.....

Virtual Executive Roundtable

Becker's Virtual Executive Roundtables bring together 6–8 senior healthcare leaders for a one-hour, highly interactive discussion on a timely challenge or opportunity. Moderated by Becker's (or led by the sponsor), these calls foster peer-to-peer dialogue and relationship building with hard-to-reach executives. Each engagement includes a custom summary article (500–750 words) gated for lead generation, with an average of 100+ downloads and 100,000+ promotional impressions. Campaigns are designed collaboratively to ensure engaging, forward-looking conversations that deliver both thought leadership and measurable results.

Custom Virtual Summits

Becker's Custom Virtual Summits give your organization the opportunity to design a high-impact digital event from start to finish. Sponsors collaborate with Becker's to shape the agenda, select topics, and identify target audiences — including senior executives and health system leaders — to ensure the right mix of voices in the (virtual) room. With Becker's recruitment and promotional power, these summits reach a wider pool of decision-makers, delivering both scale and precision.

Each campaign is built for engagement and visibility, featuring live panels, interactive discussions, and thought leadership opportunities aligned to your brand. Post-event deliverables — from whitepapers to on-demand video assets — extend the reach long after the event concludes. This turnkey model offers sponsors a flexible, far-reaching way to build relationships, showcase expertise, and connect with the healthcare leaders and organizations that matter most.

Becker's Retargeting Advertising

Becker's Retargeting Advertising extends your reach by keeping your brand in front of the right decision-makers throughout their buyer journey. Using Becker's website traffic, we can deliver tailored ads to specific accounts or personas, ensuring your message stays top-of-mind as healthcare leaders research and engage with Becker's content. This precise targeting helps reinforce brand awareness, nurture prospects, and guide key stakeholders toward meaningful conversations with your team.

“Luncheon and cocktail in the exhibit hall provided more opportunity to meet other attendees. But probably the one thing I enjoyed most was the special invitations to breakfast and lunch presentations [Executive Roundtables]. The smaller groups provided a learning opportunity as well as the opportunity to meet and learn about other attendees.”

– Timothy Pileggi, Chief Financial Officer, Good Shepherd Health System

THOUGHT LEADERSHIP

Podcasts

Becker's Healthcare suite of podcasts provides the unique opportunity for sponsors to promote their thought leaders in one of our fastest-growing and highest-engaged digital platforms. The sponsor has the ability to collaborate with our editorial team on an audio interview discussing top issues within the ever-changing healthcare landscape. The podcast is recorded and edited by the Becker's team and hosted on the Becker's website and podcast channel homepage. Podcasts are also hosted on a variety of popular podcast distribution platforms including Apple Podcasts, Spotify, Stitcher, & Tune In.

Podcast Details

The Advisory Call Campaign typically spans 3-4 months from start to finish. The sponsor receives full approval every step of the way with a Becker's dedicated account manager leading the campaign.

- Dedicated project manager
- Execution of recording and editing services
- Moderator provided
- Podcast hosted and promoted on Becker's Healthcare website & other podcast distribution channels
- Audio file and rights to the podcast provided for sponsor's marketing efforts

Please contact your account manager regarding availability.

**LEAD
GENERATION**

**ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT**

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

**PRINT & DIGITAL
ADVERTISING**

600-800

Average downloads per podcast

125K+

Podcast downloads per month

400%

Increase in average monthly
podcast downloads since 2022



Podcast C-Suite Sponsor

Highlight your organization alongside industry leaders as the sponsor of the C-Suite Podcast. The campaign includes a series of podcasts featuring C-suite leaders surrounded by the sponsor's branding as well as one podcast with the sponsor's leadership. The series is then hosted on the Becker's Healthcare family of websites & podcast distribution platforms.

Podcast Details:

- On average 1,500 listens per podcast
 - 15 provider-featured podcasts each quarter (mainly featuring leadership – C-Suite, VP, etc)
 - 20 to 30 second pre-recorded commercial to drop in at the beginning and end of the podcast
 - Leaderboard ad on each co-branded podcast landing page for the quarter
 - One interview from sponsor's leadership in that quarter
 - Sponsor can recommend up to five clients to feature on the podcast
 - Full rights to all sponsored archived Becker's Healthcare podcasts from that quarter
-

BECKER'S CUSTOM STUDIOS

Becker's Custom Studios gives organizations the opportunity to create original, high-impact content backed by the authority of Becker's editorial team. Whether it's a concise article, an in-depth whitepaper, or something in between, clients can collaborate with Becker's to craft custom pieces that highlight expertise, share insights, and showcase solutions in a way that resonates with healthcare leaders.

One of the unique advantages of working with Becker's Custom Studios is our direct access to healthcare executives. Our team can conduct interviews with senior leaders and decision-makers, ensuring each piece is enriched with authentic perspectives from the very audience you want to reach. This not only elevates the credibility of the content but also creates opportunities to build relationships with hard-to-reach executives.

With a finger on the pulse of the healthcare industry, Becker's editorial team understands which topics, formats, and angles capture readers' attention and drive engagement. By leveraging Becker's Custom Studios, clients can position themselves as thought leaders while ensuring their content is timely, relevant, and aligned with the issues executives care about most. The result is powerful storytelling that informs, engages, and builds connections with your target audience.

LEAD
GENERATION

ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

PRINT & DIGITAL
ADVERTISING

BECKER'S
HEALTHCARE

ORACLE Cerner

The Intersection of Consumerism and Healthcare—Insights from Baystate Health and Oracle Cerner

Consumerism in healthcare is a trend that is accelerating and can't be ignored. Even though healthcare is complex, patients expect their experiences to feel straightforward and personalized. Research has found, for example, that 92 percent of consumers say convenience is an important factor when choosing their primary care provider.

Digital interactions, similar to those offered in other industries, are one way that health systems are responding. Organizations are turning to digital communications like emails or text messages, virtual visits, and more. It appears that these initiatives are working. One survey found that 92 percent of consumers who received text communications from their provider felt more connected to their clinical care team.

Becker's Hospital Review recently spoke with five experts from Baystate Health in Springfield, Massachusetts and Oracle Cerner about consumerism in healthcare and the role of digital front doors, digital practices, and personalization:

- Joe Diver, Director of Digital Transformation, Baystate Health
- Ken Riley, Director of Patient Technology, Baystate Health
- Jill McCormick, Director of Design and Innovation, Baystate Health
- Leslie Breer, Senior Director, Product Management, Oracle Cerner
- Bob Robke, Vice President, Strategic Growth, Oracle Cerner

Consumerism is driving health systems to implement digital solutions, but adoption isn't always easy

Consumerism is all about choice, whether in healthcare or other industries. "Consumerism is constantly evolving," Leslie Breer, senior director, product management at Oracle Cerner, said. "When it comes to consumerism in healthcare, the biggest challenge is consumers are looking at and comparing to those experiences they've had in e-commerce or hospitality, and they want healthcare to look and feel similar."

Striking a balance between patient expectations and the cost and operational demands of clinical workflows isn't always easy for healthcare organizations. "People recognize what they don't like and what kind of experience they don't want from a digital front door," Ken Riley, director of patient technology at Baystate Health, said. "Those preferences influence what they are looking for in healthcare and that's difficult for us. With our nonprofit budgets, it's hard to replicate the consumer experiences that people adopt naturally."

BECKER'S HEALTHCARE // ORACLE CERNER

1

BECKER'S
HOSPITAL REVIEW

Leadership ▾ Finance ▾ Health IT ▾ Clinical Care ▾ Specialties ▾ Resources ▾ Events ▾

ADVERTISEMENT

Six Questions Every CFO Should Ask About AI

ADVERTISEMENT

INFINX

ASK EXPERTS TO
Prior auth bottlenecks
with AI agents

Share

Newsweek Health, Chief Product Officer, Infinx. Wednesday, August 27th, 2025

The AI wave in healthcare revenue cycle management (RCM) shows no signs of slowing down. Every week, new solutions promise automation, intelligence, and operational efficiency. But for CFOs, the real challenge isn't in hearing the pitch—it's in separating substance from hype.

AI is not magic. It's software. And like any software investment, it demands thoughtful evaluation.

Before signing a contract or approving a pilot, here are six questions every healthcare CFO should be asking about AI. The answers will reveal whether a vendor is offering true value—or just repackaging familiar automation with a shiny new label.

1. Can You Show Me the AI's Work? (Explainability Matters)

It's easy for vendors to claim their AI "learns" or "makes decisions," but if the system can't show its reasoning, that's a problem. As a CFO, you should expect transparency.

Ask the vendor:

- How does the AI surface its decision-making process?
- Can my team see which rules, data points, or payer guidelines were used for each task?

This isn't just an academic concern. In a denial review or audit scenario, your team needs clear documentation of why a submission was made a certain way. A mature AI solution should provide an explainable path from input to outcome—not just a black box result.

2. What Business Outcomes Will You Measure—and How?

Good AI vendors focus on business results, not just task automation. You should be hearing clear metrics like:

- Reduction in denial rates
- FTE hours saved
- Improvements in first-pass claim success

ADVERTISEMENT

INFINX

ASK EXPERTS TO
Prior auth bottlenecks
with AI agents

Share

Now in:
Becker's Hospital Review
UT Health, UT San Antonio
complete merger

Moody's downgrades
Legacy Health following
merger termination

Thriving Through Financial
Pressure by Unblocking
Hidden Margins

SPEAKING AT BECKER'S EVENTS

Speaking at Becker's events positions your organization at the center of the healthcare conversation. Featured sessions — 40-minute presentations on the main agenda — offer the most visible platform, giving sponsors the chance to deliver thought leadership directly to a packed audience of executives and decision-makers. With Becker's powerful promotion, your session is highlighted to your target personas, ensuring the right people are in the room and that your message resonates with those who matter most.

For a more tailored experience, sponsors can host private speaking engagements such as executive roundtables, which convene senior leaders for intimate, closed-door discussions. These sessions foster candid peer-to-peer dialogue around pressing industry challenges, while giving sponsors the opportunity to guide the conversation and build relationships in a highly targeted way. Becker's also offers opportunities to slot in as a panelist on existing sessions, adding your expertise to a curated discussion alongside other industry leaders.

Virtual speaking opportunities mirror this flexibility and impact, allowing sponsors to participate as panelists or lead their own featured sessions in Becker's virtual event series. Each of these options extends your reach to a national audience while still targeting the exact personas you care about. Across all formats, sponsors receive access to attendee contact information, ensuring not only visibility but also measurable connections with engaged decision-makers.

**LEAD
GENERATION**

**ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT**

THOUGHT LEADERSHIP

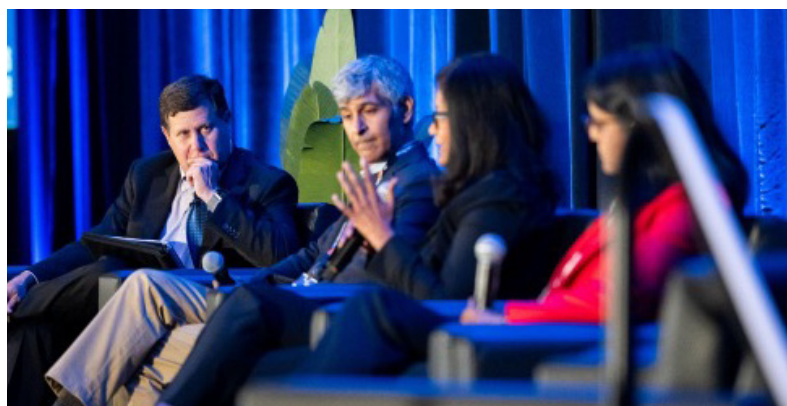
BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

**PRINT & DIGITAL
ADVERTISING**



EVENTS

In Person Events

Our annual nationwide meetings bring together industry experts and superb content. Attendance is continuously strong and vibrant, and our exhibitors and sponsors return time and again.

There is no better place to network with industry professionals and engage prospects face-to-face.

Flagship Hospital Review Events

- Annual Meeting
- HIT + DH + RCM Conference
- CEO + CFO Roundtable

Flagship ASC Review Events

- Spine, Orthopedic and Pain Management Driven ASC Conference + the Future of Spine
- ASC Annual Meeting + the Business and Operations of ASCs

Fall Payer Issues Roundtable & Spring Payer Issues Roundtable

Fall Chief Pharmacy Officer Summit & Spring Chief Pharmacy Officer Summer

Behavioral Health Summit

Future of Dentistry Roundtable

Perioperative Summit

LEAD
GENERATION

ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

PRINT & DIGITAL
ADVERTISING

1,300+

educational sessions
offered throughout
6 annual events

15,000+

attendees across Becker's
annual events

27%

average growth in attendees
across Becker's annual
events from 2017-2022

740+

educational sessions
offered throughout
annual events

VIRTUAL EVENTS

Position your brand to gain access to and influence leading healthcare decision makers in a virtual setting with Becker's Healthcare Virtual Events. Becker's Virtual Events offer opportunities for:

- **Lead Generation:** Access to high quality leads for your sales pipeline
- **Thought Leadership:** Share ideas and innovations across the industry
- **Brand Awareness:** Strong brand association alongside industry experts
- **High-Level Networking:** Connect with decision makers from leading hospitals and health systems
- **Targeted Content:** Highly relevant content connects your brand with your target audience

We have a variety of customized virtual event offerings and sponsorships depending on your organization's unique goals and target audience. Contact your account manager for more details.

LEAD
GENERATION

ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

PRINT & DIGITAL
ADVERTISING

The Difference with Becker's Virtual Events

- Elite Thought Leaders
- Hyper-Focused
- Highly Educational
- High quality
- Huge level of exclusivity
- High share of voice
- High visibility and exposure
- Helping to share thought leadership, branding and provide a great impact for all parties involved

26

Becker's Virtual Events
in 2025

10.9K

Attendees at
Becker's Virtual Events
in 2025

The Driving Forces Transforming the Dental + DSO
Industry Virtual Forum
Behavioral Health Virtual Event
Becker's Oncology Virtual Summit
Digital Innovation + Patient Experience + Marketing
Virtual Event
Life Sciences Virtual Event
Digital Health + Telehealth Virtual Event
Human Resources + Talent Virtual Event
Perioperative Virtual Event
15th Annual Meeting Virtual Highlights
CNO + CMO Virtual Event
Payer Issues Virtual Event
Anesthesia Virtual Event
Transform Hospital Operations Virtual Summit

CEO + CFO Virtual Forum
Revenue Cycle Management Virtual Event
Oncology Virtual Event
AI + Digital Health Virtual Event
Digital Innovation + Patient Experience and Marketing
Dental + DSO Virtual Event
Human Resources + Talent Virtual Event
Perioperative Virtual Event
9th Annual Health IT + Digital Health + RCM Virtual
Highlights
11th Annual CEO + CFO Roundtable Virtual Highlights
Payer Issues Virtual Event
Oncology Virtual Summit
Transform Hospital Operations Virtual Summit

Featured Speakers from Top Provider Organizations



PRINT & DIGITAL ADVERTISING

BECKER'S **HOSPITAL REVIEW**

Becker's Hospital Review is the must-read publication for every informed decision-maker in hospitals and health systems. Each of the publication's properties — website, print magazines, e-newsletters — is robust with content that is timely, balanced, concise and written specifically for our executive readership. The Becker's Hospital Review editorial strategy extends to a broad scope of coverage, including healthcare news and analysis, commentary and strategy from industry leaders, best practices and business guidance, and lists of noteworthy healthcare institutions and people.

Healthcare moves fast. We do, too.

www.beckershospitalreview.com

www.beckerstechnology.com

www.beckersfinance.com

www.beckerspayer.com

LEAD
GENERATION

ACCOUNT BASED MARKETING /
EXECUTIVE ENGAGEMENT

THOUGHT LEADERSHIP

BECKER'S CUSTOM STUDIOS

SPEAKING AT BECKER'S EVENTS

EVENTS

VIRTUAL EVENTS

PRINT & DIGITAL
ADVERTISING

Print

- 12 issues per year
- 20,000 person guaranteed distribution per issue
- Traditional & Premium Placement print display advertisements

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- Custom Targeting
- Sponsored Content
- Channel Sponsorship
- Thought leadership Hub

Thought Leadership

- Webinars
- Whitepapers
- Podcasts
- E-Books
- Executive Briefings
- Roundtable Sponsorships
- Custom Content & Research (Polls & Surveys)

E-Newsletters

- AI + Digital Innovation
- Anesthesia Report
- Behavioral Health
- Cardiology Report
- CEO Report
- CFO Report
- Clinical Leadership
- Health IT & CIO Report
- Hospital Review
- HR + Talent Review
- Laboratory Review
- Life Sciences
- Marketing Report
- Oncology Report
- Orthopedic Review
- Payer Issues
- Pharmacy Report
- Physician Leadership
- Post-Acute Report
- Revenue Cycle Management
- Supply Chain Report
- Women's Leadership

Events

- Becker's Hospital Review 15th Annual Meeting (April 13-16, 2026)
- Becker's Hospital Review 8th Annual Health IT + Revenue Cycle Conference (October 2026)
- Becker's Hospital Review 11th Annual CEO Roundtable + CFO Roundtable (November 2026)
- Becker's Perioperative Summit - October 2026
- Becker's Pharmacy Officer - April & November 2026
- Becker's Behavioral Health Summit - April 2026

Digital

Becker's Hospital Review offers several digital platforms for readers to access the news and content most relevant to their role in hospitals and health systems. The website features 100+ new stories per day about healthcare developments nationwide and at various levels of the industry, from federal policy decisions to operational changes at a single hospital. Readers count on the Becker's Hospital Review website for a robust range of editorial content; we deliver it with urgency and precision each day.

Website Banner Ads

- CFO Microsite
- Health IT & CIO Microsite
- Clinical Leadership & Quality Microsite

3.9 million
average monthly visits on the
Becker's Hospital Review
website

#1
Healthcare Media
Digital Audience

““[Becker’s Hospital] Review is a must-read for busy C-Suite executives. The topics are timely, concisely written and provide innovative ideas for improving hospital and health system performance.”

– Teri Fontenot, FACHE, President and CEO Emeritus, Woman’s Hospital

Print Rates

Size	1x	3x	6x	9x	12x
Spread	\$10,000	\$8,800	\$8,000	\$7,000	\$6,500
Full Page	\$6,500	\$6,000	\$5,700	\$5,200	\$4,800
2 Page Frame	\$5,750	\$5,500	\$5,200	\$4,700	\$4,000
2/3 Page	\$5,500	\$5,300	\$4,900	\$4,500	\$3,800
Half Page	\$4,600	\$4,300	\$4,000	\$3,500	\$3,000
Half Page Island	\$4,900	\$4,700	\$4,300	\$4,000	\$3,500
1/3 Page	\$4,000	\$3,700	\$3,300	\$2,900	\$2,500
1/4 Page	\$3,500	\$3,300	\$3,000	\$2,500	\$2,200
1/6 Page	\$3,000	\$2,800	\$2,500	\$2,000	\$1,800
Executive Briefings	Please see page 66 for details. \$17,500.				

Premium Placement	
2nd Cover, 3rd Cover, 4th Cover	Normal rate plus 40%
Opposite Table of Contents	Normal rate plus 25%

.....

2026 Editorial Calendar

MONTH	TOPIC	FEATURED LISTS	THOUGHT LEADERSHIP
January	The Leadership Issue	Great Leaders in Healthcare	• The new skill set for modern healthcare executives • Decision-making under pressure: Lessons from health system leaders • Navigating margin pressures while investing in future care models
February	The Digital Issue	CIOs of Hospitals and Health Systems to Know Chief Digital Officers of Hospitals and Health Systems to Know	• What early digital leaders reveal about real progress in healthcare • Aligning technology investments with clinical and operational needs • Cybersecurity as a boardroom priority in healthcare • AI adoption in hospitals: Promises, pitfalls and progress
March	The Great Hospitals Issue	Great Hospitals	• Hallmarks of high-performing hospitals • Building cultures of accountability in a post-pandemic workforce • The role of physician engagement in hospital success • From length of stay to readmissions: Metrics that matter in 2026
April	The Clinical Technology Issue	CNIOs and CMIOs to Know	• Reducing clinician workload with the right technology investments • The future of diagnostic and clinical decision support tools • Interoperability and data-sharing in clinical care • Bringing innovation to the bedside without disrupting care
May	The Great Places to Work Issue	150 Top Places to Work in Healthcare CHROs and Chief People Officers to Know	• Healthcare's retention crisis: What leaders can and can't control • Compensation, benefits and career growth in health systems • Redesigning staffing models for a burned-out workforce • Developing internal talent pipelines for the future healthcare workforce
June	The Finance Issue	Hospital and Health System CFOs to Know	• Hospital and health system financial recovery strategies • Capital planning and investment decisions amid economic pressures • The role of CFOs in M&A and strategic partnerships • Value-based care after a decade of pilots: What finally works

MONTH	TOPIC	FEATURED LISTS	THOUGHT LEADERSHIP
July	The Community Hospitals + Rural Healthcare Issue	Great Community Hospitals Rural Hospital CEOs to Know	- Challenges and solutions for rural healthcare access - When rural hospitals merge: What success actually looks like - Physician recruitment and retention in underserved areas - Telehealth and virtual care expansion in rural markets
August	The Revenue Cycle Issue	Health IT & Revenue Cycle Up-and-Comers Revenue Cycle Management Companies in Healthcare to Know	- Automation and innovation in revenue cycle management - Prior authorization, denials and payer relations - Medicare Advantage complexities and hospital strategies - Aligning finance and operations for revenue integrity
September	The Lists Issue	The Largest Hospitals and Health Systems in America Highly Successful CEO-CFO Duos	- Benchmarking hospital and health system performance - How leadership teams avoid decision-making gridlock in complex systems - Hospital scale, consolidation and strategic growth - Data and analytics driving healthcare decision-making
October	The Strategy + Innovation Issue	Chief Strategy Officers to Know Chief Innovation Officers to Know Hospital and Health Systems with Great Innovation Programs	- Hospital innovation hubs and emerging models - Partnerships with technology and retail disruptors - Balancing long-term strategy with near-term operational pressures - Growth playbooks for a zero-margin healthcare environment
November	The Payer Issue	Chief Transformation Officers to Know ACOs to Know	- Evolving payer-provider relationships - Value-based care adoption and payer partnerships - Cracks in the payer-provider relationship: Where negotiations stall
December	The Year in Review Issue	Rising Stars: Healthcare Leaders Under 40	- Major healthcare trends and lessons from 2025 - Defining leadership and innovation moments of 2025 - What's ahead for hospitals and health systems in 2026

Website Rates (per thousand)

Website Rates (per thousand)

BECKER'S
HOSPITAL REVIEW

	Leaderboard	Side Scraper	In Content*	Interstitial
1 - 19,999	\$104	\$95	\$130	
20,000 - 59,999	\$95	\$85	\$120	\$460
60,000 - 119,999	\$90	\$80	\$115	\$435
120,000 - 239,999	\$80	\$75	\$110	\$410
240,000+	\$75	\$65	\$105	\$385

*In-content ads rotate only on the homepage.



Microsite Rates (per thousand)

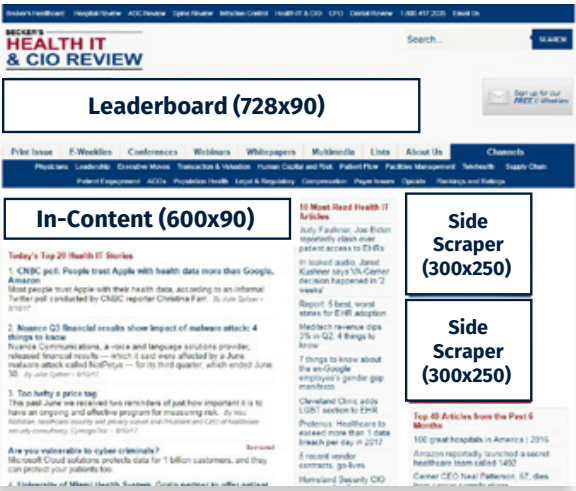
BECKER'S
HEALTH IT
& CIO REPORT

BECKER'S
Hospital CFO Report

	Leaderboard	Side Scraper	In Content
1 - 19,999	\$130	\$115	\$160
20,000 - 59,999	\$115	\$110	\$150
60,000 - 119,999	\$110	\$95	\$140
120,000 - 239,999	\$95	\$85	\$135
240,000+	\$90	\$75	\$130

Web Sizes (pixels)

Type	Width	Height
Leaderboard	728	90
Side Scraper	300	250
In Content	600	90
Interstitial	550	480



E-Newsletter Rates

BECKER'S HOSPITAL REVIEW

Type	Size	Rate
Ad Position 1	728 x 90	\$3,000 / Issue
Ad Position 2	728 x 90	\$2,500 / Issue
Ad Position 3	728 x 90	\$1,500 / Issue
Text Ads		\$12,000 / Issue
Display Ad Take Over		\$8,000
Display Ad Take Over + 1 Text Ad		\$15,500

BECKER'S
REVENUE CYCLE
MANAGEMENT REPORT

BECKER'S
DIGITAL INNOVATION REPORT

BECKER'S
MARKETING REPORT

BECKER'S
Pharmacy Report

BECKER'S
CLINICAL LEADERSHIP
& INFECTION CONTROL

BECKER'S
PAYER ISSUES

BECKER'S
POST-ACUTE REPORT

Type	Size	Rate
Ad Position 1	728 x 90	\$2,000 / Issue
Ad Position 2	728 x 90	\$1,500 / Issue
Ad Position 3	728 x 90	\$1,000 / Issue
Text Ads		\$8,500 / Issue
Display Ad Take Over		\$4,000
Display Ad Take Over + 1 Text Ad		\$12,000

BECKER'S
SUPPLY CHAIN
REPORT

BECKER'S
HR + TALENT REVIEW

BECKER'S
WOMEN'S LEADERSHIP

Type	Size	Rate
Ad Position 1	728 x 90	\$1,200 / Issue
Ad Position 2	728 x 90	\$800 / Issue
Ad Position 3	728 x 90	\$600 / Issue
Text Ads		\$5,000 / Issue
Display Ad Take Over		\$2,500
Display Ad Take Over + 1 Text Ad		\$ 6,500

BECKER'S
HEALTH IT
& CIO REPORT

BECKER'S
Hospital CEO Report

BECKER'S
Hospital CFO Report

Type	Size	Rate
Ad Position 1	728 x 90	\$2,500 / Issue
Ad Position 2	728 x 90	\$2,000 / Issue
Ad Position 3	728 x 90	\$1,000 / Issue
Text Ads		\$11,500 / Issue
Display Ad Take Over		\$5,000
Display Ad Take Over + 1 Text Ad		\$15,000

BECKER'S
BEHAVIORAL HEALTH

BECKER'S
CARDIOLOGY REPORT

BECKER'S
LABORATORY REVIEW

BECKER'S
LIFE SCIENCES

BECKER'S
ONCOLOGY REPORT

BECKER'S
POST-ACUTE REPORT

Type	Rate
Display ad takeover	\$3,000
Display ad takeover series of 12	\$30,000

E-Newsletter Sizes



Text Ads
220 character
maximum + URL

See page 73 for
detailed
specifications.

BECKER'S —————

Pharmacy Report

Becker's Pharmacy Report serves pharmacy executives and decision-makers across health systems, retail chains, PBMs, specialty pharmacies, and independent practices. Through its e-newsletters, the publication delivers informed analysis and forward-looking insights to support leaders in navigating the complexities of the pharmacy landscape. The editorial strategy encompasses pharmaceutical policy and regulation, drug pricing and reimbursement, pharmacy operations and innovation, payer and provider collaboration, perspectives from industry leaders, and recognition of organizations and executives shaping the future of pharmacy and patient care.

.....

BECKER'S —————

Hospital CFO Report

Becker's CFO Report provides finance leaders in hospitals, health systems, and healthcare organizations with the intelligence they need to guide strategy and performance. Through its website and e-newsletters, the publication delivers focused coverage on financial trends, revenue cycle management, reimbursement, capital strategy, mergers and acquisitions, and leadership insights. The editorial approach blends analysis, expert commentary, and recognition of noteworthy executives and organizations shaping the financial future of healthcare.

.....

BECKER'S —————

HEALTH IT & CIO REPORT

Becker's Health IT delivers news, analysis, and strategic insights for leaders driving technology and digital transformation in healthcare. Through its website and e-newsletters, the publication provides coverage on electronic health records, cybersecurity, data and analytics, artificial intelligence, telehealth, digital health innovation, and leadership strategies. The editorial mission emphasizes practical guidance, expert commentary, and recognition of executives and organizations advancing the role of technology in improving healthcare delivery and outcomes.

.....

E-Newsletter Rates

Becker's Hospital Review E-Newsletter

- 510,000+ subscribers with 240,000 readers per day on average
- Goes out 7x days per week
- Readership: C-suite executives, hospital and health system executives
- [Example](#)

Becker's CFO Report E-Newsletter:

- Distributed five times per week
- Target audience: Chief Financial Officers, Revenue Cycle Specialists (Directors of Revenue Cycle, Revenue Cycle Managers, Coders, Billers, Claims Processors), Hospital & Health System Executive Leaders and Administrators
- 37,000 subscribers and has an average of 20,000 readers per day
- [Example](#)

Becker's CEO Report E-Newsletter:

- Distributed 3x per week
- Readership: CEOs, COOs, CSOs, SVPs, VPs & Directors
- 78,000 subscribers and has an average of 50,000 readers per day
- [Example](#)

Becker's Health IT & CIO E-Newsletter

- Distributed 5x per week
- Readership: CIOs, CTOs, HIT leaders, SVPs, VPs, Directors & Managers, CMIOs, CNIOs
- 47,000 subscribers with 29,000 readers on average
- [Example](#)

Becker's Pharmacy E-newsletter

- Distributed 4x per week
- Readership: Chief Pharmacy Officers, VPs of Pharmacy, Director of Pharmacy, Quality leaders
- 12,000 subscribers with 6,5000 readers on average
- [Example](#)

Becker's AI + Digital Innovation E-Newsletter

- Distributed 1x per week
- Readership: Innovation, Marketing, and Patient Experience titles
- 15,000 subscribers with 9,000 readers on average
- [Example](#)

Becker's Marketing E-Newsletter

- Distributed 1x per week
- Readership: Innovation, Marketing, and Patient Experience titles
- 14,000+ subscribers with 8,000 readers on average
- [Example](#)

Becker's Revenue Cycle Management Report E-Newsletter

- Distributed 4x per week
- Readership: Chief Financial Officers, Chief Information Officers, Revenue Cycle Management Executives, Revenue Cycle Specialists (Directors of Revenue Cycle, Revenue Cycle Managers, Coders, Billers, Claims Processors)
- 55,000 subscribers with 32,000 readers on average
- [Example](#)

Becker's Supply Chain Report E-Newsletter

- Distributed 2x per week
- Readership: Chief Purchasing Officers, Procurement Officers, Supply Chain Managers, Material Managers, Leaders that oversee Supply Chain Operations
- 25,000 subscribers with 10,000 readers on average
- [Example](#)

Becker's Oncology Report E-newsletter

- Distributed 2x per week
- Readership: Directors of Oncology and Oncologists
- 4,500 subscribers with 2,700 readers on average
- [Example](#)

Becker's Laboratory Review E-Newsletter

- Distributed 1x per week
- Readership: Lab Directors and Managers
- 3,200 subscribers with 1,500 readers on average
- [Example](#)

Becker's Cardiology E-newsletter

- Distributed 2x per week
- Readership: Cardiologists, Cardiology directors
- 4,000 subscribers with 2,500 readers on average
- [Example](#)

Becker's HR + Talent E-newsletter

- Distributed 2x per week
- Readership: CHROs, VPs and Directors of HR, Talent Managers, and COOs
- 32,000 subscribers with 20,000 readers on average
- [Example](#)

Becker's Women's Leadership E-newsletter

- Distributed 1x per week
- Readership: Women leaders across healthcare
- 20,000 subscribers with 11,500 readers on average
- [Example](#)

Becker's Post Acute E-newsletter

- Distributed 1x per week
- Readership: Decision makers within Skilled Nursing Facilities, Hospice, and Rehabilitation Centers
- 3,000 subscribers with 1,500 readers on average
- [Example](#)

Becker's Life Sciences E-newsletter

- Distributed 1x per week
- Readership: Biotech, Pharma, and Medtech executives
- 2,600 subscribers with 1,000 readers on average
- [Example](#)

BECKER'S

CLINICAL LEADERSHIP

Becker's Clinical Leadership provides news and guidance on quality, patient safety, infection control, nursing and public health issues affecting hospitals and health systems. Each of its properties — print issue, website and E-Newsletters — offer information to help CNOs, CMOs, CQOs, nursing directors and other infection control, quality and patient safety professionals improve the quality of healthcare delivered in their organizations.

www.beckersinfection.com

Print

- 4 issues per year
- 15,000 person guaranteed distribution per issue
- Traditional & Premium Placement print display advertisements

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- Custom Subject / Title Targeting
- Sponsored Content

Thought Leadership

- | | | |
|---------------|---------------------------|---|
| • Webinars | • E-Books | • Custom Content & Research (Polls & Surveys) |
| • Whitepapers | • Executive Briefings | |
| • Podcasts | • Roundtable Sponsorships | |

E-Newsletters

Becker's Clinical Leadership E-newsletter

- Distributed 5x per week
- Readership: CMOs, CNOs, directors of nursing, quality and patient safety specialists
- 92,000 subscribers with 49,000 readers on average
- [Example](#)

“More than ever, it is critical to have access to concise, succinct, accurate and timely information. Becker's Clinical Quality certainly fulfills these demands for busy and often overwhelmed healthcare professionals in multiple settings.”

– William K. Cors, MD, MMM, FACPE, Chief Medical Officer, Lehigh Valley Hospital-Pocono

Print Rates

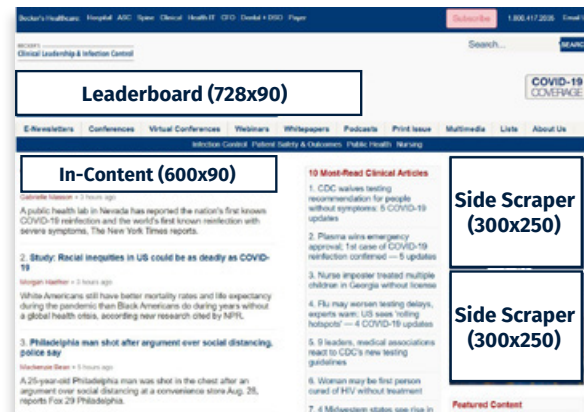
Size	1x	3x	6x
2 Page Spread	\$8,600	\$7,700	\$7,100
Full Page	\$5,300	\$4,800	\$4,550
2 Page Frame	\$4,600	\$4,300	\$4,000
1/2 Page	\$3,700	\$3,500	\$3,100
1/2 Page Island	\$4,000	\$3,800	\$3,700
1/4 Page	\$2,800	\$2,600	\$2,400
1/8 Page	\$2,000	\$1,900	\$1,700
1/12 Page	\$1,500	\$1,400	\$1,200
Executive Briefings	Please see page 66 for details. \$12,500.		

Premium Placement	
2nd Cover, 3rd Cover, 4th Cover	Normal rate plus 40%
Opposite Table of Contents	Normal rate plus 25%

Website Rates (per thousand)

	Leaderboard	Sidescraper	In Content*	Interstitial
1 - 19,999	\$104	\$95	\$130	
20,000 - 59,999	\$95	\$85	\$120	\$460
60,000 - 119,999	\$90	\$80	\$115	\$435
120,000 - 239,999	\$80	\$75	\$110	\$410
240,000+	\$75	\$65	\$105	\$385

*In-content ads rotate only on the homepage.



BECKER'S ASC REVIEW

Becker's ASC Review is the authoritative source of news and analysis for leaders and decision-makers in ambulatory surgery centers nationwide. The publication includes several print and digital platforms tailored for various stakeholders in the ASC industry. With up to 25 new articles per day, Becker's ASC Review website equips readers with breaking news, ASC best practices, industry trends and leadership profiles.

www.beckersasc.com

Print

- 6 printed issues + 3 special digital issues
- 25,000 person guaranteed distribution per printed issue
- Traditional & Premium Placement print display advertisements

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- Custom Targeting
- Sponsored Content

Thought Leadership

- Webinars
- Whitepapers
- Podcasts
- E-Books
- Executive Briefings
- Roundtable Sponsorships
- Custom Content & Research (Polls & Surveys)

E-Newsletters

Becker's ASC Review E-newsletter

- Distributed 6x per week
- Readership: Ambulatory Surgery Center Owners and Administrators, Physicians, Medical Directors, Business Managers
- 42,000 subscribers with 25,000 readers on average
- [Example](#)

Becker's GI E-newsletter

- Distributed 2x per week
- Readership: Gastroenterology and Endoscopy Center Owners and Administrators, Gastroenterologists, Medical Directors, Business Owners
- 3,000 subscribers with 1,500 readers on average
- [Example](#)

Becker's Orthopedic Review E-newsletter

- Distributed 3x per week
- Readership: Orthopedic Surgeons, Orthopedic Physicians, Practice Administrators
- 6,000 subscribers with 4,000 readers on average
- [Example](#)

Events

- Becker's 21st Annual Spine, Orthopedic and Pain Management-Driven ASC Conference (June 2026)
- Becker's 30th Annual Ambulatory Surgery Centers Meeting: The Business & Operations of ASCs (October 2026)

“Scott Becker and Becker’s ASC Review have provided critical and continuous information and resources to improve and enhance the management of surgical centers. Becker’s ASC Review and also provides key insights to all those who have an investment in ASCs!”

– Gary A. Richberg, RN, BSN, ALNC, CRN-A, CRN-C, CASC, Director of Surgery Centers, Kadlec Clinic

Print Rates

Size	1x	3x	6x	9x
2 Page Spread	\$7,200	\$6,500	\$6,200	\$5,800
Full Page	\$4,000	\$3,600	\$3,400	\$3,200
2 Page Frame	\$3,400	\$3,100	\$2,800	\$2,700
1/2 Page	\$2,800	\$2,600	\$2,200	\$2,200
1/2 Page Island	\$3,100	\$2,900	\$3,100	\$2,500
1/4 Page	\$2,000	\$1,800	\$1,700	\$1,500
1/8 Page	\$1,000	\$900	\$850	\$750
1/12 Page	\$500	\$450	\$400	\$400
Executive Briefings	Please see page 66 for details. \$10,000.			

Premium Placement

2nd Cover, 3rd Cover, 4th Cover Normal rate plus 40%

Opposite Table of Contents Normal rate plus 25%

Website Rates (per thousand)

Type	Size	Rate
Leaderboard	728 x 90	\$4,000 / Month
Sidescraper	300 x 250	\$3,500 / Month
In-content*	600 x 90	\$3,000 / Month
Under-content	500 x 350	\$2,000 / Month
Interstitial	550 x 480	

*In-content ads rotate only on the homepage.

The screenshot shows the Becker's ASC Review website homepage. At the top, there's a navigation bar with links like 'Hospital', 'ASC', 'Surgery', 'Cancer', 'Health', 'IT', 'CFO', 'Dental', 'DSD', 'Payer'. Below this is a search bar and a 'Subscribe' button. The main content area features several ad placements: a large 'Leaderboard (728x90 px)' at the top, an 'In-Content (600x90 px)' ad below it, and two 'Side Scraper (300x250 px)' ads on the right side. The website also displays 'Today's Top 25 Stories' and 'Featured Webinars'.

BECKER'S **SPINE REVIEW**

Becker's Spine Review focuses on the latest trends in business, legal issues, innovation and technology related to spine surgery. The publication highlights the achievements of individual spine surgeons from across the country and features in-depth expertise from the industry's most well-respected thought leaders.

www.beckersspine.com

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- CustomTopic Targeting
- Sponsored Content

Thought Leadership

- Webinars
- Whitepapers
- Podcasts
- E-Books
- Executive Briefings
- Roundtable Sponsorships

E-Newsletters

Becker's Spine Review E-newsletter

- Distributed 5x per week
- Readership: Spine Surgeons
- 15,000 subscribers with 10,000 readers on average
- [Example](#)

Becker's Anesthesia E-Newsletter

- Distributed 1x per week
- Readership: Anesthesiologists
- 5,500 subscribers with 2,800 readers on average
- [Example](#)

Becker's Radiology E-newsletter

- Distributed 1x per week
- Readership: Radiologists, Radiologist directors
- 3,500 subscribers with 2,800 readers on average
- [Example](#)

Events

- Becker's 21st Annual Spine, Orthopedic and Pain Management-Driven ASC Conference (June 2025)

“Becker’s Spine publication stimulates discussion of ‘current spine issues’ that affect me, my colleagues and patients. Government oversight in healthcare is increasing and it will be important for everyone to be aware of where our healthcare system is being directed as it will ultimately affect the quality of care we can provide our patients. It will be important to stay current and be proactive.”

– Dr. John Finkenberg, Chairman of NASS Advocacy and Spine Surgeon with Orthopedic Specialists of San Diego

Print Rates

Size	1x	3x	6x
2 Page Spread	\$7,200	\$6,500	\$6,200
Full Page	\$4,000	\$3,600	\$3,400
2 Page Frame	\$3,400	\$3,100	\$2,800
1/2 Page	\$2,800	\$2,600	\$2,700
1/2 Page Island	\$3,100	\$2,900	\$3,100
1/4 Page	\$2,000	\$1,800	\$1,700
1/8 Page	\$1,000	\$900	\$850
1/12 Page	\$500	\$450	\$400

Executive Briefings **Please see page 66 for details. \$7,500.**

Premium Placement	
2nd Cover, 3rd Cover, 4th Cover	Normal rate plus 40%
Opposite Table of Contents	Normal rate plus 25%

Website Rates (per thousand)

	Leaderboard	Sidescraper	In content*	Button	Interstitial
1 - 19,999	\$85	\$75	\$120	\$50	
20,000 - 59,999	\$75	\$65	\$110	\$45	\$450
60,000 - 119,999	\$70	\$60	\$105	\$40	\$425
120,000 - 239,999	\$60	\$50	\$100	\$37	\$400
240,000+	\$55	\$45	\$95	\$32	\$375

*In-content ads rotate only on the homepage.

BECKER'S

PAYER ISSUES

Becker's Payer Issues is the must-read publication for leaders and decision-makers across health insurance, managed care, and payer organizations. Each of the publication's properties — website and e-newsletters — delivers clear, relevant, and practical insights tailored for executives navigating the payer landscape. The Becker's Payer Issues editorial strategy spans a wide scope, including healthcare policy and regulation, reimbursement models, payer-provider relationships, emerging market trends, strategic perspectives from industry leaders, and rankings of noteworthy organizations and executives shaping the future of healthcare coverage.

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- CustomTopic Targeting
- Sponsored Content

Thought Leadership

- Webinars
 - Whitepapers
 - Podcasts
 - E-Books
 - Executive Briefings
 - Roundtable Sponsorships
-

E-Newsletters

Becker's Payer E-newsletter

- Distributed 5x per week
 - Readership: C-Suite; VPs; Managed Care Executives; Business Development; Principal Managers; Solutions Directors; VPs of Strategic Partnerships; Executive Medical Directors; Financial Risk Management
 - 40,000 subscribers with 23,000 readers on average
 - [Example](#)
-

Events

- Becker's Payer Issues Roundtable Spring & Fall - April & November 2026

“Tremendously useful. I utilize the information from Becker's to assist with Strategic Planning and project implementation.”

– Tommy Hobbs, Chief Executive Officer, Jefferson Regional

Microsite Rates (per thousand)

BECKER'S
REVENUE CYCLE
MANAGEMENT REPORT

BECKER'S
DIGITAL INNOVATION REPORT

BECKER'S
MARKETING REPORT

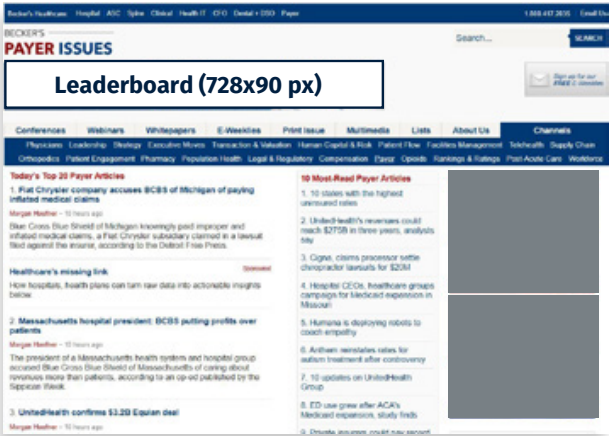
BECKER'S
Pharmacy Report

BECKER'S
CLINICAL LEADERSHIP
& INFECTION CONTROL

BECKER'S
PAYER ISSUES

BECKER'S
POST-ACUTE REPORT

Type	Size	Rate
Ad Position 1	728 x 90	\$2,000 / Issue
Ad Position 2	728 x 90	\$1,500 / Issue
Ad Position 3	728 x 90	\$1,000 / Issue
Text Ads		\$8,500 / Issue
Display Ad Take Over		\$4,000
Display Ad Take Over + 1 Text Ad		\$12,000



BECKER'S
HEALTH IT
& CIO REPORT

BECKER'S
Hospital CFO Report

BECKER'S
PAYER ISSUES

	Leaderboard	Side Scraper	In Content
1 - 19,999	\$130	\$115	\$160
20,000 - 59,999	\$115	\$110	\$150
60,000 - 119,999	\$110	\$95	\$140
120,000 - 239,999	\$95	\$85	\$135
240,000+	\$90	\$75	\$130

Web Sizes (pixels)

Type	Width	Height
Leaderboard	728	90
Side Scraper	300	250
In Content	600	90
Interstitial	550	480

BECKER'S

BEHAVIORAL HEALTH

Becker's Behavioral Health equips behavioral health executives and leaders with forward-thinking intelligence. Through its website and e-newsletters, the publication delivers expert-driven coverage spanning behavioral health policy, clinical operations, digital innovation, workforce resilience, and patient-centered strategies. Its editorial approach blends in-depth analysis, industry perspective, and recognition of key organizations and executives shaping tomorrow's behavioral health ecosystem.

Complementing its editorial offerings, Becker's Behavioral Health hosts the annual Behavioral Health Summit—an immersive event featuring 45+ thought leaders, panels on value-based care, telehealth, integrated delivery models, reimbursement tactics, workforce durability, and even a high-impact keynote from celebrity Doc Rivers—bringing together peers to learn, network, and move the field forward.

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- CustomTopic Targeting
- Sponsored Content

Thought Leadership

- Webinars
 - Whitepapers
 - Podcasts
 - E-Books
 - Executive Briefings
 - Roundtable Sponsorships
-

E-Newsletters

Becker's Behavioral Health E-newsletter

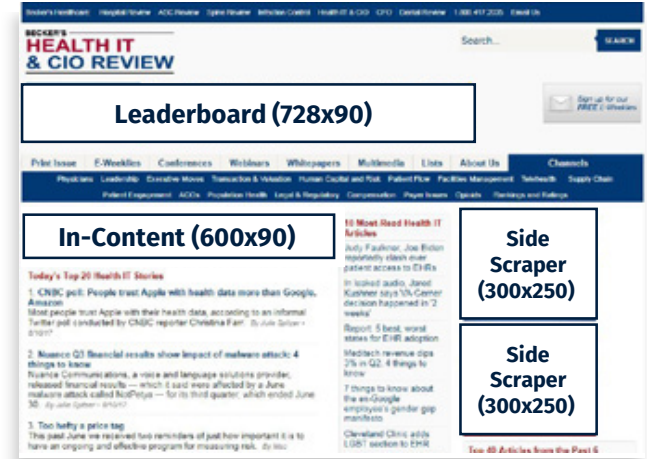
- Distributed 3x per week
 - Readership: CEOs, Finance, Psychologists and Case Managers from acute out-patient behavioral health centers
 - 10,000 subscribers with 5,000 readers on average
 - [Example](#)
-

Events

- Becker's Behavioral Health Summit - Spring & Fall 2026

Type	Rate
Display ad takeover	\$3,000
Display ad takeover series of 12	\$30,000

	Leaderboard	Side Scraper	In Content
1 - 19,999	\$130	\$115	\$160
20,000 - 59,999	\$115	\$110	\$150
60,000 - 119,999	\$110	\$95	\$140
120,000 - 239,999	\$95	\$85	\$135
240,000+	\$90	\$75	\$130



Web Sizes (pixels)

Type	Width	Height
Leaderboard	728	90
Side Scraper	300	250
In Content	600	90
Interstitial	550	480

.....

Becker's Dental + DSO connects dental leaders, executives, and decision-makers across practices, dental support organizations, and the broader oral health industry. Through its website and e-newsletters, the publication provides strategic insights on dental practice management, growth strategies, workforce development, reimbursement, technology adoption, and patient experience. The editorial focus blends analysis, thought leadership, and recognition of innovative organizations and executives shaping the future of dentistry.

In addition, Becker's Dental + DSO hosts its annual Dental + DSO Review Meeting, a premier gathering for executives and industry experts. The event features 90+ speakers addressing consolidation trends, capital investment, clinical excellence, workforce stability, technology and AI, and strategies to improve patient care, offering leaders an unparalleled forum to share knowledge and build connections.

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- CustomTopic Targeting
- Sponsored Content

Thought Leadership

- Webinars
- Whitepapers
- Podcasts
- E-Books
- Executive Briefings
- Roundtable Sponsorships

E-Newsletters

Becker's Dental E-newsletter

- Distributed 4x per week
- Readership:
- 11,000 subscribers with 8,500 readers on average
- [Example](#)

Events

- Becker's Future of Dentistry Roundtable - September 2026

E-Newsletter Rates

Becker's Dental + DSO Review

	Size	Rate
Ad Position 1	728 x 90	\$1,200 / Issue
Ad Position 2	728 x 90	\$800 / Issue
Ad Position 3	728 x 90	\$600 / Issue
Text-Ads	N/A	\$2,500 / Issue
1 Month Banner Ad Campaign (2x banner ads / week)	N/A	\$7,500
3 Month Banner Ad Campaign (2x banner ads/ week)	N/A	\$20,000

Website Rates

	Size	Rate
Leaderboard	728 x 90	\$4,000 / Month
Medium Rectangle	300 x 250	\$3,500 / Month
In-content	600 x 90	\$3,000 / Month
Under-content	500 x 350	\$2,000 / Month
Video	N/A	\$3,500 / Month
Sponsored Article	N/A	\$5,000
Hosted Content	N/A	\$3,500
Featured Homepage product	N/A	Please reach out to your account manager for pricing

Geotargeted Website Banner Ads

Please reach out to your account manager for pricing and geo-counts.

E-Newsletter Specifications

E-Newsletter ads must be in either gif or jpg format. **Rich media ads are not compatible with our E-Newsletters.**

The maximum file size is 40kb. Please include a URL for all E-Newsletter ads. Please note some servers (such as Microsoft Outlook) do not support animated formats.

E-Newsletter Ad Sizes

Ad Position 1 728x90

Ad Position 2 728x90

Ad Position 3 728x90

E-Newsletter Ad Submission

Please send all E-Newsletter ads along with URL to ads@beckershealthcare.com.

The screenshot shows the layout of the 'BECKER'S DENTAL + DSO REVIEW' newsletter dated November 5, 2023. It includes a list of 11 articles and a 'BUY: GET' section. Three ad positions are identified with lines pointing to specific areas:

- Ad Position 1:** Points to the top banner area, labeled '728x90'.
- Ad Position 2:** Points to a banner area below the article list, labeled '728x90'.
- Ad Position 3:** Points to a banner area at the bottom of the newsletter, labeled '728x90'.

Channel Sponsorship

Channel Sponsorship \$6,000/month: 100% Sound of Voice

A channel sponsorship takes website banner ads to the next level, targeting them around a specific topic on our website that is relevant to our readers and applicable to the sponsor.

All of Becker's Healthcare content is tagged under a main topic which dictates where the article lives on the website – its main channel.

By sponsoring a channel, 100% of all ad positions will show only the sponsor's ads, making this a perfect opportunity to surround ads with editorial context as an alternative to running site ads. Be the company that our readers associate with when reading articles on our channels.

Available Channels

Dentists

DSO + DPMs

Benchmarking

Featured Perspectives

Leadership

Coding, Billing & Collections

Executive Moves

Supply Chain

Opioids

Please contact your account manager for more information.

Website Specifications

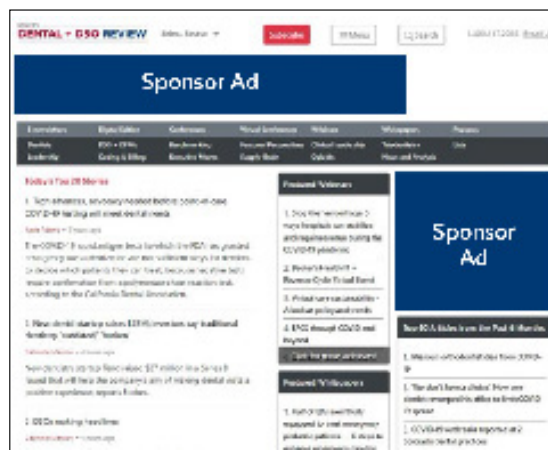
The preferred file format for each is a .jpeg or an animated gif. You may also use a .png, swf file format or HTML5 creatives. If doing so, please also provide a back up .jpeg or .gif version. There is a 40k max file size, 30 second run time on animation or 3 animation loops. Please include a URL for ALL website ads. All flash ads should be in a Flash Version up to version 10.1 max. For HTML5 creatives, see specs to the right. All HTML and custom tags must use HTTPS. Please note that our website is a responsive site. Any rich media ads should be compatible across devices, or indicated if they are not compatible upon submission.

Please send all website ads along with URL to ads@beckershealthcare.com.

Website Sizes

Leaderboard	728x90
In-content	600x90
Side scraper	300x250
Under-content	500x350
Square button	125x125
Interstitial	550x480

Please contact your account manager regarding expandable and interstitial specifications.



BECKER'S

PHYSICIAN LEADERSHIP

Becker's Physician Leadership provides news, insights, and strategies for physicians in leadership roles across hospitals, health systems, and medical groups. Through its website and e-newsletters, the publication highlights physician executive perspectives, leadership development, workforce challenges, policy shifts, and innovation in care delivery. The editorial focus emphasizes actionable analysis, expert commentary, and recognition of physicians and organizations driving meaningful change in healthcare.

Web

- Banner Ads (IAB Guidelines)
- Mobile Banner Ads
- Geo-targeting
- CustomTopic Targeting
- Sponsored Content

E-Newsletters

Becker's Physician Leadership E-newsletter

- Distributed 2x per week
- Readership: Physician leaders
- 22,000 subscribers with 13,500 readers on average

Example

BECKER'S
BEHAVIORAL HEALTH

BECKER'S
LIFE SCIENCES

BECKER'S
CARDIOLOGY REPORT

BECKER'S
ONCOLOGY REPORT

BECKER'S
LABORATORY REVIEW

BECKER'S
POST-ACUTE REPORT

Type	Rate
Display ad takeover	\$3,000
Display ad takeover series of 12	\$30,000

BECKER'S
HEALTH IT & CIO REPORT

BECKER'S
Hospital CFO Report

BECKER'S
PAYER ISSUES

	Leaderboard	Side Scraper	In Content
1 - 19,999	\$130	\$115	\$160
20,000 - 59,999	\$115	\$110	\$150
60,000 - 119,999	\$110	\$95	\$140
120,000 - 239,999	\$95	\$85	\$135
240,000+	\$90	\$75	\$130

BECKER'S
HEALTH IT & CIO REVIEW

Leaderboard (728x90)

In-Content (600x90)

Side Scraper (300x250)

Side Scraper (300x250)

Web Sizes (pixels)

Type	Width	Height
Leaderboard	728	90
Side Scraper	300	250
In Content	600	90
Interstitial	550	480