

# 2023 MEDIA KIT AND RATE CARD



## ISPOR PUBLICATIONS Advertising & Sponsorships

As the leading professional society for health economics and outcomes research, ISPOR offers unparalleled access to the global HEOR community.



**ISPOR**

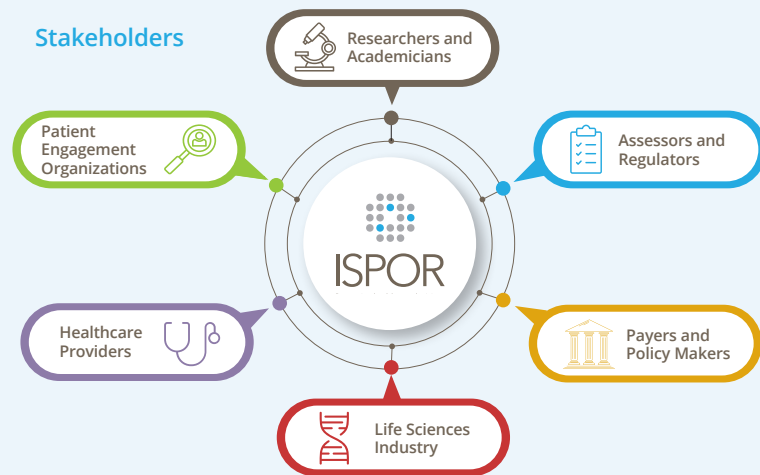
*Improving healthcare decisions*

# Why Partner With ISPOR

Interest in the field of health economics and outcomes research (HEOR) has grown exponentially as governments and other payers grapple with how to provide the best possible health outcomes at affordable costs. ISPOR believes that every healthcare decision should be informed by the best scientific research derived from rigorous, proven methodologies. It's because of this commitment that ISPOR, the professional society for health economics and outcomes research, is leading the field at a time when solid approaches to decision making are more important than ever.

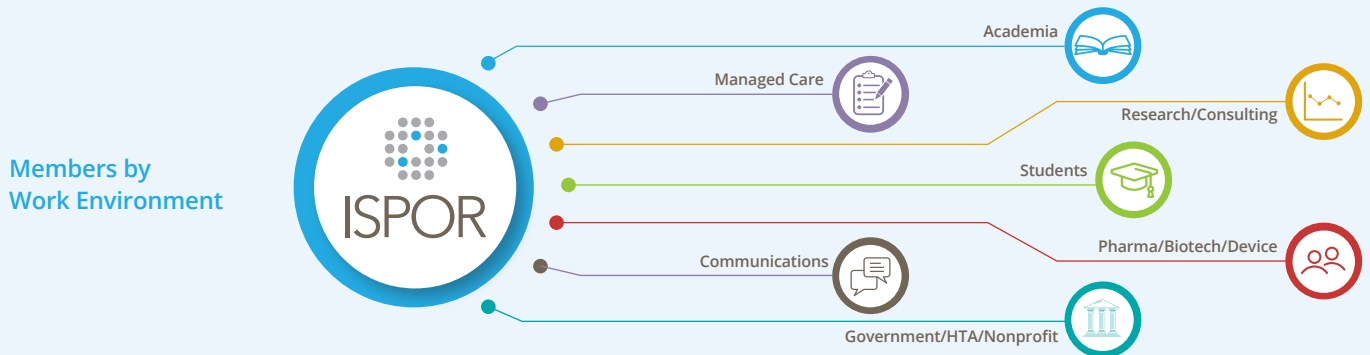
## The Power and Reach of the Global HEOR Community

What makes ISPOR so unique is that its members represent stakeholders from nearly every sector of healthcare and from nearly every continent (we're still trying to bring Antarctica into the fold). By including diverse stakeholder viewpoints, ISPOR can advance the science and increase the understanding and application of HEOR methods to improve healthcare decisions. No one delivers a more diverse, influential audience of HEOR professionals around the world than ISPOR.



**Making progress through partnerships...working together to improve healthcare decisions.**

ISPOR's global reach and influence can help drive awareness of your company's programs and services to an international audience of HEOR professionals.



50,000+  
online readers  
(including decision makers and key opinion leaders in HEOR)

14,000+  
individual and chapter members

100+  
countries represented

## ISPOR'S WORLDWIDE FOOTPRINT

# Attain Your Goals by Leveraging ISPOR's Reach and Reputation



**Deliver your customized content to HEOR decision makers, policy makers, and researchers.**

## Digital supplements to *Value & Outcomes Spotlight*

ISPOR's HEOR news magazine is known for providing crisp, concise, and easy-to-read content for its audience of HEOR expert and non-HEOR expert readers. Supplements are highly customizable (eg, webinar + supplement bundles, standalone supplements, solicited stakeholder perspectives, etc) and can deliver fast publication times (often in less than 3 months).

Supplement prices for *Value & Outcomes Spotlight* start at \$30,000 and include email promotion to our 50,000+ online readers.

## Digital supplements to *Value in Health* and *Value in Health Regional Issues*

ISPOR's peer-reviewed journals have earned a reputation for being top-ranked publications in the HEOR field. The Editors-in-Chief welcome proposals for sponsored supplements on a wide range of HEOR-related topics. All supplements must pass the journal's rigorous peer-review process.

Supplement prices for *Value in Health* and *Value in Health Regional Issues* start at \$125,000 and \$75,000, respectively. This pricing provides for the publication of accepted articles to be made freely available to all readers (not gold open access) without any author fees and includes email promotion to our 50,000+ online readers.



## Exhibit and Conference Sponsorships

**Get recognized for your support of the leading HEOR conferences in North America and Europe.**

- Exhibit Space
- Sponsorship Opportunities
- HEOR Solutions Center
- Educational Symposia
- HEOR Theater
- Digital ads on ISPOR's conference web pages



## Sponsored Education Programs

**Advance education through essential HEOR programs.**

- Sponsored Webinars
- Education and Training
- Student and New Professional Activities

## ISPOR's Content Priorities for 2023

### Digital Transformation of Health

- Real-World Evidence
- Health Data (eg, patient-generated health data, equity and inclusion in patient data, etc)
- Digital Therapeutics and Digital-Device Combinations
- Applications of Machine Learning and Artificial Intelligence

### Patient-Centered Research and Patient Engagement

- Patient-Reported Outcomes
- Patient Preferences

### Healthcare Pricing and Financing

- Health Equity, Broader Definition of Value, etc
- Joint Procurement
- Alternative Payment Models
- LMICs

### Leadership Development

- Diversity (including workforce diversity), Equity, and Inclusion

### Innovation in HEOR

- Advancing HEOR Methods for Joint Clinical Assessment and Economic Evaluation
- Healthcare System Resilience and Public Health (economics)
- Broadening HEOR Impact at the Clinical, Healthcare System, and Societal Level



**What you need... you know we got it:  
Respect of the global HEOR community.**

Leverage ISPOR's reputation and reach to maximize your visibility, impact, and connection within the HEOR field. [Learn more.](#)



# Value & Outcomes Spotlight

A bimonthly HEOR news magazine, *Value & Outcomes Spotlight* keeps readers up-to-date on relevant research and trends in the field. A fully digital publication, *Value & Outcomes Spotlight* provides brief articles that illustrate practical applications of HEOR methodologies and presents insights and updates of ISPOR's initiatives and conferences.



**FREQUENCY**  
Issues released 6x/yr



**CIRCULATION**  
50,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
1st of odd numbered months



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi



Target URL Required  
for Digital Ads

## Rate Card - Digital Emails

DESCRIPTION	AD SIZE (pixels)	PRICE
Rectangle	300 x 250	\$1000
Horizontal Banner	728 x 90	\$1500

## Rate Card - Website (positions sold separately; each ad buy runs for 1 month)

DESCRIPTION	AD SIZE (pixels)	PRICE
Top Leaderboard	728 x 90	\$1200
Bottom Leaderboard	728 x 90	\$800
Rectangle	300x250	\$1500

## 2023 UPCOMING THEMES

**Jan/Feb**  
HEOR and Rare Diseases

**Mar/Apr**  
The New Workplace

**May/June**  
Mental Health: A Silent Pandemic

**Jul/Aug**  
Global Threats From Climate Change

**Sep/Oct**  
Developing Tomorrow's HEOR Leaders

**Nov/Dec**  
Patient Centricity in HEOR

Plus, our Stakeholder Perspective series will focus on the **Innovative Applications of HEOR Data That Make an Impact.**

# Spotlight on ISPOR Conferences

Introduced in 2020, these digital supplements to *Value & Outcomes Spotlight* provide daily news from ISPOR's leading scientific conferences. Different sponsorship packages available include promotional advertising in the email newsletter, banner advertising on the *Value & Outcomes Spotlight* website, and video interviews with the Editor-in-Chief that appear in an email newsletter and on the supplement website. **Contact [advertise@ispor.org](mailto:advertise@ispor.org) for more information.**



**FREQUENCY**  
~2x/yr



**CIRCULATION**  
50,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
10 days before conference



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi



Target URL Required  
for Digital Ads

## 2023 CONFERENCES

**ISPOR 2023**  
May 7-10, 2023  
Boston, MA, USA

**ISPOR Europe 2023**  
11-15 November 2023  
Copenhagen, Denmark

# Value in Health

The top-ranked journal in its field, *Value in Health* is the preeminent international publication for health policy and health economics and outcomes research. Under the direction of Editors-in-Chief **Michael F. Drummond, MCom, DPhil** (University of York) and **C. Daniel Mullins, PhD** (University of Maryland), the journal is highly cited and has a 5-year impact factor score of **6.747**.



**FREQUENCY**  
Monthly (12x/yr)



**CIRCULATION**  
50,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
1st of the month



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi

## Rate Card - Digital Emails

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Rectangle	300 x 250	\$1000
Horizontal Banner	728 x 90	\$1500



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## 2023 THEMES

- The Patient Journey
- Prescription Drug Pricing
- Data, Privacy, and Health (25th Anniversary issue)

# Value in Health Regional Issues

Now indexed in MEDLINE®/PubMed and the Web of Science, *Value in Health Regional Issues* publishes scientific articles that focus on health-related topics that impact the health policies and health outcomes of populations in specific geographic regions (ie, Asia, Latin America, and Central and Eastern Europe, Western Asia, and Africa).



**FREQUENCY**  
Bimonthly (6x/yr)



**CIRCULATION**  
50,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
1st of even numbered months



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi

## Rate Card - Digital Emails

DESCRIPTION	AD SIZE (pixels)	PRICE
Rectangle	300 x 250	\$1000
Horizontal Banner	728 x 90	\$1500



Target URL Required for Digital Ads

## 2023 THEMES

- Resource Allocations in LMICs
- Health Equity in HEOR

# HEOR News Brief

ISPOR's monthly newsletter curates HEOR news from around the world and delivers it directly to our readers' inbox.



**FREQUENCY**  
Monthly (12x/yr)



**CIRCULATION**  
50,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
1st of the month



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi



Target URL Required for Digital Ads

## Rate Card - Digital Emails

DESCRIPTION	AD SIZE (pixels)	PRICE
Rectangle	300 x 250	\$1000
Horizontal Banner	728 x 90	\$1500

# News Across the Globe

Published quarterly for each region (ie, Asia, Latin America, and EMEA), this email series delivers the latest updates on HEOR methods and health policies from different regional perspectives, as well as news from ISPOR regional chapters and ISPOR's Global Member Engagement team.



**FREQUENCY**  
Quarterly (4x/yr)



**CIRCULATION**  
6000+ chapter members



**AD CLOSING AND MATERIALS DUE DATE**  
1st of every month



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi



Target URL Required for Digital Ads

## Rate Card - Digital Emails

DESCRIPTION	AD SIZE (pixels)	PRICE
Rectangle	300 x 250	\$1000
Horizontal Banner	728 x 90	\$1500

# eBulletin

This electronic newsletter provides members with brief summaries of the latest happenings within the Society. This all-inclusive update keeps members informed, engaged, and involved in ISPOR's mission to advance the science of HEOR and improve healthcare decisions.



**FREQUENCY**  
Monthly (12x/yr)



**CIRCULATION**  
~10,000 members



**AD CLOSING AND MATERIALS DUE DATE**  
1st of every month



**FILE FORMATS**  
JPEG, PNG, or GIF at 150 dpi



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