


ISPOR PUBLICATIONS

# Advertising & Sponsorship

2021 RATE CARD

Advertise with ISPOR and put the power of our global reach and influence to work for you.



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

# Value & Outcomes Spotlight

A bimonthly HEOR news magazine, *Value & Outcomes Spotlight* keeps readers up-to-date on relevant research and trends in the field. Now 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 7x/yr  
Emails to readers 12/yr



## CIRCULATION

10,000 online readers



## AD CLOSING AND MATERIALS DUE DATE

10th of the month



## 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

### 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



Target URL Required for Digital Ads

### 2021 UPCOMING THEMES

Jan/Feb

Vaccine HEOR

Mar/Apr

HEOR Publishing Landscape

May/June

Deep Dive Into Stakeholder Perspectives

Jul/Aug

Aging

Sep/Oct

Digital Health: Wearables

Nov/Dec

Race for Talent in HEOR

# 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 that include promotional advertising in the email newsletter, banner advertising on the *Value & Outcomes Spotlight* website, video interviews with the Editors-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

~40,000 members



## 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

### 2021 CONFERENCES

ISPOR Annual 2021

May 17-20, 2021

ISPOR Europe 2021

6-10 November 2021

# 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 respected and enjoys a 5-year impact factor (now **6.195**).



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



**CIRCULATION**  
10,000 subscribers; 40,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
5th of the month



**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

## 2021 THEMES

- Nutrition Economics
- Methodological and Policy Aspects Related to Health Economic Evaluations of Vaccines
- Opioid Misuse: A Global Crisis
- Role of HEOR in Addressing COVID-19
- Telemonitoring
- Disinvestment and Low-Value Care

# Value in Health Regional Issues

Now indexed in MEDLINE®/PubMed, *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, Latin America, Asia, and Central and Eastern Europe, Western Asia, and Africa).



**FREQUENCY**  
7x/yr



**CIRCULATION**  
10,000 subscribers; 40,000+ online readers



**AD CLOSING AND MATERIALS DUE DATE**  
10th of the month



**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

## 2021 THEMES

- COVID-19 Impact on the Regions

## News Across the Region Target URL Required for Digital Ads

Published quarterly for each region (ie, Asia, Latin America, and EMEA) this email series delivers the latest updates on HEOR and health policies from different regional perspectives, including news from ISPOR Regional Chapters and ISPOR's Global Networks team.



### FREQUENCY

12x/yr



### CIRCULATION

6000 chapter members



### AD CLOSING AND MATERIALS DUE DATE

1st of every month



### 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

## eBulletin



Target URL Required for Digital Ads

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

15th of every month



### 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

## HEOR News



Target URL Required for Digital Ads

New for 2021, this monthly newsletter curates HEOR news from around the world and delivers it directly to our readers' inbox.



### FREQUENCY

Bimonthly (6x/yr)



### CIRCULATION

~40,000 members



### AD CLOSING AND MATERIALS DUE DATE

1st of odd 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

# 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, 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.

No one delivers a more diverse, influential audience of HEOR professionals around the world than ISPOR. ISPOR's global reach and influence can help drive awareness of your company's programs and services to an international audience of HEOR professionals. Making progress through partnerships...working together to improve healthcare decisions.



Thousands  
of senior level, key  
opinion leaders in HEOR

20,000+  
individual and  
chapter members

120+  
countries  
represented

## ISPOR'S WORLDWIDE FOOTPRINT



### Exhibit and Conference Sponsorships

Get recognized for your support of the leading HEOR conferences in North America, Europe, Asia Pacific, and Latin America regions.

- Exhibit Space
- Sponsorship Opportunities
- 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



### Special Projects and Sponsored Supplements

Communicate the value of HEOR to a broader audience

- Digital supplements to *Value & Outcomes Spotlight*
  - Spotlight on ISPOR Annual
  - Spotlight on ISPOR Europe
  - Digital supplements to *Value & Outcomes Spotlight* focusing on emerging topics in HEOR
- Print supplements to *Value in Health*
  - MEDLINE®-indexed, single topic publications

Disseminate key highlights from ISPOR's leading scientific conferences (daily email packages and digital supplements)

For more information about rates and availability, please contact [advertise@ispor.org](mailto:advertise@ispor.org).