



# Job Bank

## 2020 RATE CARD

### JOB BANK DIGITAL PACKAGES

HFMA's national online Job Bank connects your open position to HFMA's membership.



OPPORTUNITY	PREMIUM \$2,195	UPGRADED \$1,795	STANDARD \$1,495
30-day job posting for one position	✓	✓	✓
Company logo and profile	✓	✓	✓
Facebook distribution	✓	✓	✓
Job posting appears in 5 editions of HFMA's <i>Daily</i> e-newsletter emailed to 50,000+ HFMA members	✓	✓	✓
Job posting appears in 1 edition of <i>Career Opportunities</i> e-newsletter mailed to 80,000 HFMA members & subscribers	✓	✓	✓
Unlimited 30-day Resume Job Bank access	✓	✓	
Preferred placement (job posting will be listed & stay towards top of job listings)	✓		
Job posting appears within the "Featured" section of HFMA <i>Daily</i> , <i>Career Opportunities</i> , & <i>Express</i> e-newsletters emailed to 130,000 HFMA members & subscribers	✓		
Featured Job posting (job appears as "FEATURED" on homepage of Job Bank boosting exposure)	✓		

NOTE: If you have more than one job posting, please contact your sales rep about a customized package, offering discounted rates when purchasing 3+ postings. Postings must be used within 12 months from the date of purchase.

## hfm PRINT

Advertise jobs in *hfm* magazine, mailed monthly to HFMA's 50,000 members.



OPPORTUNITY	SIZE (W X H)	B/W RATE	2-COLOR RATE	4-COLOR RATE
Line ad*		\$47/line		
Display - 1 column**	2.25" x 1"	\$310/column inch	\$395	\$443
Display - 2 column**	4.625" x 1"	\$620/column inch	\$395	\$443
Full page	7" x 9"	\$6,940	\$8,338	\$9,977
Half-page horizontal	7" x 4.5"	\$4,080	\$5,186	\$6,165
Quarter page	3.5" x 4.875"	\$3,120	\$3,796	\$4,504
Blind box (confidential submission)		\$115		

NOTE: HFMA can help line set your ad. Ask your representative for more information.

\* Billed by the line count and set in a one-column format in 9-point, Filofasia font. One line = approximately 41 characters and spaces across with a 5-line minimum size.

\*\* Billed per column inch and set in one- or two column width. Advertiser must specify width and depth to nearest 0.5 inch at time of the order. Minimum recruitment display size is one column width by 1.5 inches.

### hfm 2020 Deadlines

ISSUE DATE	SPACE DEADLINE	MATERIALS DEADLINE	ISSUE DATE	SPACE DEADLINE	MATERIALS DEADLINE
January	December 7, 2019	December 10, 2019	July	June 5, 2020	June 10, 2020
February	January 6, 2020	January 10, 2020	August	July 7, 2020	July 13, 2020
March	February 9, 2020	February 11, 2020	September	August 6, 2020	August 11, 2020
April	March 5, 2020	March 10, 2020	October	September 4, 2020	September 10, 2020
May	April 6, 2020	April 10, 2020	November	October 5, 2020	October 9, 2020
June	May 6, 2020	May 12, 2020	December	November 5, 2020	November 10, 2020

## hfm PRINT ADD-ONS

Pair your print advertising with other opportunities to maximize reach.

Step 1: Contact me to place your print ad in *hfm*.

Step 2: Add an online Job Bank 30-day posting for an additional \$445.

Step 3: Add additional exposure to your posting! Select any of these a la carte opportunities:

JOB Posting ENHANCEMENTS	RATE	OPPORTUNITY	RATE
Company profile	\$130	Job posting appears in 3 editions of HFMA's <i>Daily</i> e-newsletter emailed to more than 50,000 HFMA members	\$625
Company logo	\$130		
Spotlight (highlighted in yellow)	\$175	Job posting appears in 1 edition of <i>Career Opportunities</i> e-newsletter emailed to more than 80,000 HFMA members and subscribers	\$440
Preferred placement (identified as preferred pushing job to top of postings)	\$250		

## BANNER ADVERTISING

Online leaderboard + rectangle opportunities.

OPPORTUNITY - EXCLUSIVE MONTHLY EXPOSURE	SIZE (W X H)	RATE PER MONTH/ISSUE
Job Bank upper and/or lower leaderboard	460 x 60	\$790
<i>Career Opportunities</i> rectangle	300 x 250	\$745
<i>Career Opportunities</i> leaderboard	728 x 90	\$745

HFMA reserves the right to reject or cancel advertisements at its discretion. This includes the landing page link. Ads and links cannot offer similar products and services that compete with HFMA offerings. Links will open in new windows.

## RESUME BANK SUBSCRIPTION

Browse qualified candidates in HFMA's database of resumes.

SUBSCRIPTION OPTION	RATE	SUBSCRIPTION OPTION	RATE
Single resume	\$42	3-month unlimited	\$945
1-month unlimited	\$440	1-year unlimited	\$2,625

AGENCY COMMISSIONS POLICY: Agency commissions are available on camera-ready recruitment display ads placement. Line ads are non-commissionable (net). For non-agency recruitment advertising orders, HFMA offers free typesetting.

INSERTION ORDERS: Please send insertion orders and materials to: [smalik@hfma.org](mailto:smalik@hfma.org).

For more information please contact **Sharon Malik-Specht**, Senior Advertising Specialist at **708.492.3386** or **[smalik@hfma.org](mailto:smalik@hfma.org)**.

**hfma** | Job Bank

## Connect talent with opportunity.

HFMA's Job Bank connects your open positions to our 50,000 membership of healthcare leaders. If you are looking to hire qualified candidates quickly and cost-effectively, your search is over.

**[hfma.org/jobbank](http://hfma.org/jobbank)**