



# Job Bank

## 2024 RATE CARD

### JOB BANK PACKAGES

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



OPPORTUNITY	PLATINUM \$2,595	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 117,000+ HFMA members	✓	✓	✓	✓
Job posting appears in 1 edition of <i>Career Opportunities</i> e-newsletter emailed to 65,000+ HFMA members & subscribers	✓	✓	✓	✓
Unlimited 30-day Resume database access	✓	✓	✓	
Preferred placement (job posting will be listed & stay towards top of job listings)	✓	✓		
Job posting appears within the "Featured" section of <i>HFMA Daily</i> , & <i>Career Opportunities</i> e-newsletters	✓	✓		
Featured Job posting (job appears as "FEATURED" on homepage of Job Bank boosting exposure)	✓	✓		
Print line ad in <i>hfm</i>	✓			

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 117,000+ HFMA's 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"	\$7,300	\$8,338	\$9,977
Half-page horizontal	7" x 4.5"	\$4,200	\$5,186	\$6,165
Quarter page	3.5" x 4.875"	\$3,330	\$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, *Filosofia* 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* 2024 Deadlines



ISSUE DATE	SPACE DEADLINE	MATERIALS DEADLINE	ISSUE DATE	SPACE DEADLINE	MATERIALS DEADLINE
February	January 9, 2024	January 12, 2024	September	August 7, 2024	August 11, 2024
March	February 8, 2024	February 14, 2024	October	September 7, 2024	September 12, 2024
April	March 8, 2024	March 14, 2024	November	October 9, 2024	October 13, 2024
May	April 10, 2024	April 14, 2024	Winter	November 7, 2024	November 13, 2024
Summer	May 8, 2024	May 12, 2024			

## hf<sub>m</sub> PRINT ADD-ONS

Pair your print advertising with other opportunities to maximize reach.

Step 1: Contact me to place your print ad in *hf<sub>m</sub>*.

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 5 editions of HFMA's <i>Daily</i> e-newsletter emailed to more than 117,000+ HFMA members	\$625
Company logo	\$130		
Spotlight (highlighted in yellow)	\$175		
Preferred placement (identified as preferred pushing job to top of postings)	\$250	Job posting appears in 1 edition of <i>Career Opportunities</i> e-newsletter emailed to more than 65,000+ HFMA members and subscribers	\$440

## 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	\$995
Career Opportunities rectangle	300 x 250	\$995
Career Opportunities leaderboard	728 x 90	\$995

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).



## Connect talent with opportunity.

HFMA's Job Bank connects your open positions to our 117,000+ 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)