

SCALE+
community

MEDIA KIT

2024





GET TO KNOW US

WHO WE ARE

We are the country's most modern healthcare leadership community, developed by the country's leading healthcare services consulting company.

OUR MISSION

SCALE Community aims to serve in a trusted role to help build & manage the evolving healthcare services playbook in collaboration with and for the benefit of broader market stakeholders.



WHY ADVERTISE WITH US? **WE DELIVER POWERFUL RESULTS**

Partner with SCALE Community to expand brand reach and engage with our loyal membership base. Let us help find a marketing option that fits your needs and delivers the results you want. We offer content marketing, digital advertising, sponsorship and custom content opportunities that introduce our members to your brand. Build important business relationships in the healthcare industry through effective advertising campaigns.

PILLARS OF SUCCESS



BRAND AWARENESS



THOUGHT LEADERSHIP



QUALIFIED LEADS



NETWORKING

AUDIENCE **SNAPSHOT**

SCALE Community's audience consists of many of the leading healthcare services management teams, institutional investors, and physician members across America. These business professionals consist of senior executive leadership and clinical leadership across multiple healthcare specialties.



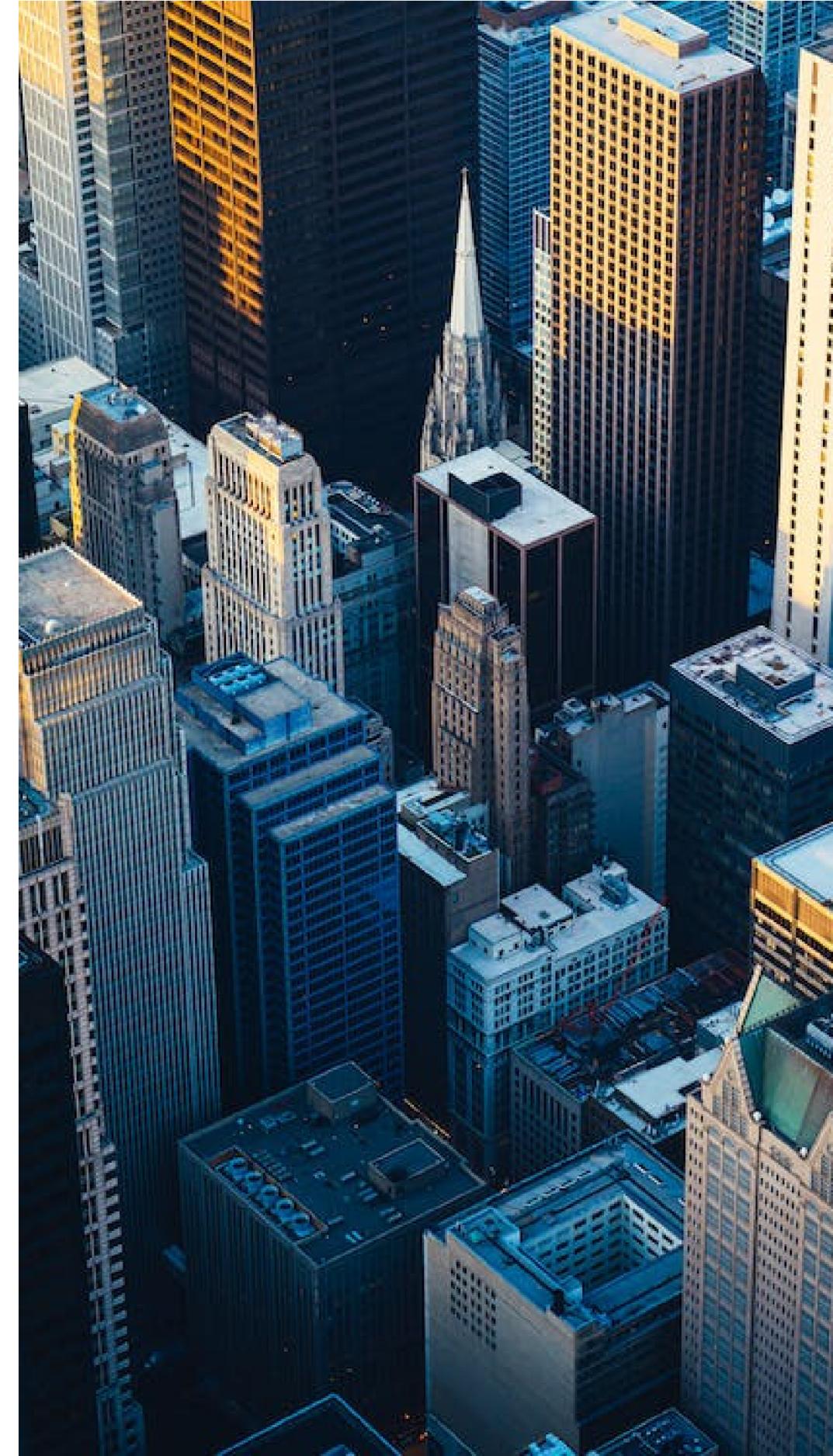
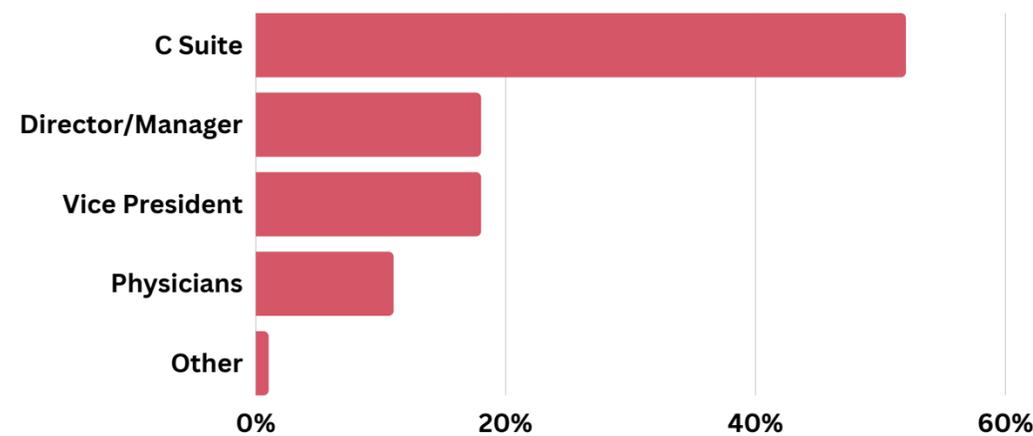
70,000+
ACTIVE SCALE
NETWORK AUDIENCE

250+
SCALE COMMUNITY
ANNUAL MEMBERS

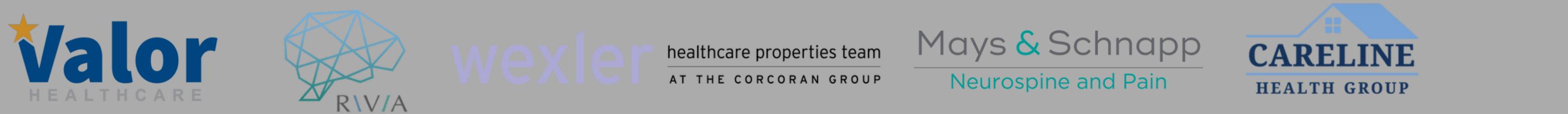
TOP SPECIALTIES INCLUDE:

- Dental
- Primary Care
- Anesthesiology
- Private Equity
- Behavioral Health
- Cardiology
- Pediatrics
- Gastroenterology
- Hospital Systems
- Dermatology
- Hematology
- Orthopedic
- Women's Health
- OB/GYN
- Ophthalmology
- Radiology

ANNUAL MEMBERS TOP JOB FUNCTION:



EXAMPLES OF COMPANIES OUR MEMBERS LEAD:





HOW YOU CAN REACH YOUR IDEAL AUDIENCE

Our audience engages with SCALE Community/SCALE Healthcare through multiple media channels. To help you connect with this captive audience, SCALE Community integrates your messaging across multiple channels and continuously incorporates brand awareness with your product messaging. This proven method helps stimulate lead generation over time.

And for even more impact, SCALE Community can push carefully orchestrated thought leadership content like downloadable white papers and guest podcast invites to further boost customer engagement. Our comprehensive list of multi-channel integrated options offers many ways to connect with prospective buyers. Additionally, working with SCALE Community opens the door to endless networking opportunities, giving you the resources to identify new customer opportunities and increase your chances of business success.



9,000+
SOCIAL MEDIA FOLLOWERS



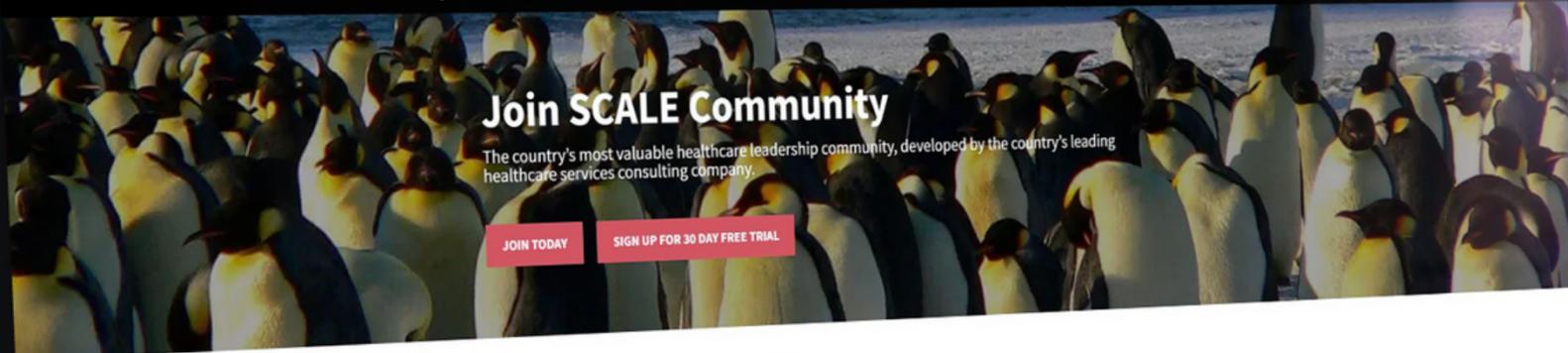
12,000+
MONTHLY WEBSITE VISITORS
COMBINED ACROSS OUR SITES



5,000+
NEWSLETTER SUBSCRIBERS



250+
COMMUNITY SUBSCRIBERS



Join SCALE Community

The country's most valuable healthcare leadership community, developed by the country's leading healthcare services consulting company.

JOIN TODAY SIGN UP FOR 30 DAY FREE TRIAL

Portfolio of Member Services



Join SCALE Community
Leading a community of leaders into the healthcare future.
MEMBER BENEFITS



Written Insights
Practical healthcare market & operational insights for thoughtful healthcare leadership.
INSIGHTS



Research & Data
Making decisions through best in class analysis, insights and reports.
DATA



Networking + Knowledge Sharing
Scale Community aims to provide the highest quality national conferences for healthcare leaders.



Advocacy
The scale team is focused on supporting different healthcare stakeholders by furthering policy and public relations initiatives.



Podcasts & Webinars
Scale Community provides a constant stream of highly relevant interactive events for your benefit.



SPONSORED CONTENT PACKAGES

To effectively initiate a conversation with your target audience, utilizing sponsored content across multiple channels is a powerful approach. The content messaging will always align with your specific goal, whether it's lead generation or expanding brand reach, as marketing managers at SCALE Community carefully integrate your branding with consistent messaging for a seamless customer experience.

Sponsored content packages offered by SCALE Community are designed to meet their members where they are, allowing them to choose how they want to connect with you. With responsive design that adapts to various screen sizes, from mobile phones to desktops and tablets, reaching the right audience is effortless. SCALE Community offers tiered pricing at Silver, Gold, or Platinum levels, accommodating different marketing budgets and providing attractive price points for businesses of all sizes.

	Platinum	Gold	Silver
One Webinar or Whitepaper (per year)	✓		
Infographic Placement*	✓		
Homepage/Resources Article Placement*	✓	✓	
Newsletter Placement	✓	✓	✓
Full Page SCALE Community Connection Ad*	✓	✓	✓
Podcast Interview with Ad	✓	✓	✓
A La Carte Package Value	\$45,000	\$38,000	\$25,000
Corporate Member Discount	-\$10,000	-\$8,000	-\$3,000
Corporate Member Price	\$35,000	\$30,000	\$22,000

*Each post is 14 days, 4 per year

Additional discounts available if combined with event marketing opportunities

CO-AUTHORED CUSTOM CONTENT

Partner with our editorial team to develop industry-related whitepapers, business spotlights, and trending reports for the SCALE Community. Establish yourself as a distinguished subject matter expert through custom content features that introduce you to the SCALE Community audience. Share your insights and ideas on relevant topics that deliver timely messages, showcasing your expertise. Contribute as a thought leader and connect directly with SCALE Community members to expand your professional network.

Available only for Platinum Packages

SCALE eSPONSORSHIP

With thousands of annual visitors, our website is a highly-trafficked platform. By sponsoring content on our website, you can effectively promote your brand to a highly engaged audience. Establish yourself as a thought leader in the healthcare industry by initiating meaningful conversations that elevate your brand. Our proven approach has helped numerous customers and members generate leads, positioning you for success.

EXAMPLES OF TOPICS

- Government Programs
- Business Strategy
- Financial Management
- Human Resources
- Risk & Compliance
- Operations Management
- Quality & Patient Experience
- Health Information Technology
- Revenue Cycle

CONTENT TYPES

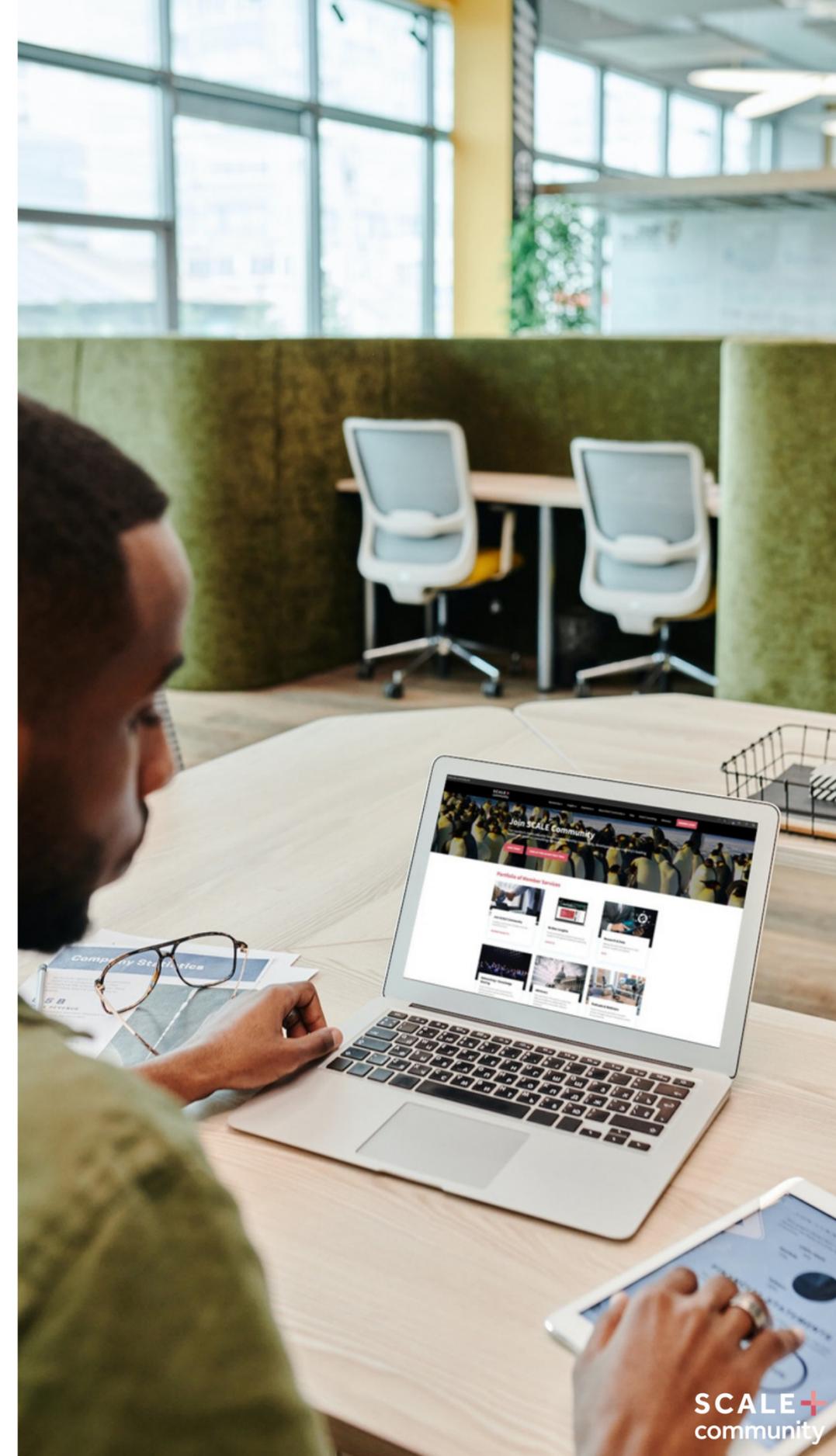
- Case Studies
- Articles
- Blogs

PRICING

\$5,000/month

+ includes one media post

Each post is 14 days, 4 per year





EXCLUSIVE BANNER AD ON OUR WEBSITE

METRICS



Monthly average – 12,000 page views combined with more than 80% unique page views. Impressions, ad clicks and form fills depend significantly on the offer and advertising content.

AD COPY RECOMMENDATION



Offer your expertise with a strong value proposition that will urge readers to download or access a higher-value piece of content (flyer, whitepaper, video) via a form.

LANDING PAGE GUIDANCE



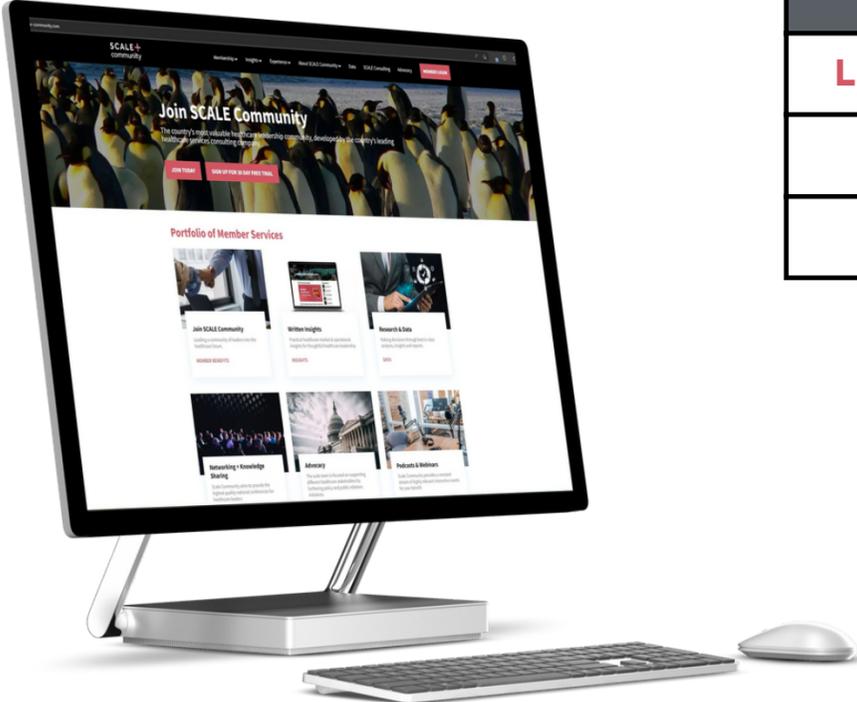
Briefly restate and expand the value proposition from the ad, including information only you can provide. Create a reaction and entice readers to download or access a higher-value piece of content (flyer, whitepaper, video) via a form.

PRICING **\$6,000/month**

- 500 X 150 pixels, 25 word limit
- AD featured site-wide for a 30-day period
- SCALE will provide any available metrics from ad

DIGITAL COMMUNICATIONS eNEWSLETTER

SCALE Community Insights is a regular email newsletter that goes out to over 10,000 healthcare professionals every week. It includes a combination of tools, reports, podcasts, and the latest research from the industry, curated by our expert team. This newsletter offers a special opportunity to enhance brand visibility among a highly engaged audience.



AD FREQUENCY (PER YEAR)	1X	4X	12X
LEADERBOARD	\$1,400	\$1,320	\$1,220
RECTANGLE	\$1,200	\$1,130	\$1,060
SQUARE	\$700	\$650	\$610

LEADERBOARD AD



Grab the attention of more readers with a premium banner placement, positioned at the top of our eNewsletter. One ad per send.

- 600x74 pixels, linked to your URL

RECTANGLE CONTENT AD



Found at the end of each eNewsletter section, this type of ad provides an ideal mix of call-to-action content, visual design and logo recognition to an engaged audience. Four ads per send.

- Logo: 100 pixels wide, height can vary
- Thumbnail: 200 pixels wide, height can vary, 40 characters excluding spaces
- Main copy: 250 characters excluding spaces, with a link to your URL

SQUARE AD



Eye-catching square banners stand out from text-only editorial copy by adding a unique visual element to your message. Two ads per send.

- 175 x 175 pixels, linked to your URL

SUBSCRIBE TO THE eNEWSLETTER [HERE](#)



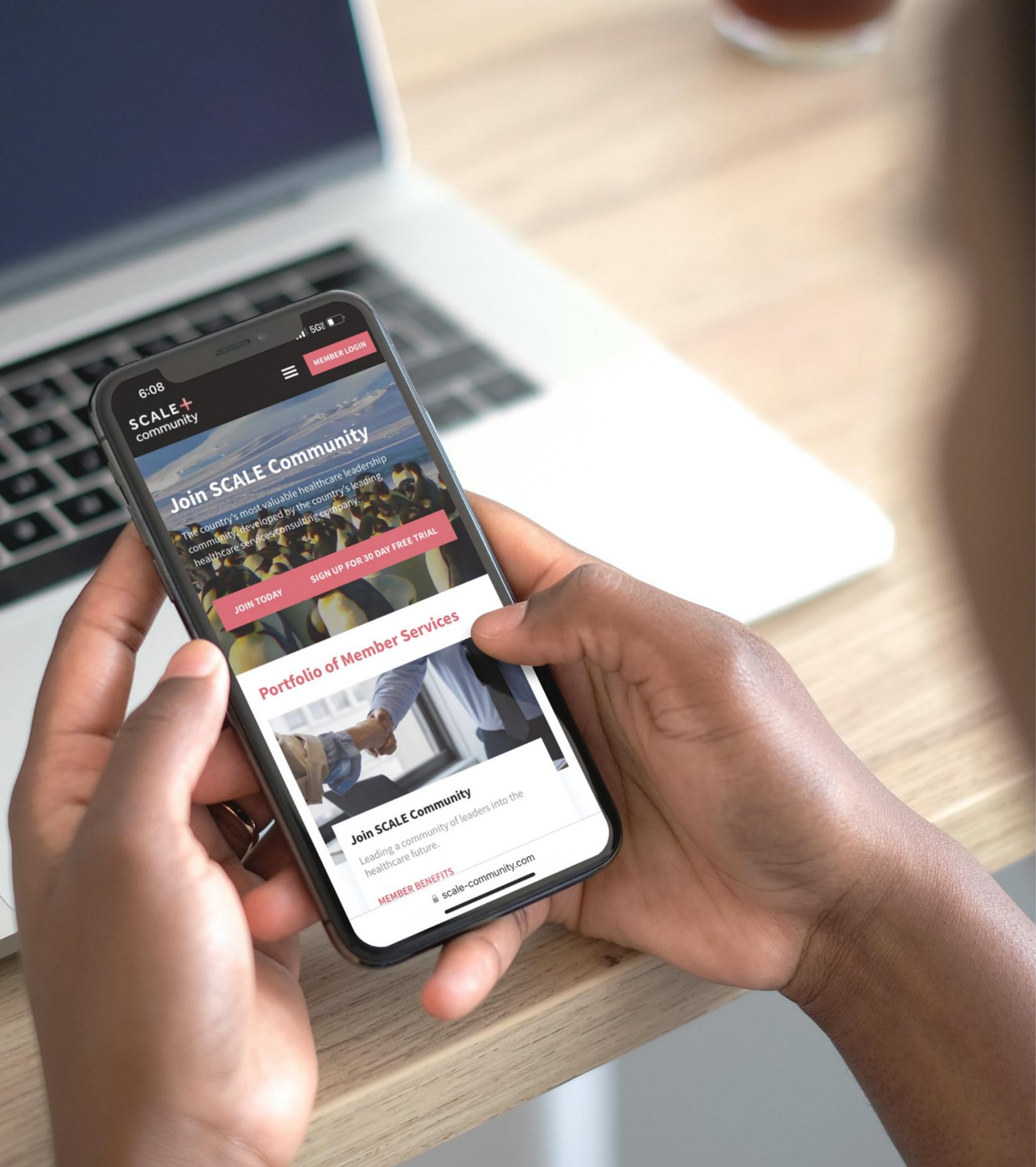
ANNUAL MAGAZINE AD

At the end of every year, SCALE Community releases a annual magazine highlighting the lessons learned throughout the year in the healthcare landscape.

This digital magazine ad features a full page dedicated to your organization as a sponsor of the publication.

PRICING \$2,000





EMAIL BLASTS

Promote your content through a one-time direct message to our audience through one-time use of an email blast list or direct mail list rentals. Your message will be sent to our extensive lists of quality contacts based on your targeted needs.

ONE TIME RATES

FULL SCALE AUDIENCE <i>(More than 65,000 Individuals)</i>	\$4,000
FULL LIST OF COMMUNITY MEMBERS <i>(More than 150 Individuals)</i>	\$2,000
SEGMENTED LIST BASED ON STATE, MEDICAL SPECIALTY, OWNERSHIP TYPE, AND FTE PHYSICIAN COUNT <i>(Cannot exceed 5,000 individuals)</i>	\$1,000

SPONSORED **PODCASTS** EPISODES

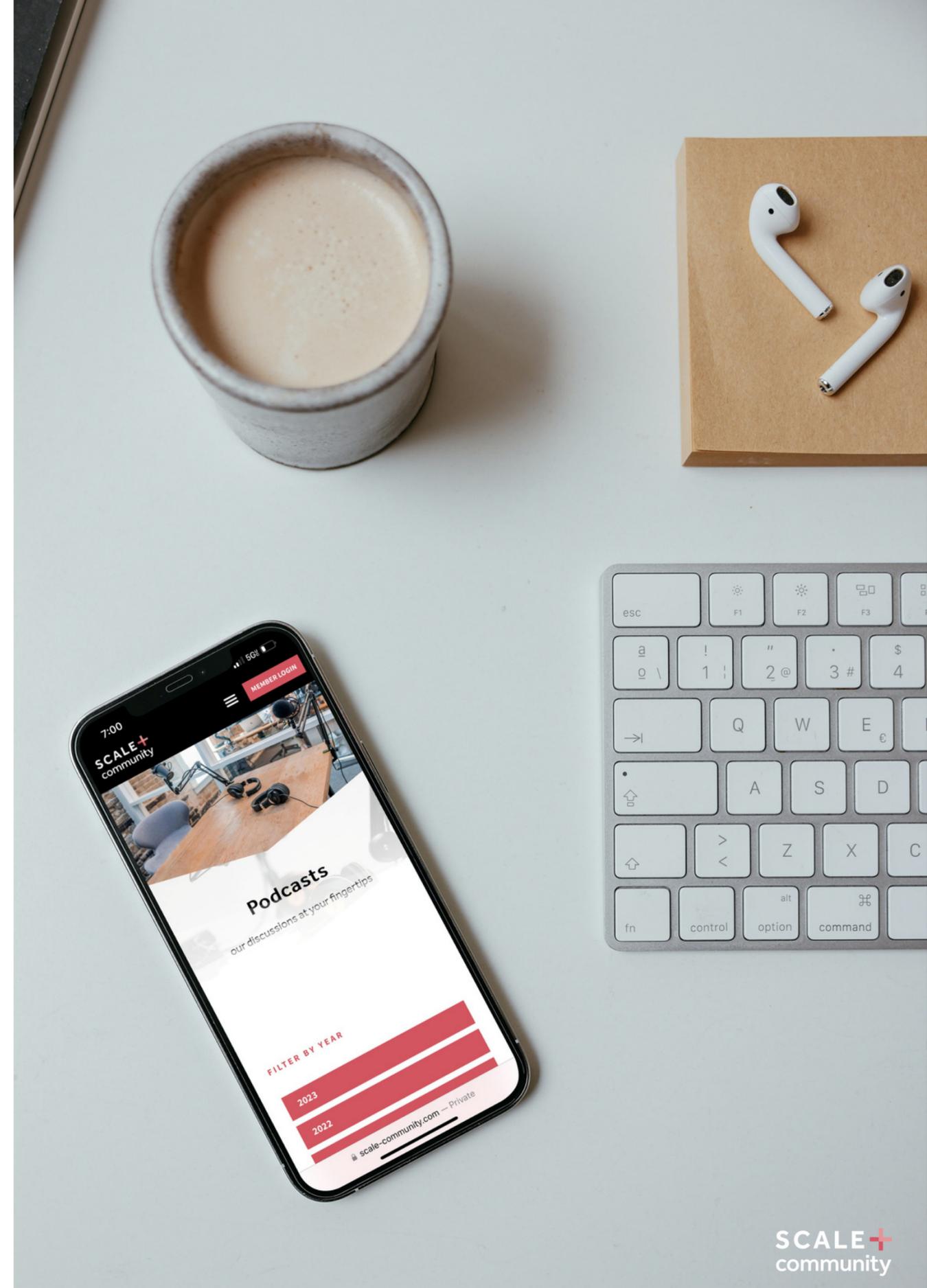
SCALE Community presents a dynamic podcast that covers trending topics in medical group practice. Our insights podcast series is a powerful tool for building brand awareness and expanding the reach of your team's expert messaging. As part of our sponsored podcast, your Subject Matter Expert will be interviewed by a SCALE Community editor, and your 30-second ad spot will play twice during the episode. Join us to leverage the power of podcasting and elevate your brand with SCALE Community.

INVESTMENT \$3,000

SPONSORED **EDUCATIONAL** **WEBINAR**

We hold educational webinars that can be accessed independently all year round, with an average attendance of 100-150 people. Our webinars provide various advantages such as allowing you to present your own content and being run for 60 minutes. They can be viewed live or as recorded content. We will also promote your event via emails and newsletters and provide you with a list of registrants for follow-up. Your company logo and name will be featured as a sponsor, and we will provide production and promotional support.

CLICK [HERE](#) TO CONTACT US FOR CUSTOM PRICING





SCALE COMMUNITY
MEMBERS RECEIVE
DISCOUNTS ON LISTED
RATES

JOIN NOW

EVENT MARKETING

Event marketing presents the chance to exhibit, sponsor, and advertise at events that provide access to influential decision-makers in the healthcare industry. By teaming up with SCALE Community, we can assist you in forming relationships that lead to prosperous business growth. You can generate buzz about your product or service by participating in one of our in-person or online conferences held every year. Marketing opportunities at these events include placements in the Table of Contents programming materials.

CLICK [HERE](#) TO CONTACT US FOR CUSTOM PRICING

UPCOMING EVENTS

CLICK [HERE](#) FOR A LIST OF ALL UPCOMING EVENTS



CORPORATE MEMBERSHIP

INFORMATION. NETWORKING. RECOGNITION. SAVINGS.

That's the power of **COMMUNITY**. Get an inside perspective on the practice management market. Make valuable contacts and take advantage of member-only savings and benefits. Companies prefer to deal with credible suppliers – and reputable vendors that provide excellent value and service. When introducing yourself as a SCALE Community member, you gain credibility by virtue of association to the standards SCALE Community upholds in the healthcare industry.

BENEFITS OF A SCALE COMMUNITY CORPORATE MEMBERSHIP:

- 5 Individual Executives - Community Memberships
- 1 SCALE Annual Conference Ticket
- Additional Conference Tickets with a 15% Discount
- Annual Inclusion on Website as Corporate Partner
- Complimentary promotion of your services 1x/year to our members
- MSO Benchmarking Survey Results
- Potential For Advocacy Leadership
- Nominations for SCALE Community Awards
- Discounts on Conference Booths, and Sponsorships (Advertising, Sponsored Webinars)
- Preferential Access to SCALE Portfolio of Products
- Executive Visual Dashboard

PRICING \$5,000/year

[CLICK HERE TO BECOME A CORPORATE MEMBER](#)

CONTACT US

YOUR ACCOUNT MANAGEMENT TEAM

ROY BEJARANO

CEO, SCALE Community
roy@scale-healthcare.com
917.428.0377

RAUF ALI

Vice President, SCALE Community
rali@scale-healthcare.com
718.415.2889