

## **2016 HIMSS Showcase**

## **Special Showcase • February Issue**

Published in the **February issue** of the leading independent voice for HIM/HIT professionals, the **HIMSS Showcase** is a powerful marketing opportunity certain to reach the hands of key decision makers and implementation teams just prior to the national conference.

For the cost-effective price of \$1,950, placement in this showcase includes year-round visibility across multiple media platforms, reaching more than 35,000 subscribers in the print issue and more than 21,000 recipients in our mobile-ready digital companion. Included in this value offering for this year is the ability to add audio, video, or Flash animation to your digital ad. You will simply need to send components for us to build in a news release format.

Your showcase will consist of a **70-word product description** with an **accompanying four-color image** and **contact information** for buyers to respond directly to you. **Materials due no later than 4 PM EST on 2/12/16.** 



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\$1,950 includes print, digital, and online listings.

Contact your sales rep at 800-278-4400 with any questions.

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