



Education Insider

The Texas Hospital Association's weekly *Education Insider* e-news updates hospital personnel on the latest educational programs offered through THA, with links to registration and event downloads. With targeted distribution to the audiences most likely to attend highlighted events, the *Education Insider* offers an easy way to target your message to the decision-makers you need to reach.



Readership

The *Education Insider* is distributed to nearly 3,000 hospital and health system executives weekly. Recipients are selected each week to target those most likely to be interested in the upcoming events featured. They include:

- Chief executive officers
- Chief operating Officers
- Chief financial officers
- Other c-level hospital executives
- Plus some 1,400 key personnel in legal, nursing, quality, human resource and other departments

Sponsorship Rates

Sponsorships are purchased in one-month minimum increments. Monthly rates are non-commissionable and are:

1 Month (4 issues)
\$600

Sponsor Reservation: 15th of the month preceding the issue

Specifications: Sponsors receive a listing of their company name with a link to the company's web site printed below the *Insider's* masthead.

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