

2024 Marketing Information

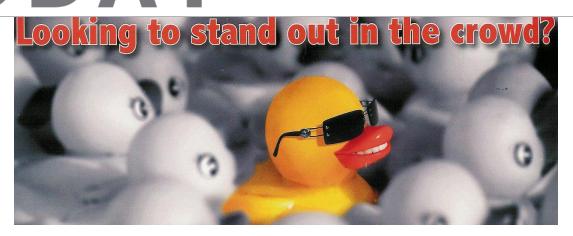
To Reach Over 4,000 Neonatologists, Perinatologists, Fellows, and NNPs at 1,045 NICUs in the USA and Canada. Total Circulation now exceeds 15,000 monthly



Monthly publication Established May 2006 Published Late-Month

PUBLISHER OF THE 2011 NICU DIRECTORY EXCLUSIVELY FOR THE AAP (American Academy of Pediatrics)

NEONATOLOGY TODAY Peer Reviewed Research, News and Information in Neonatal and Perinatal Medicine



Mission

- Peer Reviewed Research, News and Information in Neonatal and Perinatal Medicine
- Monthly e-publication to over 4,000 Neonatologists, Perinatologists, Fellows, and NNPs at 1,045 NICUs in the USA and Canada that provides timely news and information regarding the care of newborns and the diagnosis and treatment of premature and/or sick infants.
- Our editorial includes case reports detailing patient therapy including new drugs, new surgical strategies and procedures, nutritional formula and products, supporting technologies, as well as training opportunities for Neonatologists, Perinatologists, Fellows, NNPs and the NICU staff.
- Total circulation now exceeds 25,000 monthly via email, twitter, and LinkedIn.

NEONATOLOG

Peer Reviewed Research, News and Information in Neonatal and Perinatal Medicine



Published monthly written by and for Neonatologists, Perinatologists, Fellows, NNPs, residents, medical students, families, and the NICU teams at 1,045 NICUs throughout North America (USA & Canada)



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NEONATOLOGY TODAY Peer Reviewed Research, News and Information in Neonatal and Perinatal Medicine

Over 15,000 Circulation including 1,045 NICUs in the USA & Canada (1,007 NICUs in USA and 38 in Canada)

- Over 4,000 Neonatologists, Perinatologists, Fellows, and NNPs at 1,045 NICUs in the USA & Canada
- Medical Directors of NICUs
- Also widely circulated to affiliated health professionals and others interested in Neonatology
- Email, Twitter, and LinkedIn distribution
- Plus ... BONUS distribution at various Neonatology and Perinatology selected meetings, conferences and events

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Over 250,000 Visitors NEONATOLOGY TODAY website Last 12 Months www.NeonatologyToday.net

NEONATOLOGY TODAY Peer Reviewed Research, News and Information in Neonatal and Perinatal Medicine

NEONATOLOGY TODAY

was responsible for updating and publishing the 2011 NICU Directory *Exclusively* For The AAP

NEWBORN INTENSIVE CARE UNITS (NICUS) AND NEONATOLOGISTS OF THE USA & CANADA

DIRECTORY 2011

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Section on Perinatal Pediatrics



NEONATOLOGY Peer Reviewed Research, News and Information in Neonatal and Perinatal Medicine

Breakdown of the 1,045 NICUs in the USA and Canada

Country	Total Number of NICUs	III-C	III-B	III-A	II-B	II-A	Total Number of Neonatologists
USA	1,007	132	545	170	130	29	4,153
CANADA	38	7	23	4	4	0	209
Totals	1,045	139	568	174	134	29	4,362

NICUS, LEVELS OF NEONATAL CARE	A NEONATOL OCICTO DV CTATE

				Levels of		INFOTRIBUTE.			
	Total			Luvuis or	-	Nebraska			
		III-C	III-B	III-A	II-B	II-A	Population (Millions) 2009	Total Number of Neonatologists	Nevada
State	Number								New Hampshire
State	of NICUs	III-C	III-D						New Jersey
Alabama	14	1	10	2	0	1	4.7	32	New Mexico
Alaska	1	0	1	0	0	0	0.7	7	New York
Arizona	15	3	5	4	1	2	6.6	46	North Carolina
Arkansas	5	1	3	1	0	0	2.9	23	North Dakota
AP-FPO	1	0	1	0	0	0	6.0	4	Ohio
California	136	15	75	21	17	8	37	522	Oklahoma
Colorado	17	2	8	5	2	0	5.0	61	Oregon
Connecticut	15	2	4	7	2	0	3.5	61	Pennsylvania
Delaware	4	- 4	4		1		0.9	10	Puerto Rico
	6	- 1	3	-	0	0		36	Rhode Island
District of Columbia	54	8	20	16	10	0	0.6		South Carolina
Florida						0		217	South Dakota
Georgia	31	3	18	6	3	1	9.8	105	Tennessee
Hawaii	3	1	2	0	0	0	1.3	24	Texas
Idaho	6	0	4	0	1	1	1.6	14	Utah
Illinois	36	6	19	4	6	1	13.0	176	Vermont
Indiana	20	2	15	3	0	0	6.4	94	Virginia
lowa	9	1	4	1	3	0	3.0	36	Washington
Kansas	7	0	5	1	1	0	2.8	33	West Virginia
Kentucky	15	2	4	7	1	1	4.3	48	Wisconsin
Louisiana	26	3	20	2	0	1	4.5	64	Wyoming
Maine	3	1	1	1	0	0	1.3	10	
Maryland	22	2	13	2	- 5	0	6.0	80	USA TOTALS
Massachusetts	24	2	10	0	11	1	6.6	128	CANADA TOTALS
Michigan	21	3	16	0	2	0	10.0	99	
Minnesota	9	3	5	0	1	0	5.3	49	Updated August 21, 2

CANADA TOTALS:	38	7	23	4	4	0	33.8	209
USA TOTALS:	1,007	132	545	170	130	29	307.0	4153
Wyoming	0	0	0	0	0	0	0.5	0
Wisconsin	18	2	14	1	1	0	5.7	80
West Virginia	3	1	2	0	0	0	1.8	15
Washington	22	2	11	2	4	3	6.7	70
Virginia	23	4	12	5	2	0	7.9	116
Vermont	1	0	1	0	0	0	0.6	8
Utah	7	1	6	0	0	0	2.8	40
Texas	104	13	55	24	11	-1	24.8	394
Tennessee	27	2	14	7	3	1	6.3	96
South Dakota	3	0	3	0	0	0	0.8	14
South Carolina	12	2	4	1	3	2	4.6	49
Rhode Island	2	1	0	0	1	0	1.0	17
Puerto Rico	7	1	2	3	1	0	4.0	19
Pennsylvania	37	7	23	5	2	0	12.6	204
Oregon	7	2	4	1	0	0	3.8	37
Oklahoma	10	5	6	1	1	0	3.7	37
Ohio	33	5	15	5	6	1	11.5	151
North Dakota	6	0	6	0	0	0	0.7	17
North Carolina	26	4	11	- 8	3	0	9.4	107
New York	72	10	38	7	14	3	19.5	335
New Mexico	4	1	2	0	1	0	2.0	21
New Jersey	25	1	17	3	4	0	8.7	136
New Hampshire	3	0	2	1	0	0	1.3	13
Nevada	10	1	7	0	2	0	2.6	32
Nebraska	7	2	4	1	0	0	1.8	24
Montana.	4	0	3	1	0	0	1.0	9
Missouri	22	3	9	5	4	1	6.0	103
Mississippi	12	1	7	4	0	0	3.0	30



Sponsorship Marketing Investment 2024

Sponsorship Size	1X	4X *
Full Page Size	\$800.00	\$700.00 *

*The above full page 4 color ad rates include a web banner on the website in three (3) locations; Home Page, Issues Page, and Events Page at no additional charge.

Based on Consecutive Monthly issues

Guaranteed Special Position Charge 15% - Waived for 6X Sponsorship Program

NEONATOLOGY TODAY™ Specs & Deadlines for Artwork/Graphics

Web Banner specs: 200 x 200 pixels Horizontal web banners: 7.89" W x 1.25" H

Electronic files preferred. Email the files to: Melissa.LaMarca@NeonatologyToday.net

Space Reservation Deadline: First of the month of the issue date (Ex – May 1 for May issue). Published Late month.

Materials Deadline: 10TH of the month of the issue date (Ex – May 10 for May issue)). Published Late month.

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