2019 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 Mid-Month


www.NeonatologyToday.net
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 15,000 monthly via email, twitter, and LinkedIn.

www.NeonatologyToday.net
Published monthly (Mid Month) written by and for Neonatologists, Perinatologists, Fellows, NNPs and the NICU teams at 1,045 NICUs throughout North America (USA & Canada)
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

www.NeonatologyToday.net
Over 110,000 Visitors
NEONATOLOGY TODAY website
Last 12 Months
www.NeonatologyToday.net
was responsible for updating and publishing the 2011 NICU Directory Exclusively For The AAP

www.NeonatologyToday.net
Breakdown of the 1,045 NICUs in the USA and Canada

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Number of NICUs</th>
<th>III-C</th>
<th>III-B</th>
<th>III-A</th>
<th>II-B</th>
<th>II-A</th>
<th>Total Number of Neonologists</th>
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</thead>
<tbody>
<tr>
<td>USA</td>
<td>1,007</td>
<td>132</td>
<td>545</td>
<td>170</td>
<td>4</td>
<td>4</td>
<td>4,153</td>
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<tr>
<td>CANADA</td>
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<td>7</td>
<td>23</td>
<td>0</td>
<td>0</td>
<td>209</td>
<td></td>
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<tr>
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<td>1,045</td>
<td>139</td>
<td>568</td>
<td>174</td>
<td>134</td>
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</table>

NICUS, LEVELS OF NEONATAL CARE & NEONATOLOGISTS BY STATE

<table>
<thead>
<tr>
<th>State</th>
<th>Total Number of NICUs</th>
<th>Levels of Neonatal Care</th>
<th>Population (Millions)</th>
<th>Total Number of Neonologists</th>
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</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>14</td>
<td>III-C: 1 II-B: 0 II-A: 1</td>
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<td>Arkansas</td>
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<td>Colorado</td>
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<td>Delaware</td>
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<td>Florida</td>
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<tr>
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<tr>
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<td>1.3</td>
<td>10</td>
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<tr>
<td>Massachusetts</td>
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<td>10.0</td>
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<td>Minnesota</td>
<td>9</td>
<td>III-C: 3 II-B: 5 II-A: 0</td>
<td>5.3</td>
<td>49</td>
</tr>
</tbody>
</table>

**Mississippi**
- III-C: 1 II-B: 0 II-A: 0
- Population (Millions): 3.0
- Total Number of Neonologists: 30

**Missouri**
- III-C: 2 II-B: 3 II-A: 1
- Population (Millions): 4.0
- Total Number of Neonologists: 103

**Montana**
- III-C: 0 II-B: 3 II-A: 0
- Population (Millions): 1.0
- Total Number of Neonologists: 9

**Nebraska**
- III-C: 2 II-B: 4 II-A: 1
- Population (Millions): 1.8
- Total Number of Neonologists: 24

**Nevada**
- III-C: 1 II-B: 0 II-A: 0
- Population (Millions): 0.7
- Total Number of Neonologists: 17

**New Hampshire**
- III-C: 0 II-B: 2 II-A: 1
- Population (Millions): 1.1
- Total Number of Neonologists: 151

**New Jersey**
- III-C: 1 II-B: 0 II-A: 0
- Population (Millions): 8.7
- Total Number of Neonologists: 136

**New Mexico**
- III-C: 4 II-B: 0 II-A: 0
- Population (Millions): 0.2
- Total Number of Neonologists: 21

**New York**
- III-C: 10 II-B: 7 II-A: 4
- Population (Millions): 18.5
- Total Number of Neonologists: 335

**North Carolina**
- III-C: 11 II-B: 8 II-A: 3
- Population (Millions): 9.4
- Total Number of Neonologists: 107

**North Dakota**
- III-C: 4 II-B: 0 II-A: 0
- Population (Millions): 0.7
- Total Number of Neonologists: 17

**Ohio**
- III-C: 3 II-B: 5 II-A: 6
- Population (Millions): 6.6
- Total Number of Neonologists: 151

**Oklahoma**
- III-C: 10 II-B: 6 II-A: 1
- Population (Millions): 3.7
- Total Number of Neonologists: 30

**Oregon**
- III-C: 2 II-B: 4 II-A: 0
- Population (Millions): 1.4
- Total Number of Neonologists: 37

**Pennsylvania**
- III-C: 17 II-B: 5 II-A: 2
- Population (Millions): 12.5
- Total Number of Neonologists: 204

**Puerto Rico**
- III-C: 7 II-B: 3 II-A: 1
- Population (Millions): 0.2
- Total Number of Neonologists: 40

**Rhode Island**
- III-C: 1 II-B: 0 II-A: 0
- Population (Millions): 1.0
- Total Number of Neonologists: 17

**South Carolina**
- III-C: 11 II-B: 4 II-A: 1
- Population (Millions): 4.6
- Total Number of Neonologists: 49

**South Dakota**
- III-C: 3 II-B: 0 II-A: 0
- Population (Millions): 0.8
- Total Number of Neonologists: 14

**Tennessee**
- III-C: 27 II-B: 3 II-A: 3
- Population (Millions): 8.9
- Total Number of Neonologists: 96

**Texas**
- III-C: 104 II-B: 55 II-A: 24
- Population (Millions): 24.8
- Total Number of Neonologists: 394

**Utah**
- III-C: 7 II-B: 1 II-A: 0
- Population (Millions): 2.8
- Total Number of Neonologists: 40

**Vermont**
- III-C: 1 II-B: 0 II-A: 0
- Population (Millions): 0.6
- Total Number of Neonologists: 8

**Virginia**
- III-C: 23 II-B: 12 II-A: 5
- Population (Millions): 7.9
- Total Number of Neonologists: 116

**Washington**
- III-C: 22 II-B: 11 II-A: 4
- Population (Millions): 6.7
- Total Number of Neonologists: 70

**West Virginia**
- III-C: 3 II-B: 2 II-A: 0
- Population (Millions): 1.8
- Total Number of Neonologists: 15

**Wisconsin**
- III-C: 18 II-B: 14 II-A: 1
- Population (Millions): 5.7
- Total Number of Neonologists: 80

<table>
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<th>Total Number of Neonologists</th>
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<td>USA: Totals</td>
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<td>III-C: 10 III-B: 545 III-A: 545</td>
<td>70.0</td>
<td>4,153</td>
</tr>
<tr>
<td>CANADA: Totals</td>
<td>38</td>
<td>III-C: 7 II-B: 23 II-A: 0</td>
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Updated August 21, 2011

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Sponsorship Marketing Investment 2019

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<thead>
<tr>
<th>Sponsorship Size</th>
<th>1X</th>
<th>4X *</th>
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<tr>
<td>Full Page Size</td>
<td>$800.00</td>
<td>$700.00</td>
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</table>

*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

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

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