

PROJECT / CAMPAIGN SUBMISSION FORM

Marketing Healthcare Today is a creative source for healthcare marketing professionals that focuses on quality marketing materials across the nation. All entries are welcomed and reviewed for possible publication. **THERE IS NO COST FOR SUBMISSIONS.**

Submissions can include single projects such as a one-time direct-mail piece, to huge multimedia campaigns including print, radio, tv and more. Each project is analyzed on an individual basis as to cost, media used, reach, frequency and, most importantly, the results. Please fill out the following Project / Campaign SUBMISSION FORM and securely attach to each submission.

*** = REQUIRED**

*** 1. PROJECT / CAMPAIGN NAME:** _____

*** 2. NAME OF HEALTHCARE ORGANIZATION:** _____

- | | | |
|---|--|--|
| <input type="checkbox"/> Healthcare System | <input type="checkbox"/> Hospital under 149 beds | <input type="checkbox"/> HMO / PPO |
| <input type="checkbox"/> Medical Practice
(Non Hospital) | <input type="checkbox"/> Hospital 150-499 beds | <input type="checkbox"/> Long-Term Care Facility |
| | <input type="checkbox"/> Hospital over 500 beds | <input type="checkbox"/> Other: _____ |

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

*** 3. AGENCY (IF APPLICABLE):** _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

*** 4. High Resolution Electronic Files of the Campaign (INCLUDE ALL MEDIA TYPES):**

PDF files preferred, also will accept Photoshop tiff, eps or jpg files. RADIO SPOTS: CD's or MP3 files may be submitted (audio scripts suggested). TV/VIDEO: DVD preferred (audio scripts suggested).

All submissions should include one physical sample/print of each media used, if possible.

SEE REVERSE SIDE

* **5. High Resolution Logo of the Healthcare Organization:**
Illustrator eps file preferred; also will accept Photoshop tiff, eps or jpg files.

* **6. Objectives/Highlights of Project/Campaign:** _____

* **7. Target Audience:** _____

* **8. Media (CHECK ALL THAT APPLY):**
 Newspaper Ads Specialty Advertising Brochure(s) Billboard(s)
 Direct Mail Magazine Ads Outdoor Transit Newsletter(s)
 TV / Video Radio Web Site / Banner Ads Other: _____

9. List any additional comments about the media delivery for this project / campaign:

* **10. Reach (QUANTITIES OF PRINTING, MEDIA COVERAGE, TOTAL EXPOSURE):** _____

11. Budget (TOTAL ESTIMATED COST FOR PROJECT/CAMPAIGN): \$ _____

* **12. Length Of Time Project/Campaign Ran:** _____

* **13. Results (LIST ALL MEASURABLE THAT APPLY, SUCH AS ADMISSIONS, PROCEDURES, CALLS, ATTENDANCE, ETC.):**

All submissions should be sent to:
Marketing Healthcare Today,
C/O Creative Images, Inc.
141 Willets Road, Sylva, NC 28779.

Feel free to submit any additional information. Microsoft WORD preferred.