



HOSPICE &
PALLIATIVE CARE
TODAY

<https://hospicepalliativecaretoday.com/>

SPONSORSHIP / ONLINE ADVERTISING DETAILS 2025

Started 1/1/24, Hospice & Palliative Care Today already has:

- Subscribers: >2,000 subscribers across 48 states!
- News stories: 6,500 stories with 300K click throughs!
- Sponsor ads: 1M click throughs and 4M impressions!

Sponsor ads:

- Size = 400 pixels wide x 200 pixels high
- Format: JPG, PNG, or JIF
- Ad edits: Ads can be changed twice / month
- Placement: Approximately every 2 news stories
- Rotation: Through all newsletter content bi-weekly
- Maximum: 2025 Q3 will be limited to a maximum of eight (8) Sponsors
- Reporting: Aggregated information on advertising impressions, advertising clicks, and articles read will be provided quarterly

Sponsor acknowledgements:

- Ads in daily email newsletters
- Ads in daily homepage newsletters
- On website in “homepage side content”
- On website in Sponsors page

Fee: \$7,000 flat fee / quarter – reduced to **\$5,000 / quarter**.

Additional information: Please contact Cordt T. Kassner, PhD, Publisher, at CKassner@HospicePalliativeCareToday.com or 719-209-1237.

** Metrics updated 7/1/25.*