

healthcare review 2010 Rate Card

NorthEastNetwork

HealthCare Review Northeast Network® • Millyard Technology Park, 20 Technology Way • Nashua, NH 03060
603-579-8900 • Fax: 603-579-8998 • 1-800-325-6464 (New England) • www.healthcarereview.com

New England Edition: PRINTED
Connecticut, Massachusetts, Rhode Island,
Maine, New Hampshire, Vermont

Page Ad Size	10 X	6X	4X	1X
Full	\$1,333	\$1,439	\$1,501	\$1,712
Jr.	\$1,169	\$1,265	\$1,332	\$1,448
One Half (1/2)	\$835	\$995	\$1,049	\$1,170
One Third (1/3)	\$719	\$820	\$856	\$931
One Fourth (1/4)	\$589	\$683	\$697	\$763
One Eighth (1/8)	\$327	\$388	\$404	\$444

All rates net. Discounts do not apply unless specified in writing.
Political rates provided upon request.

Ad Dimensions

SIZE	WIDE	(picas)	x	HIGH	(picas)
Full Page	10"	(60p)	x	10 5/8"	(78p)
Jr. Page	7 3/8"	(44p3)	x	10"	(60p)
1/2 Horizontal	10"	(60p)	x	5 1/8"	(36p9)
1/2 Vertical	4 7/8"	(29p3)	x	10 5/8"	(75p)
1/3 Horizontal	10"	(60p)	x	4"	(24p)
1/3 Vertical	4 7/8"	(29p3)	x	9"	(49p6)
1/4 Horizontal	10"	(60p)	x	2 7/8"	(17p3)
1/4 Vertical	4 7/8"	(29p3)	x	5 1/8"	(36p9)
1/8 Horizontal	4 7/8"	(29p3)	x	2 7/8"	(17p3)
1/8 Vertical	2 5/16"	(13p10.5)	x	5 1/8"	(36p9)

Color Rates

- Spot Color (cyan, magenta or yellow): \$100 each insertion
- PMS Matches (utilizing process spot color): \$150 each insertion
- Four Color (four color process)*: \$300 each insertion

*Cost to produce separations not included

Set Up Charges / Ad Design Rates

• Full Page	\$200	• 1/4 Page	\$100
• Jr. Page	\$175	• 1/8 Page	\$75
• 1/2 Page	\$150	• Additional Stat	\$10
• 1/3 Page	\$125		

Discount Rates (Do not apply to production charges)

- Advance Payment of Full Contract 10%
- Advance Payment per Insertion 5%

Advertising Policies

Contract Year:

- Advertising insertion must be placed within one year of contract date to earn frequency discount rate.
- Advertisers will be short-rated if contract frequency is not exercised.
- No cash rebates.
- Verbal orders are binding unless cancelled in writing prior to space closing date.
- All ads to run consecutively, unless otherwise scheduled. If advertisements are not received by deadline, advertiser agrees to run previous ad.

Payment Terms:

- All invoices are due upon receipt.
- Past due accounts are subject to a 1.5% service charge per month after 30 days.
- Advertisers and agency shall be held jointly liable for past due accounts.
- First insertion for new accounts is payable in full prior to publication print date.
- The publisher reserves the right to withhold any advertising for any account with an outstanding invoice beyond 30 days.
- All rates are net.

Web Site Marketing Opportunities

Email: cm@healthcarereview.com • Ph: 603-579-8900

www.healthcarereview.com

- Provides an abridged electronic version of the printed publication
- Archived editions cataloged for easy reference
- Healthcare Symposium™ - online registration, exhibitor information, course schedule and detailed event information
- Health care community message boards
- Community events calendar
- Links to other health care resources
- Career Moves Advertisements

Home Page

	3 Months	6 Months	12 Months
Leader Board Ad	\$600	\$800	\$1,200
Tile Ad	\$300	\$400	\$600
Banner Ad	\$300	\$400	\$600

* All prices are for the total contact **Banner ads also appear randomly throughout the entire site.

Publication Page - Current and Archive

	3 Months	6 Months	12 Months
Leader Board Ad	\$800	\$1000	\$1,400
Tile Ad	\$400	\$500	\$700
Banner Ad	\$400	\$500	\$700

Job, News and Symposium Page

	3 Months	6 Months	12 Months
Leader Board Ad	\$300	\$450	\$600
Tile Ad	\$150	\$200	\$300
Banner Ad	\$150	\$200	\$300

ALL Other Pages

	3 Months	6 Months	12 Months
Leader Board Ad	\$300	\$450	\$600
Tile Ad	\$150	\$200	\$300
Banner Ad	\$150	\$200	\$300

Additional Advertising

- eNews Sponsorship \$995 (1 Month Duration)
- 120 X 60 pixels **AND** Placement in eNews emails **email blasts HCR sends out a month?***
- Online Brochures \$100 (Per Page)
- (Thumbnail Image of 1st page, next to listing with link to PDF)
- e-Newsletter \$350 (Monthly)
- Monthly newsletter sent to data base of 4,410 and growing
- Includes: Logo, and Link to your web site, and 50 word description

Ad Submission Guidelines

- Leader Board Ad 468 X 60 pixels - Tile Ad 125 X 125 pixels
- Banner Ad 300 X 100 pixels
- Please submit your ad in GIF or JPEG format. NO LARGER THAN 20K
- Please include URL address where you would like ad linked to in the body of the email.

Terms and Conditions of Contractual Agreement:

- All cancellations required in writing
- Design services are available for additional \$100 fee (no discounts apply.)

Payment Terms:

- All invoices are due upon receipt
- Past due invoices are subject to a 1.5% service charge per month after 30 days
- Advertisers and agency shall be held jointly liable for past due accounts
- Payment in full is required prior to web posting for new accounts
- HCR reserves the right to withhold any advertising for any account with an outstanding invoice beyond 30 days

**** All rates reflected are NET ****

Web Site Marketing Opportunities Email: cm@healthcarereview.com • Ph: 603-579-8900

Web Ad Placement Options:

Ad placement dependent on availability

Static Ad - Static ads are given dedicated placement and do not rotate with any other ads. All static ads appear in the same position throughout the site.

Dedicated Page Ad - Ad appears only on chosen dedicated page.

****All ads appear throughout site unless a dedicated page is chosen.****

AD SIZE: Leader Board Ad: 468 X 60 pixels

Tile Ad: 125 X 125 pixels

Banner Ad: 300 X 100 pixels

PLACEMENT: Home Page Publication Page

Job Page Symposium Page News Page

ALL Other Pages Additional Advertising

LENGTH OF POSTING: 3 Months 6 Months 12 Months

Start Date: _____ **End Date:** _____

TOTAL INVESTMENT: _____

URL Address to link to: _____

Web Site: _____ www.healthcarereview.com

To reserve web advertising, complete all information below and fax to 603-579-8998 Attn: Connie McCullion

Company Name: _____

Contact: _____

Billing Address: _____

Phone: _____

Email Address: _____

I agree to the billing terms outlined above and I am authorized to reserve web advertising space on behalf of the company listed above:

Signature: _____

Date: _____

Traditionally, advertising has been a one-way mechanism.

Apart from toll-free numbers and coupons, there was no way for customers to act on the information in an ad.

All that changed with the web where customers can click, learn more, and even buy on the spot.

Healthcarereview.com features:

- An unabridged version of the printed publication
- Archived editions cataloged for easy reference
- On line registration forms for our annual HealthCare Symposiums
- Community Events calendar
- Employment opportunities

And so much more!!

Learn how your company can benefit from advertising on healthcarereview.com by calling 603-579-8900

New England Edition: PRINTED
Connecticut, Massachusetts, Rhode Island, Maine, New Hampshire, Vermont

Mechanical Requirements

Printing:

Web offset press configuration dot gain ±4%.

Required formats:

COLOR COMPOSITE PDF FILES ARE PREFERRED

- Distilled through Acrobat 5.0-9.0 with Press Settings.
- PDF Files should NOT be done as SAVE AS in Photoshop.
- PDF Files should be done through File, Print, with Acrobat Distiller Printer Settings or File Export with Press Settings
- Separations OFF, Color Composite CMYK.

Scans

- Black and White photos should be in Gray scale mode NOT in RGB mode.
- Color Photos should be in CMYK mode NOT RGB mode.
- Scanned to size at 180 resolution.
- Scanned Line Art should be scanned to size with 800 to 1200 resolution.