

ONLINE ADVERTISING RATES & SPECIFICATIONS

Brought to you by Health Forum, an American Hospital Association company, the Health Forum Media Network consists of a family of publication Web sites and electronic media that serve as primary destinations for individuals involved in health care delivery, including senior- and department-level managers in the more than 5,000 AHA member organizations, 185,000-plus readers of Health Forum publications, and visitors to the AHA portal site, *www.HospitalConnect.com*[™].

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Issued: January 2009

Rates Effective: January 2009



Targeting Hospital Management Has Never Been Easier

Along with Health Forum's well-known and highly respected magazines, the Health Forum Media Network provides marketers with the opportunity to target the nation's largest hospital administration and senior management collective marketplace. With over 185,000 subscribers to its suite of publications, the Health Forum Media Network can help you reach this high-demand audience easily with our various online advertising offerings. Campaigns are fully customizable.

The Health Forum Media Network Suite of Web Sites

Hospitals & Health Networks

www.hhnmag.com

The leading publication for senior- and department-level management in hospitals and health systems.

Trustee

www.trusteemag.com

The only magazine written specifically for trustees and board members of the nation's hospitals and health systems.

Health Facilities Management

www.hfmmagazine.com

Health Facilities Management is the leading journal for health care facility designers and managers, environmental services, and plant operations directors.

Materials Management in Health Care

www.matmanmag.com

Materials Management in Health Care is the leading journal for materials management, OR managers and nurses, infection control and central services professionals.

Health Forum

www.healthforum.com

The official Web site of Health Forum, a subsidiary of the American Hospital Association. Health Forum provides communications, information, education and research products and services that advance leadership for health.

Hospital Connect

www.hospitalconnect.com

The health leadership portal connects 50 Web sites owned by AHA and its affiliated organizations, as well as links the Web sites of more than 85 state and metropolitan hospital associations and thousands of AHA-member hospitals and health systems.

AHA News

www.ahanews.com

The bi-weekly newspaper for senior executives whose organizations are members of the American Hospital Association.

Association for Healthcare Resource & Materials Management (AHRMM)*

www.ahrmm.org

AHRMM has more than 4,000 members and is the premier health care resource and materials management association. It also is one of the American Hospital Association's personal membership groups.

American Organization of Nurse Executives (AONE)*

www.aone.org

AONE is a national organization, and a subsidiary of the American Hospital Association, made up of 6,200 nurses who design, facilitate, and manage care.

** These sites are not automatically included in the Standard Network Package.*

Web Site Advertising Rates

468 x 60

250 x 250

150 x 120

150 x 120

150 x 120

468 x 60

Health Forum Media Network Sites

Network Package - \$60 CPM (gross)

A standard network buy includes all of the Health Forum Media Network sites. Requires a minimum of a 10,000 impressions and must include all of the following ad unit sizes: 468x60; 250x250; 150x120.

H&HN Network Package - \$65 CPM (gross)

An H&HN Network buy includes H&HN and any combination of the sites listed on the opposite page, depending on advertiser's specifications. Requires a minimum of 10,000 impressions and must include all of the following ad unit sizes: 468x60; 250x250; 150x120.

Single Site Rate - \$85 CPM (gross)

Advertiser specifies which one site they would like to purchase. Requires a minimum of 10,000 impressions and the following ad unit sizes: 468x60; 250x250; 150x120.

Single Unit Rates (gross)

Rates are cost per thousand (CPM)

Unit Size	Network	H&HN	Single Site
250x250	\$120	\$130	\$170
468x60	\$90	\$100	\$120
150x120	\$65	\$70	\$90

120 x 240

Association for Healthcare Resource & Materials Management (AHRMM) Web Site www.ahrmm.org

AHRMM has more than 4,000 members and is the premier health care resource and materials management association. It also is one of the American Hospital Association's personal membership groups.

Pricing per month (gross)

Includes 12K impressions.

Unit Size	1 month	3 months	6 months	12 months
120x240	\$1,200	\$1,140	\$1,080	\$960

468 x 60

American Organization of Nurse Executives (AONE) Web Site www.aone.org

AONE is a national organization, and a subsidiary of the American Hospital Association, made up of 6,200 nurses who design, facilitate, and manage care.

Pricing per month (gross)

Includes 40K impressions.

Unit Size	1 month	3 months	6 months	12 months
468x60	\$4,000	\$3,800	\$3,600	\$3,200

E-Newsletters



H&HN Weekly
H&HN's e-Newsletter for Health Care Executives

Every Tuesday, *H&HN Weekly* is delivered to more than 30,000 hospital executives and senior management. The roster of respected contributors includes such well-known writers as Emily Friedman, Joe Flower, Dan Beckham, and Ian Morrison.

H&HN Weekly features two Web-first articles per issue on a variety of current health care topics and is delivered in a concise format designed to accommodate busy schedules.

Frequency: Weekly (Tuesday)
 Circulation: 30,000 hospital executives and senior management

H&HN Weekly Rates

Unit Size	Open	6x	12x	24x
468x60	\$1,500	\$1,425	\$1,320	\$1,200
250x250	\$2,500	\$2,375	\$2,200	\$2,000
728x90	\$2,650	\$2,520	\$2,330	\$2,120



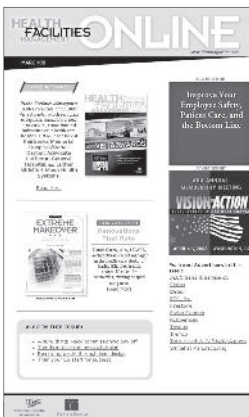
Materials Management Online

Sent out at the beginning of each month, this e-newsletter is the only publication in the marketplace that focuses on supply chain solutions designed to improve quality, efficiency and patient safety.

Frequency: Monthly
 Circulation: 7,700 supply chain and materials management professionals

Materials Management Online Rates

Unit Size	Open	3x	6x	12x
250x250	\$1,150	\$1,095	\$1,015	\$920



Health Facilities Management Online

Sent out at the beginning of each month, this e-newsletter comprehensively covers advances in the hospital design, construction, engineering, environmental services and operations fields.

Frequency: Monthly
 Circulation: 15,000 health facility operations, architecture, construction, and environmental services professionals

Health Facilities Management Online Rates

Unit Size	Open	3x	6x	12x
250x250	\$1,150	\$1,095	\$1,015	\$920



AONE E-News Update
Nursing Leadership's Weekly News Report

Promote your company's products and services to an influential group of more than 6,200 decision makers through advertising in AONE eNews Update. An opt-in newsletter, each Friday e-News delivers the latest news and insights via e-mail to nurse leaders on such important issues as the nursing workforce, patient safety, technology, and legislative/regulatory developments. In addition to news, AONE eNews Update also delivers an exclusive resources section and job opportunity listings in the AONE Career Center.

Frequency: Weekly (Friday)
 Circulation: 6,200 nurse executives

AONE E-News Update Rates (monthly sponsorships only)

Unit Size	Rate
468x60	\$2,600/month

Basic (On-Demand) Package

This is an entirely pre-recorded Web seminar with no live component (i.e., no Q&A, polling). The event has a scheduled launch date and is promoted with dedicated e-mail transmissions, Web site advertising across the Health Forum Media Network suite of Web sites, e-newsletters and print advertising.

\$11,250 net per event

Sponsor will receive:

- Complete list of all registrants for the event, with demographics.
- Complete list of all attendees.
- Event will be archived on the Health Forum Web sites for 6 months. Visitors who want to view the archive must register, providing demographics. These leads will be turned over to the sponsor.
- CD-ROM recording of the event available for additional fee.

Simu-Live Package

The following details a simulated live (Simu-Live) event which affords interaction with the audience via Q&A session directed by the moderator after the presentation. Additionally, customized reporting is included which ranks the leads based on pre-defined criteria.

\$14,750 net per event (frequency discounts apply)

Sponsor will receive:

- Complete list of all registrants for the event, with demographics.
- Complete list of all attendees.
- Results of any polling questions, with participants' responses.
- List of questions from the Q&A portion of the Web seminar.
- Event will be archived on the Health Forum Web sites for 12 months. Visitors who want to view the archive must register, providing demographics. These leads will be turned over to the sponsor.
- Customized reporting.
- CD-ROM recording of event.

Please note: We can offer a fully customized program that leverages all of the resources of our editorial department and sponsorship team to develop original content for your event. Price varies based on level of involvement.

**To see examples of Web Seminars, visit our online repository at
www.HealthForumLeadershipCenter.com.**

The following services are included in all Web Seminar packages.

Marketing and Technology Services:

Marketing efforts targeted to potential participants in sponsor's core audience group will be provided by Health Forum and include e-mail transmissions promoting the event to up to 28,000 names, online advertising on the Health Forum Media Network suite of Web sites, and promotion via our weekly e-newsletters.

Project Management:

Sponsors of a Health Forum Web seminar will be assigned an event specialist who is responsible for coordinating every aspect of the event, from scheduling the kick-off meeting to providing post-event reports.

Editorial Services:

In addition to providing an experienced moderator, Health Forum offers editorial consultation to help create a compelling title and refine your message—all in an effort to maximize the success of your event.

Health Forum can now help you present your success stories to a targeted audience of hospital senior executives actively seeking out the latest information on proven products and services in the health care market. With our new *White Paper Update* program, we can put your case studies, research, and educational resources in front of an incredibly valuable audience and track exactly who is looking at those posted documents.

- We will post your white papers within a new section residing on the Health Forum network (including the *H&HN* site) called **Health Forum Leadership Center**.
- A visitor to the site who is interested in learning more would fill out a registration form and the white paper is then made available for downloading in PDF format. The resulting leads will then be provided to the sponsor.
- Additionally, a monthly e-mail push promoting the white papers (“White Paper Update, brought to you by Health Forum”) will be transmitted to our opt-in database of 30,000—again, registration is required for downloading the white paper.
- Up to four additional questions from the sponsor can be included to further qualify the recipient’s purchase authority, etc.
- We will also be promoting the Web site through house ads (online and in the magazines) and e-newsletters.

In addition to promoting market leadership, this will provide direct access to our exclusive audience of senior-level hospital executives while generating valuable qualified leads.

\$4,950 net for 3 months; \$7,920 net for 6 months; \$13,320 net for 12 months

Come see whose white papers we currently host on our online repository at www.HealthForumLeadershipCenter.com.

Health Forum’s popular podcasts deliver the latest and freshest health care views and insights in audio format. Advertise in our regularly produced podcasts or work with our experienced and expert editorial team to design a customized audio program that fits the needs of your target audience. Contact your Account Manager for details.

\$2,500 (gross) for a 12-month archive



designView

List Your Innovative Hospital Design Online

designView is an online visual community. Within its pages, health care leaders are led through the most impressive and innovative health care architecture and design projects across the country. They can also easily connect with just the click of a mouse with the architects, interior designers, construction, and engineering firms responsible for each cutting-edge facility.



designView Takes Visitors on a Visual Journey

designView, through its pictorial profiles, highlights the healing impact of innovative design and construction on the patients, visitors and staff that enter the institutions each day. Individual listings include five color images with descriptions of each scene; detailed project summaries with an overview of the need for the facility and its unique attributes; and complete contact information for the architecture firm that purchased the listing.

designView—An Effortless Marketing Opportunity

designView complements your marketing efforts already in progress with little to no additional work on your end. We take your photos and summaries and use them to create online profiles for those projects you would like the health care community to see.

designView Rates (net)

\$1,500 for initial 12-month listing; \$500 for each succeeding six-month listing. Purchase more than one project listing and get 12 months for only \$1,000 each.

designView Contacts

Sales

Fox Associates
(800) 826-3032

Production & Marketing

Kate Tomsic
One North Franklin Street, 28 F
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(312) 893-6811
Fax (312) 422-4600
ktomsic@healthforum.com

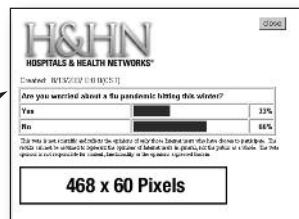
Web Poll and Corporate News Links



Web Poll

Advertise in this section where we ask our readers about relevant health care topics making news. Web Poll appears on the home pages of each of the Health Forum Media Network publication sites. Includes your logo on question panel and 468x60 banner ad on results page.

\$1,950/month (gross)



Corporate News

Provide our readership with your company's corporate news by advertising in our Corporate News section, which appears on the home pages of all the Health Forum Media Network publication sites. Includes a logo (max width: 125px) and 15-word text link, with a link back to your site.

\$1,450/month (gross)

Display Ad Production Specifications

Web Site Advertising Specifications:

40K max file size
 Static .gif files preferred;
 3 Loop Max.
 Limited Animation accepted: consult before submitting anything nonstandard.

Size Units:

250x250: Square
 150x120: Tile
 468x60: Banner
 120x240: Junior Skyscraper

White Paper Specifications:

PDF file of white paper.
 Logo in EPS file
 250 word abstract in Microsoft Word.

E-Newsletter Specifications:

HTML and TEXT creative BOTH needed as the TEXT is sent to e-mail systems that do not allow HTML e-mail.

Size Units:

250x250: Square
 468x60: Banner
 728x90: Leaderboard

HTML:

40K max file size.
 Animation accepted:
 3-Loop Maximum

Text:

100 words. Working Links must be live by test on Monday at 10:00 a.m. Creative requested 5 days in advance of the broadcast delivery contracted date.

Broadcast Delivery:

H&HN Weekly
 Every Tuesday
 AONE e-News:
 Every Friday
MatMan Online:
 Monthly
HFM Online:
 Monthly

Date Issuance of Rate Schedule:

Jan 1, 2009. Contracted schedules hold rate throughout contract time period and will not see rate increases due to circulation increases. However, advertisers would be rebated in the incidence of underdelivery.

Contacts

National Online Sales Manager

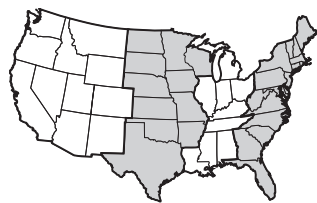
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Sales Contacts



Web sites: *H&HN, Trustee, AHA News, Hospital Connect, Health Forum*

E-newsletters: *H&HN OnLine*

West

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 Fax (818) 541-1757
 deschen@healthforum.com

Central West

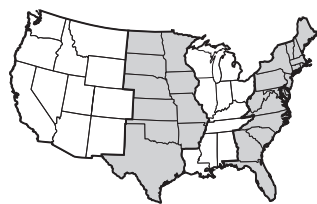
Lisa Schulte
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Central East

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 Fax (856) 753-0064
 mjmrvica@mrvica.com



Web sites: *Health Facilities Management, Materials Management in Health Care, AHRMM, and AONE*

E-newsletters: *Health Facilities Management Online, MatMan Online, and AONE e-News Update*

West

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