

**Table of Contents**



Closing and Materials Due Dates .....	1	Free Ad Study Issues .....	4
Color Print Advertising Rates.....	1	Classified Advertising .....	4
Black & White Print Advertising Rates .....	1	Print Display Ad Production Specs .....	4-5
Cover & Special Positioning Rates .....	1	Case Study/Display Ad Hardcard Program	
Case Study / Display Ad Hardcard Program.....	2	Production Specs .....	5
Sponsored Foldouts .....	2	General Regulations.....	5
Executive Roundtable Reports.....	2	HealthForumBuyersGuide.com.....	6
<i>Buyers' Guide</i> (December Issue) .....	3	Health Forum Media Network Online .....	6
Joint Frequency Discounts .....	3	Production Contacts & Mailing Instructions.....	6
Furnished and Reply Postcard Inserts .....	3	Display Ad Sales Contacts.....	6

**Issued September 2008**  
**Rates Effective January 2009**

**Closing & Materials Due Dates**

Closing date is the 10th of the preceding month. If the date falls on a holiday or weekend, closing is on the first workday thereafter. Materials due date is five working days after ad close. Mailing date is the 10th of each month.

**Color Print Advertising Rates**

	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>
Full Page	\$7,040	6,830	6,620	6,195	6,055	5,915
2/3	5,455	5,290	5,125	4,800	4,690	4,580
1/2 Island	4,505	4,370	4,235	3,965	3,875	3,785
1/2 Horz	4,165	4,040	3,915	3,665	3,580	3,500
1/3	3,055	2,965	2,875	2,690	2,630	2,570
1/4	2,440	2,365	2,290	2,145	2,095	2,050
1/6	1,810	1,755	1,700	1,590	1,555	1,520

**Black & White Print Advertising Rates**

	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>
Full Page	\$5,490	5,325	5,160	4,830	4,720	4,610
2/3	4,420	4,285	4,155	3,890	3,800	3,715
1/2 Island	3,730	3,620	3,505	3,280	3,210	3,135
1/2 Horz	3,390	3,290	3,185	2,985	2,915	2,850
1/3	2,540	2,465	2,390	2,235	2,185	2,135
1/4	2,050	1,990	1,925	1,805	1,765	1,720
1/6	1,550	1,505	1,455	1,365	1,335	1,300

**Cover and Special Position Rates**

2008 advertisers have the right of first refusal for special advertising positions. Once reserved, preferred positions cannot be canceled. Customers reserving special positions who cancel those positions later in the year will be contractually obligated to pay all premiums for all unused positions if those positions are not sold. Special positions can only be guaranteed with premium. Rates include the earned black-and-white rate plus the following additional charges:

<b>Position</b>	<b>Additional Charge</b>	<b>Schedules Available</b>
Inside Front Cover	15%	6 & 12x
Inside Back Cover	10%	6 & 12x
Back Cover	20%	6 & 12x
Table of Contents	10%	6 & 12x



## Case Study/Display Ad Hardcard Program

- Hardcard Visibility
- 500 literature reprints
- 6 months Web Visibility

All materials must be received two weeks prior to normal ad material due date.

Unique offering of a heavy stock, 4-color, 2-sided insert featuring a company case study article on one side and a company image/product display ad on the reverse side. This “hardcard” insert, printed on 7-point book matte stock, is designed to create a natural break in the magazine for maximum reader awareness. As a bonus, 500 copies of the two-sided insert are printed for use as company collateral literature and shipped to a single address provided by the advertiser. The case study will also be featured for six months in a case study section on the [www.HealthForumLeadershipCenter.com](http://www.HealthForumLeadershipCenter.com) Web site.

Each case study features advertorial devoted to company product or service applications used in hospitals or health systems. The company provides text and photographs/illustrations detailing product/service use and performance; company name; name and title of company contact. Case study/display ad pages do not count toward earned frequency display ad rate. A case study/display ad hardcard is priced at **\$9,900 (net)**.

**Sample case study formats.**  
See specifications on page 9 for additional details.



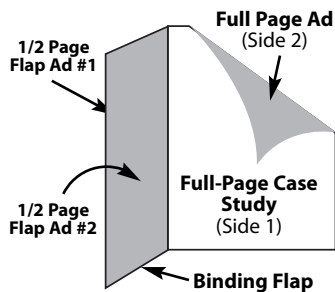
No Picture: 500 words



Small Picture: 400 words



Large Picture: 300 words

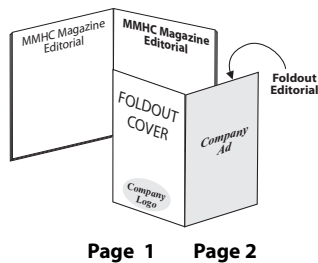


### Optional Binding Flap Ad (A \$7,460 Value!)

When space is available, case study advertisers have the option of using the 3.5” x 10” binding flap that extends past the saddle-stitched form. The binding flap can be used to promote the featured case study or another product. This is an exceptional opportunity that allows the purchaser to double the awareness and exposure of the case study/display ad combination. Advertisers can prepare their own half-page, 4-color ad (placed on both sides of the binding flap) or provide text and a company logo image that refers readers to their cases study/display ad.

Contact your Account Manager; the optional binding flap ad option is only available on a first-come, first-served basis. Optional flap ad pricing: **add \$600 (net)**.

## Sponsored Foldouts



Our sponsored 4-page foldouts feature topics of interest to supply chain management, infection contro, OR nursing and central service professionals. The foldouts are written to fit a 4-page foldout. Topics might include:

- Enterprise Resource Planning
- Environmentally Preferable Purchasing
- Needlestick Safety
- Asset Tracking
- Point-of-Care/Point-of-Pull Systems
- Infection Control

Sponsors receive the following benefits:

- Company logo on foldout cover
- Editorial content highlighted on the *MMHC* Web site
- 500 foldout reprints
- Full-page, 4-color ad on outside of foldout page

Full payment is due on publication date. **\$18,000 (gross)**.

**Production Guideline:** Page 2 of the sponsored foldout is 7.5” (w) x 10.75” (d)

## Executive Roundtable Reports



Special roundtable reports on topics of strategic interest to *MMHC* readers. Custom, 8- to 12-page reports feature closed-door dialogues with senior supply chain executives, as well as representatives from the sponsoring company. Topics are open for selection. The sponsor of each roundtable panel will receive:

- A seat at the table and networking lunch with four to seven hospital supply chain executives
- Visibility in the roundtable special report in *MMHC* as a panelist, including name and photo
- Opportunity to be quoted in the roundtable report
- Company logo on front cover of the roundtable report
- Company name listed on back cover of the roundtable report
- 250 reprints of the roundtable report

Please contact your Account Manager for pricing.

**Buyers' Guide & AHA Data  
Chartbook Reference  
Section – December Issue**



**Product / Service Listings in:**

- *Health Facilities Management*
- *Materials Management in Health Care*

**Display Ad Close:  
October 29, 2009**

**Company Listing Close:  
October 16, 2009**

Put your company information in front of active buyers. The December issue of *MMHC* contains a *Buyers' Guide* section featuring paid company listings under product and service categories along with exclusive AHA data. The same section will also be included in the December issue of *Health Facilities Management (HFM)*. Make sure your company is represented in this annual reference issue that contains exclusive, current data from the AHA annual survey of hospitals. Survey data along with analysis on the trends and implications of the data will be presented in a chartbook fashion for reader reference.

**Free Company Listing for December Advertisers**

Display advertisers in the December issue receive a free company listing in the *Buyers' Guide* section appearing in both *MMHC* and *HFM* magazines.

**Company Listings & Listing Enhancements**

Company listings in multiple product and service categories and listing enhancements are available.

Standard listing .....	\$175	Boldface listing .....	\$.200
Company Logo .....	\$160		

Contact Aggie Abbinanti for information on company product and service listings (aabinanti@healthforum.com or 312-893-6844) and your Account Manager for display advertising information.

**Premium Position Doubles Your Exposure**

For a 25% surcharge, display advertisers can place their ad in the *Buyers' Guide* section printed in the December issues of both *MMHC* and *HFM* (reaches a total 63,000 circulation).

**Joint Frequency Discounts**

Maximize your advertising exposure and reach all your health care management audiences by using the coverage provided through Health Forum journals. Advertisers enjoy a joint-frequency discount when purchasing space in *MMHC* and any of the following publications:

<b>Publication</b>	<b>Annual Frequency</b>	<b>Approximate Circulation / Audience Profile</b>
<i>Health Facilities Management</i>	12x	30,000 vice presidents, assistant directors and department heads responsible for facility management, plant operations, building design and architecture, maintenance, safety and telecommunications in health care institutions.
<i>Trustee</i>	10x	28,000 governing board presidents, chairpersons, vice chairpersons, treasurers and other board members in health care institutions.
<i>Hospitals &amp; Health Networks</i>	12x	70,000 presidents, "C-title" executives, departmental and professional executives in hospitals and integrated delivery networks and HMOs, PPOs, medical clinics and group practices.
<i>AHA News</i>	25x	23,400 senior management and governing board executives in hospitals and health systems.

**Furnished and Reply  
Postcard Inserts**

**Furnished Inserts:** Contact the production department for complete bindery and shipping requirements before printing furnished inserts. Contact your Account Manager for rates.

**Reply Postcard Inserts:** Postcards may be inserted only in combination with a full-page ad in the same issue. All reply postcards must comply with current U.S. Postal Service regulations for business reply mail, and verification is required by the publisher before printing.

Contact your Account Manager for rates.

## Free Ad Study Issues

Advertisers can evaluate their ad's performance and compare it with others in any of two ad study issues:

- March
- September

Ad studies are conducted by Harvey Research Organization, Inc., an independent research firm. The studies are conducted on full circulation display ads only and reveal:

- How many readers remember seeing your ad
- How many readers remember reading your ad
- How readers with buying/specifying influence in the product category rate your ad against your competitors'

## Classified Advertising (Print and Online)

Receive online classified advertising as a bonus with the purchase of print classified advertising. Your online Web ad will run on the magazine Web site until the next monthly issue is placed. Camera-ready art is required for all classified display advertising.

### Classified Advertising Sections:

- Employment Registries
- Educational Opportunities
- For Sale (used equipment)
- Positions Open
- New Books for Health Care Managers
- Miscellaneous
- Services
- Positions Wanted  
*(payment must accompany ad)*
- Publications
- Learning Place—Meeting and Events

	1x	3x	6x	12x
<b>Rate Per Inch</b>	<b>\$225</b>	<b>\$210</b>	<b>\$200</b>	<b>\$190</b>

Rate based on supplied camera-ready material. Digital ad files are required for all classified display advertising.

Additional artwork preparation:	<b>\$149</b>
Blind Box Charge:	<b>\$57</b>
Cancellation Policy:	Written notice must be received no later than closing date.

Type	Characters Per Line	Charge
9-point	34	<b>\$21.00</b>
11-point	27	<b>\$24.00</b>
<b>13-POINT (ALL CAPS ONLY)</b>	23	<b>\$30.00</b>

Contract Rates	Discount
12 insertions	<b>5%</b>
24 insertions	<b>10%</b>

Contract rate discounts apply only to nondisplay classified advertising. To earn discount, copy cannot be changed.

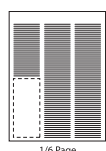
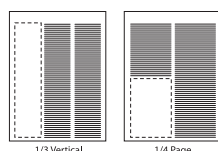
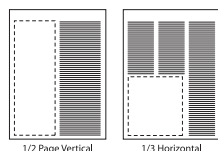
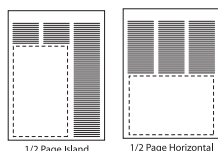
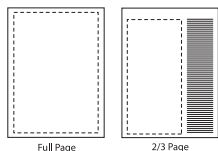
### Classified Contact:

Aggie Abbinanti  
Health Forum, Inc.  
One North Franklin, 28th Floor  
Chicago, Illinois 60606  
Phone: (800) 621-6902  
Fax: (312) 422-4600  
E-mail: aabbinanti@healthforum.com

### Production Specifications

Column Width 2 <sup>3</sup>/<sub>16</sub>"  
Column Depth 9 <sup>1</sup>/<sub>2</sub>"

## Print Display Ad Production Specifications



**Printing:** Web Offset

**Method of Binding:** Saddle-stitched

**Publication Trim Size:** 8" x 10.75"

**Publication Stock:** 40 lb. coated

### STANDARD UNIT SIZES

Space Unit	Inches Wide	Inches Deep
Full Page	7"	10"
2/3 Page	4.5"	9.5"
1/2 Page island	4.5"	7.5"
1/2 Page horizontal	7"	4.875"
1/2 Page vertical	3.375"	9.5"
1/3 Page horizontal	4.5"	4.875"
1/3 Page vertical	2.1875"	9.5"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"

**Bleed Trim Size:** Set up full page and spread ad documents to the publication trim size, and allow for bleeds to be pulled out .125" on all sides. Keep all live matter .25" from the trim edge for safety.

**Required Material:** Digital files are required. CD-ROM is preferred media.

**File Formats:** PDFs are the preferred file format, with resolution of 300 dpi for continuous tone images—grayscale and color scans—at 100%, and 2400 dpi for scanned black-and-white line art at 100%. Quark Xpress, Adobe Illustrator, Adobe InDesign, Adobe PhotoShop, Adobe Pagemaker or Macromedia Freehand files are acceptable (266 dpi for CT scans, and 1200 dpi for LW). Macintosh format is preferred and PC format files are acceptable if cross-platform compatible. Publisher is not responsible for color shifts, low-resolution photos or unreadable type.

### Requirements:

1. Include a printout of disk contents and identify the disk format.
2. Ads should be sized to 100% of mechanical requirements.
3. Scanned artwork/images should be formatted as EPS or TIFF files.
4. With page layout files include all PostScript screen and printer fonts and original graphic files if imported graphics are used in the ad.

## Print Display Ad Production Specifications (Continued)

**Color:** Color files must be CMYK. Use Pantone colors only if the ad is to print in that color. RGB files must be converted to CMYK before submission. The publisher is not responsible for color shifts if files are supplied as RGB.

### Proofs Are Required:

1-color ads: A black-and-white laser proof.

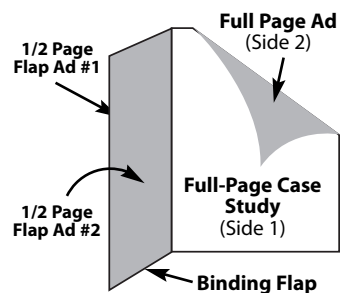
2-color ads: A black-and-white composite and color separated laser proofs.

3-color/4-color ads: A high-end color proof (100%).

The publisher is not responsible for shifts in color due to differences between the file and the proof, or errors due to improper file preparation. It is assumed by the publisher that all digital advertising files submitted for publication will perform in a satisfactory manner without any additional work required. If the materials supplied do not meet requirements, or additional work is necessary to meet specifications, the advertiser will be billed for all costs incurred.

## Case Study/Display Ad Hardcard Program Production Specifications

All case study/display ad materials must be received two weeks prior to published materials due date. Case study insertions must be accompanied with a signed case study insertion order form—contact your Account Manager for a copy. Case study copy, photos/illustration materials should be sent in the following file format: descriptive copy in Microsoft Word **text-only**; photo/illustration saved as a 5" x 7" 300 dpi CMYK TIFF or EPS file. Images embedded in MS Word document or RGB images are not acceptable. In order to copy fit the page, word counts should be closely followed: 500 words for a full-page case study based on a 3-column format; 400 words with one small photo or illustration; 300 words with one large image.



### Binding Flap Ad

Check with your Account Manager on the availability of the flap option. Binding flap ad materials must come in either of two formats. **Format 1)** Display ad prepared per the 1/2 page vertical ad specs; or, **Format 2)** Graphic images (300 dpi CMYK TIFF or EPS file) of company logo, plus text copy of: company Web address, company contact name, phone number and title of case study. *MMHC* production staff will place this information on the binding flap and submit it for approval with the case study.

E-mail all files as an attachment to: [mweitzel@healthforum.com](mailto:mweitzel@healthforum.com). Or, mail all files on disk to: *MMHC* Case Study, Health Forum, Inc., Attn: Marty Weitzel, One North Franklin Street, 28th Floor, Chicago, IL 60606. We will e-mail a PDF proof of your case study page(s) for your approval. Approvals must be received within two (2) working days after receipt. Pages will not be run without signed approval. E-mail your signed PDF approval or questions to: [mweitzel@healthforum.com](mailto:mweitzel@healthforum.com).

## General Regulations

**Earned Rates:** Frequency discounts are earned on the basis of total advertising placed within a 12-month contract period. The earned rate is determined by the number of pages, each page of an ad unit, each side of a full-run insert or each fractional page counted as one page unit.

**Agency Commission:** 15% of gross billing allowed. Agency commission does not apply to accounts paid later than 30 days of invoice date.

**Payment of Invoices:** Payment terms for e-commerce companies are payment in advance. Payment terms for other companies are net 30. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published hereunder. Advertising will not be placed if invoices are more than 60 days past due.

**Publisher Approval:** All advertising is subject to publisher approval. The publisher reserves the right to reject or cancel any advertisement, insertion order or contract at any time. The American Hospital Association and its publications will not endorse advertising in any manner. Use of *MMHC* excerpted editorial in advertising copy is subject to approval by publisher.

**Advertising Acceptance:** Advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend and save harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter or libelous statement in connection with advertising purchased according to the terms of this rate card.

**Copy Regulations:** Use of *MMHC* editorial material in advertising copy must be approved by the publisher and the contributing author. The American Hospital Association will not endorse advertising. Publisher may reject advertising that is not suitable for publication. Advertising that simulates editorial content must carry the word "Advertisement" in 12-point type.

**Publisher Liability:** The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher. The publisher shall not be liable for errors made in key numbers, Reader Service listings, or Advertisers' Index, or for costs and damages if for any reason publisher fails to publish an advertisement.

**Rate Definition:** Rates are based on the number of insertions of one page or less used in a 12-month contract period.

**Short-Rate and Rebate:** Advertisers will be short-rated if they do not use the amount of space on which their advertising has been billed during their 12-month contract period. Advertisers will be rebated if they earn a better frequency rate during that period.

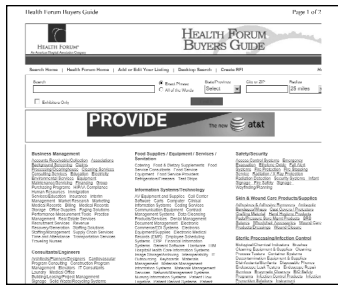
**Ad Format and Placement Policy:** Advertising is fully interspersed throughout the magazine. Advertising is rotated throughout.

**Cancellation Policy:** Contracts and orders for insertions are due by the closing date of the issue and cannot be canceled after that date.

**Other Conditions:** No conditions, printed or otherwise, appearing on contracts, order or copy instructions that conflict with the provisions of this rate card will be binding on the publisher.

**HealthForumBuyersGuide.com**

**Company Product / Service Web Links**



The Web site link, [www.HealthForumBuyersGuide.com](http://www.HealthForumBuyersGuide.com), featured in banner ads on the Web sites of Health Forum publications is a valuable resource for health care professionals trying to locate products and services. *HealthForumBuyersGuide.com* uses powerful search technology that continually indexes the content of participating supplier Web sites.

Site visitors have the option of performing keyword-driven searches that mirror traditional search engines, or a category-specific search. Both methods produce the most relevant searches on the Web. Purchasing a searchable listing ensures that your company's brand and message are delivered directly to those that matter most to your business. Each listing features your company logo, a corporate description, links to your company's Web site and specified e-mail addresses and placement in as many predefined headings as you'd like. There is a full range of pricing and placement options, plus banner ads available.

Visit [www.HealthForumBuyersGuide.com](http://www.HealthForumBuyersGuide.com) or contact your Account Manager for additional information.

Listing and placement options start at: \$395

**Health Forum Media Network Online**



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 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](http://www.HospitalConnect.com)<sup>TM</sup>. A full-line brochure is in each media kit, or contact your Account Manager for additional information.



**Production Contacts & Mailing Instructions**

**Mailing Address:**  
Health Forum, Attn: \_\_\_\_\_  
One North Franklin St.,  
28th Floor, Chicago, IL  
60606

**Send Display Ad materials, proofs, and correspondence to:**

Margaret Jablonski,  
Phone: (312) 893-6890 Fax: (312) 422-4516  
E-mail: [mjablonski@healthforum.com](mailto:mjablonski@healthforum.com)

**Send Display Advertising space orders to:**

Carolyn White  
Phone: (312) 893-6846 Fax: (312) 422-4600  
E-mail: [cwhite@healthforum.com](mailto:cwhite@healthforum.com)

**Production Manager:**

Martin Weitzel  
Phone: (312) 893-6831  
E-mail: [mweitzel@healthforum.com](mailto:mweitzel@healthforum.com)

**Send Classified Advertising and Buyers' Guide listing insertion orders to:**

Aggie Abbinanti  
Phone: (312) 893-6844 Fax: (312) 422-4600  
E-mail: [aabbinanti@healthforum.com](mailto:aabbinanti@healthforum.com)

**Send Web Advertising inquiries to:**

Kate Tomsic  
Phone: (312) 893-6811  
E-mail: [ktomsic@healthforum.com](mailto:ktomsic@healthforum.com)

**Display Ad Sales Contacts**



**West**

Fox Associates, Inc.  
315 W. 9th Street, Suite 1009  
Los Angeles, CA 90015  
(213) 228-1250  
FAX (213) 627-7469  
[fteam@foxrep.com](mailto:fteam@foxrep.com)

**Central West**

Fox Associates, Inc.  
116 West Kinzie Street  
Chicago, IL 60610-4508  
(312) 644-3888  
FAX (312) 644-8718  
[fteam@foxrep.com](mailto:fteam@foxrep.com)

**Central East**

Nancy Curran  
One N. Franklin Street  
28th Floor  
Chicago, IL 60606  
(312) 893-6843  
FAX (312) 422-4600  
[ncurran@healthforum.com](mailto:ncurran@healthforum.com)

**East**

M. J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
(856) 768-9360  
FAX (856) 753-0064  
[mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

**Director of Advertising**

Jerry Stoeckigt  
(312) 893-6839  
FAX (312) 422-4600  
[jstoeckigt@healthforum.com](mailto:jstoeckigt@healthforum.com)



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An American Hospital Association Company