

Materials Management in Health Care

Advertising & Marketing Programs Rates & Specifications



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2010

www.MatManMag.com

Print Journal Advertising Programs and Rates

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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. (See *Editorial Calendar* brochure for specific dates.) Materials due date is five working days after ad close. Mailing date is the 10th of each month.

Color Print Display Advertising Rates

All color display advertising in the print edition will automatically be included in the *Digital Edition* of MMHC at no additional charge. See the *Digital Journal Advertising Options & Rates* section for additional information.

Size	1X	3X	6X	12X	18X
Full Page	\$7,040	6,830	6,620	6,195	6,055
2/3	5,455	5,290	5,125	4,800	4,690
1/2 Island	4,505	4,370	4,235	3,965	3,875
1/2	4,165	4,040	3,915	3,665	3,580
1/3	3,055	2,965	2,875	2,690	2,630
1/4	2,440	2,365	2,290	2,145	2,095
1/6	1,810	1,755	1,700	1,590	1,555

Black & White Print Advertising Rates

All black & white display advertising in the print edition will automatically be included in the *Digital Edition* of MMHC at no additional charge. See the *Digital Journal Advertising Options & Rates* section for additional information.

Size	1X	3X	6X	12X	18X
Full Page	\$5,490	5,325	5,160	4,830	4,720
2/3	4,420	4,285	4,155	3,890	3,800
1/2 Island	3,730	3,620	3,505	3,280	3,210
1/2	3,390	3,290	3,185	2,985	2,915
1/3	2,540	2,465	2,390	2,235	2,185
1/4	2,050	1,990	1,925	1,805	1,765
1/6	1,550	1,505	1,455	1,365	1,335



Complimentary Digital Edition Display Advertising

All MMHC print display ads are automatically included in a *Digital Edition* of MMHC at no charge. The digital magazine mirrors the content of the print edition and is offered as an alternative format to the print subscription. Subscriptions are free and allow readers 24/7 access from any computer to current and archived issues of MMHC. A major advantage of *Digital Edition* advertising is the real-time trackability of reader viewership of the ad and their click-through involvement. Capturing the e-mail address of readers who are prime prospects is invaluable.

Cover and Special Position Rates

2009 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 a paid premium. Rates include the earned page rate plus the following additional charges:

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

Free Ad Studies

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

- March
- September

Ad studies are conducted by Signet Research, Inc., an independent research firm. The studies are conducted on full circulation display ads only and reveal the percentage of surveyed readers who rated the ads on:

- Noticeability
- Information Content
- AdProbe™ Score (a measure of performance)
- Action Taken



Sponsored Foldouts

Sponsored foldouts feature topics of interest to supply chain management, infection control, OR nursing and central service professionals. The foldouts are written to fit a 4-page foldout. Potential topics include:

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

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

Production Guideline: Page 2 of the sponsored foldout is 7.5" (w) x 10.75" (d)
Full payment is due on publication date: \$19,500 (gross).



Roundtable Report

Executive Roundtable Reports

Special roundtable reports on topics of strategic interest to *MMHC* readers. The custom, report 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 the 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.

Case Study/Display Ad Hardcard Program

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. A 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, and name and title of company contact.

This “hardcard” insert, printed on 7-point book matte stock, is designed to create a natural break in the magazine for maximum reader awareness. 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 Web site.

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)**.



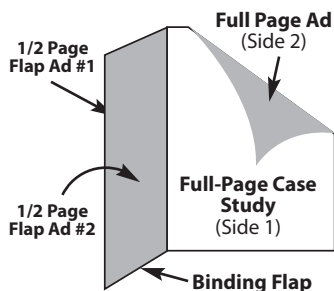
No Picture: 500 words



Large Picture: 300 words



Small Picture: 400 words



Optional Binding Flap Ad

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 case study/display ad.

Contact your Account Manager for details. The optional binding flap ad is only available on a first-come, first-served basis. All materials must be received two weeks prior to normal ad material due date. Optional flap ad pricing: **add \$600 (net)**.



Trends in Health Care
Company Listings & Enhancements

Trends in Health Care Data Reference Section

The December issue of *MMHC* will feature *Trends in Health Care*. The issue will cover exclusive data collected from proprietary surveys and research conducted by the American Hospital Association, Health Forum, APIC, ASHE, ASHES, AHRMM and other organizations. *Trends in Health Care* data and editorial will address the latest research in infection control, hospital construction and the health care supply chain and creates the perfect environment for the buyers' guide. The data along with analysis on the trends and implications is presented in a chartbook fashion. This issue also offers the opportunity to list company information in a product directory that will run alongside the data. Company listings in the *Buyers' Guide* will run in both *MMHC* and *HFM* for a total print circulation of more than 59,000.

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

Company listing materials due date: October 18, 2010

Contact Aggie Abbinanti for information on company product and service listings at aabbinanti@healthforum.com or 312-893-6844.

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.](#)

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:

Publication	Annual Frequency	Approximate Circulation
<i>Health Facilities Management</i>	12x	28,000
Audience Profile: 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
Audience Profile: governing board presidents, chairpersons, vice chairpersons, treasurers and other board members in health care institutions.		
<i>Hospitals & Health Networks</i>	12x	67,000
Audience Profile: presidents, "C-title" executives, departmental and professional executives in hospitals and integrated delivery networks and HMOs, PPOs, medical clinics and group practices.		
Audience Profile: senior management and governing board executives in hospitals and health systems.		



Digital Journal Advertising Options & Rates



Complimentary Digital Edition for Print Advertisers

All *MMHC* print display ads are automatically included in the *Digital Edition* of *MMHC* at no charge. The digital magazine mirrors the content of the print edition and is offered as an alternative format to the print subscription. Subscriptions are free and allow readers 24/7 access from any computer to current and archived issues of *MMHC*.

A major advantage of *Digital Edition* advertising is the real-time trackability of reader viewership of the ad and click-through involvement. Capturing the e-mail addresses of readers who are prime prospects is invaluable. Advertisers follow normal print advertising production specifications and deadlines to have their ad included in the *Digital Edition*.



Digital Edition Ad with Video Overlay

Digital Edition Ad Enhancements for Print Advertisers

Each *Digital Edition* of *MMHC* allows many enhancements to print ads that appear in *MMHC*. Advertisers can add audio and “rich media” characteristics to generate more visibility and marketing sizzle. Below is a list of examples. Pricing is subject to change.

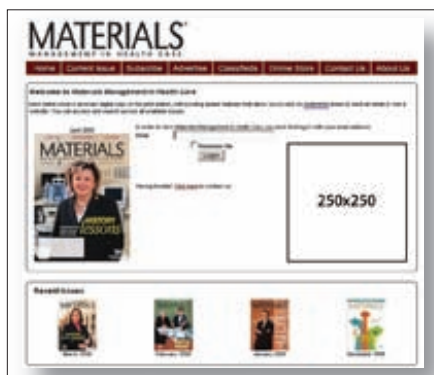
- **Audio:** Overlay sound to your ad and expand your marketing message beyond the printed text. **\$800 per ad/per insertion (net)**
- **Video:** Add a flash video overlay to your ad and capture reader attention and interest in an entirely new dimension. **\$1,000 per ad/per insertion (net)**
- **Interactive Ad Query:** Overlay a question(s) to your ad and get immediate, direct feedback from active prospects—an inexpensive way to collect research data on specific issues. **\$525 per ad/per insertion (net)**

Guidelines: Native video in WMV or AVI formats (3 minutes or less play time). Best quality: 24 frames per second or higher 640 x 480 pixels or higher (no less than 300). Standard players available. Custom player and background can be accommodated (design for background provided in .PSD and JPEG format).

Digital Journal Advertising Options & Rates



E-mail Alert



Log-in Page



Tip-On Ad

Options for Digital-Edition-ONLY Advertisers

There are options for marketers who only want ad exposure in the *Digital Edition*. A list of options is below. For additional information and pricing, please [contact your Account Manager](#).

- **E-mail Alert:** Shortly before each monthly issue of *MMHC* becomes available, an e-mail message is sent to *MMHC* subscribers and other hospital and health system executives. Each alert message contains a 468 x 60 pixel ad. These are available on a per-issue basis. Guidelines: 468 x 60 pixels maximum size; JPEG, GIF, or animated GIF file formats only.
- **Log-in Page:** All *Digital Edition* readers visit the log-in page to register. The log-in page contains a 250 x 250 pixel ad. This position guarantees visibility among all visitors to the current monthly edition. Guidelines: 250 x 250 pixels maximum size; JPEG, GIF, or animated GIF file formats only.
- **Tip-On Ad:** An electronic ad that serves as a “cover wrapper” similar to a paper ad wrapper found on magazines distributed at trade shows. The ad size and placement can vary according to your message needs. It is viewed by all readers of that monthly issue. Guidelines: Sizing width consistent with magazine; height flexible PDF format, but cannot overlay the magazine masthead on the opposite cover page.
- **Navigation Bar Logo:** All readers use the navigation bar at the top of the *Digital Edition*. Advertisers can choose to place their company logo or name in type next to the *MMHC* logo at the top of the bar. Guidelines: 31 pixels high x 100-150 pixels wide. White lettering on transparent background. PSD file format only.
- **Opposite Cover Page:** Each *Digital Edition* presents itself with the monthly issue cover on the right-hand side. The opposite page normally contains instructions that help readers navigate through the issue. The page is available for a full-page display ad that runs through the life of the issue—the monthly edition and the archived issue. Guidelines: Same size as magazine page file; high-resolution PDF file format only.
- **Archived Issue Sponsorships:** All archived issues that do not have a paid display ad opposite the cover are available for sponsorship. Archived issues will increase in value as search engine inquiries rise among Web site visitors, especially from the AHA’s *HospitalConnectSearch.com* site. Placing an ad retroactively in archived issues without paid ads opposite the cover offers the unique opportunity to acquire brand recognition on topics you might want associated with your company or products (for example: IT, quality, or patient safety).

A limited number of sponsors can strengthen their company or product tie with keywords used in *MMHC* archived issues by purchasing display ads opposite the covers of monthly and archived issues that focus on the keyword theme. This is one way to maximize the value of vertical search engine capabilities inherent in the *Digital Edition*.

Company Listing Options



HFM and MMHC December issue: *Trends in Health Care*
Company Listings & Enhancements

Trends in Health Care Reference Issue

The reference issue will feature *Trends in Health Care*, an exclusive collection of proprietary data and survey information conducted by the AHA, Health Forum, APIC, ASHE, ASHES, ASHRMM and other organizations. It will also contain a directory of companies under health care product and service categories. This reference issue and *Buyers' Guide* directory will be included in the December issues of *Materials Management in Health Care* and *Health Facilities Management* (combined print circulation of 59,000, plus the circulation of the *Digital Editions*).

Company Listings & Listing Enhancements

A company listing includes complete address and contact information. In the *Digital Editions* of *MMHC* and *HFM*, the company Web site and e-mail contact information will have live links for immediate contact. Company listings can be placed in multiple product and service categories and listing enhancements are available.

Standard listing: \$175 Boldface listing: \$200 Company logo: \$160

Company listing materials due: October 18, 2010

Contact Aggie Abbinanti for information on company product and service listings at aabbinanti@healthforum.com or 312-893-6844.



www.HealthForumBuyersGuide.com
Company Listings

HealthForumBuyersGuide.com

A valuable resource for health care professionals who want to locate products and services. HealthForumBuyersGuide.com uses powerful search technology that indexes the content of participating supplier Web sites. Site visitors can perform keyword searches that mirror traditional search engines, or category-specific searches.

Each listing features a company logo, a corporate description, links to the company's Web site and specified e-mail addresses, and placement in predefined product headings. There is a full range of pricing and placement options, plus banner ads are available. Visit www.healthforumbuyersguide.com, call 972-402-7000 or e-mail AHA@multiview.com for additional information.

Classified Advertising



Classified Advertising Page

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 and in the *Digital Edition of MMHC*. Camera-ready art is required for all classified display advertising.

Classified Advertising Sections:

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

	1x	3x	6x	12x
Rate Per Inch	\$225	\$210	\$200	\$190

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

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

Type	Characters Per Line	Charge
9-point	34	\$21
11-point	27	\$24
13-point (all caps only)	23	\$30

Contract Rates	Discount
12 insertions	5%
24 insertions	10%

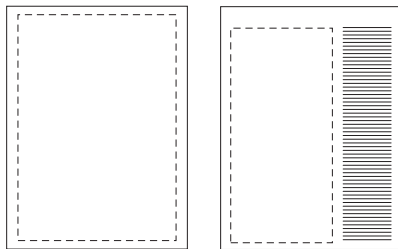
Production Specifications Column Width: 2-3/16" Column Depth: 9-1/2"

Classified Contact*

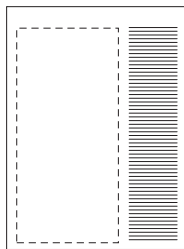
Aggie Abbinanti
 Health Forum, Inc.
 One North Franklin, 28th Floor
 Chicago, IL 60606
 Phone: (312) 893-6844
 Fax: (312) 422-4600
 E-mail: aabbinanti@healthforum.com

* Mailing address will change on March 1, 2010, to:
 155 North Wacker Drive, 4th Floor
 Chicago, IL 60606-1725

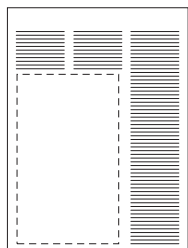
Print Production Specifications



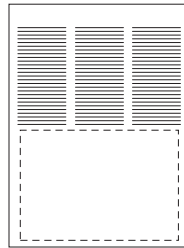
Full Page



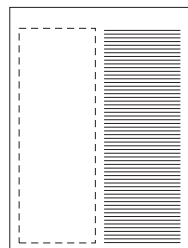
2/3 Page



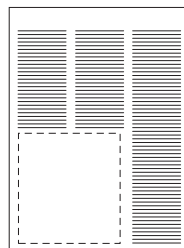
1/2 Page Island



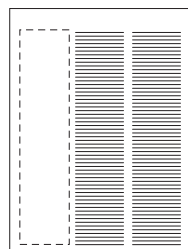
1/2 Page Horizontal



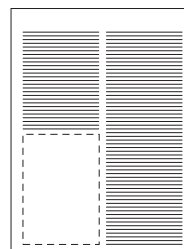
1/2 Page Vertical



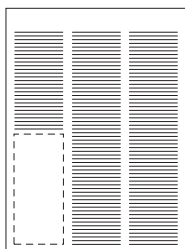
1/3 Horizontal



1/3 Vertical



1/4 Page



1/6 Page

Display Ad 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	4.875"	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.

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.

Color: Color files must be CMYK. Only four-color process inks (black, cyan, magenta, and yellow) are available. Use a process mix to simulate PMS matched inks when required. Metallic colors are not available. 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%).

Print Production Specifications

The publisher is not responsible for shifts in color due to differences between the file and the proof, or for 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 specs are 3.375" x 9.5" ; 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.

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

* **Mailing address will change on March 1, 2010, to:**
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725

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.

Production Contacts

Display Ad materials, proofs, and correspondence:

Marty Weitzel
Phone: (312) 893-6831
Fax: (312) 422-4516
E-mail:
mweitzel@healthforum.com

Space Orders:

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

Classified Advertising, and *Trends in Health Care* listing and ad insertion orders:

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

Web Advertising inquiries:

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

Mailing Address

Before March 1, 2010, mail to:

Health Forum
Attn: (add contact name from above)
One North Franklin St., 28th Floor
Chicago, IL 60606

After March 1, 2010, mail to:

Health Forum
Attn: (add contact name from above)
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725

Web Media Options



Health Forum Web Sites

MatManMag.com offers advertisers banner ads and corporate news links and delivers timely editorial beyond the print journal content. It provides information in a format that is accessible and measurable. Web advertising reinforces corporate ads in the print edition and expands the audience reach. Our sites serve as primary destinations for individuals involved in health care delivery, including senior- and department-level managers and clinical leaders in 5,100+ AHA member organizations, readers of AHA publications, and working professionals.

For more information, please see our *Health Forum Electronic Media* PDF brochure, or [contact your Account Manager](#).



Health Forum Leadership Center

Our Leadership Center Web site serves as a library for management information. The Leadership Center (www.healthforumleadershipcenter.com) is the repository of documents and “push” media information including:

- Web seminars
- White papers
- Podcasts
- Case studies

For more information, please see our *Health Forum Electronic Media* PDF brochure, or [contact your Account Manager](#).



AHA Vertical Search Engine

HospitalConnectSearch.com

Visitors can select and download information, or they can perform a keyword search and at the AHA portal and collect a comprehensive list of data sources. The vertical search engine site is www.HospitalConnectSearch.com. This 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. Banner advertising and sponsorships are available under these topic categories:

- Industry News
- Advocacy & Public Policy
- Infection Control
- ICD-10
- Patient Care & Safety
- Research & Data
- Workforce Management
- Administration & Governance
- Revenue Cycle
- Nursing Management
- Facility Operations
- Supply Chain
- Information Technology

For more information, please see our *Health Forum Electronic Media* brochure, or [contact your Account Manager](#).

"Push" Media Options



Custom Direct E-newsletter

Health Forum "Push" Media

MMHC provides "push" content, information in an electronic format that is e-mailed or distributed to select audiences. MMHC editors and content experts prepare editorial content and ensure that it is delivered in various media formats on deadline.

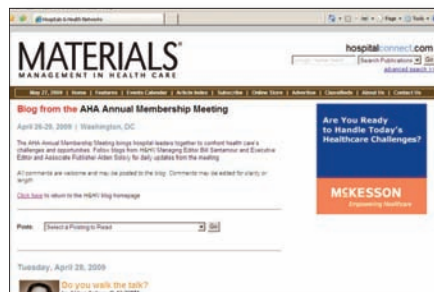
We report on audience delivery and messaging performance and ensure advertisers and corporate underwriters understand the impact their message has among target groups. "Push" media content are also placed on the MMHC Web site and on the Health Forum Leadership Center where they are promoted and archived for broad audience distribution. "Push" media include:

- Blogs
- E-newsletters
- Web seminars
- Custom Direct E-newsletters
- Podcasts
- Whitepapers

For more information, please see our *Health Forum Electronic Media* brochure, or [contact your Account Manager](#).



MMHC Online E-newsletter

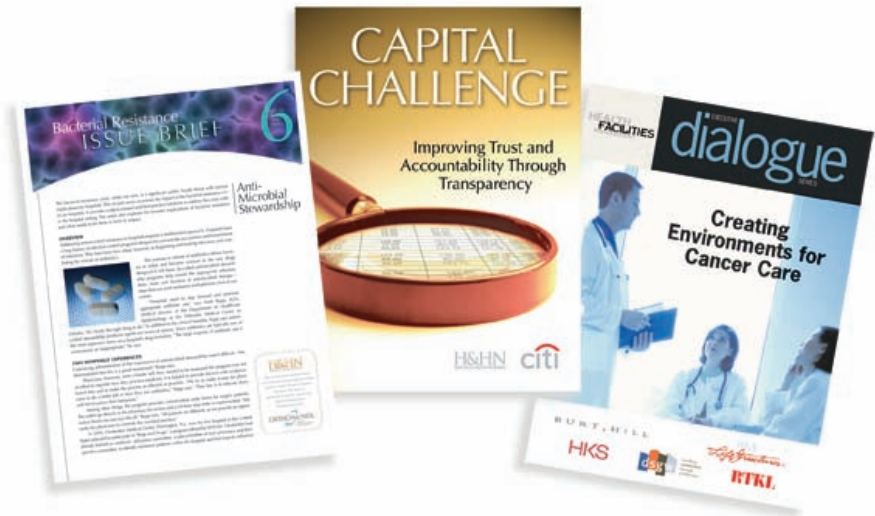


Blog Page



Podcast Page

Custom Media Options



Custom Publishing Opportunities

Health Forum offers a wide range of custom publishing options that enable marketers to develop compelling, in-depth editorial vehicles. These vehicles can be customized to the interests of select audiences. They can be delivered in print and digital formats or per a client's specific needs. [Contact your Account Manager or a Corporate Underwriter contact](#) for additional information. Examples of some custom projects include:

Hardcard Issue Brief Pullouts

The editors of *MMHC* can plan a hardcard tear-out series focused on a topic of sponsor and reader interest. Each card focuses on one topic and runs in the magazine for successive months. The series deals with a range of issues, finalized in consultation with the sponsor. It is designed for high impact thought leadership, will also appear on the *MMHC Digital Edition* and Health Forum Web sites as PDFs. The sponsor will receive copies of the PDFs for their own Web site.

Web-Based Educational Sessions

Pre-recorded presentations that consist of an audio stream accompanied by a PowerPoint presentation accessible from the Health Forum Web site. The programs are available on the Web site for at least three months and are supported by print ads and electronic media (banner ads, e-mail blasts, etc). Health Forum provides a turnkey package with the necessary promotional support, all required coordination and production, backed by our unique experience in producing multi-platform programming for the hospital management industry.

Corporate Underwriter Options



Health Forum offers exclusive opportunities to corporate underwriters for personal meetings and broad visibility that engender goodwill and recognition among attendees. Visibility can include company branding in pre- and on-site conference materials, presentation introductions and private briefings. [Contact your Account Manager or a Corporate Underwriter contact](#) for additional information.

AHA Annual Membership Meeting

The Annual Meeting draws 1,200+ CEOs, board members, and senior executives from the nation's hospitals and health systems to the AHA's only membership-wide gathering. It is the largest assembly of hospital leaders in the country. This event provides unparalleled networking opportunities for senior executives.

AHA/Health Forum Leadership Summit

The Summit draws 1,000+ attendees to an idea sharing conference among the nation's hospital and health system senior leaders. Sponsors attend the event as full participants, providing unparalleled access to attendees and participation in the proceedings. The Summit is the AHA's premier business development and leadership-focused event.

AHA/Health Forum Rural Health Care Leadership Conference

Some 300+ CEOs, administrators, board members and physician leaders from the nation's small and rural hospitals and health systems attend this annual meeting. Underwriters interested in this unique audience have a rare chance to network and learn about the pressing issues facing this hard-to-reach market.

Research Sponsorships

Health Forum editors can work directly with corporate partners on research of interest to senior executives. The level of involvement ranges from fast and simple, topic-specific probes to major research initiatives that require considerable involvement and result in national media coverage and high-visibility findings. [Contact your Account Manager or a Corporate Underwriter contact](#) for additional information. Some examples of research studies include:

- *Most Wired* Survey and Benchmarking Study
- Infection Control Survey
- Supply Chain Survey



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 the 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 in 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.

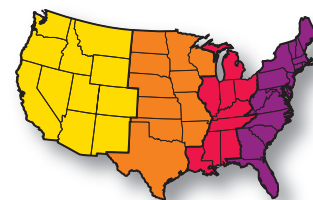
Rate Definition: Rates are based on the number of insertions of one page or less used in a 12-month contract period.

Short-Rate: 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.

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.



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