

RATES AND DATES 2009 recruitment advertising

advance for healthcare careers

www.advanceweb.com/healthcarecareers

DEADLINE

January 16, 2009, 5pm ET

RECRUITMENT ADVERTISING RATES*

Full-page	-----	\$8,950
1/2-Page	-----	\$6,400
1/4-Page	-----	\$4,900
1/8-Page	-----	\$3,150
Inside Back Cover	-----	\$12,250
Inside Front Cover	-----	\$13,700
Back Cover	-----	\$14,500
Page 3	-----	\$11,900
Page 4	-----	\$10,600

SIZES

**FREE
COLOR**
with all ads!

Full-Page Bleed..... 8 7/8" x 11"

Trim..... 8 3/8" x 10 1/2"

Text safety 7/16" from trim per side

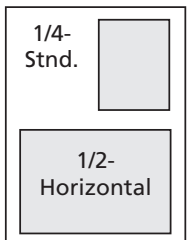
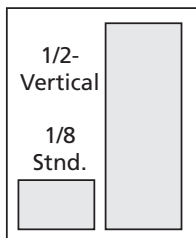
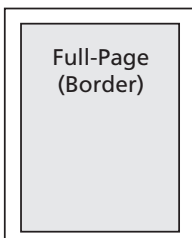
Full Border..... 7 1/2" x 10"

1/2-Page Vertical..... 3 5/8" x 10"

1/2-Page Horizontal.... 7 1/2" x 4 7/8"

1/4-Page Standard..... 3 5/8" x 4 7/8"

1/8-Page Standard..... 3 5/8" x 2 3/8"



ADVANCE for Healthcare Careers—a special career development edition circulating to 50,000 nursing and allied healthcare professionals. This yearly issue will be distributed at more than 30 job fairs, 600 conferences and to senior students at allied health and nursing programs across the country.

FREE LISTING on our online Advertiser Index for an entire year with a link to your current advertised openings!

materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge.** Matchprints are not provided by *ADVANCE*, exact color match cannot be guaranteed.

Ad agencies must supply electronic materials in PDF format to adplacer@advanceweb.com.

Production fees may be applied to any supplied advertising agency ad which is not in compliance with *ADVANCE* specifications. All ads must be bordered on all sides.

bind: perfect bound

No gutter gap required. Provide spreads as single page PDFs. *ADVANCE* prints Web offset. SWOP® standard and specifications apply. SWOP Certified Proof should be provided for color fidelity on press. For more information on SWOP, visit www.SWOP.org.

For more information on *ADVANCE* specifications and policies, please contact 1-800-355-5627 x 1152 or visit us online at www.advanceweb.com.

Additional details for electronic ad submission can be found on our Web site under material requirements—www.advanceweb.com/advertise.asp.

cancellations

Cancellations can only be accepted within 48 hours after placing the ad; however, cancellations cannot be accepted on deadline day.

**Contact us today to
reserve your space!**

**1-800-355-5627
(610) 278-1400
FAX: (610) 278-1420**

***ADVANCE for Healthcare Careers*
2900 Horizon Drive
King of Prussia, PA 19406
www.advanceweb.com**

Terms:

Net cash 30 days, 2% 15. Commission of 15% to recognized advertising agencies. No commissions given to agencies for ads sent camera-ready or Pub Set. Credit for errors given when error is fault of *ADVANCE* and results in applicant not being able to contact advertiser. No credit given to advertising agencies placing with *ADVANCE* Newsmagazines for the first time.

*Contracted clients will receive their current contracted percentage off for this publication. Ads do not count toward contract fulfillment.

**Ad agencies not eligible. All rates are subject to change.

AFHC_2009Rates_REC • 7.14.08

advance
www.advanceweb.com

PHONE: 610-278-1400, (800) 355-5627

RECRUITMENT FAX: 610-278-1420 CALENDAR FAX: 610-278-1422

2900 Horizon Drive, King of Prussia, PA 19406