

# RATES AND DATES 2009 recruitment advertising

advance FOR  
**Audiologists**  
STRATEGIES FOR GROWTH AND PROFITABILITY  
 www.advanceweb.com

## BIMONTHLY DEADLINES

### Audiologists

Deadline is at 5pm ET

(contact your rep for deadline dates)

## RECRUITMENT ADVERTISING RATES

### Size Options

**\$299 per column inch at 14 lines per inch**

1"-----	\$299
1 1/2"-----	\$448.50
2"-----	\$598
3"-----	\$897
4"-----	\$1,196
6"-----	\$1,794
8"-----	\$2,392
2 x 3"-----	\$1,794
2 x 4 1/2"-----	\$2,691
2 x 6"-----	\$3,588

## WE OFFER SIZES TO FIT ANY BUDGET!

1-COLUMN WIDTH-----	2 3/16"
2-COLUMN WIDTH-----	4 1/2"
3-COLUMN WIDTH-----	7"

**FOR MORE DETAILS, CONTACT YOUR REPRESENTATIVE AT:**

**800-355-5627  
 610-278-1400  
 FAX: 610-278-1420**

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

**ADVANCE offers publications, Web sites, job fairs, custom promotions, hospital shows and a healthcare shop to help you recruit among 1.8 million healthcare professionals in:**

- Nursing (RNs and LPNs)
- Imaging and Radiation Therapy
- Rehabilitation
- Physical Therapy
- Occupational Therapy
- Audiology
- Speech-Language Pathology
- Respiratory Care
- Laboratory
- Health Information
- Information Systems
- Long-Term Care
- Nurse Practitioners
- Physician Assistants
- Aesthetics & Age Management

ADVANCE for Audiologists is a bimonthly publication dedicated to promoting the profession of audiology. Reaching professionals nationwide, ADVANCE provides features on practice management, professional trends, marketing strategies, essential business news for practitioners, reimbursement, ethical and legal issues, as well as industry news and product information.

### Materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge. Complimentary creative services are provided for advertisements appearing in ADVANCE Newsmagazines only. Clients requesting reuse of this material for other purposes will incur a nominal production fee.\* Matchprints are not provided. Exact color match cannot be guaranteed.

Ad agencies must supply electronic materials in PDF format to [adplacer@advanceweb.com](mailto:adplacer@advanceweb.com). Production fees could be charged to advertising agencies. All ads must be bordered on all sides. Ads must be a minimum of 1 1/2" in height for a logo to be included in the ad.

Additional details for electronic ad submission can be found on our Web site under material requirements—[www.advanceweb.com](http://www.advanceweb.com).

### Color

Cyan, magenta or yellow-----	\$300 extra
Matched Color-----	\$400 extra
4-Color-----	\$800 extra



### Cancellations

Cancellations can only be accepted if made no later than 48 hours after placing the ad; however, cancellations cannot be accepted on deadline day.

*Minor alterations can be made free of charge except on deadline day.*

### Terms:

Net cash 30 days, 2% 15. A 15% commission of gross billings is allowed to recognized agencies providing written documentation and supplying press-ready materials. Other restrictions may apply. 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.

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

Publisher reserves the right to select the print section/ location and rate card based on ad content.

AUD\_2009Rates\_REC 8.25.08



**TO:**

**FROM:**

**FAX:**

**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