

# RATES AND DATES 2009 recruitment advertising



www.advanceweb.com

## MONTHLY DEADLINES

**DIRECTORS IN REHABILITATION**  
**Deadline is Friday at 5pm ET**  
 (contact your rep for deadline dates)

## RECRUITMENT ADVERTISING RATES

### Size Options

1/4 standard (3 5/8" x 4 7/8")	-----	\$1,988
1/3 standard (4 3/4" x 4 3/4")	-----	\$2,651
1/3 vertical (2 3/8" x 10")	-----	\$2,651
1/3 island (3 5/8" x 6 1/2")	-----	\$2,783
1/2 horizontal (7 1/2" x 4 7/8")	-----	\$3,976
1/2 vertical (3 5/8" x 10")	-----	\$3,976
1/2 island (4 7/8" x 7 1/2")	-----	\$4,175
Full page (7 1/2" x 10")	-----	\$7,952

**WE OFFER SIZES  
 TO FIT ANY BUDGET!**

**ASK US ABOUT OUR  
 FREQUENCY  
 DISCOUNT PLANS!**

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

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

**ADVANCE for Directors in  
 Rehabilitation  
 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

Monthly, *ADVANCE for Directors in Rehabilitation* is mailed to rehabilitation directors, facility administrators, department supervisors, and physiatrists in hospitals, home health and rehab centers and private practice.

### 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

Each Color	-----	\$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.



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

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

DirRehab\_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