

RATES AND DATES 2009 recruitment advertising

advance FOR HEALTH INFORMATION
EXECUTIVES
www.advanceweb.com

MONTHLY DEADLINES

HEALTH INFORMATION EXECUTIVES

Deadline is Friday at 5pm ET
(contact your sales representative for deadline dates)

RECRUITMENT ADVERTISING RATES

Size Options

Full page (7 1/2" x 10")	-----	\$9,570
1/2 page (7 1/2" x 4 7/8")	-----	\$4,785
1/3 standard (4 3/4" x 4 3/4")	-----	\$3,030.50
1/4 standard (3 5/8" x 4 7/8")	-----	\$2,393
1/6 standard (2 3/8" x 4 3/4")	-----	\$1,516

WE OFFER SIZES TO FIT ANY BUDGET!

1-COLUMN WIDTH	-----	2 3/8"
2-COLUMN WIDTH	-----	4 3/4"
3-COLUMN WIDTH	-----	7 1/2"

FOR MORE DETAILS, CONTACT YOUR REPRESENTATIVE AT:

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

**ADVANCE for Health
Information Executives**
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 Health Information Executives* serves healthcare IT professionals including CIO, CEOs, CFOs, CTOs, VPs of Information Services, Directors/Managers of Information Services, Data Processing Managers, Facility Directors, Systems Executives, Networking Managers, Telecommunication Managers, Chiefs of Medical Records, Directors of Medicine/ Nursing Informatics, Managers of LIS and RIS, as well as staff-level IT professionals.

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. 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.

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.

*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.
HlthExec_2009Rates_REC 3.16.09

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