

RATES AND DATES 2009 recruitment advertising

advance for Long-Term Care Management

www.advanceweb.com

BIMONTHLY DEADLINES

LONG-TERM CARE MANAGEMENT

Deadline is at 5pm ET
(contact your rep for deadline dates)

RECRUITMENT ADVERTISING RATES

Size Options

\$319 per column inch at 14 lines per inch

1"-----	\$319
1 1/2"-----	\$478.50
2"-----	\$638
2 1/2"-----	\$797.50
3"-----	\$957
4"-----	\$1,276
5"-----	\$1,595
6"-----	\$1,914
7"-----	\$2,233
8"-----	\$2,552
2 x 3"-----	\$1,914
2 x 4 1/2"-----	\$2,871
2 x 6"-----	\$3,828

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

ASK US ABOUT OUR FREQUENCY DISCOUNT PLANS!

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 Long-Term Care Management
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 Long-Term Care Management provides expert business and clinical content for those managing senior care facilities. Recruit among 45,100* upper-level managers in long-term care settings, including nursing homes, skilled nursing facilities, CCRCs and assisted living.

Target:

- Facility Administrators
- Chief Officers
- Directors of Nursing • Medical Directors
- Clinical Directors
- Nurse Directors/Managers
- Case Managers

Materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge.** 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

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. 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.



*BPA Circulation Statement December 2007

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

LTC_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