

advance
for Health Information Professionals®

2010 ADVERTISING RATES & SIZES

PRODUCT ADVERTISING



ELECTRONIC RATES

Website Ad Rates	1X	3X	6X	12X	26X	39X	52X
Leaderboard	\$1,313	\$1,247	\$1,181	\$1,116	\$1,050	\$984	\$919
Skyscraper	\$1,313	\$1,247	\$1,181	\$1,116	\$1,050	\$984	\$919
Super Tile	\$875	\$831	\$788	\$744	\$700	\$656	\$613
Medium Rectangle (homepage)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Medium Rectangle (targeted)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Medium Rectangle (features)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Standard Tile	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Tower	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Column Sponsorships	\$700	\$665	\$630	\$595	\$560	\$525	\$490
White Paper Sponsorships	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Video/Multimedia Options							
Pre-roll Video	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Pre-roll Video (targeted)	\$875	\$831	\$788	\$744	\$700	\$656	\$613
Pre-podcast Video (targeted)	\$875	\$831	\$788	\$744	\$700	\$656	\$613
Pre-podcast Image (targeted)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Video Ad (targeted)	\$810	\$770	\$729	\$689	\$648	\$608	\$567
Video Ad (standalone)	\$810	\$770	\$729	\$689	\$648	\$608	\$567
Medium Rectangle (homepage)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Blogs and Forum Community Ad Rates							
Leaderboard	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Specialty Spotlight Ad Rates							
Leaderboard	\$810	\$770	\$729	\$689	\$648	\$608	\$567
Skyscraper	\$810	\$770	\$729	\$689	\$648	\$608	\$567
Super Tile	\$540	\$513	\$486	\$459	\$432	\$405	\$378
Standard Tile	\$432	\$410	\$389	\$367	\$346	\$324	\$302
Tower	\$432	\$410	\$389	\$367	\$346	\$324	\$302
E-Newsletter Ad Rates							
Banner†	\$1,260	\$1,197	\$1,134	\$1,071	\$1,008	\$945	\$882
Text only†	\$1,008	\$958	\$907	\$857	\$806	\$756	\$706
Tower†	\$1,008	\$958	\$907	\$857	\$806	\$756	\$706
Med. Rectangle†	\$1,260	\$1,197	\$1,134	\$1,071	\$1,008	\$945	\$882

ELECTRONIC AD SIZE SPECS

Ad Sizes

- Leaderboard Ad width is 728 x 90 pixels (Size limit is 65 KB)
- Skyscraper Ad width is 160 x 600 pixels (Size limit is 65 KB)
- Super Tile Ad width is 180 x 150 pixels (Size limit is 40 KB)
- Medium Rectangle Ad width is 300 x 250 pixels (Size limit is 65 KB) †
- Standard Tile Ad width is 120 x 90 pixels (Size limit is 25 KB)
- Tower Ad width is 120 x 240 pixels (Size limit is 35 KB)
- Column Sponsorship width is 300 x 250 pixels (Size limit is 65 KB)
- Pre-roll Video*
- Pre-roll Video (targeted)*
- Pre-podcast Video (targeted)*
- Pre-podcast Image (podcast targeted) width is 300 x 250 pixels (Size limit is 65KB)
- Video Ad (targeted)*
- Video Ad (standalone)*
- Medium Rectangle (homepage)**
- Banner Ad width is 468 x 60 pixels (Size limit is 60 KB) †
- Text only (75 words max) (e-newsletter only) †

Website Ads

- All ads are posted for 30 days from date published.
- Include FREE link to your site or e-mail address.

E-newsletter Ads

- Include FREE link to your site or e-mail address.

Required Materials

- Supply GIF, JPEG files or clean scan-ready art. Our award-winning art department can create an ad (using your logo and/or graphics) in an electronic file format.
- All rates are subject to change.
- Video files must be hosted by the advertiser, and the initial load is limited to 65K. Video must be user-initiated. Video must include "Play", "Pause", "Stop" and "Mute" buttons. Maximum animation loop: 15 seconds.
- We cannot accept third party ads containing javascript for our e-newsletters.
- Please note that we cannot accept Flash-based file formats for e-newsletter ads.

*We accept .mp4 or .flv files for our video ad types. Requirements and restrictions may vary. Contact your rep for details.

** Video must be provided as a 300 x 250 pixel .swf. Video must be user-initiated. Video must include "Play", "Pause", "Stop" and "Mute" buttons. Maximum length: 15 seconds.

† Ad appears in one issue of e-newsletter—Call your rep for details.

PHONE: 610-278-1400, 800-355-5627 VISIT: www.advanceweb.com

EMAIL: sales@advanceweb.com 2900 Horizon Drive, King of Prussia, PA 19406

2010 E-BLAST ADVERTISING

RATES AND SPECIFICATIONS

advance
www.advancweb.com



Target your e-message
to qualified **ADVANCE**
subscribers today.

List Rental Rates

Type	Addresses	Rates (\$)
plain text	1-19,999	0.50 per address
graphics	1-19,999	0.60 per address
text or graphics	20,000-49,999	0.30 per address
text or graphics	50,000-99,999	0.25 per address
text or graphics	100,000+	0.23 per address

List Management Rates*

Type	Addresses	Rates (\$)
match/omit	1-2,499	250/list
match/omit	2,500+	500/list

* If client provides us with names only — and not unique email addresses — *ADVANCE* will exclude all names on the rental list that are the same/similar (ex. John Smith, Johnny Smith, J Smith, etc.) to ensure that the correct person is not included in the mailing.

Other Services Offered

REPRINTS— Call 800-355-5627 for a quote on reprints of any article in *ADVANCE*.

DIRECT MAIL LISTS RENTAL— Our lists are available at \$110 per thousand names.

Postage and handling charges apply. Call for more information.

- All e-blasts are .html files
- Rates include design and build of .html file from client supplied components (text file, .jpeg or .tiff graphics)
- Rates are ad agency commissionable when .html file is supplied by ad agency
- List rental volume discounts are per specialty
- Lists cannot be combined to meet the minimum
 - Minimum order of \$750 per list based on net rates
 - Frequency of e-blasts combines with electronic ads for contract fulfillment
- Combine specialties for a \$250 fee to create combined lists/profiles each time list is rented
- A production fee of \$300 per ad will apply when client/agency supplied .pdf files require .html conversion

E-Blast Production Notes:

All .html files created by *ADVANCE* are built to be Outlook07 compatible, which targets the majority of email clients for best performance.

The *ADVANCE* production team will take every step possible to duplicate the look of the supplied .pdf files when converting to .html file; however, we reserve the right to alter the layout to adhere to Outlook07 guidelines.

CMYK print ads will be converted to RGB color standards. Note: Expect color variances between CMYK and RGB. RGB will typically have a brighter hue.

Provide all graphics as a .jpg or .tiff file at 72dpi at 100%.

Fonts will be substituted to conform to Web standard fonts that maximize the legibility of .html files.

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