

# Healthcare News

healthcarenewssite.com

Articles, Interviews and Statistics for the Healthcare Executive

## 2011 Print Media Kit



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## About the Healthcare News

The Healthcare News organization publishes healthcare management trade journals and web sites of interest to leaders of healthcare organizations. Two of our publications, the California Healthcare News and the Washington Healthcare News, are produced in print and online. Our other eight publications are only produced online. Primary recipients are leaders of hospitals, medical clinics, insurance companies and insurance agencies. Content includes interviews with senior leadership, "how-to" articles, career opportunity advertisements and industry financial information.

These publications offer an advertiser the opportunity to gain access to those individuals that not only make the big decisions but also control the largest budgets. Our readers tend to read each issue cover to cover over several sittings and use it as a teaching tool to middle management and subordinate staff. **Advertisers in the News get strong results!**

## September 2011 Demographic Distribution

Position Type	Hospitals & Facilities	Medical Clinics	Other Provider	Insurance Companies	Insurance Agencies	All Other Industries	Totals
<b>Washington Healthcare News - approximately 3,300 receive the print version and all others receive the web version.</b>							
Executive	123	101	38	22	179	324	787
Operations	624	687	220	280	47	1,131	2,989
Finance	274	69	71	70	1	164	649
Physician Leadership	49	29	9	17	0	7	111
Marketing & Sales	122	48	51	124	282	225	852
Human Resources	393	120	38	56	3	158	768
Information Technology	120	21	13	47	0	37	238
Legal & Compliance	56	11	5	22	1	28	123
Nursing	437	44	33	63	0	651	1,228
Education	385	349	105	122	9	327	1,297
All Other	59	1	0	0	0	21	81
<b>Total Washington Healthcare News</b>	<b>2,642</b>	<b>1,480</b>	<b>583</b>	<b>823</b>	<b>522</b>	<b>3,073</b>	<b>9,123</b>
<b>California Healthcare News - approximately 1,800 receive the print version and all others receive the web version</b>							
Executive	359	73	69	50	1	362	914
Operations	2,717	533	509	628	0	789	5,176
Finance	669	86	88	142	0	122	1,107
Physician Leadership	214	64	40	35	0	35	388
Marketing & Sales	417	50	117	299	5	259	1,147
Human Resources	973	109	82	99	0	156	1,419
Information Technology	180	27	27	57	0	104	395
Legal & Compliance	195	31	39	64	0	146	475
Nursing	814	34	19	42	0	96	1,005
Education	1,779	194	190	236	2	451	2,852
All Other	11	1	0	0	0	351	363
<b>Total California Healthcare News</b>	<b>8,328</b>	<b>1,202</b>	<b>1,180</b>	<b>1652</b>	<b>8</b>	<b>2,871</b>	<b>15,241</b>

## Advertising Rates

*All rates are gross and include full color*

### Print advertising rates in either publication

Size	12x	6x	3x	1x
<b>Full</b>	\$1,400	\$1,600	\$1,800	\$2,000
2/3 page	\$1,050	\$1,200	\$1,350	\$1,500
1/2 page	\$700	\$800	\$900	\$1,000
1/3 page	\$525	\$600	\$675	\$750
1/4 page	\$420	\$480	\$540	\$600
1/6 page	\$350	\$400	\$450	\$500
	12x	6x	3x	1x
Back Cover	\$2,100	\$2,400	\$2,700	\$3,000
Inside front	\$2,100	\$2,400	\$2,700	\$3,000

### Print advertising rates in both publications

Size	12x	6x	3x	1x
<b>Full</b>	\$2,520	\$2,880	\$3,240	\$3,600
2/3 page	\$1,890	\$2,160	\$2,430	\$2,700
1/2 page	\$1,260	\$1,440	\$1,620	\$1,800
1/3 page	\$945	\$1,080	\$1,215	\$1,350
1/4 page	\$756	\$864	\$972	\$1,080
1/6 page	\$630	\$720	\$810	\$900
	12x	6x	3x	1x
Back Cover	\$3,780	\$4,320	\$4,860	\$5,400
Inside front	\$3,780	\$4,320	\$4,860	\$5,400

### Premium Placement

Placement is guaranteed on pages 3, 4 and 7 for a 15% space charge. The minimum ad size for guaranteed placement is 1/3 of a page and positions are available on a space-available basis. Larger ads may displace smaller ads.

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## Advertising Specifications

### All but the “Career Opportunities” Section

Ad Sizes	Width	Height
Full Page	7.50	9.80
2/3 Page (vertical)	4.94	9.80
1/2 Page (horizontal)	7.50	4.89
1/2 Page (vertical)	4.94	7.28
1/3 Page (square)	4.94	4.89
1/3 Page (vertical)	2.38	9.80
1/4 Page (square)	4.94	3.72
1/6 Page (horizontal)	4.94	2.38
1/6 Page (vertical)	2.38	4.89

### “Career Opportunities Section”

Ad Sizes	Width	Height
Full Page	7.50	9.18
2/3 Page (vertical)	4.98	9.18
1/2 page (horizontal)	7.50	4.58
1/2 page (vertical)	4.98	7.00
1/3 page (square)	4.98	4.58
1/3 page (vertical)	2.49	9.18
1/4 page (square)	4.98	3.50
1/6 page (horizontal)	4.98	2.25
1/6 page (vertical)	2.49	4.58

### File and Font Requirements

All ads should be e-mailed to David Peel, Publisher at [dpeel@wahcnews.com](mailto:dpeel@wahcnews.com) thirty days prior to publication month. They must be in PC format. PDF files or TIFF CMYK files are preferred. Images should be between 300 and 600 dpi and can be compressed.

### Copy and Contract Regulations

The publisher is not responsible for mistakes in ads which have been proofed and approved by the client. If a mistake in advertising occurs (including, but not limited to, omission, copy error or size error) and it is the fault of the publisher, a “make-good” ad will be inserted in the next available issue. The publisher assumes no other responsibility for mistakes and will not be liable for any costs or damages beyond a “make-good” ad. The publisher reserves the right to reject or cancel up to the day of publication any ad it deems unsuitable for publication.