
Web Site Sponsorships

Gain a strategic advantage by being one of six possible sponsors of the *Materials Management* Web site. Sponsors receive a banner ad at the bottom of the *Materials Management* page and the top of each subsequent page. Your banner ad links prospects directly to your company Web site or e-mail address. Each banner rotates to a different sponsor each time a page is downloaded from the Web server.

	6 Months	12 Months
Sponsor Rates (net)	\$3,000	\$4,300

Sponsor guidelines: Sponsorship must be paid in full at the time of ordering. Sponsors have the first right to renew sponsorships at the end of the contract period. See production specifications section for additional details.

Recent Advertisers

Visit www.matmanmag.com to see the list of companies that have selected *Materials Management in Health Care* as their advertising vehicle.

**Classified Advertising
(Print and Online)**

Receive online classified advertising as a bonus with the purchase of print classified advertising. Your online Web ad will run on the magazine Web site until the next monthly issue is placed. Camera-ready art is required for all classified display advertising.

	1x	3x	6x	12x
Rate Per Inch	\$180	\$170	\$165	\$160

Based on complete artwork or furnished negative only.

Additional artwork preparation: \$135, noncommissionable.
Transient Rate: Copy will be set solid unless otherwise indicated.
Minimum Charge: \$52 per insertion.
Blind Box Charge: \$52, noncommissionable.
Cancellation Policy: Written notice must be received no later than closing date.

Production Specifications

Column Width	2 ³ / ₁₆ "
Column Depth	9 ¹ / ₂ "

Type	Characters Per Line	Charge
9-point	34	\$17.30
11-point	27	\$17.00
13-POINT (ALL CAPS ONLY)	23	\$24.40

Contract Rates (no copy change)	Discount
12 insertions	5%
24 insertions	10%
125 to 250 lines in 12 consecutive issues	5%
250-plus lines in 12 consecutive issues	10%

Contract Rate Discounts apply only to non-display classified advertising. To earn discount, copy cannot be changed.

Classified Contact:

Aggie Abbinanti
Health Forum, Inc.
One North Franklin, 28th Floor
Chicago, Illinois 60606
Phone: (800) 621-6902
Fax: (312) 422-4600
E-mail: aabbinanti@healthforum.com

Classified Advertising Sections:

- Employment Registries
- Educational Opportunities
- For Sale (used equipment)
- Positions Open
- New Books for Health Care Managers
- Miscellaneous
- Services
- Positions Wanted (*payment must accompany ad*)
- Wanted
- Publications
- Learning Place-Meeting and Events

General Regulations

EARNED RATES: Frequency discounts are earned on the basis of total advertising placed within a 12-month contract period. The earned rate is determined by the number of pages, each page of an ad unit, each side of a full run insert, or each fractional page counted as one page.

AGENCY COMMISSION: 15% of gross billing allowed. Agency commission does not apply to accounts paid later than 30 days of invoice date.

PAYMENT OF INVOICES: Payment terms for e-commerce companies are payment in advance. Payment terms for other companies are net 30. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published hereunder. Advertising will not be placed if invoices are more than 60 days past due.

PUBLISHER APPROVAL: All advertising is subject to publisher approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, or contract at any time. The American Hospital Association and its publications will not endorse advertising in any manner. Use of *Materials Management in Health Care* excerpted editorial in advertising copy is subject to approval by publisher.

ADVERTISING ACCEPTANCE: Advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend and save harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter, or libelous statement, in connection with advertising purchased according to the terms of this rate card.

COPY REGULATIONS: Use of *Materials Management in Health Care* editorial material in advertising copy must be approved by the publisher and the contributing author. The American Hospital Association will not endorse advertising. Publisher may reject advertising that is not suitable for publication. Advertising that simulates editorial content must carry the word "Advertisement" in 12-point type.

PUBLISHER LIABILITY: Publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the publisher. Publisher shall not be liable for errors made in key numbers, Reader Service listings, or Advertiser's Index, or for costs and damages if for any reason publisher fails to publish an advertisement.

RATE DEFINITION: Rates are based on the number of insertions of one page or less used in a 12-month contract period.

SHORT-RATE AND REBATE: Advertisers will be short-rated if they do not use the amount of space on which their advertising has been billed during their 12-month contract period. Advertisers will be rebated if they earn a better frequency rate during that period.

AD FORMAT AND PLACEMENT POLICY: Advertising is fully interspersed throughout the magazine. Advertising is rotated throughout.

CANCELLATION POLICY: Contracts and orders for insertions are due by the closing date of the issue, and cannot be canceled after that date.

OTHER CONDITIONS: No conditions, printed or otherwise, appearing on contracts, order or copy instructions that conflict with the provisions of this rate card will be binding on the publisher.

Contacts

Publisher
Mary Grayson
(312) 893-6817
mgrayson@healthforum.com

Associate Publisher
Alden Solovy
(312) 893-6818
asolovy@healthforum.com

National Director Periodicals
& Sponsorships
Joseph Sam Girard
(312) 893-6878
FAX (312) 422-4600
jgirard@healthforum.com

National Sales Director
Thomas M. Wachal
(312) 893-6875
FAX (312) 422-4600
twachal@healthforum.com



SALES OFFICES

West
Dana Eschen
4828 Matley Rd.
La Cañada, CA 91011
(800) 944-1634
FAX (818) 541-1757
neschen@msn.com

Central West
Thomas M. Wachal
One North Franklin Street,
28th Floor
Chicago, IL 60606
(312) 893-6875
Fax (312) 422-4600
twachal@healthforum.com

Central East
Richard M. Dudley
One North Franklin Street
28th Floor
Chicago, IL 60606
(800) 453-9690
FAX (312) 422-4600
ddudley@healthforum.com

East
M. J. Mrvica Associates, Inc.
2 West Taunton Ave.
Berlin, NJ 08009
(856) 768-9360
Fax (856) 753-0064
mjmrvica@mrsvica.com



HEALTH FORUM™
An American Hospital Association Company

2002 Advertising Rates & Production Specifications



Issued: September 2001
Effective: January 2002

Black & White Advertising Rates		1x	3x	6x	9x	12x	18x	24x	36x	48x
	Full page	\$4,420	\$4,310	\$4,150	\$3,970	\$3,810	\$3,620	\$3,430	\$3,340	\$3,200
	2/3	3,570	3,470	3,320	3,160	3,000	2,880	2,770	2,600	2,530
	1/2 island	3,020	2,900	2,800	2,660	2,550	2,450	2,310	2,220	2,110
	1/2	2,730	2,640	2,530	2,440	2,310	2,200	2,090	2,050	1,940
	1/3	2,050	1,970	1,930	1,830	1,760	1,690	1,620	1,530	1,480
	1/4	1,650	1,640	1,550	1,490	1,430	1,380	1,330	1,250	1,200
	1/6	1,250	1,220	1,200	1,140	1,090	1,050	1,010	960	930

Closing & Materials Due Dates

Closing date is the 10th of the preceding month. If the date falls on a holiday or weekend, closing is on the first workday thereafter. Materials due date is five working days after ad close. Mailing date is the 10th of each month.

Advertiser Incentive Programs*

2002 Rate Protection

For rate protection at 2001 rates, send a signed reservation agreement (3 insertion minimum) for 2002 ad space before January 31, 2002, along with an insertion order for at least one insertion that will run in the 2002 January, February, or March issue.

Frequent Advertiser Options

- Run six paid ads and receive a seventh ad of the same size at no additional cost.
- Run three paid ads and receive a fourth ad of the same size at a 50% discount.

Free Online Banner Ad with Every Full-Page Insertion

Full-page *Materials Management* advertisers receive a free banner ad on the *Materials Management in Health Care* Web site for each month that their ad runs.

AHADData.com \$100 Credit with Every 3-Page Insertion Purchase

Advertisers receive a \$100 credit toward the purchase of hospital market data on the AHADData.com Web site with each 3 paid full-page ads.

*Advertiser Incentive Program Guidelines

Frequent Advertiser Options: All ads must be placed within the customer's 12-month 2002 contract period. Free ads will run at the publisher's discretion after the paid ad units have run and do not count toward earned frequency. Each free ad is earned on the basis of individual divisional programs. Companies with multiple divisions cannot combine campaigns to earn free ads. The 50% discount on 4th ad can only be credited to ad in *Materials Management in Health Care* or the *Buyers' Guide for the Health Care Market*. Program excludes inserts and gatefolds.

Free Online Banner Ad: Web banner ads will rotate with each Web page renewal among all full-page advertisers in that monthly issue.

AHADData.com \$100 Credit: Contact your Account Manager to receive a special access code to register your \$100 credit. AHADData.com provides instant access to data and personnel information in 6,000 hospitals and thousands of allied health care organizations.

Color Surcharge Rates

Color surcharge rates apply for all advertising. If the same color is used for additional pages in the same issue, positions may not be guaranteed. Consult publisher for rates on special inks.

Additional Cost-Per-Page or Fraction	
2-color, Standard AAAA	\$620
Matched Color	\$700
Metallic Inks	\$840
3- or 4-color Process	\$1,370
3- or 4-color Process Spread	\$2,100
5th Color	\$660
Bleed	No charge

Cover and Special Position Rates

2001 advertisers have the right of first refusal for special advertising positions. Once reserved, preferred positions cannot be canceled. Customers reserving special positions who cancel those positions later in the year will be contractually obligated to pay all premiums for all unused positions if those positions are not sold. Special positions can only be guaranteed with premium. Rates include the earned black-and-white rate plus the following additional charges:

Position	Additional Charge	Schedules Available
Inside Front Cover	15%	6 & 12x
Inside Back Cover	10%	6 & 12x
Back Cover	20%	6 & 12x
Table of Contents	10%	6 & 12x

Furnished and Reply Postcard Inserts

FURNISHED INSERTS: Contact the production department for complete bindery and shipping requirements before printing furnished inserts. Contact your Account Manager for rates.

REPLY POSTCARD INSERTS: Postcards may be inserted only in combination with a full-page ad in the same issue. All reply postcards must comply with current U.S. Postal Service regulations for business reply mail, and verification is required by the publisher before printing. Contact your Account Manager for rates.

Joint Frequency Discounts

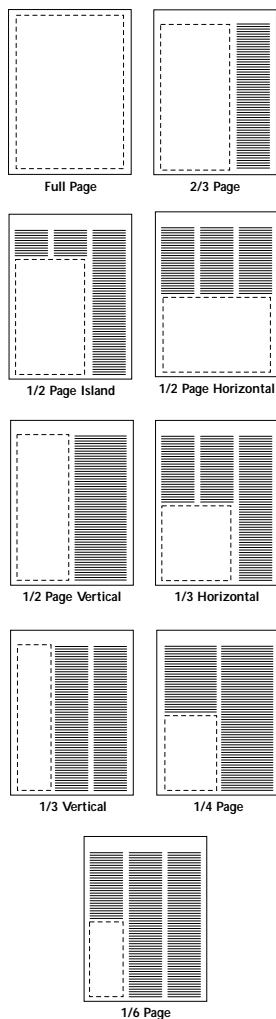
Maximize your advertising exposure and reach all your health care management audiences by using the coverage provided through Health Forum journals. Advertisers enjoy a joint-frequency discount when purchasing space in *Materials Management* and any of the following publications:

Publication	Annual Frequency	Approximate Circulation/ Audience Profile
<i>Trustee</i>	10x	29,000 governing board presidents, chairmen, vice-chairmen, treasurers and other board members in health care institutions.
<i>Hospitals & Health Networks</i>	12x	82,000 presidents, "C" title executives, departmental and professional executives in hospitals and integrated delivery networks and HMOs, PPOs, medical clinics and group practices.
<i>Health Forum Journal</i>	6x	27,000 senior and departmental executives in provider (hospitals, alliances, medical centers and clinics, health care systems, etc.) and payer organizations (HMOs, PPOs, medical service plans, etc.).
<i>Buyers' Guide for the Health Care Market</i>	Annual	77,600 health care executive management and professional and department heads in health care provider, payer and vendor institutions.
<i>Health Facilities Management</i>	12x	30,000 vice-presidents, assistant directors and department heads responsible for facility management, plant operations, buildings, maintenance, safety and telecommunications in health care institutions.
<i>AHA News</i>	49x	21,000 senior management and governing board executives in hospitals and health systems.

Print Production Specifications

Printing: Web Offset
Method of Binding: Saddle-stitched

Publication Trim Size: 8 x 10 3/4"
Publication Stock: 40 lb. coated



STANDARD UNIT SIZES

Space Unit	Inches Wide	Inches Deep
Full Page	7"	10"
2/3 Page	4 1/2"	9 1/2"
1/2 Page island	4 1/2"	7 1/2"
1/2 Page horizontal	7"	4 7/8"
1/2 Page vertical	3 3/8"	9 1/2"
1/3 Page horizontal	4 1/2"	4 7/8"
1/3 Page vertical	2 3/16"	9 1/2"
1/4 Page	3 3/8"	4 7/8"
1/6 Page	2 3/16"	4 7/8"
	Bleed Size	Trim Size
Bleed Page	8 1/4 x 11"	8 x 10 3/4"
Bleed Spread	16 1/2 x 11"	16 x 10 3/4"

DIGITAL FILE FORMATS: QuarkXpress, hi-res PDF, Pagemaker, Illustrator or Photoshop are acceptable.

Advertiser must include all related files required for output, including EPS or tiff images, and Adobe and non-Adobe Postscript Type 1 fonts. All color must be in CMYK mode. Do not embed an EPS file in another EPS file. Files must be prepared so that upon opening, all elements will be positioned correctly. It is suggested that the "Collect for Output," or similar function, be used prior to sending files to ensure proper linkage of graphics and fonts.

MEDIA: Deliver files on CD, Zip or Jaz disks. All disks are to be labeled with the name of the advertiser, the publication title and issue date, the ad title or ID number, and the name and phone number of a production contact should there be a problem with the files.

REQUIREMENTS: The following must be included with all digital advertising files:

1. A printout of the disk contents.
2. A complete list of Postscript fonts used in producing the file and included on the supplied disk - TrueType fonts are not acceptable.
3. A composite, actual-sized laser proof that accurately represents the ad as supplied on the disk. If proofs are not actual size, indicate on the proof the enlarged or reduced size. The proof should clearly specify tints, color breaks, illustration ID, etc.
4. Convert all 4-color scans to CMYK. Provide black & white art as EPS format files.
5. The document should be set up at the actual trim size of the ad with bleeds extending .125" from the trim. All live matter on bleed ads should be kept a minimum of .25" from the trim.

It is assumed by Health Forum that all digital advertising files submitted for publication will perform in a satisfactory manner without any additional work required on the part of the publisher. If the materials supplied do not meet requirements, or it is necessary that Health Forum perform additional work to properly prepare the material for press, the advertiser will be billed for all costs incurred.

FILM FORMATS: Ad film will be converted to a digital format. Provide negatives, one piece per color, in exact register and identified by color. Multiple color advertising must have four center-line register marks located 1/4" outside the trim area.

PROOFS: Color proofs must be included with all 4-color advertising—Approval or Iris digital proofs; match-print or cromalin analog proofs—and be SWOP compliant. Advertiser will be billed for the cost of proofing if it is not supplied.

INK DENSITY: Total ink density should not exceed 300% for 4-color files, with a maximum screen tone value of 85% for any one color. Any value exceeding 85% should be made a solid. Total ink density for 2-color advertising should not exceed 190%.

FURNISHED INSERTS: Contact the Production Department for complete specifications and requirements.

Web Production Specifications

500 x 65 pixels. jpg or gif file (the file should be 5-bit with dither set to none). Please indicate what publication the banner is for, and include URL or e-mail address for hypertext link. Provide name and phone number of contact person (if technical help is required) and send files via e-mail to pdumais@healthforum.com.

Production Contacts**Print:**

Margaret Jablonski
(312) 893-6890
E-mail: mjablonski@healthforum.com

Web:

Peggy DuMais
(312) 893-6832
E-mail: pdumais@healthforum.com

Mailing Instructions**Display Advertising:**

Send insertion orders, film, proofs and correspondence to:

Materials Management in Health Care Advertising Department
Health Forum, Inc.
One North Franklin, 28th Floor
Chicago, Illinois 60606
Phone: (312) 893-6846 Fax: (312) 422-4600
E-mail: cwhite@healthforum.com

Classified Advertising:

Send insertion orders, film, proofs and correspondence to:

Aggie Abbinanti
Health Forum, Inc.
One North Franklin, 28th Floor
Chicago, Illinois 60606
Phone: (800) 621-6902 Fax: (312) 422-4600
E-Mail: aabbinanti@healthforum.com