

Health Management TECHNOLOGY

Healthcare Information Systems Solutions since 1980



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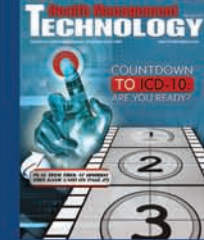
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2012 MEDIA PLANNER

INFORMATION

SUBSCRIBER PROFILE: REACH THE RIGHT AUDIENCE

REACH 42,462 AUDITED, PRE-QUALIFIED SUBSCRIBERS¹
THAT'S 97,238 POTENTIAL BUYERS WITH PASS-ALONG!²

Only Health Management Technology provides audited information on what products or services or subscribers actually specify or buy. With HMT you know you are reaching your specific target audience every month!

- HOSPITALS / IDN
- PHYSICIAN / GROUP
- PRACTICE
- PAYORS
- C-SUITE
- DEPARTMENT HEADS
- CIO / IT
- PEC COMMITTEES



HARDWARE

- Disaster Recovery/Preparedness
- Mobile Workstations/POC
- Monitors/Displays
- Printers/Copiers/Scanners
- Tablets/PDAs/Handhelds/Laptops Services

SERVICES

- ASP/Internet/Intranet Services
- Call Centers/Telecom
- Collections
- Enrollment, Benefits Management Software

SOFTWARE

- Bar Coding/RFID/Tracking Systems
- Claims, Coding
- Clinical Information Systems
- Data Storage/Mining
- Decision Support (Clinical, Financial)
- Document Management/Imaging
- EMR/EHR
- EDIS/Periooperative
- Financial Billing Systems
- Hospital/Healthcare Info Systems
- Managed Care Systems
- Medical Management/Drug Info Systems
- Physician Practice Management
- Radiology/PACS/RIS/Diagnostic Imaging
- Scheduling Systems
- Security/Authentication/Biometrics
- Speech Recognition/Transcription
- Wireless Applications
- Workflow Automation
- Revenue Cycle Management

HMT REACHES DECISION MAKERS WHO DON'T READ OTHER HEALTHCARE IT PUBLICATIONS²

20,806 HMT subscribers
do not receive Health Data Management

26,326 HMT subscribers
do not receive Modern Healthcare

26,751 HMT subscribers
do not receive Healthcare Informatics

27,175 HMT subscribers
do not receive Healthcare IT News

68% of subscribers have read at least 3 of the last 4 issues of HMT.²

HMT READERS TAKE ACTION²

80% have saved an issue of HMT for future reference
65% have shared an HMT article with a coworker
60% have visited a Vendor's website

90% of HMT subscribers are involved with the purchasing process for their organization.²

PRINT IS STILL THE MAIN INFLUENCE WHEN PURCHASING OR SPECIFYING PRODUCTS²

56% influenced by trade magazines
38% influenced by Vendor websites
36% influenced by trade shows
33% influenced by online trade magazines

54% responded that a seeing a Vendor's ad in HMT makes it more likely that they would inquire about the company/brand featured.²

SOURCE

¹ BPA Statement, June 2011

² HMT Subscriber Profile Study, June 2011

EDITORIAL CALENDAR

MONTHLY DEPARTMENTS: Industry Watch, NewsMakers, Thought Leaders, ICD-10 Update, New Products
AD CLOSE: 1st of month prior to issue, materials due one week later
EDITORIAL CLOSE: 2 months prior to issue

	SPECIAL FEATURE			SOLUTIONS GUIDE	FULL PAGE AD BONUS	SHOW COVERAGE OR DISTRIBUTION
JAN	2012 Healthcare IT Solutions Forecast	ACOs	Regulatory Issues	BI Data Management	Software Systems Analytics	TECH TREK Program for HIMSS. Non-HIMSS: Solutions Showcase online: 50 words, image, web link HIMSS Feb 20-24 Las Vegas
FEB	ICD 10 Claims & Coding	Hospital Info Systems	Cloud Solutions	Security	EHRs EMRs	TECH TREK Program for HIMSS. Non-HIMSS: Solutions Showcase online: 50 words, image, web link HIMSS Feb 20-24 Las Vegas
MAR	Workflow Management	Disaster Recovery	Education Credentialing Recruitment	Document Management Imaging	Network Hardware Servers	Solutions Showcase online ad: 50 words, image, web link
APR	Meaningful Use Today	Scheduling Staffing	Practice Management	Drug Information RX Management	APPS Mobile Devices Notebooks	Solutions Showcase online ad: 50 words, image, web link
MAY	RCM Financial Info Systems	Mobile Computing Equipment	Data Storage Data Centers	PACS RIS	RCM Financial Info Systems	Solutions Showcase online ad: 50 words, image, web link
JUN	NEW! EXCLUSIVE HMT SOLUTIONS GUIDE: 10 SPECIFIC PRODUCT SECTIONS CONTAINING EDITORIAL, ADS, AND 1/6 PG LISTINGS IN PRINT AND DIGITAL eBook WITH LINKS					SIIM Jun 7-10 Orlando AHIP Jun 20-22 Salt Lake City HFMA/ANI Jun 24-27 Las Vegas
JUL	Wireless Applications	ICD-10 Claims & Coding	Lab Info Systems	Bar Coding Asset Tracking	Data Management Cloud Computing	Solutions Showcase online ad: 50 words, image, web link
AUG	Security	Bar Coding RFID Asset Tracking	Workflow Management	Data Storage	Wireless Technologies	Solutions Showcase online ad: 50 words, image, web link
SEP	Clinical Info Systems	Meaningful Use	Payer Solutions	HIEs: Health Information Exchanges	Carts Mobile Computing	Solutions Showcase online ad: 50 words, image, web link AHIMA Sep 29-Oct 4 Chicago
OCT	EMRs/EHRs	Practice Management	RCM Financial Info Systems	Home Health Telehealth Remote Care	Telemedicine	Solutions Showcase online ad: 50 words, image, web link MGMA Oct 28-31 San Antonio
NOV	Document Management Imaging	Decision Support Dashboards	PACS RIS	Speech Recognition Transcription	PACS RIS Diagnostic Imaging	Solutions Showcase online ad: 50 words, image, web link RSNA Nov 25-30 Chicago
DEC	ER/ICU Management	Lab Info Systems	Clinical Info Systems	Disease Management Solutions	Displays Monitors TVs	Signet Research Ad Impact Study: free to all full page advertisers

MAGAZINE RATES

42,462 BPA-AUDITED PRINT SUBSCRIBERS*

B/W GROSS RATES - RUN OF BOOK

SIZE	1X	3X	6X	9X	12X	18X	24X	36X
Spread	\$11,536	\$11,190	\$10,854	\$10,529	\$10,318	\$10,112	\$9,909	\$9,711
Full page	\$ 6,340	\$ 6,149	\$ 5,965	\$ 5,786	\$ 5,670	\$ 5,557	\$ 5,446	\$ 5,337
2/3 page	\$ 5,356	\$ 5,195	\$ 5,039	\$ 4,888	\$ 4,791	\$ 4,695	\$ 4,601	\$ 4,509
1/2 Island	\$ 4,414	\$ 4,281	\$ 4,153	\$ 4,028	\$ 3,948	\$ 3,869	\$ 3,791	\$ 3,715
1/2 page	\$ 3,837	\$ 3,722	\$ 3,610	\$ 3,502	\$ 3,432	\$ 3,363	\$ 3,296	\$ 3,230
1/3 page	\$ 3,142	\$ 3,047	\$ 2,956	\$ 2,867	\$ 2,810	\$ 2,754	\$ 2,699	\$ 2,645
1/4 page	\$ 2,575	\$ 2,498	\$ 2,423	\$ 2,350	\$ 2,303	\$ 2,257	\$ 2,212	\$ 2,168
1/6 page	\$ 2,225	\$ 2,158	\$ 2,093	\$ 2,031	\$ 1,990	\$ 1,950	\$ 1,911	\$ 1,873
1/8 page	\$ 2,009	\$ 1,948	\$ 1,890	\$ 1,833	\$ 1,796	\$ 1,761	\$ 1,725	\$ 2,012

COLOR	AD	SPREAD
2 Color-std	\$800	\$1,450
2 Color-PMS	\$950	\$1,800
3 or 4 Process	\$1,665	\$2,714
Metallics	\$1,801	\$2,650

BPA * HMT BPA Statement, June 2011

COVERS & SPECIAL POSITIONS

Inside Front Cover: add 15% to the size/frequency discount
 Inside Back Cover: add 10% to the size/frequency discount
 Back Cover: add 20% to the size/frequency discount
 Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Closing the 1st of the month prior to publication, materials due one week later.
 - Cancellations are not accepted after the closing date.
 - The Publisher reserves the right to select position.
- Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed and subject to production limitations. Inserts are accepted as supplied or as Publisher-printed. Contact your HMT Account Executive for more details.

CLASSIFIEDS

\$300 net per inch, 2 1/16" column width

MATERIALS

Web offset, saddlewire bound. Plate: 8"w x 11"h (full bleed). Trim: 73/4" x 103/4" high. Live: keep essential elements 3/8" inside trim edges. (Bleed sizes shown include 1/8" margin on all edges). PC or MAC files. Native files mailed on CD with laser proof for color, or PDF file uploaded to <http://www.nelsonpub.com/fileupload> with email to: eetraffic@nelsonpub.com notifying us of the upload.

PDF setting: [PDF/X-1a:2001]. Flatten first, fonts embedded, include crop marks. Images at 300 dpi, CMYK only. No jpeg files. Production questions: 941-966-9521x145.

INSERTION ORDERS TO:

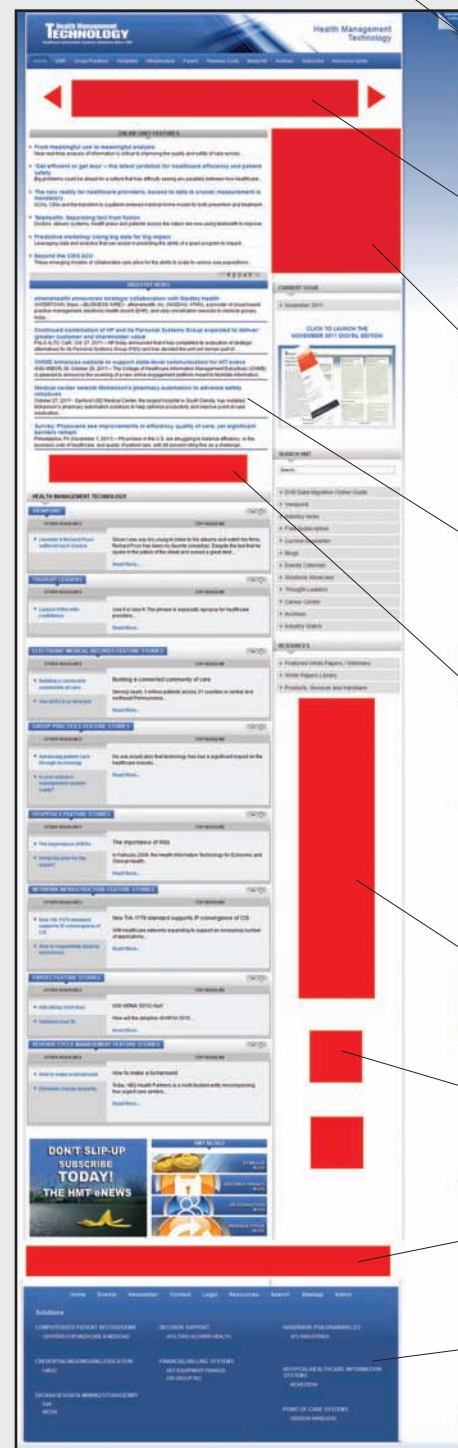
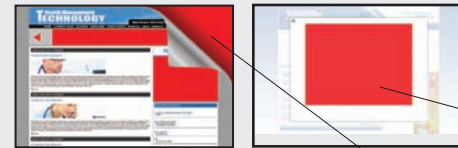
HMT Ad Contracts
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 P: 800-226-6113 x 172 F: 941-966-2590
lmoulton@nelsonpub.com

AD MATERIALS TO:

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 800-226-6113 x 194 Fax: 941-966-2590
HMTtraffic@nelsonpub.com

WEB RATES & SIZES

Reach thousands of potential healthcare IT buyers via HMT's comprehensive website!



HOME PAGE POP-UP / SITE POP-UNDER

Oversize "pop-up" ad fades up over the home page for 5-7 seconds before fading back to our site. The "Pop-under" remains when a visitor closes our site. Share a flash or animated gif message in this oversized space.
 600 x 400 pixels \$4,000 net

PAGE CURL

Upper right corner of home page opens over top quarter of screen when activated by the visitor's mouse roll-over.
 Home page only 500 x 500 pixels \$3,500 net

LEADERBOARD: TOP

Command interest in the top position using your static, gif, or flash message. Available in two widths.
 run-of-site standard leaderboard 728 x 90 pixels \$2,125 net
 run-of-site super leaderboard 964 x 90 pixels \$2,500 net

BLOCK AD / VIDEO AD

Video, Flash, or animated gif message in this oversized space.
 run-of-site 300 x 250 pixels \$2,000 net
 video ad (add \$350 production fee)

ADVERTORIAL BANNER

Send us your headline, 50 words, 300 x 300 pixel image, (final size: 120 x 120), and up to 3 web links...we'll do the rest.
 run-of-site, upper \$1,800 net
 run-of-site, lower \$1,600 net

STANDARD BANNER

run-of-site, upper 468 x 60 pixels \$1,500 net
 run-of-site, lower 468 x 60 pixels \$1,200 net

MICROSITE SPONSORSHIP

Banner above the above the chosen MicroSite header on the home page, and on the MicroSite page. 468 x 60 pixels \$1,600 net

SKYSCRAPER

run-of-site, 160 x 600 pixels \$1,800 net

BUTTON

run-of-site, 125 x 125 pixels \$700 net

LEADERBOARD: BOTTOM

run-of-site, standard leaderboard 728 x 90 pixels \$1,250 net
 run-of-site, super leaderboard 964 x 90 pixels \$1,500 net

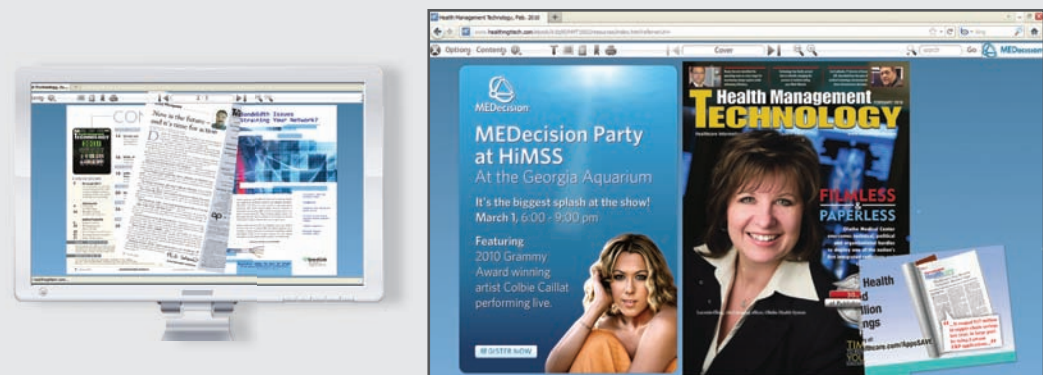
SPONSORS' LINKS FOR PRINT ADVERTISERS, BY CATEGORY

Advertisers in the print magazine receive a free web page link on our home page, listed by industry category. Home page only. No Charge

DIGITAL eBook ENHANCEMENTS

Make the most of your print display ad with electronic options available on the monthly digital edition sent to 36,000 opt-in healthcare decision makers and buyers, five times each month; once in the issue's direct email invite and four times a month in the HMT weekly e-newsletter blast.

See example at: <http://www.healthmgttech.com/ebook/A1lq90/HMT1002>



LEFT OF COVER: Issue Sponsor: be the first message HMT subscribers see, positioned left of the front cover as the sole sponsor – first seen position.
Rate: \$2,600 net per issue

Option: Add your logo and text ad to the monthly email issue invite.
Rate: Additional \$1,200 net

ONE LOGO IN TOOLBAR: Your exclusive logo appears in upper right of toolbar and links to your website.
Rate: \$600 net per issue

GATEFOLD / TIP-ON: Make a big splash at a fraction of the cost of print.
Gatefold: \$1,800 net per issue
Tip-on: \$1,400 net per issue

RICH MEDIA: Add a video, movie clips, Flash animation, or even audio to your ad to draw attention and retention.
Rate: \$2,200 per issue

HOTSPOT LINKS: Individual web links are highlighted within your ad.
Rate: No charge for the first link. \$250 additional links

ADD-A-PAGE OR INSERT: Not purchasing a print ad? Send us your PDF to print specifications and we will add it to the digital edition, opposite of insider back cover. Each page must be 2-sided: front and back.
Rate: \$2,400 per issue

CUSTOM DIGITAL EBOOKS: We'll produce and host your annual reports and product catalogs in this exciting digital format.
Rate: \$1,500 and up, depending on number of pages, rich media, and linked overlays. Please call for a custom estimate.

NEW! 2012-2013 SOLUTIONS GUIDE: THE HMT JUNE ISSUE

Introducing a new industry standard, destined to be a "must-read" in the healthcare IT marketplace. The Annual Solutions Guide will incorporate all that is new and vital in 12 specific industry category directories under one cover, both in print and in the June Digital eBook, and posted by directory on the HMT website for a full year. Each directory will include a cover, editorial coverage specific to the category, ads and 1/6-page listings. Print advertisers will also be included in the June Solutions Showcase email blast to 36,000 opt-in decision makers, with links to their websites.

SOLUTIONS CATEGORY DIRECTORIES

- RFID / RTLS / Bar Coding
- Revenue / Financial
- Claims & Coding / ICD-10
- Software Systems / Analytics
- EHRs / EMRs
- Apps
- Computers / Servers / Data Storage
- PACS / RIS / Radiology
- Carts / Mobile Computing / Furniture
- Hospital Information Systems / HIS
- Document / Data Management
- Telemedicine

STANDARD LISTING \$1,500 net (additional Listings: \$1,200 net each)

- 1/6 page, 4-color ad in specific Solution Directory includes:
30-50 word description
Logo or image
Company contact information with web address

STANDARD PLACEMENT \$5,725 net

- Full page, 4-color display ad
- Free Standard Listing, 1/6 page (additional Listings: \$1,000 net each)
- Free posting by directory on HMT Solutions Guide web page for 12 months
- Free Solutions Showcase email ad for June, includes up to 50 words, image and web link

LEADERSHIP PLACEMENT \$8,725 net

- Two full pages in spread: one 4-color display ad and one advertorial or display ad
- Free Standard Listing, 1/6 page (additional Listings: \$1,000 net each)
- Free posting by directory on HMT Solutions Guide web page for 12 months
- Free Solutions Showcase email ad for June, includes up to 50 words, image and web link

SPONSORSHIP PLACEMENT \$7,800 net (first seen, one exclusive space available per category)

- Full page, 4-color display ad on inside Category Cover Page
- Free Standard Listing, 1/6 page (additional Listings: \$1,000 net each)
- Free posting by directory on HMT Solutions Guide web page for 12 months
- Free Solutions Showcase email ad for June, includes up to 50 words, image and web link

Reserve your position now – first come, first served!