

2009 RATES & SPECS MARKETPLACE / CLASSIFIED

Marketplace & Classified Rates

HMT reaches an audience of 48,000+ healthcare IT subscribers and, combined with pass along readership, a total of more than 115,900¹ healthcare IT decision makers each month. This influential audience includes CEOs, CFOs, CIOs, IT directors, health information managers, chief of medical records, security and compliance officers, and clinical department heads. It also includes professionals in hospitals, medical groups and payer organizations.

HMT offers classified ads for the efficient marketing of career/job openings, consulting services, educational opportunities, hardware or software product profiles, and other categories. Maximum ad size is 1/2 page. Rates are for black & white. For 4-color process or spot color match, add \$395.

SIZE	1x	3x	6x
1/12	\$480	\$455	\$410
1/9	\$580	\$550	\$495
1/6	\$895	\$850	\$760
1/4	\$1,400	\$1,325	\$1,185
1/3	\$1,845	\$1,740	\$1,565
1/2	\$2,690	\$2,540	\$2,285

Rates are gross. Recognized agencies receive a 15% commission. Frequency discounts are available.

Issuance and Closing Date

Frequency – 12 issues a year.

Marketplace section ad closing is the 1st of each month, one month before cover date (e.g., May issues closes April 1). Materials are due by the 5th of each month, or the preceding business day if the 5th is a weekend or holiday.

The June *HMT Resource Guide* offers a unique opportunity to showcase your company with target ads, logos and highlights in the industry's largest cross-indexed vendor/product/service guide.



For more information or to place your ad, please contact Larry Mahan at 800-226-6113 ext. 110 • Fax: 941-966-2590 • E-mail: lmahan@nelsonpub.com.

Electronic File Submission

Platform: PC or Mac

Materials: Send on CD or post on Nelson Publications' Upload Center web site. Uploads are permissible only if a color proof is mailed or color is not critical. To post your ad material on our Upload Center web site, please access the address listed below and follow the instructions.

Upload Center: <http://www.nelsonpub.com/fileupload>

Recipients E-mail Address: hmtraffic@nelsonpub.com

File Format: A high resolution PDF file created with Press Quality job options are required. File must include crop marks and a 1/8" bleed on all sides, if applicable. Use 300dpi CMYK images and embed all fonts.

File Naming: Name file with advertiser's name and the issue month. Do not use slashes or quote marks in the file name. Please make sure the ".pdf" extension is included.

Mechanical: Magazine is printed on a Web Offset press. Pages are produced direct to plate using a 150 line screen. Publication trim size is 7 3/4" x 10 3/4". Keep all essential material, like text, 3/8" from the trim. Maximum total ink density is 280%. Trapped or overprinted files are not accepted, please set to knock-out. Color cannot be guaranteed if any elements must be converted to CMYK from RGB, LAB or PMS.

Color Proof: Press-quality color proof, using SWOP (Standard Web Offset Printing) standards, is preferred and required for color guidance on press. If a press-quality SWOP standard color proof is not provided, publisher does not assume responsibility for color matching or accuracy. Laser and inkjet printouts will be accepted for content only.

Charges: Creative services and ad alterations are available at a \$75. per hour rate, billed in 15 minute increments. A flat fee of \$75. will be charged to convert native files to PDF format. A press-quality SWOP color proof can be generated from a supplied PDF file for \$85.

Nelson Publishing Inc.

Send Insertion Orders to:

Laura Moulton, Ad Contracts Manager
2500 Tamiami Trail North
Nokomis, FL 34275
800-226-6113 ext.172
Fax: 941-966-2590
lmoulton@nelsonpub.com

Send Ad Materials to:

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