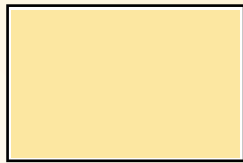
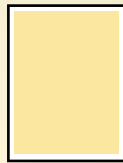


RATES AND SPACE

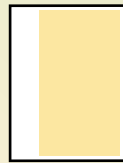
DISPLAY AD SPECIFICATIONS



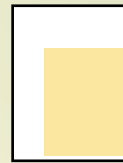
Spread
15 1/4" x 10" non-bleed
16 1/4" x 11" bleed



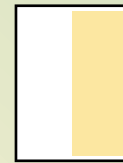
Full Page
7" x 10" non-bleed
8 1/4" x 11" bleed



2/3 Vertical
4 1/2" x 10" non-bleed
5 1/4" x 11" bleed



1/2 Island
4 1/2" x 7 1/2" non-bleed
5 1/4" x 8 1/4" bleed



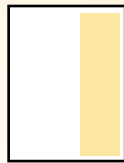
1/2 Vertical
3 3/8" x 10" non-bleed
4 1/4" x 11" bleed



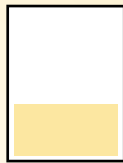
1/2 Horizontal
7" x 4 7/8" non-bleed
8 1/4" x 5 5/8" bleed



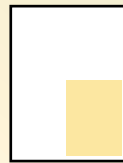
1/3 Square
4 1/2" x 4 7/8" non-bleed
5 1/4" x 5 1/2" bleed



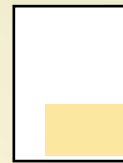
1/3 Vertical
2 7/8" x 10" non-bleed
3" x 11" bleed



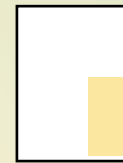
1/3 Horizontal
7" x 3 1/8" non-bleed



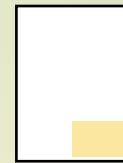
1/4 Vertical
3 3/8" x 4 7/8" non-bleed
4 1/8" x 5 1/2" bleed



1/4 Horizontal
4 1/2" x 3 1/4" non-bleed



1/6 Vertical
2 7/8" x 4 7/8" non-bleed



1/8 Horizontal
3 3/8" x 2 1/2" non-bleed

COVERS & POSITION

Premiums for covers and other guaranteed position ads, over earned rate:

Inside Front Cover

add 20% to the size/frequency earned discount

Inside Back Cover

add 15% to the size/frequency earned discount

Back Cover

add 25% to the size/frequency earned discount

Guaranteed Position

add 10% to the size/frequency earned discount

| SIZE | 1x | 3x | 6x | 9x | 12x | 18x | 24x | 30x | 36x | 48x |
|-----------------------------------|---------------|----------|-------------------|---------|---------|---------|---------|---------|---------|---------|
| Spread | \$11,458 | \$11,005 | \$10,262 | \$9,859 | \$9,290 | \$8,832 | \$8,410 | \$8,237 | \$8,039 | \$7,903 |
| Full page | \$5,624 | \$5,457 | \$5,264 | \$5,054 | \$4,769 | \$4,527 | \$4,311 | \$4,230 | \$4,143 | \$4,063 |
| 2/3 page | \$4,781 | \$4,620 | \$4,465 | \$4,311 | \$4,032 | \$3,834 | \$3,660 | \$3,586 | \$3,512 | \$3,443 |
| 1/2 page island | \$4,211 | \$4,069 | \$3,933 | \$3,796 | \$3,543 | \$3,369 | \$3,208 | \$3,146 | \$3,084 | \$3,022 |
| 1/2 page | \$3,728 | \$3,604 | \$3,481 | \$3,363 | \$3,146 | \$2,991 | \$2,849 | \$2,793 | \$2,737 | \$2,682 |
| 1/3 page | \$3,301 | \$3,190 | \$3,078 | \$2,973 | \$2,775 | \$2,638 | \$2,508 | \$2,459 | \$2,409 | \$2,359 |
| 1/4 page | \$2,954 | \$2,855 | \$2,756 | \$2,663 | \$2,496 | \$2,391 | \$2,292 | \$2,248 | \$2,205 | \$2,161 |
| 1/6 page | \$2,527 | \$2,440 | \$2,353 | \$2,278 | \$2,130 | \$2,025 | \$1,926 | \$1,889 | \$1,846 | \$1,808 |
| 1/8 page | \$2,112 | \$2,038 | \$1,969 | \$1,901 | \$1,839 | | | | | |
| COLOR | PER AD | | PER SPREAD | | | | | | | |
| 2-color standard | \$700 | | \$1,135 | | | | | | | |
| 2-color matched PMS | \$915 | | \$1,525 | | | | | | | |
| 4-color or 3-color process | \$1,250 | | \$2,000 | | | | | | | |
| Metallics | \$1,215 | | \$1,970 | | | | | | | |

CLOSING DATES and FREQUENCY DISCOUNTS

- Published monthly, mailing the 1st day of the month of issue date.
- Closing is 4 weeks prior to issue date. (ie: April issue closes March 1)
- Cancellations are not accepted after the closing date.
- Materials are due within 7 days after the closing date.
- Ads requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Late ad changes cannot be guaranteed and are subject to additional charges.
- Frequency rate is determined by number of insertions within the 12-month contract period. Unless Publisher receives written notification, the contract period is the calendar year.
- Frequency discounts apply to any size ads, with the exception of covers. Please contact the Publisher for frequency rates over 24x. Rate adjustments are made at the time of earned frequency rate.

COMMISSIONS

Recognized agencies receive 15% commission on all ads except classified. Production and mechanical charges are not commissionable. Terms: 30 days. Agency commission on unpaid invoices over 60 days is forfeited. Publisher must receive written notification of newly authorized agencies prior to insertion order.

RATE MERCHANDISING AVAILABLE

- 4.0% Early contract signing discount available to current/continuing customers
- New customers will save 5.0% off of the 2010 rates for the first 3 insertions at regular rate card rates. Deadline - December 5, 2009
- January is available for 40% off rate card to advertisers who run in both December and January issues
- Advertisers in both November issue and Industry Guide will earn 40% off the price of the ad in the Industry guide

CLASSIFIED ADVERTISING

Web Classifieds

\$160 net per web ad which includes up to 50 words. Additional words are \$.50 each. Online ads that run for one insertion will appear online at www.hpnonline.com for one month. Online ads will appear within 48 hours of submission (excluding weekends/holidays).

Add Logo \$30

All classified ads must be prepaid. No agency commission or cash discount. Frequency rates are available for print ads only.

Print Classifieds

Rates are \$175 net per column inch - 2" minimum. A column is 2 1/8" wide. These also have no reader service number.

Online Listing - Industry Guide

Online listings submitted after October 1, 2009 are available for \$90 net per listing, per insertion. Listings include company name, address, phone/fax numbers and hot link.

LIST RENTAL RATES

Make direct mail a leading part of your marketing mix with HPN's subscriber lists. With more than 33,000¹ materials managers, supply chain directors, purchasing directors, OR/surgical services directors, central service/sterilization professionals, infection preventionists, and other key healthcare professionals!

| | | | |
|---------------------------|--------------------------|---|--------------------------------|
| Base price | \$170/M | Job function, SCF state/zip code, | |
| Cheshire labels | No additional charge | company size, facility selections | \$10/M additional, each select |
| Pressure-sensitive labels | \$10/M additional charge | Products specified, number of beds selections | \$15/M additional, each select |
| CD/Email | \$50 additional charge | Minimum order | \$500 |
| Key coding | \$2/M additional charge | Working days required | 3 days |

All lists are updated monthly with demographic selections available at an additional charge, plus shipping and handling.

E-mail lists also available for \$450.00 net per thousand - transmission included - demographic selects extra (see above).