

# HEALTHCARE PURCHASING NEWS

People, Places, Processes & Products that Influence the Supply Chain

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SUPPLY CHAIN MANAGEMENT



SURGICAL SERVICES



INFECTION PREVENTION



STERILE PROCESSING

# 2012 MEDIA KIT



# HEALTHCARE PURCHASING NEWS

JOIN OUR DISTINGUISHED LIST OF ADVERTISERS:

3M - Scotchgard  
3M Cavilon  
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3M Health Care Tegaderm CHG  
3M Health Care Tegaderm IV  
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Datapros for Healthcare  
Dial Corp  
DSI  
Dudley's Auction

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Ethicon  
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Havel's Inc.  
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Keltech  
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Kimberly-Clark Health Care  
Kontrol Kube Mobile Containment Solutions  
Laser Institute of America  
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LG Electronics  
Lifespan Healthcare  
Logi-D Inc.  
LogiQuip  
Malaysian Rubber Export Promotion Council  
Maquet Inc.  
MedAssets  
Medisafe America LLC  
Medivators Inc.  
Medtronic  
Messe Dusseldorf  
Metrex Research Corp.  
Metro  
Microline Surgical  
Mobile Instrument Service  
Modern Medical Systems  
Moldex-Metric  
Neomed Inc.  
Nestle Nutrition  
Nestle USA  
Nvi  
Ohio Medical Corporation

OMG LLC  
Omniceil Technologies Inc.  
Orkin Commercial Services  
Owens & Minor Inc.  
Palmero Health Care  
PAR Excellence  
Parker Labs Inc.  
PDI  
Pegasus Medical  
PHG Technologies  
Philips Medical Systems  
Praxair  
Prestige Ameritech  
Rousseau Metal Inc.  
Rubbermaid Commercial Products  
Rubbermaid Medical Solutions  
Ruhof Corporation  
Sage Products  
Sandel Medical Industries  
Skytron  
Southmed  
Spartan Chemical Co.  
Spectrum Surgical Instruments Corp.  
Sporicidin by Contec  
Stanley InnerSpace  
SteriCert  
Stericycle  
STERIS  
Stinger Medical  
Strategic Value Analysis  
Stryker Instruments  
Stryker Interventional Spine  
Stryker Orthopaedics  
Stryker Sustainability Solutions  
Sunnex Medical  
Teleflex Medical  
Telarent Leasing Corporation  
Teletracking Technologies  
TRIOSE  
Tronex Healthcare Industries  
Tuttnauer USA Co. Ltd.  
Unilife Medical Solutions  
Vendor Credentialing Service  
Vendormate  
VHA  
Viscot Medical  
Viziflex Seels Inc.  
Waterloo Healthcare  
Welch Allyn  
Xpedx



**SUPPLY CHAIN  
MANAGEMENT**



**INFECTION  
PREVENTION**



**STERILE  
PROCESSING**



**SURGICAL  
SERVICES**



## Healthcare Purchasing News in 2012

It seems like just yesterday we were celebrating our 30th anniversary - and now we're looking at 35 years. We are so proud at **Healthcare Purchasing News** to still be fulfilling our mission to keep our subscribers informed on the ever-changing and complicated challenges of supply and services selection, proper use, patient safety, efficacy, and reimbursement. We focus on what professionals involved in the procurement process in healthcare facilities will need to handle. Budgets continue to become even tighter, reimbursements are declining, revenue cycle management has become a function of proper supply documentation. Device tracking and usage as well as unique device identification standards adoption is necessary, along with continued safety and infection prevention measures and documentation.

As we move into our 35th year, **HPN** continues to be the *only* comprehensive business news magazine dedicated to reporting information that impacts the supply chain/materials/purchasing management healthcare industry, including surgical services, sterile processing & distribution and infection prevention.

### Who is our target audience?

**HPN's** in-depth format gives our loyal, influential readers – which includes executives and professionals from Supply Chain Management, Surgical Services, Infection Prevention and Safety, Central Service and Sterile Processing & Distribution, Nursing, Senior Administrators and other prominent members of product evaluation and value analysis committees – the information they need to stretch their purchasing dollars effectively and ensure patient and staff health and safety. Our readers look to **HPN** advertisers as another channel of information for the latest products and services – raising the value of your ad placement and providing the opportunity to build and maintain brand awareness and loyalty for your products.

### Editorial excellence -

Our editorial staff has more than 64 years of collective experience, and they are well-known and respected in the industry for their excellence in editorial content and focus. Our monthly editorial contributors also have proven themselves with their knowledge and experience of the healthcare industry. We gather information by concentrating on industry events, trade shows and educational conferences, as well as personal interviews with experts and professionals in the field. We listen, we participate and we report what we learn.

### Our popular **HPN** Daily Update newsletter -

Since 2000, we've delivered on the latest issues and healthcare happenings every business day. We have more than 23,000 opt-in subscribers to our daily e-newsletter – the **HPN** Daily Update. We search a variety of news sites and industry sources to keep our readers on top of what they need to know each day.

### Reader quality that we're accountable for -

Our more than 33,000<sup>1</sup> BPA-audited qualified subscribers, are all 100% direct request, and must have a name, title and qualifying facility in order to receive the magazine – no bulk addresses or directory addresses. **HPN** is still the only industry publication to BPA qualify our subscribers' specify/buy product choices.

One of the ways you can reduce risk is by buying audited media – exclusively. Audited media means that the media owner, for example a trade publication, elects to pay for independent, third-party verification of their audience data. The not-for-profit, third-party auditing organization is paid whether the results are favorable or not, providing unabridged circulation statements. This also means you've eliminated the buying risk by confirming that the circulation data is objectively verified.

### Dedicated to education –

In keeping with our best practices/processes approach, we offer industry awards to the outstanding individuals and departments at healthcare facilities who share their great ideas and accomplishments with us. See our editorial calendar inside for details. CS/SPD comprehensive continuing education lessons and tests have been an integral part of **HPN** since 1996, and have been included in every issue since 2001, thanks to the the help of our education sponsors. We support certification efforts with 5 years of certified content available on our website, the maximum certification period for Self-Study articles.

### Partnerships

We are proud to continue our support of key industry associations:

**AHRMM** - Association for Healthcare Resource & Materials Management

**AACN** - American Association of Critical-Care Nurses

**AORN** - Association of periOperative Registered Nurses

**APIC** - Association for Professionals in Infection Control and Epidemiology

**AHE** - Association for the Healthcare Environment

**IAHCSMM** - International Association of Healthcare Central Service Materiel Management

**IDN Summit**

**CBSPD** - The Certification Board for Sterile Processing and Distribution

**HIMSS** - Healthcare Information and Management Systems Society

**SHEA** – Society for Healthcare Epidemiology of America

**SMI** – Strategic Marketplace Initiative

**HFMA** - Healthcare Financial Management Association

**World Congress Leadership Summit on Healthcare Supply Chain Management**

With our pass-along readership we average 4<sup>2</sup> readers per copy or a reach of 130,924 readers per issue. **HPN** has the #1 direct request circulation and the #1 circulation with our 33,175<sup>1</sup> BPA-audited subscribers. We take the time and effort to keep and deliver #1 quality.

The **Healthcare Purchasing News** team looks forward to supporting you in 2012.

1 - June 2011 BPA Statement.  
2 - 2011 **HPN** Reader Profile Survey.

# TEAM

# TEAM



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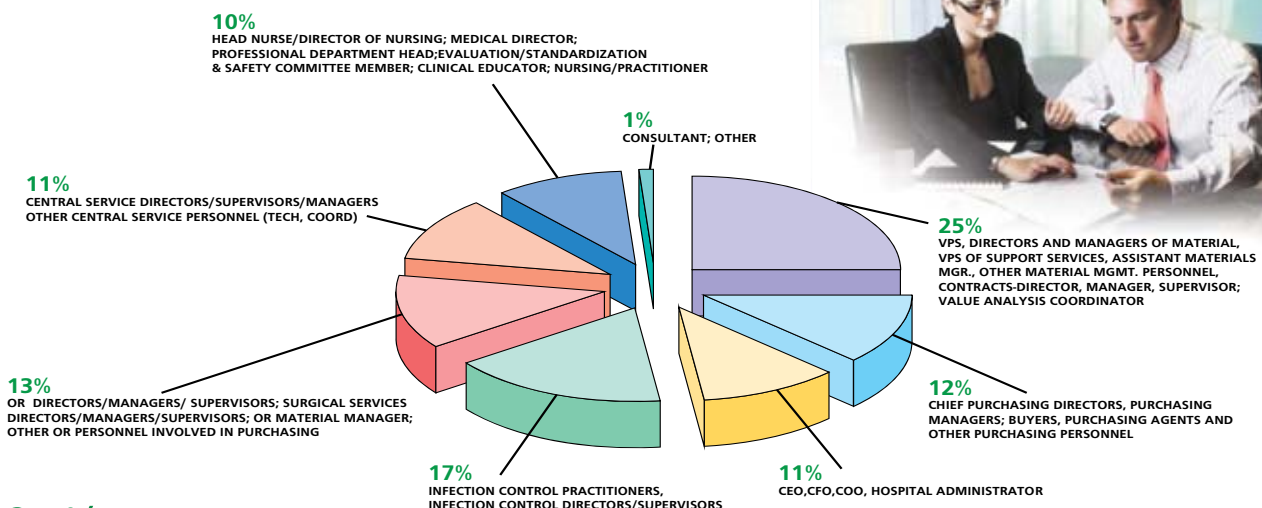
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# READER PROFILE

## DECISION MAKERS



**95%** of HPN subscribers are involved in their healthcare facility's purchasing decisions<sup>2</sup>

## READERS TELL US THAT HPN:

1. Helps keep me up-to-date on healthcare industry developments
2. Is a reliable and valuable source of practical ideas and solutions
3. A publication I trust as a reputable source of information for my healthcare facility operations
4. Helps me make more informed purchasing decisions for products and services
5. Helps me do my job better/more effectively

## READER COMMENTS

*"As I am also the Manager of Central Processing, the Self-Study Series has been very helpful to my employees and me."*

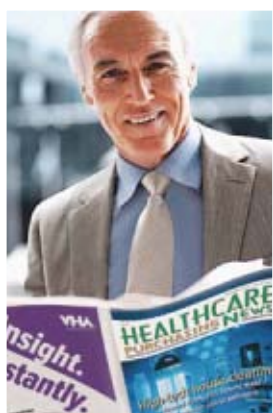
*"You guys do an excellent job!!"*

*"HPN provides a source for a network of professional comments through its commentary and article authors."*

## AUDITED CIRCULATION

HPN's BPA audited circulation statement is an accurate picture of the total number of people who receive the magazine, along with vital information such as

their industry, job titles, purchasing influence and geography. It also provides a breakout of requested versus unrequested copies, which can be an important clue about the motivation level of the readers. This data is helpful when you are marketing your healthcare products and services because we are targeting your buyers.



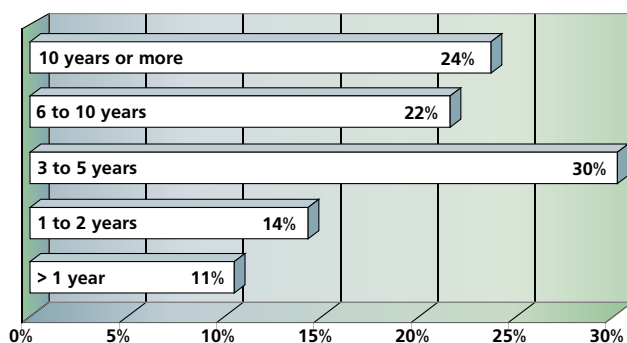
## EXCLUSIVE READERSHIP<sup>2</sup>

The following HPN Subscribers do not read:

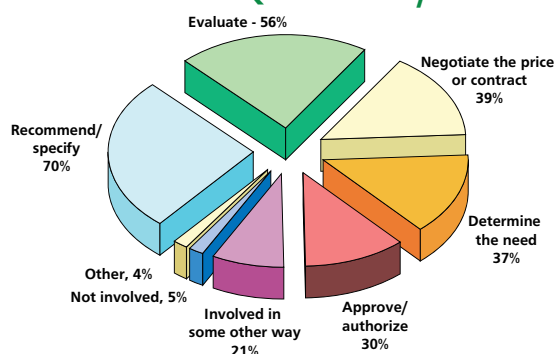
13,270	Infection Control Today
22,227	Modern Healthcare
25,213	Communique
27,204	Surgical Products
27,204	AORN Journal
27,535	Outpatient Surgery
28,199	OR Manager
29,360	HealthLeaders
29,858	Journal of Healthcare Contracting
32,180	Today's Surgicenter

## LOYAL READERS<sup>2</sup>

75.1% HAVE SUBSCRIBED FOR 3 OR MORE YEARS



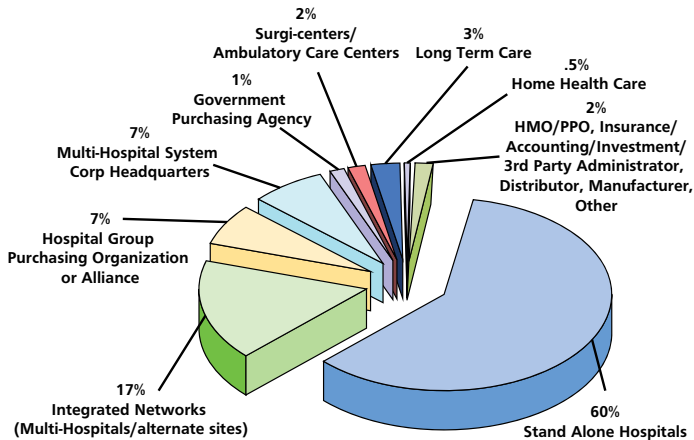
## HPN READERS ARE INVOLVED IN THE PURCHASE OF EQUIPMENT/SERVICES



# SUBSCRIBERS



**REACH THE FACILITIES THAT USE YOUR HEALTHCARE PRODUCTS AND SERVICES<sup>1</sup>**

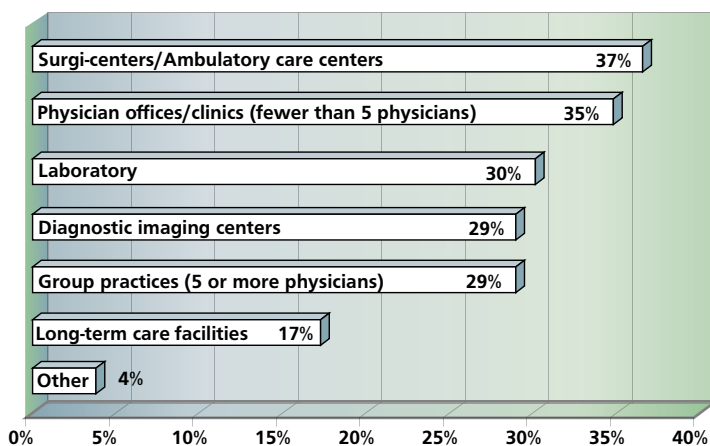


1 - June 2011 BPA Statement.  
2 - 2011 HPN Reader Profile Survey.

## ACTIONS HPN READERS SAID THEY TOOK AS A RESULT OF READING:

- 61% Visited an advertiser's website
- 57% Used articles for ideas
- 40% E-mailed or forwarded an article or link to colleagues
- 39% Clipped and saved articles/advertisements
- 28% Visited *Healthcare Purchasing News's* website
- 28% Discussed advertisement with others

## 62% OF HPN READERS HAVE PURCHASING RESPONSIBILITY FOR NON-HOSPITAL FACILITIES IN ADDITION TO THEIR HOSPITAL/IDN<sup>2</sup>



3 YEARS

# Fast Stats

WHY HPN LEADS THE MARKET IN QUALITY CIRCULATION & READERSHIP<sup>2</sup>

**6.2 years**

is the average time an HPN subscriber has been a loyal subscriber which clearly means that HPN is a publication that delivers ROE – Return On Engagement, involvement and value.

**75%**

have been subscribers for more than 3 years and 24% have subscribed for 10 years or more.

**87%**

of HPN's audited subscribers have read 3 of the last 4 issues. 74% read all 4.

**47 minutes**

is the average time a subscriber spends reading their HPN issue.

**3.93**

is the average number of readers that see a copy of HPN each month in healthcare facilities all over the U.S.

**130,924**

is the average number of readers that see HPN each month.

**100%**

is the number of direct request subscribers HPN has on our BPA audited subscriber file, the only publication in this industry that delivers 100%, which equals quality readership.

**92%**

of HPN subscribers rate the HPN Daily Update newsletter as useful.

**HEALTHCARE PURCHASING NEWS**

SUBSCRIBERS/READER PROFILE

# 2012 EDITORIAL CALENDAR



Issue	Special Focus	Sterile Processing	Supply Chain Management	Surgical Services	Infection Prevention	Show Coverage and Bonus Distribution
<b>JAN</b>	Supply Chain Focused CEOs	Quality Assurance Techniques & Tools	Disaster Recovery	Smart Surgical Suites	IV Site Care	World Congress Leadership Summit on Healthcare Supply Chain Management January 30-February 1, Orlando, FL
Edit Close: 11/23/2011 Ad Close: 12/6/2011	Early Bird Discounts (3% for new advertisers, 3% early contract signing for 2012) & Mailing Labels, Email or Fax Broadcast names to 500 names in your targeted audience					
<b>FEB</b>	Supply Chain's Role in Pharmacy	Tracking Instruments	Supply Chain Software Suite	Bariatric Products & Equipment	Antibiotic Resistance	HIMSS: February 20-24, Las Vegas, NV
Edit Close: 12/23/2011 Ad Close: 1/5/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for HIMSS					
<b>MAR</b>	Inventory Management Best Practices	Sterile Processing & Distribution Salary Survey	Clinical Contracting Strategies	Surgical Instruments Guide	Patient Safety Devices	AORN: March 24-29, New Orleans, LA
Edit Close: 1/20/2012 Ad Close: 2/7/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for AORN					
<b>APR</b>	Sterile Processing and Distribution Department of the Year	Instrument Maintenance	Energy Management	Oral Care Primer	Infection Prevention Success Stories	MedAssets: April 9-13, Las Vegas, NV SHEA: April 13-16, Jacksonville, FL IDN Summit: April 23-25, Orlando, FL IAHCSMM: April 29-May 2, Albuquerque, NM
Edit Close: 2/24/2012 Ad Close: 3/5/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for IAHCSMM					
<b>MAY</b>	Supply Data Standards	Sterile Processing Equipment/Technology Guide	Critical Care Supply Interventions	Nutritional Products & Services	Infection Prevention Salary Survey	GHX: May 7-9, Orlando, FL ASCS: May 9-12, Dallas, TX SGNA: May 18-23, Phoenix, AZ DDW: May 19-22, San Diego, CA AACN: May 19-24, Orlando, FL VHA: May 20-23, Denver, CO Amerinet: May 15-18, Las Vegas, NV
Edit Close: 3/23/2012 Ad Close: 4/6/2012	Show Product Spotlight—Highlight your show products in AACN or SGNA show marketplace section					
<b>JUN</b>	Revenue Cycle/Supply Chain Strategies	SPD/OR Connectivity	Vendor Credentialing	Wound Care	Infection Prevention Buyers Guide	AAMI: June 2-4, Charlotte, NC APIC: June 4-6, San Antonio, TX WOCN: June 4-8, Charlotte, NC Premier: June 5-8, New Orleans, LA HFMA: June 25-28, Las Vegas, NV
Edit Close: 4/20/2012 Ad Close: 5/7/2012	Infection Prevention Buyers Guide Focus —Feature your 50-word product review and photo in our IP Product Focus/APIC Marketplace					
<b>JUL</b>	C-Suite/Supply Chain Connections	Sustainable SPDs	Freight Efficiencies	Pressure & Temperature Management	Personal Protection Purchasing Guide	Signet Ad Recognition Study A free ad study conducted by Signet Research, a leading provider of Ad Measurement studies. Free to all JULY full-page advertisers.
Edit Close: 5/18/2012 Ad Close: 6/6/2012	PPE Product Spotlight—Highlight your product introductions in our show marketplace section for Personal Protective Equipment					
<b>AUG</b>	Supply Chain Management Department of the Year	Cart & Workstation Purchasing Guide	Supply Chain Management Salary Survey	Patient Monitoring Systems	Infusion Pumps	AHRMM: August 5-8, San Antonio, TX
Edit Close: 6/22/2012 Ad Close: 7/6/2012	Show Product Spotlight—Highlight your Show product introductions in our AHRMM show marketplace section					
<b>SEP</b>	Environmental Services Trends	Managing Storage	Product Alerts & Recalls	Air Cleansing & Isolation Systems	Antimicrobial & Environmental Products	IDN Summit: September 11-13, Phoenix, AZ AHE: September 16-19, Phoenix, AZ
Edit Close: 7/24/2012 Ad Close: 8/6/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for AHE					
<b>OCT</b>	Value Analysis Best Practices	Sterility Assurance Products	Tracking Assets	Surgical Display Primer	Hand Hygiene & Skin Care	HIDA: October 10-12, Chicago, IL HIGPA: October 22-24, Orlando, FL MTORS: October 22-24, Las Vegas, NV
Edit Close: 8/24/2012 Ad Close: 9/5/2012	Hand Hygiene Product Focus —Feature your 50-word product review and photo in our Product Focus Marketplace					
<b>NOV</b>	Monitoring Product Temperature	Endoscope Care Guide	Waste Management	OR Management Salary Survey	Immediate Care Sterilization	RSNA: November 25-30, Chicago, IL
Edit Close: 9/21/2012 Ad Close: 10/5/2012	Endoscope Guide Focus —Feature your 50-word product review and photo in our Product Focus Marketplace					
<b>HPN'S ANNUAL INDUSTRY GUIDE</b>	<p>Exclusive 2013 Comprehensive Buyers Guide Distributed with the November Edition and Available All Year Long Online and at Trade Shows</p> <p>Advertise in the Industry Guide and receive a FREE Logo, 6 FREE product cross reference listings in the Annual Industry Guide and FREE HPN-Online Hotlinks. Advertisers earn additional discounts by advertising in HPN November - earn 40% off your Industry Guide Ad.</p>					
Edit Close: 9/21/2012 Ad Close: 10/5/2012						
<b>DEC</b>	Supply Chain Operations Worth Watching	Disinfectants & Sterilants	Blood Supply Management	Respiratory Products	Sharps Safety Guide	Online Exclusive - 2013 Budget Forecast
Edit Close: 10/21/2012 Ad Close: 11/5/2012	Earn special 40% off rate card discounts when you advertise in both December 2012 and January 2013 Sharps Safety Product Spotlight - Highlight your product introductions in our show marketplace section for Sharps Safety					



# PRINT SPECIFICATIONS

## PRINTING/BINDING

Printed Web Offset-Saddlewire Bound  
Plate Size: 8 1/4" x 11" Full Bleed • Trim size: 8" x 10 3/4" • Line screen: 133  
Density maximum for B/W, 2/C: 160-70%. • 4/C maximum: 260-280%  
Essential material on full page bleed and fractional bleed ads should be kept at least 1/4" from all trim edges. Bleed ad sizes include a 1/8" bleed on all sides.

## AD SUBMISSION

### PDF SPECIFICATIONS

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF's created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

### Creating PDFs from an InDesign file

Adobe PDF Presets menu

- Choose PDF/X-1a:2001
- Then choose Export from the File menu

### Creating PDFs from a Quark file

First you will need to create a Postscript file from quark and then create the PDF with Acrobat Distiller using the PDF/X-1a:2001 settings.

## POSTSCRIPT AND PDF CHECKLIST

- ✓ Page Size
  - All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size.
  - Please keep all images and copy within the live area, at least 1/4" away from trim. The trim sizes for our publications are detailed in our rate card.
- ✓ Colors Used
  - Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)
- ✓ Fonts
  - Ensure that all fonts used are PostScript type 1 or Open Type fonts. All fonts MUST be embedded.
- ✓ Images
  1. Images must be CMYK or Grayscale TIFF or EPS, with minimum resolution of 300 DPI.
  2. Do not nest EPS files into another EPS file.
  3. Do not embed ICC profile with images.
  4. Total ink density should not exceed 280%.

Files can be sent via CD/DVD ROM, E-MAIL, FTP

**Proofs:** Laser proofs at 100% with crop marks must accompany all electronic files. Contract quality proofs matching SWOP specifications are preferred. Digital ads without accompanying color proofs for color guidance on press will incur a proof charge.

**Corrections:** Ad make up or corrections will be billed at cost and is non-commissionable. Digital advertising not in accordance with the above requirements, will incur additional charges to correct the materials for press.

**Disposition:** Original ad materials will be archived for 12 months and then discarded. Digital files will be kept on file for future use.

## SHIPPING INSTRUCTIONS

Send insertion orders, contracts, proofs, requests for information, and all production materials to:

Ad Contracts/Contracts Manager

Healthcare Purchasing News

2477 Stickney Point Road, Suite 315B • Sarasota, FL 34231

Phone: 941-927-9345 • Fax: 941-927-9588

E-mail: adcontracts@hponline.com



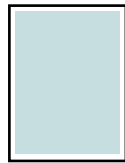
EDITORIAL CALENDAR & PRINT SPECS

# RATES AND SPACE

### DISPLAY AD SPECIFICATIONS



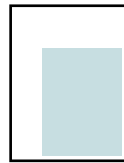
**Spread**  
15¼" x 10" non-bleed  
16¼" x 11" bleed



**Full Page**  
7" x 10" non-bleed  
8¼" x 11" bleed



**2/3 Vertical**  
4½" x 10" non-bleed  
5¼" x 11" bleed



**1/2 Island**  
4½" x 7½" non-bleed  
5¼" x 8¼" bleed



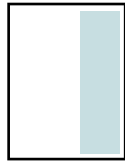
**1/2 Vertical**  
3½" x 10" non-bleed  
4¼" x 11" bleed



**1/2 Horizontal**  
7" x 4⅞" non-bleed  
8¼" x 5⅞" bleed



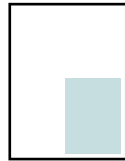
**1/3 Square**  
4½" x 4⅞" non-bleed  
5¼" x 5⅞" bleed



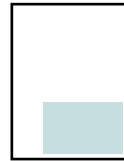
**1/3 Vertical**  
2⅞" x 10" non-bleed  
3" x 11" bleed



**1/3 Horizontal**  
7" x 3⅞" non-bleed



**1/4 Vertical**  
3⅞" x 4⅞" non-bleed  
4⅞" x 5½" bleed



**1/4 Horizontal**  
4½" x 3¼" non-bleed



**1/6 Vertical**  
2⅞" x 4⅞" non-bleed



**1/8 Horizontal**  
3⅞" x 2½" 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
<b>Spread</b>	\$12,155	\$11,676	\$10,887	\$10,460	\$9,856	\$9,369	\$8,923	\$8,739	\$8,528	\$8,384
<b>Full page</b>	\$5,966	\$5,790	\$5,585	\$5,361	\$5,059	\$4,803	\$4,573	\$4,488	\$4,396	\$4,310
<b>2/3 page</b>	\$5,072	\$4,902	\$4,737	\$4,573	\$4,277	\$4,067	\$3,883	\$3,804	\$3,725	\$3,653
<b>1/2 page island</b>	\$4,468	\$4,317	\$4,172	\$4,028	\$3,758	\$3,574	\$3,404	\$3,338	\$3,272	\$3,206
<b>1/2 page</b>	\$3,955	\$3,824	\$3,693	\$3,568	\$3,337	\$3,174	\$3,022	\$2,963	\$2,904	\$2,845
<b>1/3 page</b>	\$3,502	\$3,384	\$3,266	\$3,154	\$2,944	\$2,799	\$2,661	\$2,608	\$2,556	\$2,503
<b>1/4 page</b>	\$3,134	\$3,029	\$2,924	\$2,825	\$2,648	\$2,536	\$2,431	\$2,385	\$2,339	\$2,293
<b>1/6 page</b>	\$2,681	\$2,589	\$2,497	\$2,417	\$2,260	\$2,149	\$2,043	\$2,004	\$1,958	\$1,919
<b>1/8 page</b>	\$2,241	\$2,162	\$2,089	\$2,017	\$1,951					

#### COLOR

**2-color standard**

**PER AD**

**PER SPREAD**

**2-color matched PMS**

**4-color or 3-color process**

**Metallics**

\$700

\$915

\$1,250

\$1,215

\$1,135

\$1,525

\$2,000

\$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

- 3.0% Early contract signing discount available to current/continuing customers
- New customers will save 3.0% off of the 2012 rates for the first 3 insertions at regular rate card rates. Deadline - December 9, 2011
- 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.hponline.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 2⅛" wide. These also have no reader service number.

#### Online Listing - Industry Guide

Online listings submitted after October 1, 2011 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 33,000<sup>1</sup> materials managers, supply chain directors, purchasing directors, OR/surgical services directors, central service/sterilization professionals, infection preventionists, and other key healthcare professionals!

1 - June 2011 BPA Statement.

Base price	\$180/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).

# NEWSLETTER SPECIFICATIONS

## HPN ONLINE DAILY UPDATE NEWSLETTER

### HPN E-Mail Sponsorships

More than 23,000 healthcare professionals have opted-in to keep up to date with our daily newsletter. HPN's Daily Update gives healthcare executives the latest breaking news right on their desktop. This presents you with the opportunity to give these purchasing influencers multiple exposures to your message. Our readers and your customers will be linked directly to your website everyday. Updates present breaking news about regulatory, legislative and marketplace issues that affect the healthcare supply chain industry. Don't miss this unique opportunity to get your message to healthcare purchasing decision makers.

### Position

HPN is adding ROTATION to our popular newsletter placements. Horizontal and Vertical ad placements will rotate (respectively) each day so that all advertisers have the opportunity for best exposure.

LOCKED positions are available at a premium and are on a first come-first served basis. Locked positions may not be purchased for less than 3 months (Quarterly).

e-Newsletter - HPNonline Daily Update	
Frequency	Daily, M-F
Opt-In Subscribership	23,000
Average open rate	28%
Total Average CTR	9.3%
Ad Banner CTR (Range from .8% - 4.58%)	2.42%
Ad Formats Accepted:	Jpeg & Gif
Flash files not accepted. Gif animations require most relevant info in 1st Frame as some service providers prevent rotation.	

Online/Newsletter Reader Profile	
Supply Chain, Materials Directors & Purchasing	37%
C-Suite	11%
Infection Prevention	17%
OR/Surgical Services	13%
Central Services/Sterile Processing	11%
Nurses, Evaluation Committee, Dept. Heads	10%

AD TYPE	SPECS (px)	Weekly	Monthly	Quarterly	Q-Locked	Annually	A-Locked
Leaderboard	144w x 600h	\$1,075	\$4,175	\$9,400	\$10,100	\$27,500	\$29,500
Horizontal Banner	468w x 60h	\$675	\$2,125	\$4,850	\$5,300	\$16,500	\$18,500
Vertical Banner	144w x 200h	\$775	\$2,175	\$5,650	\$6,700	\$17,500	\$19,500
Button	144w x 90h	\$375	\$1,125	\$2,550	-	\$8,500	-
Tower	144w x 400h	\$875	\$3,675	\$7,850	\$8,300	\$23,500	\$24,500
Skyscraper	144w x 600h	\$1,075	\$4,175	\$9,400	\$10,100	\$27,500	\$29,500
Lower Banner	468w x 60h	\$575	\$1,925	\$4,450	-	\$14,500	-

Other discounted positions/pages available. Ask your sales rep for details. (Q-Locked is quarterly locked, A-locked is Annual locked position)

**DAILY UPDATE**  
**HEALTHCARE PURCHASING NEWS**  
August 23, 2011

You are receiving this email from Healthcare Purchasing News in conjunction with your magazine subscription or because you signed up on our website. To ensure that you continue to receive emails from us, add [dailyupdate@hpnonline.com](mailto:dailyupdate@hpnonline.com) to your address book today.

**Leaderboard 728 x 90**

**Standard/Full Banner 468 x 60**

**Standard/Full Banner 468 x 60**

**Standard/Full Banner 468 x 60**

**Vertical Banner 144 x 200**

**Tower 144 x 400**

**Sky Scrapper 144 x 600**

**Button 144 x 90**

**In This Issue**

- Antibacterial chemical raises safety issues
- HHS grants 106 new healthcare waivers
- Hospitals seek more ER patients even as Medicaid tries to lessen demand
- Baby boom hits Methodist hospital over 46 hours
- HHS sponsors contest for Facebook personal preparedness applications
- FDA tells 'fallen angel' medical devices to submit PMAs or be taken off market
- Almost 5,200 kids fall from windows annually
- New defense discovered against common hospital-acquired infection

**Antibacterial chemical raises safety issues**

The Food and Drug Administration is reviewing the safety of the chemical, triclosan, which was created more than 40 years ago as a surgical scrub for hospitals. Triclosan is now in a range of consumer products, including soaps, kitchen cutting boards and even a best-selling toothpaste, Colgate Total. It is so prevalent that a survey by the Centers for Disease Control and Prevention found the chemical present in the urine of 75 percent of Americans over the age of 5.

Several studies have shown that triclosan may alter hormone regulation in laboratory animals or cause antibiotic resistance, and some consumer groups and members of Congress want it banned in antiseptic products like hand soap. The FDA has already said that soap with triclosan is no more effective than washing with ordinary soap and water, a finding that manufacturers dispute.

The FDA was to announce the results of its review several months ago, but now says the timing is uncertain and unlikely until next year. The Environmental Protection Agency is also looking into the safety of triclosan.

The outcome of the federal inquiries poses a significant risk to the makers of antimicrobial and antibacterial hand soaps, which represent about half of the \$750 million market for liquid hand soaps in the United States, according to the market research firm Kline & Company. Many of those soaps use triclosan as the active ingredient and say so on the label.

Richard Theiler, senior vice president for research and development at Henkel, the German-based manufacturer of Dial Complete, said there was no real evidence showing that triclosan was dangerous for humans. He also said that several recent studies had proved the effectiveness of triclosan in killing germs, and that those studies had been submitted to the federal regulators.

But as consumer groups have campaigned against triclosan, some consumer product manufacturers have removed it and substituted less controversial ingredients. Reckitt Benckiser removed triclosan from three face washes, for instance. And citing "changing consumer preferences," Colgate-Palmolive replaced triclosan with lactic acid in Palmolive Antibacterial Dish Liquid, and its Softsoap liquid hand soap.

NEWSLETTER & WEB SPECIFICATIONS

# WEB RATES & SPECS

WWW.HPNONLINE.COM

## HPN WEBSITE ADVERTISING

Don't miss the opportunity to link your company to our website. Purchase a banner or button, sponsor an editorial section, or buyers' guide location. We offer you a custom solution.

## WEB RATES & SIZES

Prices are net per month. Discounts available for multiple insertions.

### LEADERBOARD: TOP

Command interest in the top position using your static, gif, or flash message. Available in two widths.

**Standard leaderboard** 728w x 90h pixels - \$3,550

**Super leaderboard** 964w x 90h pixels - \$4,550

### HOME PAGE POP-UP / SITE POP-UNDER

Our web page dims as your oversize **POP-UP** ad comes to life, front-and-center for a specified number of seconds before fading out.

Share a flash or animated gif message in this oversized space.

600w x 400h pixels - \$4,100

The **POP-UNDER** ad remains in view when a visitor closes the page.

Share a flash or animated gif message in this oversized space.

600w x 400h pixels - \$4,100

### SKYSCRAPER/TOWER/VERTICAL BANNER

Attract the eye as the reader scrolls down the page.

**SKYSCRAPER** 144w x 600h pixels - \$3,600

**TOWER** 144w x 400h pixels - \$2,550

**VERTICAL BANNER** 144w x 200h pixels - \$2,100

### STANDARD BANNER

Static, animated gif, flash grabs attention every time!

**LOCKED** 468w x 60h pixels - \$2,200

**ROTATING** 468w x 60h pixels - \$1,700

### BUTTON

Small messages pack a big return. 125w x 125h pixels - \$1,400

### ADVERTORIAL BANNER

Blend your message into our editorial content for maximum ROI.

Send us your headline, 50 words, 300w x 300h pixel logo or photo (final size: 120 x 120), and up to 3 web links... we'll do the rest.

\$1,600

### BLOCK AD / VIDEO AD

Your video begins automatically in prime space, or share a flash or animated gif message in this oversized space.

**BLOCK AD** 300w x 250h pixels - \$1,800

**VIDEO AD** (add \$350 production fee)

### STORY SPONSORSHIP SQUARE

Choose editorial content relevant to your product or service and sponsor it on our website. Be seen by those with product selection involvement and add credibility to your products and services.

300w x 250h pixels - \$1,850

### BLOG ADS

Enhance your company's visibility within the HPN Blogsite.

**BLOG BUTTON** 125w x 125h pixels - \$325

**BLOG BANNER** 468w X 60h pixels - \$500

Other discounts and positions may apply.

Ask your sales rep for details.

The screenshot shows the HPN website interface with several advertising spots highlighted. The main content area features a 'Leaderboard 728 x 90' at the top. Below it are three 'Horizontal Banner 468 x 60' spots. To the right of these banners are two 'Vertical Banner 144 x 200' spots. Further down, there are two more 'Horizontal Banner 468 x 60' spots. On the right side, there is a 'Button 144 x 90' and a 'Tower 144 x 400'. At the bottom right, there is a 'Sky Scraper 144 x 600'. In the center of the page, there is a 'Story Square 300 x 250' overlaid on an article snippet. The website header includes the HPN logo and navigation links like 'Home', 'About Us', and 'Subscribe'.

## Creative Requirements

- File size should not exceed 50k (25k or less preferred).
- Resolution must be 72ppi (pixels per inch).
- Accepted file formats: **JPEG, GIF & SWF (Flash).**

**GIFS** - must loop continuously. Frames are limited only by file size. Not all email service providers allow animation, so be sure that critical information is in **FIRST FRAME**.

**SWF (Flash)** - Frame rate may be from 12 to 24 fps and ad size should not exceed 50k. (25k is preferred. We can allow larger files as needed, but the longer a file takes to load, the better the chance the visitor will click away before they ever see it.) Continuous loop is required. Entire length of animation should not exceed 10 seconds. (Studies show this to be the average amount of time a viewer will spend watching before either taking action or navigating away.)

- **Flash** files accepted for website placement **ONLY**.
- Ads with white/light backgrounds are required to have a dark 1-pixel border around each frame.

# HEALTHCARE PURCHASING NEWS

## TERMS & CONDITIONS

All copy is subject to The Publisher's approval. The Publisher reserves the right to reject advertising. Print quality standards are based on SWOP standards and regulations.

The Publisher reserves the right to select ad location unless the Advertiser pays for a special position. Publisher may insert the word "ADVERTISEMENT" in any ad that simulates editorial.

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.

Cancellations are not accepted after the closing date.

Contracts may be cancelled by the Advertiser or the Publisher on written notice, prior to the closing date of issue.

Should the Advertiser fail to fulfill the contract, the Publisher may bill the Advertiser for the difference between the rate paid on previous ads and the rate earned (short rate). Publisher also may bill for the value of merchandising credits utilized, but not earned due to the failure to fulfill the contract.

Advertisers and their Agencies are solely responsible and accept full liability for all contents of their advertisements.

The Publisher shall not be liable for delays in delivery, non-delivery, or for the failure to publish or distribute all or any part of the publication due to circumstances beyond the Publisher's control. Further, the Publisher shall not be liable for damages if, for any reason, he fails to publish an advertisement.

The Publisher assumes no liability for errors or omissions in key numbers, reader service descriptions, reader service numbers, or the index of advertisers company name listing.

The Publisher's liability for any error will not exceed the charge for the advertisement in question.

No conditions, oral or printed in the contract, order, copy instructions, or elsewhere, which conflict with the Publisher's policies as set forth in this Media Kit, will be binding on the Publisher.

Failure to make the Advertiser's order correspond in price or otherwise with the 2012 rate schedule is regarded only as a clerical error, and publication is made and charged according to the terms of the schedule in force without further notice.

The Advertising Agency and Advertiser assume and agree to pay the charges specified in the Media Kit for advertising published at their direction.

**In the event the Advertiser and/or Agency default in payment of bills, the Advertiser and/or Agency will be jointly liable for all fees and sums of collection, including but not limited to reasonable attorney's fees and court costs incurred by the Publisher in the collection of said bills.**

Jurisdiction and venue for any litigation ensuing from advertising placed in the publication shall properly lie in Sarasota County, Florida.

# HEALTHCARE PURCHASING NEWS



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