

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



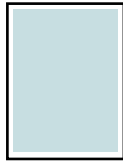
EDITORIAL CALENDAR & PRINT SPECS

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



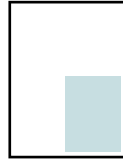
1/3 Square
4½" x 4⅞" non-bleed
5¼" x 5⅞" bleed



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 5⅞" 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
Spread	\$12,155	\$11,676	\$10,887	\$10,460	\$9,856	\$9,369	\$8,923	\$8,739	\$8,528	\$8,384
Full page	\$5,966	\$5,790	\$5,585	\$5,361	\$5,059	\$4,803	\$4,573	\$4,488	\$4,396	\$4,310
2/3 page	\$5,072	\$4,902	\$4,737	\$4,573	\$4,277	\$4,067	\$3,883	\$3,804	\$3,725	\$3,653
1/2 page island	\$4,468	\$4,317	\$4,172	\$4,028	\$3,758	\$3,574	\$3,404	\$3,338	\$3,272	\$3,206
1/2 page	\$3,955	\$3,824	\$3,693	\$3,568	\$3,337	\$3,174	\$3,022	\$2,963	\$2,904	\$2,845
1/3 page	\$3,502	\$3,384	\$3,266	\$3,154	\$2,944	\$2,799	\$2,661	\$2,608	\$2,556	\$2,503
1/4 page	\$3,134	\$3,029	\$2,924	\$2,825	\$2,648	\$2,536	\$2,431	\$2,385	\$2,339	\$2,293
1/6 page	\$2,681	\$2,589	\$2,497	\$2,417	\$2,260	\$2,149	\$2,043	\$2,004	\$1,958	\$1,919
1/8 page	\$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 33,000¹ 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
Cheshire labels
Pressure-sensitive labels
CD/Email
Key coding

\$180/M
No additional charge
\$10/M additional charge
\$50 additional charge
\$2/M additional charge

Job function, SCF state/zip code,
company size, facility selections
Products specified, number of beds selections
Minimum order
Working days required

\$10/M additional, each select
\$15/M additional, each select
\$500
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).