



2010

RATE CARD AND EDITORIAL PLANNER

Canadian Healthcare Technology is a news magazine that keeps healthcare managers up-to-date about the latest computerized solutions for improving both clinical and business practices.

RATE CARD NUMBER FIFTEEN

CANADIAN
Healthcare Technology

2010 PRINT PUBLISHING SCHEDULE

Written and edited by a team of experienced journalists, Canadian Healthcare Technology is a source of information for decision-makers in hospitals, continuing care facilities and home care organizations. It breaks the news about important projects and technologies, and provides healthcare executives and senior managers with an excellent source of information for improving the delivery of healthcare, evaluating their own projects and comparing their IT performance with others. The magazine also offers analysis and opinion from healthcare authorities and technological pundits.

Along with the news and opinion columns, each issue contains an in-depth Feature Report, consisting of several articles on a particular topic. The articles examine how hospitals and other healthcare providers are implementing new technologies, and how the solutions have affected their organizations from both a clinical and business point of view. Additionally, a shorter feature section, the Focus Report, evaluates trends and developments. Each year, in the June/July issue, we include a directory of leading suppliers of computerized products and services to the healthcare community.

Issue Date	Feature Report	Focus Report	Editorial Deadline	Ad Closing	Materials Due
February	• Medical Imaging	• Emergency Services	Dec. 1, 2009	Jan. 5, 2010	Jan. 14, 2010
March	• Wireless/Mobile • LTC/Continuing Care (new feature)	• Dictation/Transcription	Jan. 5, 2010	Feb. 2, 2010	Feb. 11, 2010
April	• EHR Trends	• Medication Management	Feb. 2, 2010	Mar. 2, 2010	Mar. 11, 2010
May	• Surgical Systems • LTC/Continuing Care (new feature)	• Document Management	Mar. 2, 2010	April 6, 2010	April 15, 2010
June/July	• I.T. Resource Guide	• Performance Management	May 4, 2010	June 1, 2010	June 10, 2010
September	• Integration Issues • LTC/Continuing Care (new feature)	• Laboratory Automation	July 6, 2010	Aug. 3, 2010	Aug. 12, 2010
October	• Telemedicine	• Security	Aug. 3, 2010	Sept. 7, 2010	Sept. 16, 2010
Nov./Dec.	• Hospitals of the Future • LTC/Continuing Care (new feature)	• Clinical Decision Support	Sept. 7, 2010	Oct. 5, 2010	Oct. 14, 2010

CIRCULATION

Canadian Healthcare Technology is the country's top-rated* magazine specializing in the coverage of IT in the hospital sector. Published 8 times in 2010, Canadian Healthcare Technology is mailed directly to 8,500 executives and senior managers in hospitals, nursing homes and home-care organizations across Canada.

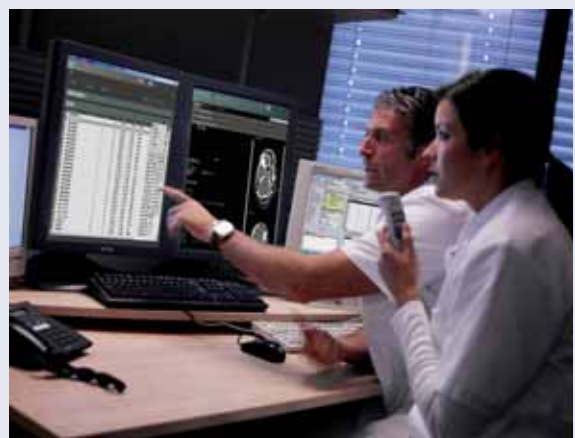
The core of Canadian Healthcare Technology's readers are hospital executives and managers. They include:

- CEOs, presidents and VPs
- CIOs and IT directors
- Medical directors
- Radiology directors
- Finance chiefs
- Nursing directors

- Laboratory managers
- Pharmacy managers
- OR and ER directors
- Health record managers
- Human resource managers
- Supply chain managers

The magazine is also mailed to care directors and executives in:

- Nursing homes
- Community care centers
- Home care organizations
- Major healthcare associations
- Government health ministries
- University health departments
- Pharmaceutical manufacturers
- I.T. and telecom vendors



Bonus distribution has been arranged for major Canadian conferences and trade shows, including the annual e-Health conference and the Ontario Hospital Association Convention.

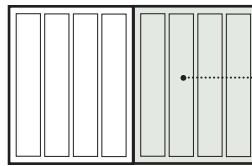
* 85% of respondents rated Canadian Healthcare Technology as the most useful publication in Canada for healthcare IT in a 2008 readership survey of healthcare executives.

PRINT ADVERTISING SIZES AND RATES

TABLOID PAGE SIZES

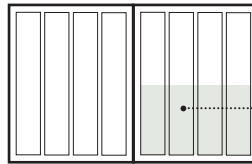
Tabloid page	1x	4x	8x
Black and white	\$ 3,995	\$ 3,695	\$ 3,495
Black + one colour	\$ 4,595	\$ 4,295	\$ 4,095
Four colour	\$ 5,195	\$ 4,895	\$ 4,695

Bleed available at no extra charge



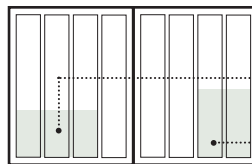
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9½" × 12¼"
Trim Size:
10½" × 13¼"
To bleed:
10⅞" × 13⅝"

Half tabloid page	1x	4x	8x
Black and white	\$ 2,395	\$ 2,195	\$ 1,995
Black + one colour	\$ 2,995	\$ 2,795	\$ 2,595
Four colour	\$ 4,195	\$ 3,995	\$ 3,795



9½" × 6"

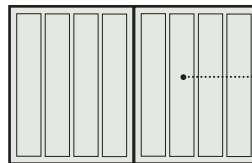
Quarter tabloid page	1x	4x	8x
Black and white	\$ 1,495	\$ 1,295	\$ 1,095
Black + one colour	\$ 2,095	\$ 1,895	\$ 1,695
Four colour	\$ 2,695	\$ 2,495	\$ 2,295



7" × 4"
or
4⅝" × 6"

Tabloid page spread	1x	4x	8x
Black and white	\$ 7,195	\$ 6,895	\$ 6,595
Black + one colour	\$ 7,795	\$ 7,495	\$ 7,195
Four colour	\$ 8,395	\$ 8,095	\$ 7,795

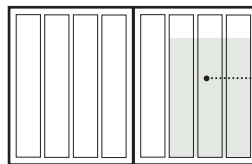
Bleed available at no extra charge



Live Area:
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Trim Size:
21" × 13¼"
To bleed:
21⅞" × 13⅝"

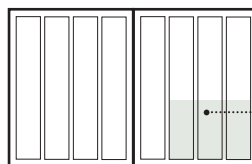
MAGAZINE PAGE SIZES

Magazine page	1x	4x	8x
Black and white	\$ 2,795	\$ 2,595	\$ 2,395
Black + one colour	\$ 3,395	\$ 3,195	\$ 2,995
Four colour	\$ 3,995	\$ 3,795	\$ 3,595



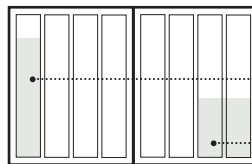
7" × 10"

Half magazine page	1x	4x	8x
Black and white	\$ 1,695	\$ 1,395	\$ 1,095
Black + one colour	\$ 2,295	\$ 1,995	\$ 1,695
Four colour	\$ 2,895	\$ 2,595	\$ 2,295



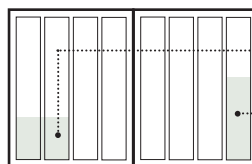
7" × 5"

Third magazine page	1x	4x	8x
Black and white	\$ 1,295	\$ 1,095	\$ 895
Black + one colour	\$ 1,895	\$ 1,695	\$ 1,495
Four colour	\$ 2,495	\$ 2,295	\$ 2,095



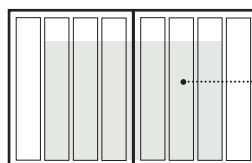
2¼" × 10"
or
4⅝" × 5"

Quarter magazine page	1x	4x	8x
Black and white	\$ 995	\$ 895	\$ 795
Black + one colour	\$ 1,595	\$ 1,495	\$ 1,395
Four colour	\$ 2,195	\$ 2,095	\$ 1,995



4⅝" × 3¾"
or
2¼" × 7¾"

Magazine page spread	1x	4x	8x
Black and white	\$ 4,995	\$ 4,695	\$ 4,395
Black + one colour	\$ 5,595	\$ 5,295	\$ 4,995
Four colour	\$ 6,195	\$ 5,895	\$ 5,595



15" × 10"

Special positions

Tabloid pages only (includes 4-colour process)

	4x	8x
Outside back cover	\$ 5,995	\$ 5,495
Inside back cover	\$ 5,695	\$ 5,195
Page 3	\$ 5,795	\$ 5,295

Inserts/Business reply cards

Information and rates on request.

Agency commission

Discount is 15% to properly accredited advertising agencies.

Mechanical requirements

Digital material: PDF/X1a files. Colour should be CMYK only. Pictures should be high-resolution (minimum 300 dpi recommended). Supply a colour proof with digital material.

Line screen/density: 133-line screen is recommended for best reproduction. The total screen percentage of all screens used in a single advertisement, when added up, should not exceed 280%. Maximum highlight dot is 85%. Minimum highlight dot is 5%.

Colour: True PMS inks are not available. PMS matched colours are created from process inks. Publisher does not guarantee exact PMS colour reproduction.

Publisher assumes no responsibility for poor reproduction of advertisements with screen values higher than those recommended. Publisher does not guarantee colour reproduction of ads for which colour proofs were not struck directly from materials supplied. Publisher assumes no responsibility for reproduction quality of material received after materials deadline.

Formats and sizes

Printing method: Web-fed offset on coated stock.

Binding method: Saddle stitched.

Trim size: 10½" × 13¼"

Type page: 9½" × 12¼" (4 columns)

Live area: keep ½" from trim on full pages only

Tab page bleed: 10⅞" × 13⅝"

Tab page spread bleed: 21⅞" × 13⅝"

Magazine page spread: 15" × 10"

Column widths: 1 column = 2¼",

2 columns = 4⅝", 3 columns = 7",

4 columns = 9½"

Shipping instructions

All materials should be sent to:

Canadian Healthcare Technology

1118 Centre Street, Suite 207

Thornhill, Ontario, Canada L4J 7R9

Telephone: (905) 709-2330

Fax: (905) 709-2258

Internet: www.canhealth.com

E-mail: art@canhealth.com

ELECTRONIC ADVERTISING

Banner ads on the *Canadian Healthcare Technology* or *Technology for Doctors* websites

Website hit rate approximately 190,000-210,000 hits/month; between 7,500 and 10,000 unique visitors a month.

Horizontal Banner: 468 x 60 pixels

- \$600/month (net), minimum 3 month commitment
- Format: gif

Horizontal Banner: 468 x 90 pixels

- \$800/month (net), minimum 3 month commitment
- Format: gif

Vertical Banner: 120 x 240 pixels

- \$600/month (net), minimum 3 month commitment
- Format: gif



Rectangular units on our e-newsletter

Two blasts each month reaching over 5,900 senior managers and executives in health regions, hospitals and government health ministries across Canada.

Size: 180 x 150 pixels

\$600/month (net), minimum 3 month commitment

Format: gif, no animations

2010 e-newsletter issue dates

- | | |
|----------------------|----------------------|
| • January 14 and 28 | • July 15 and 29 |
| • February 11 and 25 | • August 12 and 26 |
| • March 11 and 25 | • September 9 and 23 |
| • April 8 and 22 | • October 7 and 21 |
| • May 13 and 27 | • November 11 and 25 |
| • June 10 and 24 | • December 9 and 23 |



Healthcare Technology

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