



2012

RATE CARD AND EDITORIAL PLANNER

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

RATE CARD NUMBER SEVENTEEN

CANADIAN
Healthcare Technology

2012 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	Security	Dec. 6, 2011	Jan. 3, 2012	Jan. 12, 2012
March	Surgical Systems	Lab Automation	Jan. 3, 2012	Feb. 7, 2012	Feb. 16, 2012
April	EHR Trends	Medication Management	Feb. 7, 2012	Mar. 6, 2012	Mar. 15, 2012
May	Wireless/Mobile	Document Management	Mar. 6, 2012	April 3, 2012	April 12, 2012
June/July	I.T. Resource Guide	Performance/Quality	May 1, 2012	June 5, 2012	June 14, 2012
September	Integration Issues	Dictation/Transcription	July 3, 2012	Aug. 7, 2012	Aug. 16, 2012
October	Telemedicine	Lean in Healthcare	Aug. 7, 2012	Sept. 4, 2012	Sept. 13, 2012
Nov./Dec.	Hospitals of the Future	Decision Support	Sept. 4, 2012	Oct. 2, 2012	Oct. 11, 2012

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 2012, *Canadian Healthcare Technology* is mailed directly to 8,600 readers in hospitals, nursing homes and home-care organizations across Canada.**

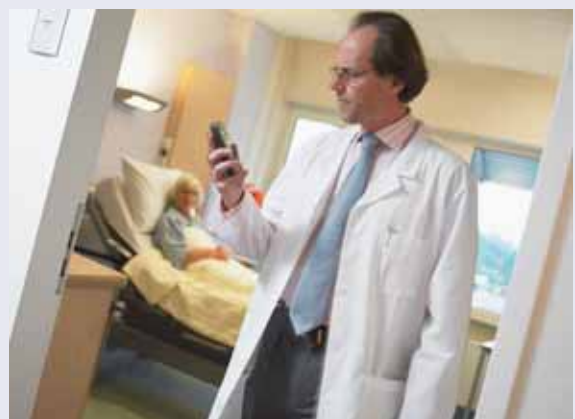
The core of *Canadian Healthcare Technology's* readers are hospital executives and managers. They include:

- 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 IT Healthcare Conference & Exhibition.

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

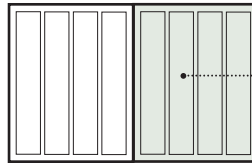
** CCAB circulation statement for six month period ended September 30, 2009.

PRINT ADVERTISING SIZES AND RATES

TABLOID PAGE SIZES

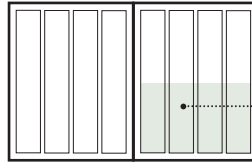
Tabloid page	1x	4x	8x
Black and white	\$ 3,995	\$ 3,695	\$ 3,495
Black + one colour	\$ 4,595	\$ 4,295	\$ 4,095
Four colour	\$ 5,195	\$ 4,895	\$ 4,695

Bleed available at no extra charge



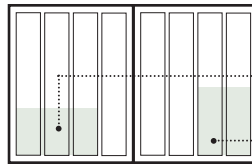
Live Area:
9½" × 12¼"
Trim Size:
10½" × 13¼"
To bleed:
10⅞" × 13⅝"

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"

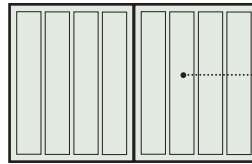
Quarter tabloid page	1x	4x	8x
Black and white	\$ 1,495	\$ 1,295	\$ 1,095
Black + one colour	\$ 2,095	\$ 1,895	\$ 1,695
Four colour	\$ 2,695	\$ 2,495	\$ 2,295



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

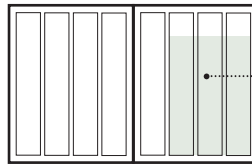
Bleed available at no extra charge



Live Area:
20" × 12¼"
Trim Size:
21" × 13¼"
To bleed:
21⅜" × 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



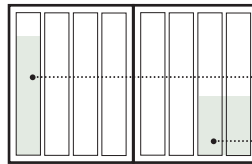
7" × 10"

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



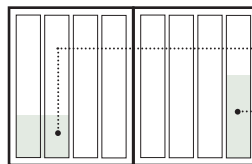
7" × 5"

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



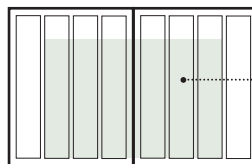
2¼" × 10"
or
4⅝" × 5"

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: 21⅜" × 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 × 60 pixels

- \$700/month (net), minimum 3 month commitment
- Format: gif

Horizontal Banner: 468 × 90 pixels

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

Vertical Banner: 120 × 240 pixels

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



Rectangular units on our e-newsletter

Two blasts each month reaching over 7,500 senior managers and executives in health regions, hospitals and government health ministries across Canada.

Size: 180 × 150 pixels

\$600/month (net), minimum 3 month commitment
Format: gif, no animations

2012 e-newsletter issue dates

- | | | |
|---------------------|-------------------|----------------------|
| • January 12 and 26 | • May 3 and 17 | • September 6 and 20 |
| • February 9 and 23 | • June 7 and 21 | • October 4 and 18 |
| • March 8 and 22 | • July 5 and 19 | • November 1 and 15 |
| • April 5 and 19 | • August 2 and 16 | • December 6 and 20 |



Dedicated e-blasts

To 8,900 senior managers or executives in hospitals and health regions, or to 10,600 physicians across Canada.

Blast only: \$2,000 per blast

Package (2 blasts + ad on website + one e-zine button ad): \$4,000

CANADIAN
Healthcare Technology

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Internet: www.canhealth.com E-mail: info2@canhealth.com