



**2017**

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**R A T E C A R D A N D E D I T O R I A L P L A N N E R**

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

**R A T E C A R D N U M B E R T W E N T Y - T W O**

CANADIAN  
**Healthcare Technology**

# 2017 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	Education & Training	Dec. 6, 2016	Jan. 10, 2017	Jan. 19, 2017
March	Surgical Systems	Laboratory Technology	Jan. 10, 2017	Feb. 7, 2017	Feb. 16, 2017
April	Mobile Solutions	Medication Management	Feb. 7, 2017	Mar. 7, 2017	Mar. 16, 2017
May	EHR Trends	Performance & Quality	Mar. 7, 2017	April 4, 2017	April 13, 2017
June/July	I.T. Resource Guide	Document Management	May 2, 2017	June 6, 2017	June 15, 2017
September	LTC & Continuing Care	Integration Issues	July 4, 2017	Aug. 1, 2017	Aug. 10, 2017
October	Telemedicine	Apps for Healthcare	Aug. 1, 2017	Sept. 5, 2017	Sept. 14, 2017
Nov./Dec.*	Infection Control	Analytics	Sept. 5, 2017	Oct. 3, 2017	Oct. 12, 2017

\*Bonus distribution at HealthAchieve Conference, Toronto

## CIRCULATION

*Canadian Healthcare Technology* specializes in the coverage of IT in the hospital sector. Published 8 times in 2017, *Canadian Healthcare Technology* is mailed directly to 8,000 recipients in hospitals, nursing homes and home-care organizations across Canada. It is also sent electronically to 10,000 readers across the country.

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
- I.T. and telecom vendors



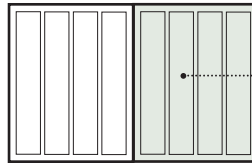
Bonus distribution has been arranged for major Canadian conferences and trade shows, including the annual e-Health conference and the OHA HealthAchieve convention.

# PRINT ADVERTISING SIZES AND RATES

T A B L O I D P A G E S I Z E S

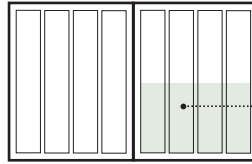
Tabloid page	1x	4x	8x
Black and white	\$ 3,995	\$ 3,695	\$ 3,495
Black + one colour	\$ 4,595	\$ 4,295	\$ 4,095
Four colour	\$ 5,195	\$ 4,895	\$ 4,695

Bleed available at no extra charge



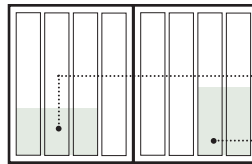
Live Area:  
9½" × 12¼"  
**Trim Size:**  
10½" × 13¼"  
To bleed:  
10⅞" × 13⅝"

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"

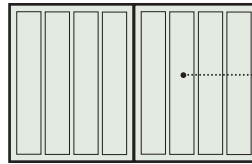
Quarter tabloid page	1x	4x	8x
Black and white	\$ 1,495	\$ 1,295	\$ 1,095
Black + one colour	\$ 2,095	\$ 1,895	\$ 1,695
Four colour	\$ 2,695	\$ 2,495	\$ 2,295



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	\$ 8,495	\$ 8,195	\$ 7,995

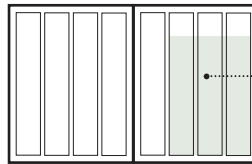
Bleed available at no extra charge



Live Area:  
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**Trim Size:**  
21" × 13¼"  
To bleed:  
21⅜" × 13⅝"

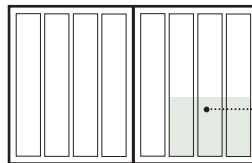
M A G A Z I N E P A G E S I Z E S

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



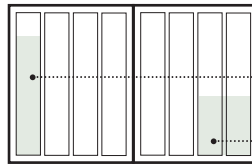
7" × 10"

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	\$ 2,995	\$ 2,595	\$ 2,295



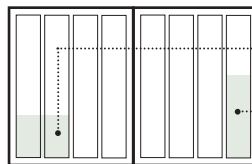
7" × 5"

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



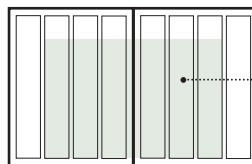
2¼" × 10"  
or  
4⅝" × 5"

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](http://www.canhealth.com)

E-mail: [art@canhealth.com](mailto:art@canhealth.com)

# ELECTRONIC ADVERTISING



## Banner ads on the *Canadian Healthcare Technology* website

10,000 to 12,000 unique visitors a month, with approximately 15,000 page views.

Top Banner: 940 x 90 pixels *or* 728 x 90 pixels

\$ 1,495/month (net) for 940 x 90; minimum 3 month commitment. Format: gif

\$ 1,295/month (net) for 728 x 90; minimum 3 month commitment. Format: gif

Horizontal Banner: 468 x 60 pixels

\$ 700/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 10,000 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

### 2012 e-newsletter issue dates

- January 5 and 19
- February 2 and 16
- March 9 and 23
- April 6 and 20
- May 4 and 18
- June 8 and 22
- July 6 and 20
- August 10 and 24
- September 7 and 21
- October 5 and 19
- November 2 and 16
- December 7 and 21



## Canadian Healthcare Technology White Papers

*Canadian Healthcare Technology's* White Papers are sent out once a month, via e-mail addresses, to 8,000 senior managers and executives in Canadian hospitals and health regions. The monthly blast contains summaries and links to White Papers issued by various organizations, providing cutting-edge information about topics of interest to healthcare decision-makers.

White Papers	One month	3 months	6 months	12 months
	\$ 800	\$ 700/month	\$ 600/month	\$ 500/month



## Dedicated e-blasts

Sent to *Canadian Healthcare Technology's* e-Messenger list of 10,000 senior managers or executives in hospitals and health regions:

e-Messenger list	One blast	2 blasts
	\$ 2,500	\$ 4,500

Sent to *Technology for Doctors Online's* list of 9,000 physicians across Canada:

Technology for Doctors list	One blast	2 blasts
	\$ 2,500	\$ 4,500

# 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: info2@canhealth.com