



**2019**

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**RATE CARD AND EDITORIAL PLANNER**

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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.

**RATE CARD NUMBER TWENTY-FOUR**

CANADIAN  
**Healthcare Technology**

# 2019 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         | Physician IT          | Dec. 4 2018        | Jan. 8, 2019  | Jan. 17, 2019  |
| March      | Analytics/AI            | Surgical Systems      | Jan. 8, 2019       | Feb. 5, 2019  | Feb. 14, 2019  |
| April      | Mobile Solutions        | Medication Management | Feb. 5, 2019       | Mar. 5, 2019  | Mar. 14, 2019  |
| May*       | EHR Trends              | Precision Medicine    | Mar. 5, 2019       | April 2, 2019 | April 11, 2019 |
| June/July  | I.T. Resource Guide     | Start-ups             | May 7, 2019        | June 4, 2019  | June 13, 2019  |
| September  | LTC & Continuing Care   | Integration Issues    | July 9, 2019       | Aug. 6, 2019  | Aug. 15, 2019  |
| October    | Telemedicine            | Apps for Healthcare   | Aug. 6, 2019       | Sept. 3, 2019 | Sept. 12, 2019 |
| Nov./Dec.  | Artificial Intelligence | Cardiology            | Sept. 3, 2019      | Oct. 1, 2019  | Oct. 10, 2019  |

\*Bonus distribution at eHealth 2019, Toronto

## CIRCULATION

*Canadian Healthcare Technology* specializes in the coverage of IT in the hospital sector. Published 8 times in 2019, *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 5,000+ 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



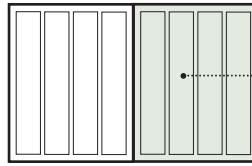
Bonus distribution has been arranged for major Canadian conferences and trade shows, including the annual e-Health conference.

# PRINT ADVERTISING SIZES AND RATES

TABLOID PAGE SIZES

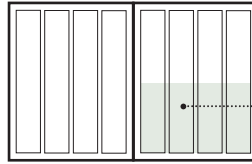
| <b>Tabloid page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|---------------------|-----------|-----------|-----------|
| Black and white     | \$ 3,995  | \$ 3,695  | \$ 3,495  |
| Black + one colour  | \$ 4,595  | \$ 4,295  | \$ 4,095  |
| Four colour         | \$ 4,995  | \$ 4,795  | \$ 4,595  |

Bleed available at no extra charge



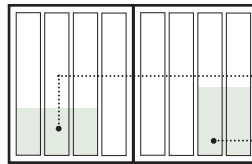
Live Area:  
9½" × 12¼"  
**Trim Size:**  
10½" × 13¼"  
To bleed:  
10⅞" × 13⅝"

| <b>Half tabloid page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|--------------------------|-----------|-----------|-----------|
| 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"

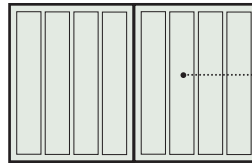
| <b>Quarter tabloid page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|-----------------------------|-----------|-----------|-----------|
| Black and white             | \$ 1,495  | \$ 1,295  | \$ 1,095  |
| Black + one colour          | \$ 2,095  | \$ 1,895  | \$ 1,695  |
| Four colour                 | \$ 2,695  | \$ 2,495  | \$ 2,295  |



7" × 4"  
or  
4⅝" × 6"

| <b>Tabloid page spread</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|----------------------------|-----------|-----------|-----------|
| 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:  
20" × 12¼"  
**Trim Size:**  
21" × 13¼"  
To bleed:  
21⅜" × 13⅝"

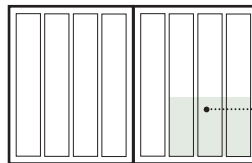
MAGAZINE PAGE SIZES

| <b>Magazine page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|----------------------|-----------|-----------|-----------|
| 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  |



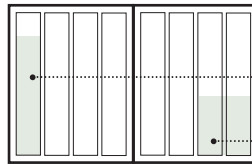
7" × 10"

| <b>Half magazine page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|---------------------------|-----------|-----------|-----------|
| Black and white           | \$ 1,695  | \$ 1,395  | \$ 1,095  |
| Black + one colour        | \$ 2,295  | \$ 1,995  | \$ 1,695  |
| Four colour               | \$ 2,995  | \$ 2,795  | \$ 2,595  |



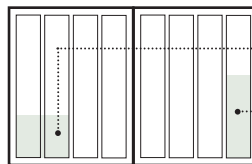
7" × 5"

| <b>Third magazine page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|----------------------------|-----------|-----------|-----------|
| 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  |



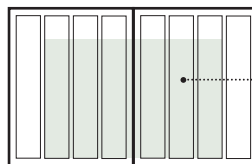
2¼" × 10"  
or  
4⅝" × 5"

| <b>Quarter magazine page</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|------------------------------|-----------|-----------|-----------|
| 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"

| <b>Magazine page spread</b> | <b>1x</b> | <b>4x</b> | <b>8x</b> |
|-----------------------------|-----------|-----------|-----------|
| 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)

|                    | <b>4x</b> | <b>8x</b> |
|--------------------|-----------|-----------|
| 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

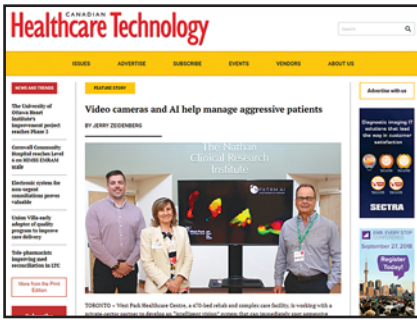
Telephone: (905) 709-2330

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 15,000 unique visitors a month, with approximately 17,000 page views.

### Top Banner: 1400 x 150 pixels

\$ 995/month (net), minimum 3 month commitment. Format: gif

### Horizontal Banner: 900 x 150 pixels

\$ 895/month (net), minimum 3 month commitment. Format: gif

### Vertical Banner: 200 x 400 pixels

\$ 695/month (net), minimum 3 month commitment. Format: gif



## Rectangular units on our e-newsletter

Two blasts each month reaching 6,000 senior managers and executives in health regions, hospitals and government health ministries across Canada.

### Size: 180 x 150 pixels

\$ 695/month (net), minimum 3 month commitment. Format: gif

### 2019 e-newsletter issue dates

- January 10 and 24
- April 11 and 25
- July 11 and 25
- October 10 and 24
- February 14 and 28
- May 9 and 23
- August 8 and 22
- November 7 and 21
- March 14 and 28
- June 13 and 27
- September 12 and 26
- December 5 and 19



## Canadian Healthcare Technology White Papers

*Canadian Healthcare Technology's* White Papers are sent out once a month, via e-mail addresses, to 6,000 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 7,000 senior managers or executives in hospitals and health regions:

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

# 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: info2@canhealth.com