



2020

RATE CARD AND EDITORIAL PLANNER

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-FIVE

CANADIAN
Healthcare Technology

2020 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	Interoperability	Dec. 3, 2019	Jan. 7, 2020	Jan. 16, 2020
March	Analytics/AI	Surgical Systems	Jan. 7, 2020	Feb. 4, 2020	Feb. 13, 2020
April	Mobile Solutions	Medication Management	Feb. 4, 2020	Mar. 3, 2020	Mar. 12, 2020
May*	EHR Trends	Precision Medicine	Mar. 3, 2020	April 7, 2020	April 16, 2020
June/July	I.T. Resource Guide	Start-ups	May 5, 2020	June 2, 2020	June 11, 2020
September	LTC & Continuing Care	Cardiology	July 7, 2020	Aug. 4, 2020	Aug. 13, 2020
October	Telemedicine	Apps for Healthcare	Aug. 4, 2020	Sept. 1, 2020	Sept. 10, 2020
Nov./Dec.	A.I. & Machine Learning	Physician I.T.	Sept. 1, 2020	Oct. 6, 2020	Oct. 15, 2020

*Bonus distribution at eHealth 2020, Toronto

CIRCULATION

Canadian Healthcare Technology specializes in the coverage of IT in the hospital sector. Published 8 times in 2020, *Canadian Healthcare Technology* is mailed directly to 5,000 recipients in hospitals, nursing homes and home-care organizations across Canada. It is also sent electronically to 7,000+ opt-in 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



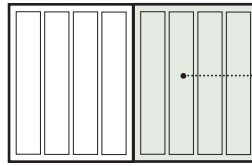
Bonus distribution has been arranged for major Canadian conferences and trade shows, including the annual e-Health conference.

PRINT ADVERTISING SIZES AND RATES

TABLOID PAGE SIZES

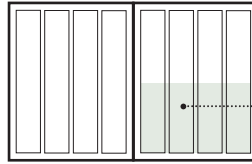
Tabloid page	1x	4x	8x
Black and white	\$ 3,995	\$ 3,695	\$ 3,495
Black + one colour	\$ 4,595	\$ 4,295	\$ 4,095
Four colour	\$ 4,995	\$ 4,795	\$ 4,595

Bleed available at no extra charge



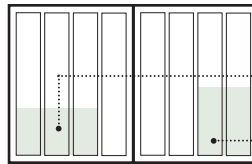
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9½" × 12¼"
Trim Size:
10½" × 13¼"
To bleed:
10⅞" × 13⅝"

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"

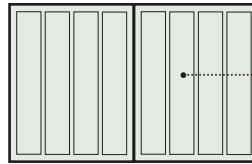
Quarter tabloid page	1x	4x	8x
Black and white	\$ 1,495	\$ 1,295	\$ 1,095
Black + one colour	\$ 2,095	\$ 1,895	\$ 1,695
Four colour	\$ 2,695	\$ 2,495	\$ 2,295



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

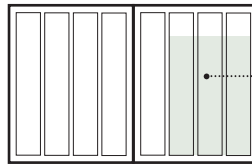
Bleed available at no extra charge



Live Area:
20" × 12¼"
Trim Size:
21" × 13¼"
To bleed:
21⅜" × 13⅝"

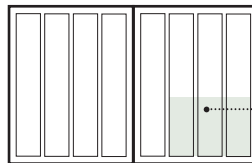
MAGAZINE PAGE SIZES

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



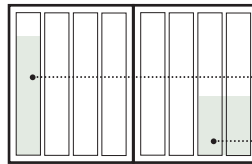
7" × 10"

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	\$ 2,795	\$ 2,595



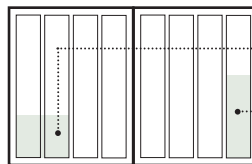
7" × 5"

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



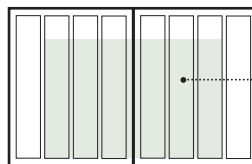
2¼" × 10"
or
4⅝" × 5"

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 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

2020 e-Messenger issue dates

- Jan. 9 and 23
- Mar. 5 and 19
- May 7 and 21
- July 9 and 23
- Sept. 3 and 17
- Nov. 5 and 19
- Feb. 6 and 20
- Apr. 9 and 23
- June 4 and 18
- Aug. 6 and 20
- Oct. 8 and 22
- Dec. 3 and 17



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



1118 Centre Street, Suite 207, Thornhill, Ontario Canada L4J 7R9 • www.canhealth.com
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