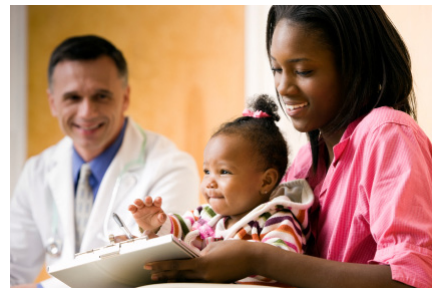


# California Healthcare News<sup>®</sup>

cahcnews.com

*Articles, Interviews and Statistics for the Healthcare Executive*

## 2012 Print Media Kit



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## About the Healthcare News

The California Healthcare News organization is a trade journal and web site of interest to leaders of California healthcare organizations. Primary recipients are leaders of hospitals, medical clinics, insurance companies and provider organizations. Content includes interviews with senior leadership, “how-to” articles, career opportunity advertisements and industry financial information.

This publication offers an advertiser the opportunity to gain access to those individuals that not only make the big decisions but also control the largest budgets. Our readers tend to read each issue cover to cover over several sittings and use it as a teaching tool to middle management and subordinate staff. **Advertisers in the California Healthcare News get strong results!**

## December 2011 Demographic Distribution<sup>1</sup>

Position Type	Hospitals & Facilities	Medical Clinics	Other Provider	Insurance Agencies	Insurance Company	All Other Industries	Totals
<b>Executive</b>							
Chief	367	92	93	1	51	379	983
Operations	164	54	56		39	65	378
Finance	361	51	54		66	55	587
Medical Management	218	88	42		32	39	419
Marketing & Sales	226	35	72	5	73	117	528
Human Resources	258	40	28		25	36	387
Information Technology	33	5	7		5	7	57
Legal & Compliance	206	39	51		63	152	511
Education	11	1				371	386
Nursing	302	19	3		15	27	366
All Other	1,576	184	206	2	211	439	2,618
<b>Total Executive</b>	<b>3,722</b>	<b>608</b>	<b>612</b>	<b>8</b>	<b>580</b>	<b>1,690</b>	<b>7,220</b>
<b>Managerial, Professional &amp; Providers</b>							
Practice Manager	71	26	46			19	162
Operations	3,028	763	645		596	952	5,984
Finance	336	65	76		69	73	619
Marketing and Sales	221	49	85		219	145	719
Human Resources	771	102	73		73	142	1,160
Information Technology	192	38	50		58	91	429
Registered Nurse Managers	214	5	5		22	21	267
NP/PA	66	34	11		6	8	125
Registered Nurse	451	35	35		2	54	577
Physician	61	10	3		2	10	86
OT/PT/SP	114	9	5		2	6	136
LVN/LPN	5	6	4				15
All Other	291	40	30		8	13	382
<b>Total Mgrial, Professional &amp; Providers</b>	<b>5,821</b>	<b>1,182</b>	<b>1,086</b>		<b>1,056</b>	<b>1,534</b>	<b>10,661</b>
<b>Grand Total</b>	<b>9,543</b>	<b>1,790</b>	<b>1,680</b>	<b>8</b>	<b>1,636</b>	<b>3,224</b>	<b>17,881</b>

<sup>1</sup>Approximately 2,000 people receive the hard copy edition and all others receive the web edition.

California Healthcare News | 425-577-1334 | cahcnnews.com

## Advertising Rates

*All rates are gross and include full color*

### Print advertising rates

Size	12x	6x	3x	1x
<b>Full</b>	\$1,400	\$1,600	\$1,800	\$2,000
2/3 page	\$1,050	\$1,200	\$1,350	\$1,500
1/2 page	\$700	\$800	\$900	\$1,000
1/3 page	\$525	\$600	\$675	\$750
1/4 page	\$420	\$480	\$540	\$600
1/6 page	\$350	\$400	\$450	\$500
	12x	6x	3x	1x
Back Cover	\$2,100	\$2,400	\$2,700	\$3,000
Inside front	\$2,100	\$2,400	\$2,700	\$3,000

### Premium Placement

Placement is guaranteed on pages 3, 4 and 7 for a 15% space charge. The minimum ad size for guaranteed placement is 1/3 of a page and positions are available on a space-available basis. Larger ads may displace smaller ads.

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## Advertising Specifications

### All but the “Career Opportunities” Section

Ad Sizes	Width	Height
Full Page	7.50	9.80
2/3 Page (vertical)	4.94	9.80
1/2 Page (horizontal)	7.50	4.89
1/2 Page (vertical)	4.94	7.28
1/3 Page (square)	4.94	4.89
1/3 Page (vertical)	2.38	9.80
1/4 Page (square)	4.94	3.72
1/6 Page (horizontal)	4.94	2.38
1/6 Page (vertical)	2.38	4.89

### “Career Opportunities Section”

Ad Sizes	Width	Height
Full Page	7.50	9.18
2/3 Page (vertical)	4.98	9.18
1/2 page (horizontal)	7.50	4.58
1/2 page (vertical)	4.98	7.00
1/3 page (square)	4.98	4.58
1/3 page (vertical)	2.49	9.18
1/4 page (square)	4.98	3.50
1/6 page (horizontal)	4.98	2.25
1/6 page (vertical)	2.49	4.58

### File and Font Requirements

All ads should be e-mailed to David Peel, Publisher at [dpeel@wahcnews.com](mailto:dpeel@wahcnews.com) thirty days prior to publication month. They must be in PC format. PDF files or TIFF CMYK files are preferred. Images should be between 300 and 600 dpi and can be compressed.

### Copy and Contract Regulations

The publisher is not responsible for mistakes in ads which have been proofed and approved by the client. If a mistake in advertising occurs (including, but not limited to, omission, copy error or size error) and it is the fault of the publisher, a “make-good” ad will be inserted in the next available issue. The publisher assumes no other responsibility for mistakes and will not be liable for any costs or damages beyond a “make-good” ad. The publisher reserves the right to reject or cancel up to the day of publication any ad it deems unsuitable for publication.