



Recruiting With For The Record

Backed by 25 years of experience as an industry resource, **For The Record** has established its position as a powerful HIM recruitment tool, with resources including print display ads, Web banners, and online postings on our popular niche job board, AlliedHealthCareers.com.

Offering an unmatched track record of attracting both active and passive job seekers, **For The Record** and its associated digital media properties connect recruiters with the industry's most qualified health information professionals through a variety of different channels that comprise the **For The Record** media brand.

When you utilize one of the available ad sizes, your open position will be immediately posted on our active job board, AlliedHealthCareers.com; be included in the **For The Record** monthly e-Newsletter; appear in our next print edition; be deployed digitally to the desktops of our subscribers in our digital edition; and be included in our monthly recruitment e-blast—all for one low price! Select your size and ensure your positions are seen today.

RECRUITMENT SIZES AND RATES*

Size	Price
1/8 (2.292" × 3.948")	\$995
1/6 Vertical (2.292" × 4.78") or 1/6 Horizontal (4.708" × 2.292")	\$1,145
2/9 Vertical (2.292" × 6.444") or 2/9 Horizontal (4.708" × 3.125")	\$1,525
5/18 Vertical (2.292" × 8.094") or 5/18 Horizontal (4.708" × 3.948")	\$1,825
1/3 Vertical (2.292" × 9.75") or 1/3 Horizontal (4.708" × 4.78")	\$2,250
4/9 (4.708" × 6.444")	\$3,035
Half Page (7.125" × 4.78")	\$3,675
Full Page (7.125" × 9.75")	\$6,995

*All rates are net.

For additional digital options, which include e-blasts and Web banners, call your account executive.



alliedhealthcareers.com

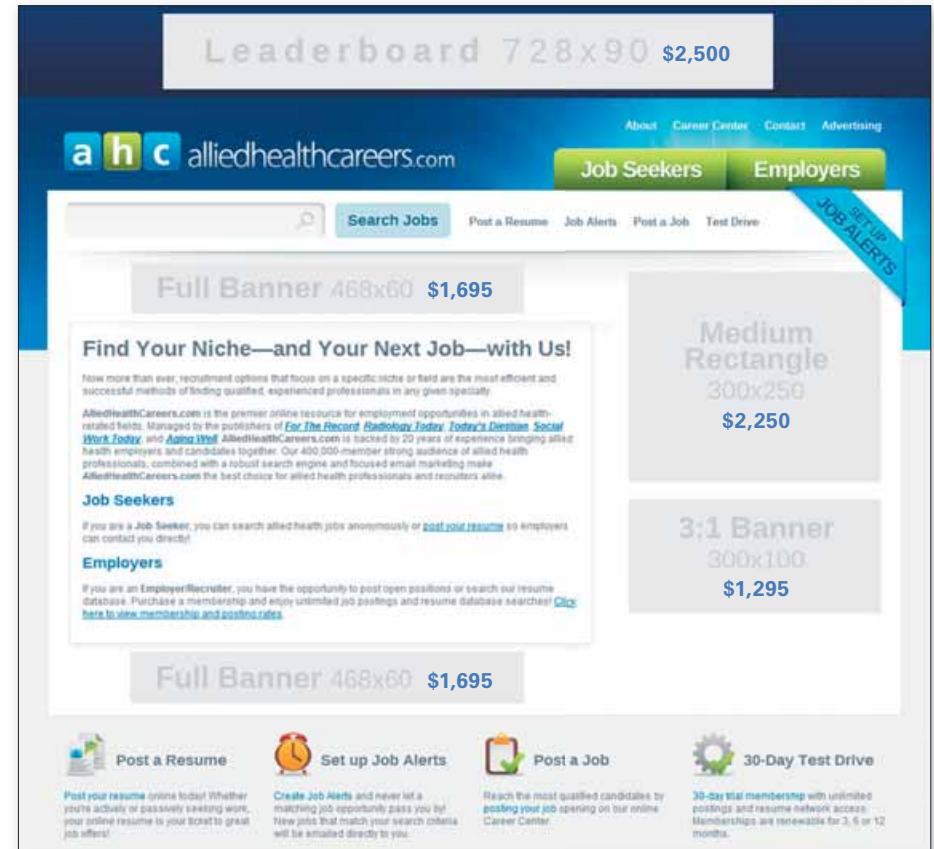
Now more than ever, recruitment options that focus on a specific niche or field are the most efficient and successful ways of finding qualified, experienced professionals in any given specialty.

AlliedHealthCareers.com is the premier online resource for employment opportunities in allied health-related fields. AlliedHealthCareers.com is backed by more than 20 years of experience bringing allied health employers and candidates together.

Partnering with job board builder Job Target, we have developed the ultimate niche website for experienced, credentialed allied health professionals and the recruiters looking to hire them.

By focusing exclusively on our niche, AlliedHealthCareers.com is an excellent filter for recruiters who want to avoid receiving scores of résumés from candidates who don't meet the needed qualifications.

With postings starting at just \$275 and memberships that provide unlimited postings starting at \$1,850, we offer many options that deliver our audience of professionals to your openings and drive traffic to your online listings or website.



Digital Recruiting Packages*

Standard Package

- Full Banner on AlliedHealthCareers.com
- Button on *For The Record* website
- Banner on monthly e-Newsletter

PRICE: \$2,995

Welcome Package

- Digital Edition Welcome Page ad (opposite cover)
- Full Banner on AlliedHealthCareers.com
- 30-day job posting on AlliedHealthCareers.com

PRICE: \$3,595

Premium Package

- 3:1 Banner on AlliedHealthCareers.com
- Button on www.ForTheRecordmag.com
- Custom e-blast to full subscriber list
- 30-day job posting on AlliedHealthCareers.com

PRICE: \$6,995

*All packages can be upgraded to include a print ad and the total recruitment solution. Call your account executive for details.



Committed to Enhancing the Health Information Management Profession

For more than 25 years, For The Record magazine has been the most respected independent voice covering the field of health information management, earning the trust of professionals, leaders and companies across the industry spectrum. **For The Record** features timely and informative content, making it an essential resource for professionals who rely on our timely in-depth reporting on a diverse range of topics, including coding, transcription, EMRs/EHRs, compliance, electronic innovations, and privacy concerns.

For The Record is a key element in successful branding campaigns, generating leads and helping companies reach their revenue goals by delivering their product/service messages directly to the many HIM decision makers in our audience. The **For The Record** media brand reaches HIM/HIT professionals across a robust multimedia platform, showcasing your product, school, program, service, or professional opportunity in a variety of easily accessible locations.

In addition to our flagship monthly print publication, our platform includes a mobile-ready, interactive digital edition, which is posted on our content-rich, highly targeted website, www.ForTheRecordmag.com. This added exposure gives advertisers longevity through our digital archives, plus interactive features to amplify your message, such as live links to company product or service information and company social media platforms.

For The Record also has established its position as a powerful HIM recruitment tool, with multiple channels to utilize and combine to reach qualified professionals, including print display ads, Web banners, and online postings on our popular niche job board, AlliedHealthCareers.com.

FOR THE Record

PUBLISHED SINCE: 1989

FREQUENCY: Monthly

SUBSCRIBERS: 40,000*

E-NEWSLETTER SUBSCRIBERS: 21,140*

MONTHLY WEBSITE USERS: 41,540**

AUDIENCE: Health information management professionals, including:

- RHIA and RHIT professionals
- HIM/HIT directors/administrators
- Coders
- Transcriptionists
- CFOs/CEOs/CIOs
- CMIOs
- Cancer tumor registrars
- DRG coordinators
- Release-of-information specialists
- Clinical documentation specialists
- Analysts
- QA/QC specialists
- Compliance/privacy officers
- Educators
- Other credentialed professionals allied to the field

DISTRIBUTION: Professionals' homes, facility health information departments, private practices, and schools. Bonus distribution at major industry events.

* Publisher's data

** Source: Google Analytics (average unique visits)

	January	February	March	April	May	June	July	August	September	October	November	December
Features	CDI Telehealth Document Management Medical Scribes	Coding HIPAA Release of Information Speech Recognition	Transcription Data Analytics EHRs ICD-10	CDI Speech Recognition Disclosure Management Cancer Registry	RACs Education/ Workforce Issues Privacy & Security Information Governance	RCM Case Management mHealth Meaningful Use	Coding Physician Queries Dictation HIT	Auditing Release of Information EHRs Privacy & Security	Transcription Education/ Workforce Issues Data Analytics Document Management	Speech Recognition Population Health Meaningful Use Disaster Recovery	Coding CDI HIPAA MPI	ICD-10 Look Ahead to '16 HIT HIM Challenges
Departments	CFO Zone Evolving Education Transcription Trends	Industry Perspectives Chart Conundrums EHR Insider	Coding Corner HIT Happenings CIO Insider	Audit Alley Wireless World Inside Informatics	ICD-10 Update Transcription Trends HIM Challenges	Coding Corner CFO Zone EHR Insider	CIO Insider Evolving Education Industry Perspectives	Chart Conundrums mHealth Update ICD-10 Update	Coding Corner Inside Informatics Wireless World	Transcription Trends HIT Happenings mHealth Update	Audit Alley Inside Informatics CFO Zone	Coding Corner EHR Insider Evolving Education
Space Deadline	December 8	December 22	February 9	March 9	April 6	May 18	June 15	July 13	August 17	September 14	October 12	November 16
Material Deadline	January 2	January 30	February 27	March 27	April 24	June 5	July 3	July 31	September 4	October 2	October 30	November 27
Recruitment Deadline	January 8	February 5	March 5	April 1	April 30	June 11	July 9	August 6	September 10	October 8	November 5	December 4
Bonus Distribution			HIMSS AAPC	ACDIS WEDI NCRA		ANI/HFMA	AHDI	AHIMA	AHIMA MGMA	AMIA		
SPECIAL	Transcription Resource Guide	ICD-10 Spotlight	HIMSS Spotlight Conference Issue	Consulting & Outsourcing Showcase Conference Issue	Coding & RCM Resource Guide	Revenue Integrity Resource Guide Conference Issue	EHR Showcase Conference Issue	Education Resource Guide Conference Issue	CDI Showcase Conference Issue	Conference Issue	Technology & Software Showcase	Industry Innovations Showcase 2016

* Subject to change

FOUR-COLOR RATES (CONTACT ACCOUNT EXECUTIVE FOR BLACK-AND-WHITE RATES)

Size	Open	3x	6x	9x	12x	18x	24x
Full Page	\$7,105	\$6,865	\$6,610	\$6,350	\$6,175	\$5,880	\$5,460
2/3 Page	\$5,940	\$5,795	\$5,590	\$5,445	\$5,270	\$5,095	\$4,890
1/2 Page Vert	\$4,690	\$4,650	\$4,515	\$4,460	\$4,355	\$4,240	\$4,050
1/2 Page Horiz	\$4,510	\$4,445	\$4,315	\$4,255	\$4,175	\$4,040	\$3,870
1/3 Page	\$4,040	\$3,940	\$3,830	\$3,740	\$3,670	\$3,570	\$3,455
1/4 Page Horiz	\$3,650	\$3,570	\$3,505	\$3,450	\$3,400	\$3,335	\$3,255
1/4 Page Vert	\$3,255	\$3,200	\$3,180	\$3,155	\$3,135	\$3,100	\$3,055
Print Banner	\$1,855	\$1,815	\$1,795	\$1,790	\$1,780	\$1,750	\$1,700

All print advertisements receive double exposure through our digital companion, which is posted on our website, www.ForTheRecordmag.com.

Premium Placement

BACK COVER: +30%

INSIDE FRONT COVER: +25%

PAGE 3: +25%

INSIDE BACK COVER: +20%

OPPOSITE TABLE OF CONTENTS: +20%

OPPOSITE MASTHEAD: +20%

FRANCHISE OR OTHER PREFERRED POSITIONS:
+10% to 15%

CONFERENCE ISSUES: +10%

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests. Additional premiums may apply to conference issues.

SHOWCASE AD/HIMSS, ICD-10 SPOTLIGHT: \$1,895

Showcase your product or service in a news release format. Supply a 4" x 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy. Hosted on publication website for 12 months. No additional design elements needed or accepted.

PRODUCT/SERVICES PREVIEW: \$1,495

Supply a 40-word product description and a 4" x 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

RESOURCE GUIDE LISTINGS: \$895

DATEBOOK

1 insertion: \$350; 2 insertions: \$335 each;
3 or more: \$315 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at www.ForTheRecordmag.com/terms.



(Sample Belly Band)

High-Impact Placements

High-impact placements include belly bands, cover stickers, french gates, etc. Contact your account executive for more details.

INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.



(Sample Resource Guide Spread)

2015 Resource Guide Issues

JANUARY: Transcription

MAY: Coding & Revenue Cycle Management

JUNE: Revenue Integrity

AUGUST: Education

For The Record's annual Resource Guides assist HIM decision makers with their year-round purchasing decisions.

Appearing in the January, May, June, and August issues, *For The Record* Resource Guides are well known in the field as reliable, convenient tools that provide our loyal audience with complete product information and showcase the industry's finest companies, product lines, brands, and services.

All Resource Guide Listings Include:

2.22" x 2.75" four-color ad space, formatted 9 ads to a printed page

Contact information and logo (300 dpi)

Up to 40 words of copy

Added exposure in the interactive digital edition

A 12-month online listing on our website, with direct links to any website or webpage

All for only \$895

Increase your exposure within the *For The Record* Resource Guides, with a larger display ad placement to appear within the editorial pages of the same issue. Contact your account executive for special packages.

The image shows a sample of a 'Product and Service Showcase' spread. It consists of two pages of advertisements for various healthcare technology and service providers. Each ad includes a company logo, a headline, a brief description of services, and contact information. The providers featured are HIM ON CALL, AMA (American Medical Association), 3M Health Information Systems, VitalWare, QualCode, Inc., and AHIMA (American Health Information Management Association). The ads are arranged in a grid-like format on a light-colored background.

(Sample Showcase Spread)

For The Record will deliver seven Product & Service Showcases this year. Our showcases help our audience of HIM professionals learn about what's available in the marketplace while enhancing advertising campaigns with a cost-effective, high-profile forum to place new product information, service offerings, and company messaging in front of these influential professionals in an appealing and unique format.

Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad
- 70-word product description displayed in news release format
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted

All for only \$1,895

2015 Showcase Issues

- FEBRUARY:** ICD-10 Spotlight
- MARCH:** HIMSS Spotlight
- APRIL:** Consulting & Outsourcing
- JULY:** EHR
- SEPTEMBER:** CDI
- NOVEMBER:** Technology & Software
- DECEMBER:** Industry Innovations 2016

Leaderboard*

(728 × 90 pixels)

Open	\$2,970
3x	\$2,915
6x	\$2,855
9x	\$2,785
12x	\$2,695

Full Banner (Top)

(468 × 60 pixels)

Open	\$2,235
3x	\$2,185
6x	\$2,125
9x	\$2,075
12x	\$2,000

Wide Skyscraper*

(160 × 600 pixels)

Open	\$3,355
3x	\$3,290
6x	\$3,220
9x	\$3,165
12x	\$3,075

Button*

(120 × 60 pixels)

Open	\$1,115
3x	\$1,085
6x	\$1,040
9x	\$1,000
12x	\$955



Medium Rectangle*

(300 × 250 pixels)

Open	\$2,750
3x	\$2,695
6x	\$2,640
9x	\$2,580
12x	\$2,500

3:1 Rectangle*

(300 × 100 pixels)

Open	\$1,960
3x	\$1,920
6x	\$1,865
9x	\$1,820
12x	\$1,780

Full Banner

(468 × 60 pixels)
Homepage Only

Open	\$1,455
3x	\$1,395
6x	\$1,350
9x	\$1,285
12x	\$1,230

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.



(Sample intro page ad)

Intro Page Ad on Digital Editions

In this era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Every month, our interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

Each digital issue has an introduction page opposite the cover where advertisers can place their messages. The benefits of this high-impact placement are:

- It's certain to be seen by all digital edition readers.
- Space is exclusive to one advertiser per issue.
- It's an interactive ad that includes direct links to the webpage or website chosen by the advertiser.
- It's one of the most effective stand-alone placements available for product and branding messaging.

PRICE: \$2,995 per issue

Interstitial Ad

This high-profile placement allows the advertiser to “take over” the popular *For The Record* website when someone visits. Providing an exclusive and prominent forum for product and branding images and messaging, as well as a direct link to any webpage or website, this large, powerful ad appears in front of our homepage until it is closed manually by the visitor.

MONTHLY PRICE: \$6,545

For information on additional high-impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, call your account executive.

Digital Ad Packages

Combining the consistency of a website banner, the direct delivery of a banner in our monthly e-Newsletter, and the power of our subscriber list and your brand message, these packages deliver a multichannel punch that is certain to reach the influential professionals in our audience. Standard and Premium packages are available to fit your budget and timing needs.

Premium Package

- HTML custom e-blast to full e-subscriber list
- Full banner (468 × 60) within content in our e-Newsletter
- 30-day sitewide wide skyscraper (160 × 600) banner on the magazine's website

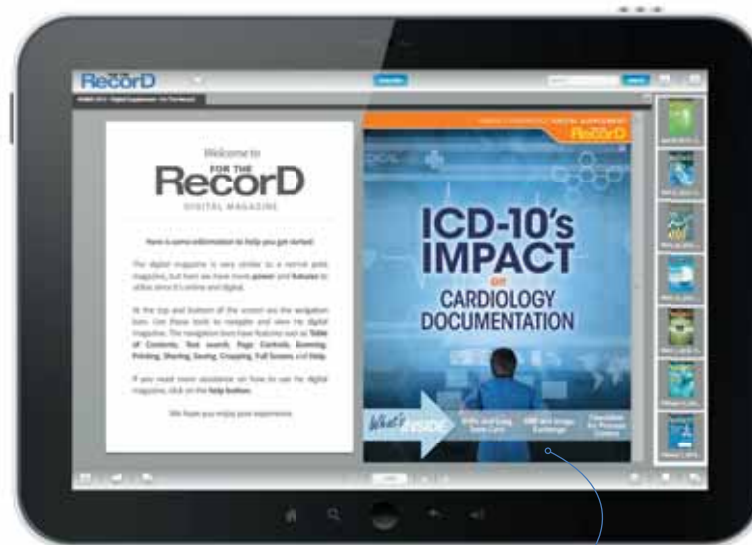
PRICE: \$8,660

Standard Package

- HTML custom e-blast to full e-subscriber list
- Rectangle (180 × 150) within content in our e-Newsletter
- 30-day sitewide 3:1 Rectangle (300 × 100) on the magazine's website

PRICE: \$7,340

Ask your account executive about options and pricing for these great additions to your marketing plan.



(Sample Custom Digital Supplement)

Custom Digital Supplements

Our custom digital supplements are stand alone editorial pieces that deliver your message in a style and format that are certain to be read.

By allowing us to take your white paper, news release, brochure, or informational packet and enhance it with rich media such as audio, video, or Flash animation, you instantly initiate greater reader engagement and response. That, coupled with targeting your custom digital supplement to our responsive group of influential professionals, ensures successful delivery of your message.

These custom digital supplements make great sales tools that have a never-ending shelf life and are easily distributed via e-mail, websites, and social media channels.

With packages starting at just \$9,990, you will receive full marketing support to our entire audience, plus many options for editorial support and expanded pages.

For the full range of options regarding this high-impact advertising opportunity, please call your account executive.

White Papers and Press Releases

Post your white paper or press release on our website exclusively for 30 days. A link to your content will be prominently placed on our homepage and reside in its own section of the website.

Online Advertorial Package

Advertiser receives content control of a subsection of our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage.

PRICE: \$2,995

E-Newsletters

Placing a banner on the **For The Record** monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

Monthly Features

- JANUARY:** Data Analytics
- FEBRUARY:** Population Health
- MARCH:** Workforce and Academic Issues, HIMSS Preview, AAPC Preview
- APRIL:** Information Governance, HIMSS News, AAPC News
- MAY:** Transcription, ACDIS, WEDI, NCRA Previews
- JUNE:** Privacy and Security, ACDIS, WEDI, NCRA News, ANI/HFMA Preview
- JULY:** Speech Recognition, AHDI Preview, HFMA News
- AUGUST:** Coding, AHDI News
- SEPTEMBER:** CDI, AHIMA Preview
- OCTOBER:** Disclosure Management, MGMA Preview, AHIMA News
- NOVEMBER:** Education, MGMA News, AMIA Preview
- DECEMBER:** Computer-Assisted Coding, AMIA News



(Sample e-Newsletter)



(Sample e-mail marketing)

E-Mail Marketing

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential HIM professionals. This targeted and cost-effective method of reaching **For The Record's** audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message or we can simply take your design and deliver it to our double opt-in list of professional subscribers.

FULL LIST E-BLAST: \$6,625
 \$395 per 1,000 names for quantities under 17,000

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placements page for special package pricing and high-visibility placements.

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$3,205	\$3,150	\$3,080	\$3,010	\$2,915
Wide Skyscraper* (160 × 600 pixels)	\$3,625	\$3,550	\$3,480	\$3,415	\$3,320
Medium Rectangle* (300 × 250 pixels)	\$2,970	\$2,910	\$2,850	\$2,785	\$2,700
3:1 Rectangle* (300 × 100 pixels)	\$2,120	\$2,070	\$2,015	\$1,965	\$1,920
Full Banner (468 × 60 pixels)	\$1,570	\$1,505	\$1,460	\$1,390	\$1,330
Rectangle* (180 × 150 pixels)	\$1,205	\$1,170	\$1,120	\$1,080	\$1,030

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.

Print Material Specifications

PREFERRED FILE FORMAT: PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.

COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

TOTAL AREA COVERAGE: Maximum ink density is 300%

LINE SCREEN: 133 lpi

MINIMUM IMAGE RESOLUTION: 300 dpi

No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork will be charged at a rate of \$95 per hour.

Hard-Copy Proofs

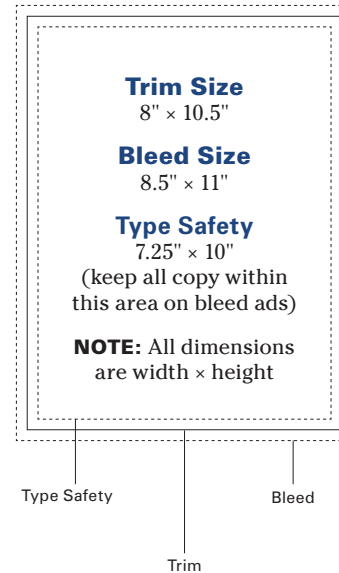
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **For The Record** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar). Send to address under File Submission.

File Submission

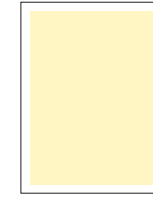
E-MAIL: FTRads@gvpub.com
For files under 10 MB

FTP: Available for larger files. Please contact your account executive for more information.

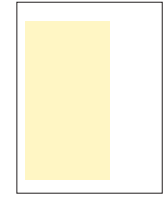
MAIL: 3801 Schuylkill Road
Spring City, PA 19475



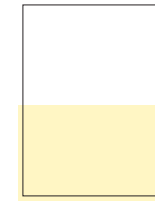
Full Page (Bleed)
8.5" x 11"



Full Page (Border)
7" x 9.5"



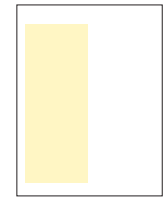
2/3
4.5" x 8.669"



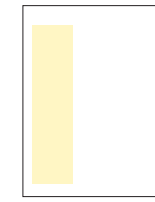
1/2 (Bleed)
8.5" x 5.5"



1/2 Horizontal
7" x 4.237"



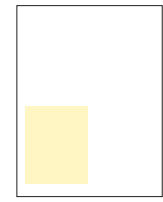
1/2 Vertical
3.415" x 8.669"



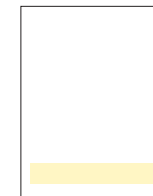
1/3
2.22" x 8.669"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

E-Mail Marketing Specifications

PREFERRED FILE FORMAT: HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

FILE SIZE: HTML file size should not exceed 150 KB and be within 500 to 700 pixels wide.

No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

PRODUCTION COSTS: E-blast creation will be charged at a rate of \$350 per hour. E-blast corrections will be charged at a rate of \$125 per hour.

Website Banners

ACCEPTED FORMATS: JPG, GIF, PNG, Flash SWF (requires clickTAG), third-party ad tags. (Note: Files without extensions will not be accepted.)

MAX FILE SIZE: 100 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

E-Newsletter Banners

ACCEPTED FORMATS: JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

MAX FILE SIZE: 40 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

Digital Magazine Specifications

PREFERRED FILE FORMAT: PDF and PDF/X1a only

COLORS: RGB

VIDEO AND AUDIO SPECIFICATIONS: Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

FLASH REQUIREMENTS: All programming must be Actionscript 3 (AS3) compatible. Simple animations can use AS2, but any complex events such as button events must be AS3. (In general, Zmags doesn't support AS2.) All AS3 movies should target Flash Player version 9. Use a frame rate of 30 fps, as this is what the viewer uses. Animations should be kept in individual movie clips and placed on the root timeline. Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

SYSTEM REQUIREMENTS: Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and the minimum Flash version required is 9.0.115. If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML. The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 × 1024 and 1024 × 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.