



Committed to Enhancing the Health Information Management Profession

For more than a quarter-century, **For The Record** magazine has been a leading independent resource for industry news and information for HIM professionals. **For The Record** has earned the respect and loyalty of professionals for our in-depth reporting on relevant and timely subjects, including coding, transcription, clinical documentation, EMRs/EHRs, technological innovations, and compliance and privacy concerns.

Advertisers and recruiters seeking to educate and inform influential professionals have a powerful and reliable partner in **For The Record**. Our media network offers a range of channels proven effective for delivering key messages, information, and career opportunities to the nation's community of health information professionals.

Anchored by our flagship monthly print publication, the **For The Record** media network can showcase your product, program, service, or professional opportunity via our mobile-ready digital edition, which is posted on our highly targeted website, www.ForTheRecordmag.com. Our monthly e-Newsletter delivers timely news, research, and information, as well as banner ads, directly to the inboxes of professionals who subscribe. We continue to build engaged and growing social media audiences on Facebook and Twitter, where we deliver content and drive traffic via direct links back to our digital edition and website.

A powerful HIM recruitment tool for decades, **For The Record** offers recruiters multiple channels to reach qualified and credentialed 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: 21,500*

MONTHLY WEBSITE USERS: 74,585**

AUDIENCE: HIM 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)



ForTheRecordmag



@ForTheRecordmag

	January	February	March	April	May	June	July	August	September	October	November	December
Features	CDI Release of Information EHR	Population Health mHealth Speech Recognition	Coding Privacy and Security Education/ Workforce Issues	Transcription Disclosure Management Information Governance	CDI Meaningful Use Auditing	Dictation Education/ Leadership Data Analytics	Speech Recognition Information Governance Coding	CDI HIPAA Disaster Recovery	Privacy and Security Release of Information Education/ Workforce Issues	Data Analytics Transcription Informatics	Coding Speech Recognition Meaningful Use	Disclosure Management ICD-10 RCM
Departments	Transcription Trends Evolving Education Ask the Experts	Thought Leader Q and A HIT Happenings Wireless World	Industry Perspectives HIM Challenges Audit Alley	Coding Corner Chart Conundrums Washington Scene	ICD-10 Update Evolving Education Industry Perspectives	CFO Zone Transcription Trends Chart Conundrums	EHR Insider Coding Corner Ask the Experts	Inside Informatics ICD-10 Update Thought Leader Q and A	Coding Corner EHR Insider Washington Scene	Industry Perspectives Wireless World HIM Challenges	Transcription Trends Evolving Education Ask the Experts	A Look Ahead to 2017 HIM Challenges HIT Happenings
Space Deadline	December 4	January 11	February 15	March 14	April 11	May 16	June 13	July 11	August 15	September 12	October 17	November 14
Material Deadline	December 23	February 5	March 4	April 1	April 29	June 3	July 1	July 29	September 2	September 30	November 4	December 2
Recruitment Deadline	January 7	February 11	March 10	April 7	May 5	June 9	July 7	August 4	September 8	October 6	November 10	December 8
Bonus Distribution		HIMSS	AAPC NCRA		ACDIS	ANI/HFMA	AHDI		AHIMA	AHIMA AMIA MGMA		
SPECIAL	Transcription Resource Guide	HIMSS Product Showcase Conference Issue	Conference Issue	Consulting and Outsourcing Showcase	Coding and Revenue Cycle Management Resource Guide Conference Issue	Conference Issue	EHR Showcase Conference Issue	Education Resource Guide Conference Issue	Conference Issue	Conference Issue	Technology and Software Showcase	Innovations 2017 Showcase

* Subject to change

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

Size	Open	3x	6x	9x	12x	18x	24x
Full Page	\$7,250	\$7,005	\$6,745	\$6,480	\$6,300	\$6,000	\$5,570
2/3 Page	\$6,060	\$5,915	\$5,705	\$5,555	\$5,380	\$5,200	\$4,990
1/2 Page Vert	\$4,785	\$4,745	\$4,610	\$4,550	\$4,445	\$4,325	\$4,135
1/2 Page Horiz	\$4,605	\$4,535	\$4,405	\$4,345	\$4,260	\$4,125	\$3,950
1/3 Page	\$4,125	\$4,020	\$3,910	\$3,815	\$3,745	\$3,645	\$3,525
1/4 Page Horiz	\$3,725	\$3,645	\$3,580	\$3,520	\$3,470	\$3,405	\$3,325
1/4 Page Vert	\$3,325	\$3,265	\$3,245	\$3,220	\$3,200	\$3,165	\$3,120
Print Banner	\$1,895	\$1,855	\$1,835	\$1,830	\$1,820	\$1,785	\$1,735

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: \$1,950

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: \$1,585

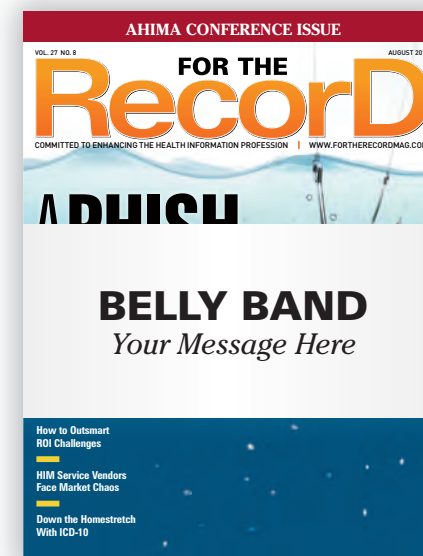
Supply a 40-word product description and a 4" x 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

RESOURCE GUIDE LISTINGS: \$925

DATEBOOK

1 insertion: \$375; 2 insertions: \$350 each;
3 or more: \$325 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.

CODING & RCM RESOURCE GUIDE

28 For The Record May 2015

may 2015 www.fortherecordmag.com 29

(Sample Resource Guide Spread)

For The Record Resource Guides are advertising vehicles that combine power with longevity. These cost-effective entries are hyper-targeted, which adds to their potency. Listings maintain their value because they are utilized by professionals year-round as reference tools when looking for the industry's most reliable companies, product lines, brands, and services. Our Resource Guides deliver key product information to assist and inform professionals making purchasing decisions, along with the direct contact information that can start mutually beneficial business relationships.

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 \$925

2016 Resource Guide Issues

JANUARY: Transcription

MAY: Coding and Revenue Cycle Management

AUGUST: Education

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.

Sponsored Content

Consulting & Outsourcing Showcase



3M Health Information Systems is best known for market-leading coding and clinical documentation improvement solutions. 3M raises the bar for computer-assisted coding, quality services, CDI-10 training and now analytics. See why we are the go-to choice of 5,000+ hospitals for improving quality and financial performance.

3M Health Information Systems
Phone: 800-367-2447
E-mail: 3MhISales@3m.com
www.3Mhis.com



Coding Concepts is an innovative medical coding company and a leader in the delivery of quality online coding services. Our HIPAA-compliant data center and extensive network of certified, experienced and specially trained coding professionals will handle all your clinical coding needs.

You will be confident in our ability to give your facility/medical practice the reimbursement it deserves while ensuring the highest level of coding compliance.

Featuring:

- Certified Coding professionals (CCS, CCS-P, CPC, CPC-H)
- Health Information Professionals (RHIA & RHIT)

Coding Concepts
Phone: 888-845-8964
www.codingconcepts.com

Sponsored Content

Consulting & Outsourcing Showcase



As the authority on the compliant exchange of protected health information (PHI), HealthPort® is at the forefront of introducing and implementing release of information (ROI) and audit management solutions and technology in the healthcare community.

HealthPort mitigates breaches and technical denial risks, improves financial performance by reducing costs and utilizing electronic delivery and increases requester satisfaction by providing access to HealthPort Connect®, the largest distribution network and PHI technology exchange portal available for fast and HIPAA-compliant secure delivery.

www.healthport.com



MRO empowers healthcare organizations with proven, enterprise-wide solutions for the secure, compliant exchange of Protected Health Information (PHI). MRO's services and technologies reduce the risk of improper disclosures of PHI, ensure unmatched accuracy, and enhance turnaround times. In addition to streamlining processes and achieving efficiencies, MRO supports its clients' current and future initiatives, including interoperability, Meaningful Use and health information exchange.

Contact us today:
www.mrocorp.com
sales@mrocorp.com
888-252-4146



As healthcare reform moves toward quality-driven reimbursement, complete, consistent, and accurate clinical documentation is the key to economic health and sustainable revenue outcomes. CRS has a certified professional staff with over 75 years combined experience to successfully develop and implement an innovative Clinical Documentation Improvement plan unique to your organization's needs. Let us help you reach and sustain your financial goals. Contact us today!

Kgo@crshealthcareitgroup.com
Phone: 1-812-385-6760
Fax: 1-888-270-0360
www.CRShealthcareitgroup.com



Securely upload and route your paper charts to remote coders with **CharFlow**.

Intuitive dashboards make indexing, coding, and managing your coders a seamless process.

- 30-day, no-risk free trial
- Affordable monthly billing, no long-term commitment
- Web-based platform, only requiring scanner & browser

Request a live demo now.



EvrChart | Advanced Records Management
www.evrchart.com • 888.801.2020



Terra Nova specializes in clinical documentation solutions for hospitals, medical clinics and physician practices. We provide cost-effective, time saving solutions including transcription and speech recognition editing, accelerating the successful adoption of Electronic Medical Records. Our flexible solution is designed to meet the unique needs of our customers. Whether partial or fulltime help is needed, Terra Nova services can be customized to meet your needs.

Contact information:
marketing@terrannotrans.com
888.600.4178

COMING IN MAY

CODING & RCM Resource Guide

Showcase your best of breed technology in our Annual Coding & RCM Resource Guide



1-800-378-4400 x147
sales@gvpub.com

28 For the Record April 2015

april 2015 www.fortherecordmag.com 29

(Sample Showcase Spread)

For The Record will deliver five 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 \$1,950

Leaderboard*

(728 × 90 pixels)

Open	\$3,270
3x	\$3,210
6x	\$3,145
9x	\$3,065
12x	\$2,965

Full Banner (Top)

(468 × 60 pixels)

Open	\$2,460
3x	\$2,405
6x	\$2,340
9x	\$2,285
12x	\$2,200

Wide Skyscraper*

(160 × 600 pixels)

Open	\$3,695
3x	\$3,620
6x	\$3,545
9x	\$3,485
12x	\$3,385

Button*

(120 × 60 pixels)

Open	\$1,230
3x	\$1,195
6x	\$1,145
9x	\$1,100
12x	\$1,055



Medium Rectangle*

(300 × 250 pixels)

Open	\$3,025
3x	\$2,965
6x	\$2,905
9x	\$2,840
12x	\$2,750

3:1 Rectangle*

(300 × 100 pixels)

Open	\$2,160
3x	\$2,115
6x	\$2,055
9x	\$2,005
12x	\$1,960

Full Banner

(468 × 60 pixels)
Homepage Only

Open	\$1,605
3x	\$1,535
6x	\$1,485
9x	\$1,415
12x	\$1,355

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

Every issue of the print publication is digitized and posted on our website. Interactive digital editions draw a significant, growing audience, including growing numbers of 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



(Sample interstitial ad)

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: \$6,740

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: \$10,250


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

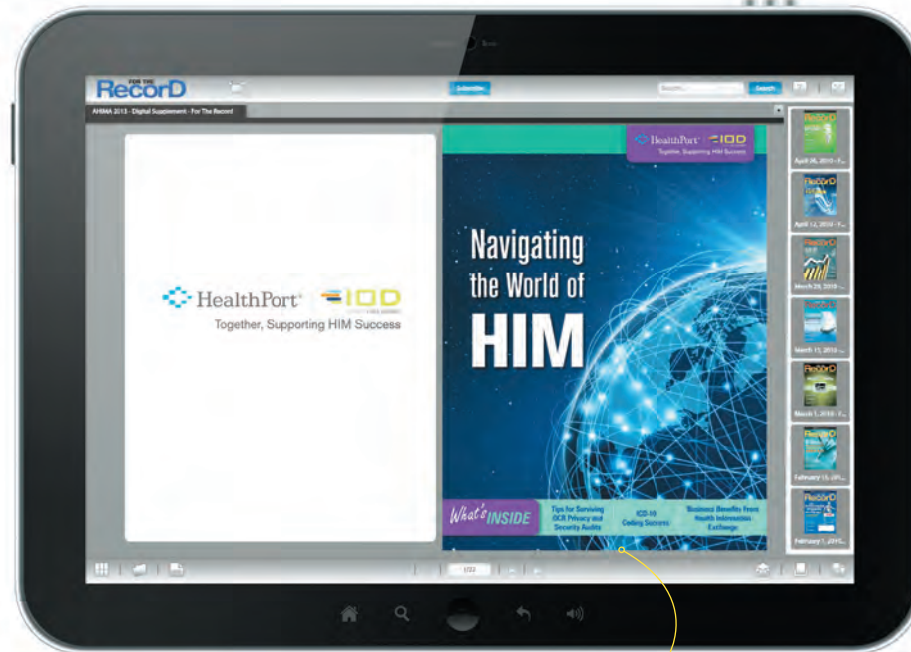
PRICE: \$8,825

Social Media Marketing

 **\$395** per Facebook post

 **\$249** per Tweet

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 standalone 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.

*Contact your account executive for more details.

Website Sponsored Content

Sponsor receives content control of native advertising posted on 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:** Information Governance
- FEBRUARY:** Population Health, HIMSS preview
- MARCH:** Informatics, HIMSS news, AAPC preview
- APRIL:** Patient Engagement, AAPC and NCRA news
- MAY:** HIE, ACDIS and WEDI previews
- JUNE:** Leadership, HFMA preview, ACDIS and WEDI news
- JULY:** CDI, AHDI preview, HFMA news
- AUGUST:** Data Analytics, AHDI news
- SEPTEMBER:** Education, MGMA preview
- OCTOBER:** Privacy and Security, AHIMA preview, MGMA news
- NOVEMBER:** Interoperability, AHIMA and AMIA news
- DECEMBER:** Disclosure Management, 2016 highlights



(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: \$6,955
 \$395 per 1,000 names for quantities under 18,000

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 x 90 pixels)	\$3,370	\$3,310	\$3,235	\$3,165	\$3,065
Wide Skyscraper* (160 x 600 pixels)	\$3,810	\$3,730	\$3,655	\$3,590	\$3,490
Medium Rectangle* (300 x 250 pixels)	\$3,120	\$3,060	\$2,995	\$2,925	\$2,835
3:1 Rectangle* (300 x 100 pixels)	\$2,230	\$2,175	\$2,120	\$2,065	\$2,020
Full Banner (468 x 60 pixels)	\$1,650	\$1,585	\$1,535	\$1,460	\$1,400
Rectangle* (180 x 150 pixels)	\$1,270	\$1,230	\$1,180	\$1,135	\$1,085

* 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

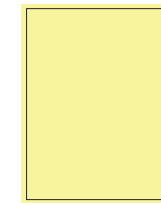
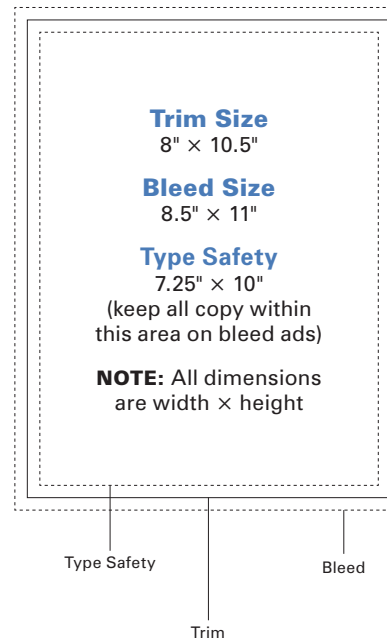
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **For The Record** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar). Send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

File Submission

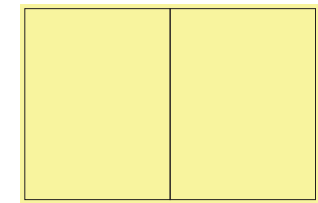
E-MAIL: ads@gvpub.com
For files under 10 MB

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

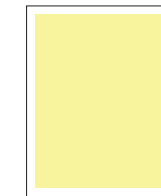
MAIL: 3801 Schuylkill Road
Spring City, PA 19475



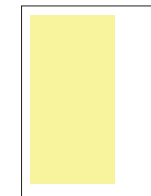
Full Page (Bleed)
8.5" × 11"



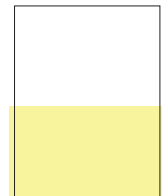
Spread (Bleed)
16.5" × 11"



Full Page (Border)
7" × 9.5"



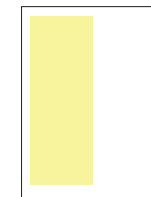
2/3
4.5" × 9.535"



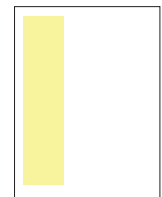
1/2 (Bleed)
8.5" × 5.5"



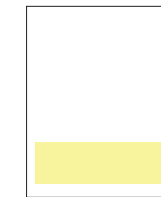
1/2 Horizontal
7" × 4.237"



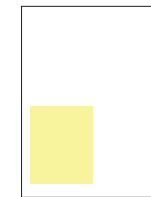
1/2 Vertical
3.415" × 9.535"



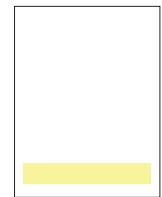
1/3
2.22" × 9.535"



1/4 Horizontal
7" × 2.25"



1/4 Vertical
3.415" × 4.237"



Print Banner
7" × 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.



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")	\$1,050
1/6 Vertical (2.292" × 4.78") or 1/6 Horizontal (4.708" × 2.292")	\$1,225
2/9 Vertical (2.292" × 6.444") or 2/9 Horizontal (4.708" × 3.125")	\$1,630
5/18 Vertical (2.292" × 8.094") or 5/18 Horizontal (4.708" × 3.948")	\$1,950
1/3 Vertical (2.292" × 9.75") or 1/3 Horizontal (4.708" × 4.78")	\$2,405
4/9 (4.708" × 6.444")	\$3,245
Half Page (7.125" × 4.78")	\$3,935
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.