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)

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.

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

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.

(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.

(Sample Showcase Spread)

2016 Showcase Issues

FEBRUARY: HIMSS Product

APRIL: Consulting & Outsourcing

JULY: EHR

NOVEMBER: Technology & Software

DECEMBER: Innovations 2017

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

For THE RecorD

Leaderboard 728x90

Subscribe | Current Issue | Article Archive | Events | eNewsletter | Gift Shop | Advertising | Job Bank | Search | Digital Editions

Coding | Compliance | eHealth | EMR/EHR | HIT | HIM | Privacy Issues | Reimbursement | Transcription | Resource Guides

Full Banner 468x60

Current Issue

Cover Story

Get at the Heart of Clinical Information
More health care organizations are using EHR data to
discover how they may better serve patients.

Featured Articles

Together Again
In a sort-of old-school move, two HIM departments have
taken a hands-on approach with their physician staff.

Web Exclusives (view archive)
+ Technology Trends: Virtual Health Care
+ Substance Abuse and the Release of Information

Wide Skyscraper 160x600

Medium Rectangle 300x250

Full Banner 468x60

Medium Rectangle 300x250

News (view archive)
• M*Modal Partners With athenahealth
• Cerner to Purchase Siemens Health Services
• Costs Key Factor in New ICD-10 Date
• RAC Program Returns
• Complaints About EMRs Increase

Button 120x60

3:1 Rectangle 300x100

Full Banner 468x60

Great Valley Publishing Co., Inc.
3801 Schuylkill Road
Spring City, PA 19475

Copyright © 2014
Publisher of *For The Record*
All rights reserved.

Contact
About Us
Writers' Guidelines

Privacy Policy
Terms and Conditions

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
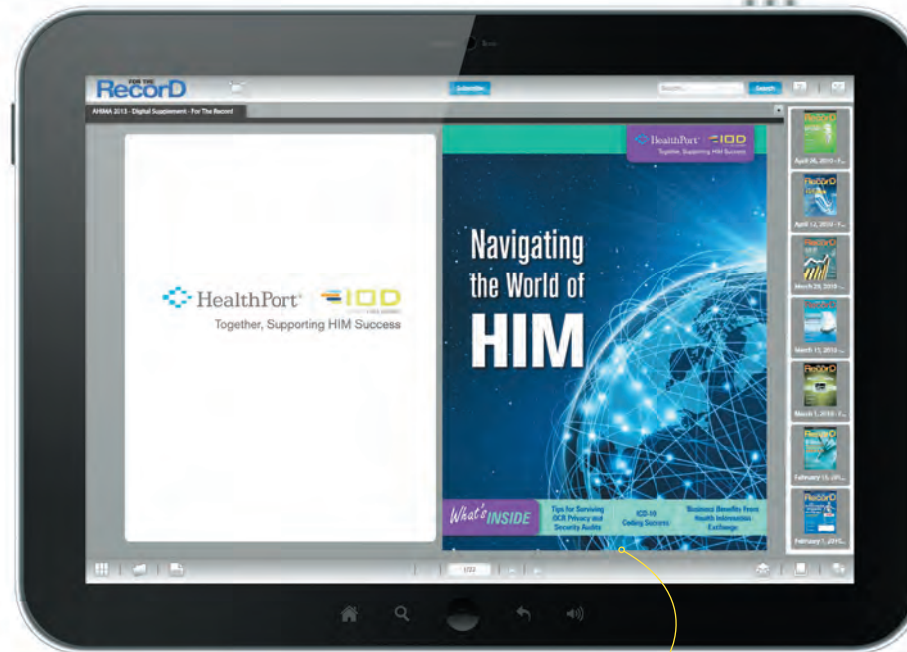- 30-day sitewide 3:1 Rectangle (300 × 100) on the magazine's website

PRICE: $8,825

Social Media Marketing

$395 per Facebook post

$249 per Tweet

FOR THE RecorD

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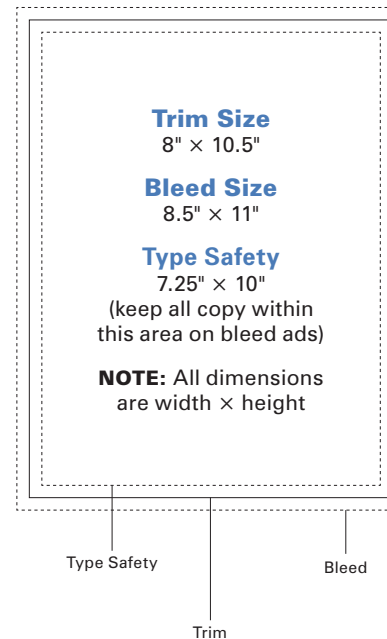
Hard-Copy Proofs

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.
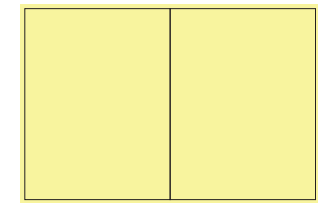
File Submission

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

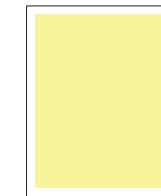**FTP:** Available for larger files. Please contact your account executive for more information.
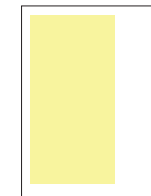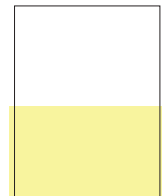
MAIL: 3801 Schuylkill Road
Spring City, PA 19475

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

Trim Size
8" × 10.5"

Bleed Size
8.5" × 11"

Type Safety
7.25" × 10"
(keep all copy within this area on bleed ads)

NOTE: All dimensions are width × height

Type Safety

Bleed

Trim
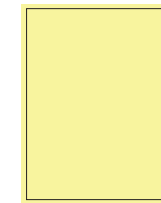
Full Page (Bleed)
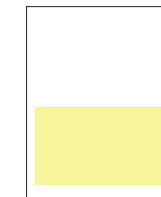8.5" × 11"

Spread (Bleed)
16.5" × 11"

Full Page (Border)
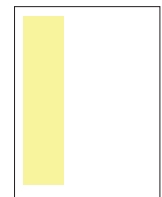7" × 9.5"
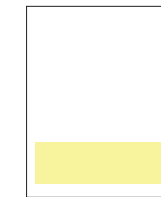
2/3
4.5" × 9.535"

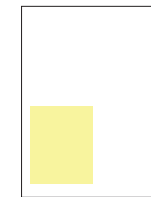**1/2 (Bleed)**
8.5" × 5.5"

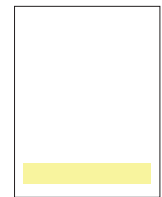**1/2 Horizontal**
7" × 4.237"

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"

FOR THE RecorD

2016 MEDIA KIT

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.