



## Committed to Enhancing the HIM 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 print publication, the *For The Record* media network can showcase your product, program, service, or professional opportunity 10 times a year via our mobile-ready digital edition, which is posted on our highly targeted website,

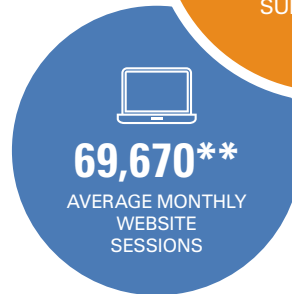
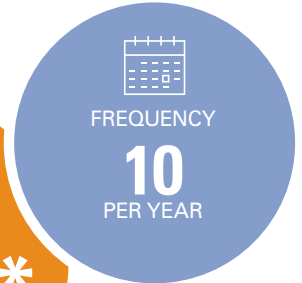
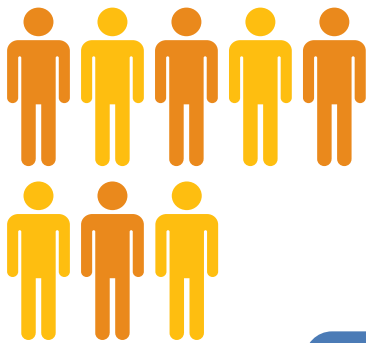
[www.ForTheRecordmag.com](http://www.ForTheRecordmag.com). Our monthly e-Newsletter delivers timely news, research, and information, as well as banner ads, directly to the inboxes of professionals who subscribe. We continue to build engaged and growing social media audiences on Facebook and Twitter, 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](http://AlliedHealthCareers.com).



**For the Record's** audience comprises HIM professionals including:

- RHIA and RHIT professionals
- HIM/HIT directors/administrators
- HIM managers/supervisors
- 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



\*Publisher's Data  
\*\*Google Analytics



	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January	Coding CDI Auditing	HIPAA Challenges Thought Leader Q&A Inside Informatics	SPACE: December 4 MATERIAL: January 2 RECRUITMENT: January 4		CDI Resource Guide
February	Education Privacy & Security Patient Identification	Industry Perspectives HIT Happenings Q/A Department	SPACE: January 15 MATERIAL: February 5 RECRUITMENT: February 8	HIMSS	HIMSS Showcase
March	ROI RCM Fraud and Abuse	Coding Corner Washington Scene HIM Challenges	SPACE: February 12 MATERIAL: March 5 RECRUITMENT: March 8	AAPC HCCA	Coding and RCM Guide
April	Disclosure Management Data Analytics Coding	Ask the Experts EHR Insider Evolving Education	SPACE: March 19 MATERIAL: April 9 RECRUITMENT: April 12		Spring Showcase
May	CDI Cancer Registry Information Governance	Chart Conundrums Audit Alley Transcription Trends	SPACE: April 16 MATERIAL: May 7 RECRUITMENT: May 10	NCRA ACDIS	Conference Issue
June/July	Informatics/Education Risk Adjustment HIPAA	Coding Corner Cyber Crime CFO Zone	SPACE: May 21 MATERIAL: June 11 RECRUITMENT: June 14	ANI/HFMA	Summer Showcase Conference Issue
August	HIT Medical Scribes Speech Recognition	Industry Perspectives Q/A Department Thought Leader Q&A	SPACE: July 16 MATERIAL: August 6 RECRUITMENT: August 9	AHDI AHIMA	Conference Issue
September	ROI Coding Cyber Crime	EHR Insider Ask the Experts Transcription Trends	SPACE: August 13 MATERIAL: September 4 RECRUITMENT: September 6	AHIMA	Education Resource Guide Conference Issue
October	Disaster Recovery Workforce Issues Patient Identification	Coding Corner HIT Happenings HIPAA Challenges	SPACE: September 10 MATERIAL: October 1 RECRUITMENT: October 4		Fall Showcase
November/ December	Auditing Data Analytics CDI	HIM Challenges mHealth Evolving Education	SPACE: October 15 MATERIAL: November 5 RECRUITMENT: November 8		Annual Resource Guide

\* Subject to change

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

SIZE	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$7,620	\$7,365	\$7,090	\$6,810	\$6,625	\$6,305	\$5,860
2/3 Page	\$6,375	\$6,220	\$5,995	\$5,845	\$5,655	\$5,465	\$5,245
1/2 Page Vert	\$5,035	\$4,990	\$4,850	\$4,785	\$4,675	\$4,550	\$4,350
1/2 Page Horiz	\$4,845	\$4,770	\$4,630	\$4,570	\$4,485	\$4,340	\$4,155
1/3 Page	\$4,340	\$4,230	\$4,110	\$4,015	\$3,935	\$3,835	\$3,710
1/4 Page Horiz	\$3,915	\$3,835	\$3,765	\$3,705	\$3,650	\$3,580	\$3,500
1/4 Page Vert	\$3,500	\$3,440	\$3,410	\$3,385	\$3,365	\$3,330	\$3,285
Print Banner	\$1,995	\$1,955	\$1,935	\$1,930	\$1,920	\$1,880	\$1,825

All print advertisements receive double exposure through our digital companion, which is posted on our website, [www.ForTheRecordmag.com](http://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:** \$2,045

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.

**RESOURCE GUIDE LISTINGS:** \$975

**DATEBOOK**

1 insertion: \$395; 2 insertions: \$370 each; 3 or more: \$340 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at [www.ForTheRecordmag.com/terms](http://www.ForTheRecordmag.com/terms).

## 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 Belly Band )



Partner with Acusis to experience reduced cost and improved efficiency using CDI and time-tested workflow in

- Medical Transcription & Coding
- Transcription Management Software
- Front-end Voice Recognition

**855-422-8747**  
**www.acusis.com**  
**sales@acusis.com**

( Sample resource guide ad, actual size )

## Resource Guides

*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

#### 2018 Resource Guide Issues

**JANUARY:** CDI  
**MARCH:** Coding and RCM  
**SEPTEMBER:** Education  
**NOVEMBER/DECEMBER:** 2019 Annual Resource Guide

All for only \$975



**AHIMA**  
American Health Information Management Association®

**CPHI™**

**Be at the Forefront of Transformation in Health Informatics**

With advances in technology and increased demand for qualified health informatics professionals, AHIMA's new Certified Professional in Health Informatics (CPHI™) credential provides credibility and recognition to individuals possessing the required expertise to build connections between information technology and people who use healthcare data.

**Emerge as a leader in health informatics!**  
Visit [ahima.org/CPHI](http://ahima.org/CPHI).

( Sample showcase ad at 70%, actual size is roughly 3.45" x 4" )

## Product & Service Showcases

*For The Record* will deliver four 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

#### 2018 Showcase Issues

**FEBRUARY:** HIMSS  
**APRIL:** Spring  
**JUNE/JULY:** Summer  
**OCTOBER:** Fall

All for only \$2,045

### Full Banner (Top)

(468 × 60 pixels)

Open	\$2,975
3x	\$2,910
6x	\$2,830
9x	\$2,765
12x	\$2,660

### Leaderboard\*

(728 × 90 pixels)

Open	\$3,955
3x	\$3,885
6x	\$3,805
9x	\$3,705
12x	\$3,585

### Medium Rectangle\*

(300 × 250 pixels)

Open	\$3,655
3x	\$3,585
6x	\$3,515
9x	\$3,440
12x	\$3,325

### Wide Skyscraper\*

(160 × 600 pixels)

Open	\$4,470
3x	\$4,380
6x	\$4,290
9x	\$4,215
12x	\$4,095

### 3:1 Rectangle\*

(300 × 100 pixels)

Open	\$2,610
3x	\$2,555
6x	\$2,485
9x	\$2,425
12x	\$2,370

### Button\*

(120 × 60 pixels)

Open	\$1,490
3x	\$1,446
6x	\$1,385
9x	\$1,330
12x	\$1,275



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

### Full Banner

(468 × 60 pixels)  
Homepage Only

Open	\$1,940
3x	\$1,855
6x	\$1,790
9x	\$1,710
12x	\$1,640

### Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days, which 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

**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 interstitial ad, 850 x 535 pixels )



( Sample intro page 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:** \$6,945

## 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 x 60) within content in our e-Newsletter
- 30-day run-of-site Wide Skyscraper (160 x 600) banner on the magazine’s website

**PRICE:** \$12,075

### Standard Package

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

**PRICE:** \$10,290

## 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, 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

For information on additional High Impact digital opportunities, such as online advertorials, custom digital supplements, thought leadership ideas, webinars, and more, call your account executive.

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 \$11,500, 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 to learn more.



## 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:** Informatics
- FEBRUARY:** Information Governance, HIMSS preview
- MARCH:** Coding, HIMSS news, Healthcon (AAPC) preview
- APRIL:** CDI, Healthcon news
- MAY:** ROI or Disclosure Management, ACDIS preview, NCRA preview
- JUNE:** Risk Adjustment, ANI/HFMA preview, news from ACDIS and NCRA
- JULY:** Dictation, ANI/HFMA news, AHDI preview
- AUGUST:** Cyber Crime, AHDI news
- SEPTEMBER:** HIM Best Practices, AHIMA preview
- OCTOBER:** Education, AHIMA News, AMIA preview, MGMA preview
- NOVEMBER:** Fraud and Abuse, AMIA news, MGMA news
- DECEMBER:** EHRs, HIMSS preview



( Sample e-Newsletter )

## 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:** \$7,480  
 \$395 per 1,000 names for quantities under 18,000



( Sample e-mail marketing )

SIZE	OPEN	3X	6X	9X	12X
<b>Leaderboard*</b> (728 × 90 pixels)	\$3,575	\$3,510	\$3,430	\$3,360	\$3,250
<b>Wide Skyscraper*</b> (160 × 600 pixels)	\$4,040	\$3,955	\$3,875	\$3,805	\$3,600
<b>Medium Rectangle</b> (300 × 250 pixels)	\$3,310	\$3,245	\$3,175	\$3,100	\$3,005
<b>3:1 Rectangle*</b> (300 × 100 pixels)	\$2,365	\$2,305	\$2,250	\$2,185	\$2,140
<b>Full Banner</b> (468 × 60 pixels)	\$1,750	\$1,680	\$1,625	\$1,545	\$1,480
<b>Rectangle*</b> (180 × 150 pixels)	\$1,350	\$1,300	\$1,250	\$1,205	\$1,150

\* IAB-approved sizes

Banner positions not fixed, but based on content distribution.

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.

## 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)

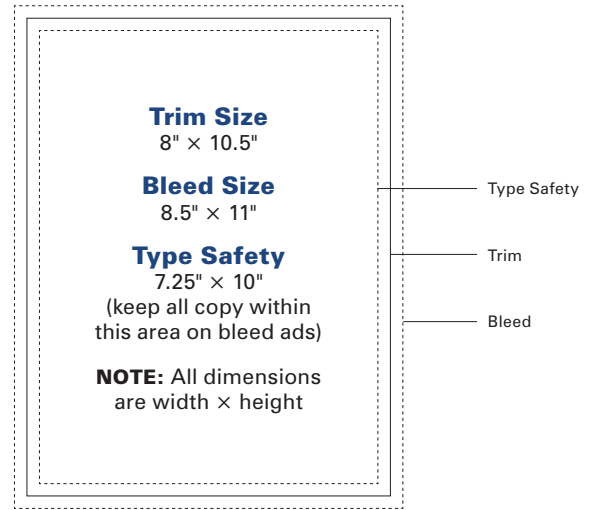
**TOTAL AREA COVERAGE:** Maximum ink density is 300%

**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*

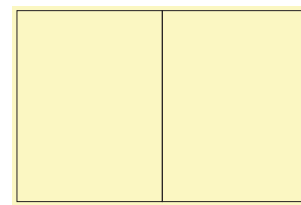
**FTP:** Available for larger files. Please contact your account executive for more information.

**MAIL:** 3801 Schuylkill Road  
Spring City, PA 19475

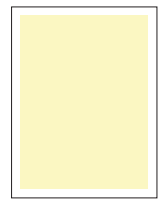
*Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.*



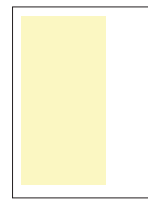
**Full Page (Bleed)**  
8.5" × 11"



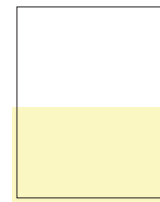
**Spread (Bleed)**  
16.5" × 11"



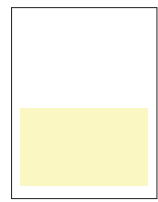
**Full Page (Border)**  
7" × 9.5"



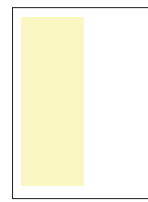
**2/3**  
4.5" × 9.535"



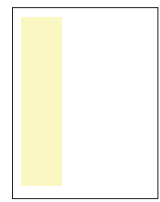
**1/2 (Bleed)**  
8.5" × 5.25"



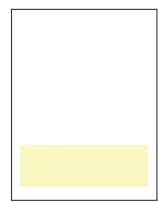
**1/2 Horizontal**  
7" × 4.237"



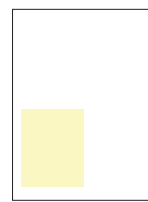
**1/2 Vertical**  
3.415" × 9.535"



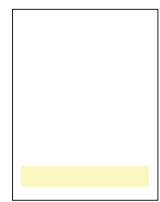
**1/3**  
2.22" × 9.535"



**1/4 Horizontal**  
7" × 2.25"



**1/4 Vertical**  
3.415" × 4.237"



**Print Banner**  
7" × 1.125"

## 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 should 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, third-party ad tags. (Note: Files without extensions will not be accepted.)

**NO FLASH CREATIVE WILL 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.

**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 compose 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.