



## Committed to Enhancing the Health Information Profession

For more than 20 years, combining unmatched industry credibility with the ability to pinpoint emerging trends has remained the hallmark of **For The Record**. Successful branding and recruitment campaigns have helped thousands of businesses and healthcare facilities achieve their goals of growing revenue and finding the industry's best talent. Endorsed by 28 HIM associations, **For The Record** is the most respected publication in the industry.

Let us put our experience to work for you. As a partner, we develop highly specialized marketing plans to achieve all your sales and recruitment goals. With the combined strength of **For The Record** magazine and our Web site—[www.ForTheRecordmag.com](http://www.ForTheRecordmag.com)—you have the opportunity to take advantage of the HIM industry's most effective and proven marketing vehicles.

These powerful tools include print ads, Web site banner advertising, monthly e-newsletter sponsorships, e-mail marketing, list rentals, buyers' guides, and direct mail—all targeted to a responsive, motivated audience.

**Circulation: 40,000**

### PROFESSIONAL AUDIENCE

- Registered Health Information Administrators
- Registered Health Information Technicians
- Coders
- Transcriptionists
- Directors of Information Systems
- CIOs, CFOs, and CTOs

Distribution includes Homes, Facility Health Information Departments, RHIT and RHIA Schools, and Graduates Nationwide

# MEDIA KIT 2010



2010 EDITORIAL CALENDAR				ADVERTISING SPACE DEADLINES	
ISSUE	CONTENT	FEATURED DEPARTMENT	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
Jan. 18	2010 Healthcare Preview, Clinical Documentation Improvement	Coding Corner		Dec. 7	Jan. 14
Feb. 1	Transcription Buyers' Guide, Denials Management, Patient Confidentiality	Transcription Trends		Jan. 4	Jan. 28
Feb. 15	RAC Concerns, EDIS, HIT Investment Strategies	EHR Insider	HIMSS	Jan. 18	Feb. 11
March 1	Coding, Personal Health Records, E-Health	Technology Trends		Feb. 1	Feb. 25
March 15	Transcription, Health Information Exchange, Document Destruction	Coding Corner		Feb. 15	March 11
March 29	EHR Buyers' Guide, Electronic Health Records, Speech Recognition	Money Matters		March 1	March 25
April 12	Cancer Registry, Computer-Assisted Coding, Mobile Technology	Transcription Trends	NCRA	March 15	April 8
April 26	Transcription, Data Mining, E-Prescribing	Evolving Education	MTIA	March 29	April 22
May 10	Release of Information, RFID, Clinical Documentation Improvement	CFO Zone		April 12	May 6
May 24	Coding and Revenue Cycle Buyers' Guide, Dictation, Telehealth	Coding Corner	AAPC	April 26	May 20
June 7	Revenue Cycle Management, Document Management, HIPAA Compliance	CFO Zone	HFMA	May 10	June 3
June 21	DRG Issues, ARRA Strategies, MPI	Transcription Trends		May 24	June 17
July 5	RAC Developments, Interoperability Standards, CPOE	Technology Trends		June 7	June 30
July 19	Electronic Health Records, Patient Safety, Transcription	EHR Insider	AHDI	June 21	July 15
Aug. 2	Consulting and Outsourcing Buyers' Guide, Speech Recognition, Release of Information	Coding Corner		July 5	July 29
Aug. 16	Transcription, Patient Privacy, Technology Implementation Strategies	Evolving Education		July 19	Aug. 12
Aug. 30	Auditing, Compliance, Interoperability	Transcription Trends	AHIMA	Aug. 2	Aug. 26
Sept. 13	Data Security, Wireless Deployment, Documentation Best Practices	Technology Trends	AHIMA	Aug. 16	Sept. 9
Sept. 27	Release of Information, Mobile Technology, HIT Investment Strategies	Money Matters		Aug. 30	Sept. 23
Oct. 11	Coding, Enterprise Content Management, RAC Updates	EHR Insider		Sept. 13	Oct. 7
Oct. 25	Technology Buyers' Guide, Data Security, e-Prescribing	CFO Zone	AMIA	Sept. 27	Oct. 21
Nov. 8	Dictation, Document Management, Personal Health Records	Coding Corner		Oct. 11	Nov. 4
Nov. 22	Transcription, Reimbursement, Mobile Technology	Money Matters		Oct. 25	Nov. 18
Dec. 6	Electronic Health Records, ICD-10 Transition, Standards Developments	Transcription Trends		Nov. 8	Dec. 2
Dec. 20	2010 Healthcare Review, Continuing Education, Bar Coding	Coding Corner		Nov. 22	Dec. 16

Content and bonus distributions are subject to change without notification. Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.

# MEDIA KIT 2010



## PRODUCT/MARKETPLACE/CONTINUING EDUCATION RATES (BLACK AND WHITE)

Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for material specs.

SIZE	OPEN	3X	6X	9X	13X	26X	39X	52X
Full Page	\$4,440	\$4,255	\$4,050	\$3,855	\$3,710	\$3,475	\$3,145	\$2,840
1/2 Page Vert	\$2,535	\$2,495	\$2,390	\$2,355	\$2,270	\$2,180	\$2,030	\$1,870
1/2 Page Horiz	\$2,385	\$2,340	\$2,230	\$2,190	\$2,120	\$2,020	\$1,885	\$1,735
1/3 Page	\$2,020	\$1,940	\$1,850	\$1,780	\$1,730	\$1,645	\$1,555	\$1,490
1/4 Page	\$1,400	\$1,350	\$1,340	\$1,320	\$1,300	\$1,270	\$1,240	\$1,190
1/6 Page*	\$990	\$960	\$945	\$940	\$930	\$905	\$870	\$840
1/9 Page*	\$690	\$675	\$660	\$645	\$635	\$630	\$600	\$590
1/12 Page*	\$525	\$495	\$475	\$470	\$465	\$440	\$435	\$430

\* 1/6, 1/9, and 1/12 page display ads are placed in the *For The Record* "Marketplace" section. Agency commission not applicable to Marketplace rates.

### PREMIUM PLACEMENT

Back cover: +30%  
 Inside front cover: +25%  
 Page three: +25%  
 Inside back cover: +20%  
 Opposite table of contents: +20%  
 Opposite masthead: +15%  
 Franchise or other preferred positions: +10%  
 AHIMA and HIMSS conference issues: +10%  
 (No cancellations permitted with premium positions.)  
 (Additional premiums may apply to conference issues.)

### DISPLAY AD COLOR CHARGES

Matched 2<sup>nd</sup> color: ADD \$695  
 4-color process: ADD \$1,175

### MARKETPLACE AD COLOR CHARGES

Matched 2<sup>nd</sup> color: ADD \$325  
 4-color process: ADD \$475

### 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.

### PRODUCT PREVIEW: \$995

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.

### PRINT BANNER: \$1,255

Run of book, 7" x 1.125"

### BUYERS' GUIDE LISTINGS: \$695

Contact your account executive for details. Agency commission not applicable to Buyers' Guide listings.

### DATEBOOK

1 insertion: \$250; 2 insertions: \$225 each;  
 3 or more: \$200 each

**DISPLAY SPACE DEADLINE:** See editorial calendar for specific dates. **ART DEADLINE:** Call your account executive.

## RECRUITMENT RATES

Rates include: 4-color process and exposure on AlliedHealthCareers.com!

SIZE	SIZE
1/18 ..... \$615	1/3 ..... \$3,245
1/12 ..... \$920	4/9 ..... \$4,385
1/9 ..... \$1,260	1/2 ..... \$5,310
1/8 ..... \$1,440	5/9 ..... \$6,165
1/6 ..... \$1,655	2/3 ..... \$6,520
2/9 ..... \$2,195	5/6 ..... \$9,560
5/18 ..... \$2,635	Full Page..... \$10,435

BLIND BOX ADS: ADD \$25 per run

**RECRUITMENT DEADLINE:** Thursday prior to issue date, 6 PM ET.  
 See editorial calendar for specific dates.

SEE RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS SECTION FOR MATERIAL REQUIREMENTS.

## ADVERTISING AGENCY DISCOUNT RATES

Discounts available for both display and recruitment advertising.

Recognized advertising agencies receive a discount of 15% gross billing with written documentation and paid within 30 days. Great Valley Publishing Company shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies as are due and payable to Great Valley Publishing Company for advertising that the advertiser and/or agent ordered.

## LIST RENTALS

Various options are available. Call your sales representative for more information.

## CONTACT YOUR SALES REPRESENTATIVE

PHONE: 800-278-4400/610-948-9500  
 FAX: 610-948-4202  
 E-MAIL: SALES@GVPUB.COM

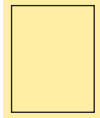


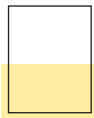
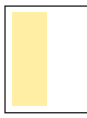

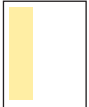
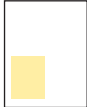
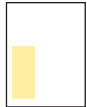
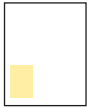
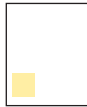
# DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

## DEADLINES

Space and material deadlines for each issue can be found on the editorial calendar page. For more information, please call your account executive.

**PUBLICATION TRIM SIZE**  
8" x 10.5"

NOTE: All dimensions are width x height  
Live matter safety margin is .25" for bleed ads

<p><b>FULL PAGE Bleed</b> 8.5 x 11</p> 	<p><b>FULL PAGE Border</b> 7 x 9.5</p> 	<p><b>1/2 PAGE Horizontal</b> 7 x 4.237</p> 	<p><b>1/2 PAGE Bleed</b> 8.5 x 5.25</p> 	<p><b>1/2 PAGE Vertical</b> 3.415 x 8.669</p> 	<p><b>Print Banner</b> 7 x 1.125</p> 
<p><b>1/3 PAGE Vertical</b> 2.22 x 8.669</p> 	<p><b>1/4 PAGE Vertical</b> 3.415 x 4.237</p> 	<p><b>1/6 PAGE* Vertical</b> 2.22 x 4.237</p> 	<p><b>1/9 PAGE* Vertical</b> 2.22 x 2.777</p> 	<p><b>1/12 PAGE* Square</b> 2.22 x 2.22</p> 	

\*Product ads this size are placed in the "Marketplace" section of our publications.

## MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. Send to [FTRadsgvpub.com](mailto:FTRadsgvpub.com) and specify in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified Proof. Details available at [www.swop.org](http://www.swop.org).

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS3, Photoshop CS3 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., MUST be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

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

## PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

## TERMS

**Net Cash 30 days.** A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

## INSTRUCTIONS TO ADVERTISERS

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to [sales@gvpub.com](mailto:sales@gvpub.com).

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at the full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

## ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher.

# FOR THE RECORD DIGITAL ADVERTISING

2010 Online Ad Rates	1x	3x	6x	9x	12x
<b>Homepage - Run of Site</b>					
Leaderboard (728 x 90 pixels)	\$1,720	\$1,685	\$1,655	\$1,615	\$1,575
Large Square Banner (240 x 240 pixels)	\$1,465	\$1,440	\$1,415	\$1,375	\$1,340
Half Banner - Top Position (240 x 60 pixels)	\$785	\$765	\$740	\$725	\$695
Half Banner - Middle Position (240 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
Half Banner - Bottom Position (240 x 60 pixels)	\$395	\$385	\$375	\$365	\$355
Horizontal Button - Middle (240 x 120 pixels)	\$1,015	\$995	\$980	\$950	\$920
Horizontal Button - Bottom (240 x 120 pixels)	\$675	\$660	\$650	\$635	\$615
Skyscraper (120 x 480 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Vertical Banners (120 x 240 pixels)	\$990	\$970	\$950	\$930	\$905
Square Button (128 x 128 pixels)	\$680	\$665	\$650	\$635	\$620
<b>Home Page Only</b>					
Full Banner - Top Position (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Full Banner - Middle Position (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Full Banner - Bottom Position (468 x 60 pixels)	\$595	\$580	\$570	\$560	\$540
<b>Topic Index</b>					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
<b>Article Page</b>					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
<b>e-Newsletter Rates</b>					
Full banner - Top Sponsor (468 x 60 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Full Banner - Middle Sponsor (468 x 60 pixels)	\$1,325	\$1,295	\$1,265	\$1,235	\$1,205
Full Banner - Bottom Sponsor (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Half Banner - Within Content (234 x 60 pixels)	\$935	\$905	\$895	\$875	\$855
Square Banner (240 x 240 pixels)	\$1,650	\$1,610	\$1,575	\$1,535	\$1,500
Skyscraper (120 x 480 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Vertical Banner (120 x 240 pixels)	\$1,375	\$1,345	\$1,315	\$1,285	\$1,260
Vertical Button (120 x 120 pixels)	\$825	\$810	\$795	\$775	\$750

## DIGITAL MEDIA SPECIFICATIONS

### Website Banners

Accepted formats: .jpg, .gif (animated or not),  
Flash .swf, custom script adds.  
(Note: Files without extensions will not be accepted.)

### e-Newsletter Banners

Accepted formats: .jpg, .gif (animated or not).  
(Note: Flash, custom scripts, and files without extensions  
will not be accepted.)

### E-Mail Marketing Specifications

- Images in .jpeg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word Document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.
- No "image-only designs." Use HTML to create design, 40/60 image to text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.

# FOR THE RECORD DIGITAL ADVERTISING

## WEBSITE BANNER POSITIONS

**Leaderboard**  
(Run of site)

**Full Banner, Top Position**  
(Home page only)

**Large Square**  
(Run of site)

**Half Banner**  
(Run of site)

**Skyscraper**  
(Run of site)

**Full Banner, Middle Position**  
(Home page only)

**Topic index Sponsorships**

**Article Page Sponsorships**

## e-NEWSLETTER BANNER POSITIONS

**Full Banner, Top Sponsor**

**Square Banner**

**Full Banner, Middle Sponsor**

**Half Banner, Within Content**

**Online Buyers' Guide**

## DIGITAL ADVERTISING PACKAGES

**A Banner, a Button & a Blast – Premium Package**

- Run-of-site skyscraper banner on magazine's website
- Full banner, middle sponsor in our e-newsletter
- HTML e-mail blast to 15K professionals guaranteed

**PACKAGE PRICE: \$6,875**

**A Banner, a Button & a Blast – Standard Package**

- Run-of-site square button on magazine's website
- Half banner within content in our e-newsletter
- HTML e-mail blast to list of 15K professionals guaranteed

**PACKAGE PRICE: \$5,995**

**Article Page Package**

- 4 different article sponsorships in one month

**PACKAGE PRICE: \$1,680**

**Content/Article Package**




















- Content page sponsorship, plus 5 article sponsorships for one month

**PACKAGE PRICE: \$2,805**

# RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS

**DEADLINES**

All ads must be received no later than 3 PM ET on the Friday preceding the Monday issue date. See the editorial calendar page for deadline dates. The standard column width is 2.292", making ads easier to read. Ads are grouped geographically by region, making them easier to find.

FULL PAGE 7.125 x 9.75	5/6 PAGE 7.125 x 8.094	2/3 PAGE Horizontal 7.125 x 6.438	2/3 PAGE Vertical 4.709 x 9.75	5/9 PAGE 4.709 x 8.094	1/2 PAGE 7.125 x 4.78	4/9 PAGE 4.709 x 6.445	1/3 PAGE Horizontal 4.709 x 4.78	1/3 PAGE Vertical 2.292 x 9.75		
										
5/18 PAGE Horizontal 4.709 x 3.948	5/18 PAGE Vertical 2.292 x 8.094	2/9 PAGE Horizontal 4.709 x 3.125	2/9 PAGE Vertical 2.292 x 6.445	1/6 PAGE Horizontal 4.709 x 2.292	1/6 PAGE Vertical 2.292 x 4.78	1/8 PAGE 2.292 x 3.948	1/9 PAGE 2.292 x 3.125	1/12 PAGE 2.292 x 2.292	1/18 PAGE 2.292 x 1.469	
										

**MATERIAL SPECIFICATIONS**

- **PDF/X-1a** file is preferred. Send to [FTRadsgvpub.com](mailto:FTRadsgvpub.com) and specify in which issue the ad is to be placed.
- Recruitment pages print on uncoated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS3, Photoshop CS3 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

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

**PRODUCTION SERVICES**

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

**TERMS**

**Net Cash 30 days.** A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

**INSTRUCTIONS TO ADVERTISERS**

Ads can be submitted via e-mail, fax, mail, or phone. Our account executives are knowledgeable in professional terminology and can be of assistance to advertisers in the preparation of ad copy. To place an ad, call 800-278-4400/610-948-9500, fax 610-948-4202, send an e-mail to [sales@gvpub.com](mailto:sales@gvpub.com), or deliver to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475

**ALTERATIONS AND CANCELLATIONS**

There is no charge for cancellations of ads if cancellation occurs within two hours of placement. A charge of \$25 will apply to later cancellations. **NO CHANGES OR CANCELLATIONS WILL BE ACCEPTED ON DEADLINE DAY. FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.**

Contract advertisers: If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

**ERRORS**

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher.