



*Committed to Enhancing the Health Information Management Profession*

Now in our 25<sup>th</sup> year, *For The Record* has earned the trust of health information management professionals and become the most respected independent voice covering the industry today. Endorsed by numerous state HIM associations across the country, our experience and expertise make *For The Record* an essential source for credible in-depth reporting on a diverse range of topics, including coding, transcription, EMRs/EHRs, compliance, electronic innovations, and privacy concerns.

*For The Record* is a key element in successful branding campaigns, helping thousands of companies reach their revenue goals by delivering their product messages directly to the many HIM decision makers in our audience. Each issue offers

maximum visibility with double exposure in our print edition and digital companion, which is posted with each issue on our high-traffic website, [www.ForTheRecordmag.com](http://www.ForTheRecordmag.com). This added exposure offers advertisers longevity through continued access in our digital archives, plus interactive features to amplify your message, such as live links to company product or service information posted online and company social media platforms.

*For The Record* has also 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](http://AlliedHealthCareers.com).

# FOR THE Record

**PUBLISHED SINCE:** 1989

**FREQUENCY:** Monthly

**SUBSCRIBERS:** 40,000\*

**E-NEWSLETTER SUBSCRIBERS:** 22,000\*

**MONTHLY WEBSITE VISITS:** 38,302\*\*

**AUDIENCE:** Health information management professionals, including:

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

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

\* Publisher's data

\*\* Source: Google Analytics (average unique visits)

	January	February	March	April	May	June	July	August	September	October	November	December
<b>Features</b>	CDI Coding HIPAA Speech Recognition	Cloud Computing Dictation ICD-10 Data Governance	Auditing Data Analytics Disaster Recovery Privacy & Security	PHI Disclosure Management NLP Cancer Registry Transcription	Document Management Coding MPI Workforce & Academic Issues	Process Management EHRs RACs Revenue Cycle Management	Document Management Data Analytics Speech Recognition/Dictation Transcription	Coding ROI Telehealth Workforce & Academic Issues	CDI Value-Based Care RACs Privacy & Security	Coding Education Transcription Speech Recognition	HIM Challenges EHRs ROI Meaningful Use	ICD-10 Update Data Breach Management Looking Ahead to 2015 Transcription
<b>Departments</b>	CIO Insider Chart Conundrums HIT Happenings	EHR Insider Evolving Education Wireless World	CFO Zone Coding Corner Transcription Trends	EHR Insider CIO Insider Wireless World	Industry Perspectives Inside Informatics HIT Happenings	CFO Zone Coding Corner ICD-10 Update	Chart Conundrums Evolving Education mHealth Update	EHR Insider ICD-10 Update Wireless World	Auditing Alley Coding Corner Transcription Trends	25-Year Retrospective Industry Perspectives	Inside Informatics CIO Insider Wireless World	Chart Conundrums Coding Corner Evolving Education
<b>Special</b>	Transcription Resource Guide	HIMSS Special Showcase Conference Issue	ICD-10 Spotlight	EHR Showcase Conference Issue	Coding & Revenue Cycle Management Resource Guide	Financial Services Resource Guide Conference Issue	Consulting & Outsourcing Showcase Conference Issue	Education Resource Guide Conference Issue	Conference Issue	25 <sup>th</sup> Anniversary Special Edition	Tech & Software Showcase	Look Ahead to 2015
<b>Space Deadline</b>	November 24	January 13	February 10	March 17	April 14	May 12	June 16	July 14	August 11	September 15	October 13	November 17
<b>Material Deadline</b>	January 3	January 31	February 28	April 4	May 2	May 30	July 3	August 1	August 29	October 3	October 31	December 5
<b>Recruitment Deadline</b>	January 9	February 6	March 6	April 10	May 8	June 5	July 10	August 7	September 4	October 9	November 6	December 11
<b>Bonus Distribution</b>		HIMSS		ACDIS WEDI NCRA		ANI/HFMA	AHDI	AHIMA	AHIMA			

\* Subject to change

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

Size	Open	3x	6x	9x	12x	18x	24x
Full Page	\$6,895	\$6,665	\$6,415	\$6,165	\$5,995	\$5,705	\$5,300
2/3 page	\$5,765	\$5,625	\$5,425	\$5,285	\$5,115	\$4,945	\$4,745
1/2 Page Vert	\$4,550	\$4,510	\$4,380	\$4,330	\$4,225	\$4,115	\$3,930
1/2 Page Horiz	\$4,375	\$4,315	\$4,185	\$4,130	\$4,050	\$3,920	\$3,755
1/3 Page	\$3,920	\$3,825	\$3,715	\$3,630	\$3,560	\$3,465	\$3,350
1/4 Page Horiz	\$3,540	\$3,465	\$3,400	\$3,345	\$3,300	\$3,235	\$3,160
1/4 Page Vert	\$3,160	\$3,105	\$3,085	\$3,060	\$3,040	\$3,005	\$2,965
Print Banner	\$1,800	\$1,760	\$1,740	\$1,735	\$1,725	\$1,695	\$1,650

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 positions supersede any page separation requests. Additional premiums may apply to conference issues.

### SHOWCASE AD/ICD-10 SPOTLIGHT: \$1,795

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: \$1,345

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: \$849

### DATEBOOK

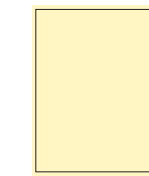
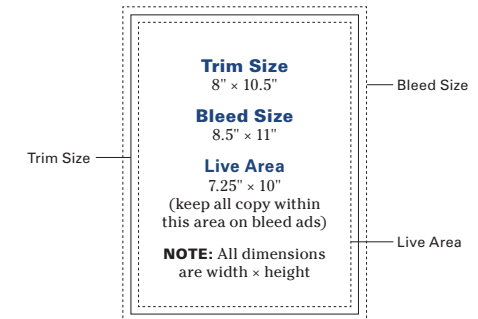
1 insertion: \$340; 2 insertions: \$320 each;  
3 or more: \$300 each

### INSERTS, POLYBAGS, OR SPECIAL REQUESTS

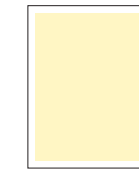
Contact your account executive for details.

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

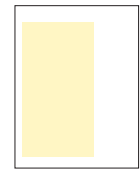
No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at [www.ForTheRecordmag.com/terms](http://www.ForTheRecordmag.com/terms).



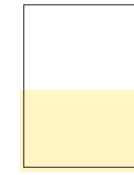
**Full Page (Bleed)**  
8.5" x 11"



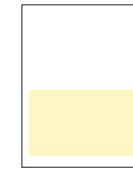
**Full Page (Border)**  
7" x 9.5"



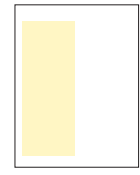
**2/3**  
4.5" x 8.669"



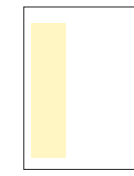
**1/2 (Bleed)**  
8.5" x 5.5"



**1/2 Horizontal**  
7" x 4.237"



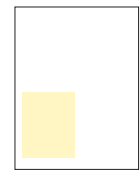
**1/2 Vertical**  
3.415" x 8.669"



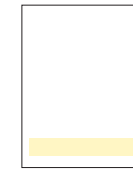
**1/3**  
2.22" x 8.669"



**1/4 Horizontal**  
7" x 2.25"



**1/4 Vertical**  
3.415" x 4.237"



**Print Banner**  
7" x 1.125"



( Sample Resource Guide Spread )

**2014 Resource Guide Issues**

**JANUARY:** Transcription  
**MAY:** Coding & Revenue Cycle Management  
**JUNE:** Financial Services Guide  
**AUGUST:** Education

*For The Record's* annual Resource Guides assist health information management decision makers with their year-round purchasing decisions.

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

**All Resource Guide Listings Include:**

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

Contact information and logo (300 dpi)

Up to 40 words of copy

Added exposure in the interactive digital edition

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

**All for only \$849**

## ICD-10 Showcase



Let HIM ON CALL take care of your ICD-9 coding while you dig into ICD-10. Scoop up the certified coders and cost savings you need today—before it's too late. HIM ON CALL is focused on ICD-10 migration to provide you with new ideas, workflows and solutions.

- Remote coding and abstracting
- Facility and professional component coding
- Coding compliance reviews

Let's crunch some numbers. Request our ICD-10 calculator to better understand the impact on your coder productivity and revenue.

**HIM ON CALL, Inc.**  
himoncall.com  
info@himoncall.com | Phone: 610.435.8724



HIM is facing changes on every front with EHR implementation, ICD-10 transition, and defending RAC audits, just to name a few. And added to your stress is doing all of this with less staff, higher volumes, and budget cuts. So finding reliable, quality, coding and HIM services should not be part of the problem right? We agree, that's why we provide quality solutions designed to make your work load just a little lighter.

**Contact us today to discuss a solution for you!**  
855-789-8801  
Visit us at [www.chartsintime.com](http://www.chartsintime.com)

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## ICD-10 Showcase



**Now is the time for action!**

The transition from ICD-9-CM to ICD-10 is one of the biggest changes to US health care. Plan, analyze, implement and train with help from the American Medical Association. Start today. Access a free action plan at [ama-assn.org/go/10to9whitpaper](http://ama-assn.org/go/10to9whitpaper). Then shop [ama-assn.org](http://ama-assn.org/go/10to9whitpaper) for your ICD-10 resources. AMA stands ready to educate physicians and staff on all issues so that they may most effectively manage their practice.

**American Medical Association**  
[ama-assn.org](http://ama-assn.org) | (800) 621-8335



Best known for market-leading coding and ICD-10 expertise, 3M Health Information Systems delivers innovative software and consulting services that raise the bar for clinical documentation improvement, computer-assisted coding, and quality outcomes reporting, plus a robust healthcare data dictionary and terminology services to support your IHR.

**3M Health Information Systems**  
Phone: 800-367-2447  
E-mail: [3MhisSales@mm.com](mailto:3MhisSales@mm.com)  
[www.3Mhis.com](http://www.3Mhis.com)



AHIMA is the leading authority on the switch to ICD-10. We offer in-depth training for coders and staff. For physicians and clinicians, we offer highly targeted, specialty-specific, online ICD-10 documentation training that can be accessed anytime, from computer or mobile device.

**sales@ahima.org**  
**American Health Information Management Association (AHIMA)**  
233 N. Michigan Ave., 21<sup>st</sup> Floor  
Chicago, IL 60601  
(312) 238-1100  
[ahima.org](http://ahima.org)

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( 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.

### Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad
- 70-word product description
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted
- All for only \$1,795**

### 2014 Showcase Issues

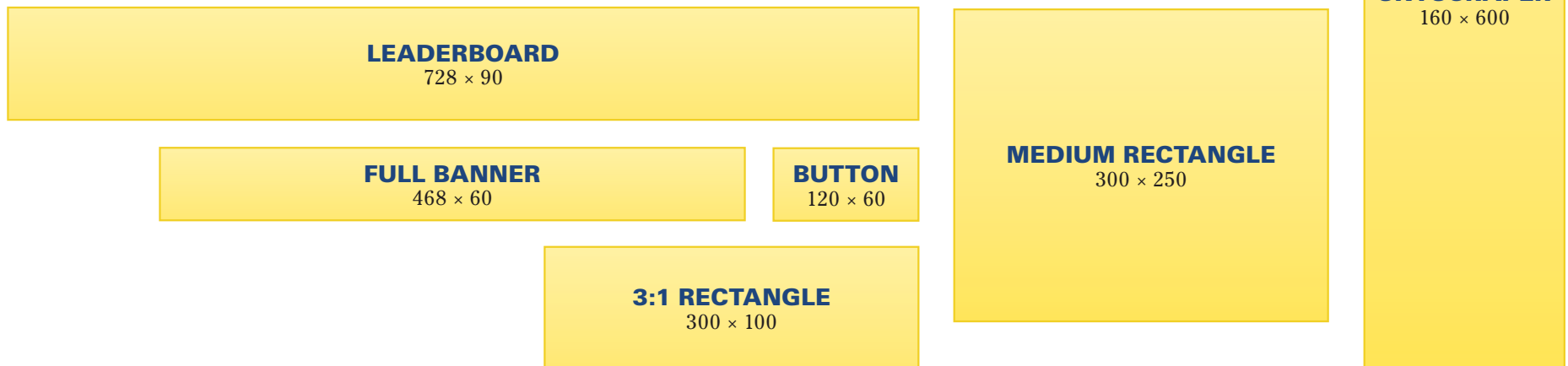
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**FEBRUARY:** HIMSS  
**MARCH:** ICD-10 Spotlight  
**APRIL:** EMR/EHR  
**JULY:** Consulting & Outsourcing  
**NOVEMBER:** Technology & Software

<i>Size</i>	<i>Open</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>12x</i>
<b>Leaderboard*</b> (728 × 90 pixels)	\$2,650	\$2,600	\$2,545	\$2,485	\$2,405
<b>Wide Skyscraper*</b> (160 × 600 pixels)	\$2,995	\$2,935	\$2,875	\$2,825	\$2,745
<b>Medium Rectangle*</b> (300 × 250 pixels)	\$2,455	\$2,405	\$2,355	\$2,300	\$2,230
<b>Full Banner/Top</b> (468 × 60 pixels)	\$1,995	\$1,950	\$1,895	\$1,850	\$1,785
<b>3:1 Rectangle*</b> (300 × 100 pixels)	\$1,750	\$1,710	\$1,665	\$1,625	\$1,585
<b>Button*</b> (120 × 60 pixels)	\$995	\$965	\$925	\$890	\$850
<b>Full Banner</b> (468 × 60 pixels) <i>Homepage Only</i>	\$1,295	\$1,245	\$1,205	\$1,145	\$1,095

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

\* IAB-approved sizes



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



( Sample intro page ad )

## Intro Page Ad on Digital Editions

In the era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Our interactive digital editions draw a significant audience every month that is growing along with 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 we have for product and branding messaging.

**PRICE:** \$2,995 per issue

## Interstitial Ad

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

**MONTHLY PRICE:** \$5,945

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 within content in our e-newsletter
- 30-day sitewide skyscraper banner on magazine's website

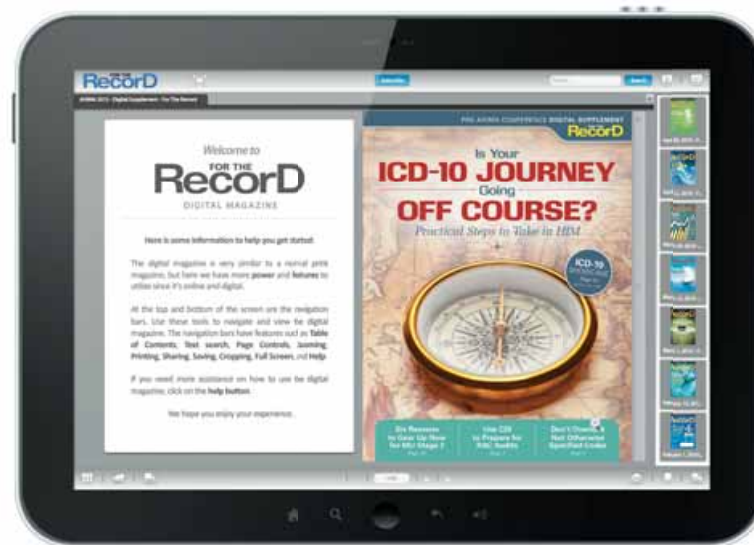
**PRICE:** \$7,655

### 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 magazine's website

**PRICE:** \$6,295

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



( Sample Custom Digital Supplement )

## Custom Digital Supplements

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

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

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

Starting at just \$9,990.00, you will receive full marketing support to our entire audience, plus many options for editorial support and expanded pages.

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

## White Papers And Press Releases

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

## Online Advertorial Package

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

**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 desks 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:** Transcription
- FEBRUARY:** Meaningful Use, HIMSS Preview
- MARCH:** ICD-10, HIMSS News, AAPC Preview
- APRIL:** CDI, AAPC News, ACDIS Preview
- MAY:** Coding, ACDIS News, NCRA Preview
- JUNE:** CFO Perspective, NCRA News, HFMA Preview
- JULY:** Workforce and Academic Issues, HFMA News, AHDI Preview
- AUGUST:** Speech Recognition, AHDI News
- SEPTEMBER:** Privacy and Security, AHIMA Preview
- OCTOBER:** HIM Challenges, AHIMA News, 25<sup>th</sup> Anniversary Special
- NOVEMBER:** Coding/Audit Challenges
- DECEMBER:** PHI Disclosure



( Sample e-newsletter )



( Sample e-mail marketing )

Size	Open	3x	6x	9x	12x
<b>Leaderboard*</b> (728 × 90 pixels)	\$2,995	\$2,940	\$2,875	\$2,810	\$2,720
<b>Wide Skyscraper*</b> (160 × 600 pixels)	\$3,385	\$3,315	\$3,250	\$3,190	\$3,100
<b>Medium Rectangle*</b> (300 × 250 pixels)	\$2,775	\$2,715	\$2,660	\$2,600	\$2,520
<b>3:1 Rectangle*</b> (300 × 100 pixels)	\$1,980	\$1,930	\$1,880	\$1,835	\$1,790
<b>Full Banner</b> (468 × 60 pixels)	\$1,465	\$1,405	\$1,360	\$1,295	\$1,240
<b>Rectangle*</b> (180 × 150 pixels)	\$1,125	\$1,090	\$1,045	\$1,005	\$960

\* IAB-approved sizes

## 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 HIM professionals. This targeted and cost-effective method of reaching **For The Record's** audience of influential health information management professionals 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:** \$5,749  
 \$395 per 1,000 names for quantities under 14,000

Digital advertising packages that include e-newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placement 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.

## E-Mail Marketing Specifications

**PREFERRED FILE FORMAT:** HTML documents ONLY. Images in .jpg, .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.

## 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.

## Hard-Copy Proofs

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

## File Submission

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

**FTP:** Available for larger files. Please contact your sales representative 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.*