Overview

South Florida is recognized nationwide as one of the top healthcare regions in the nation and South Florida Hospital News and Healthcare Report, the region’s only monthly healthcare newspaper for more than 19 years, is on the move with it. South Florida Hospital News and Healthcare Report offers advertisers a highly targeted, affluent and powerful readership who desire and appreciate the newspaper’s wide-ranging editorial perspective. South Florida Hospital News and Healthcare Report reports in depth on the trends, issues and people that impact the area’s healthcare industry. South Florida Hospital News and Healthcare Report’s monthly production cycle means a long shelf life and encourages thorough readership by today’s busy executives. South Florida Hospital News and Healthcare Report is an attractive, information publication that readers share with co-workers, meaning your ad receives multiple exposures, a real bonus to advertisers. Florida-wide targeted e-mail blasts also are available.

Editorial

South Florida Hospital News and Healthcare Report’s number one goal is top quality healthcare journalism written and edited for the region’s most influential healthcare business executives and professionals.

Our objective is to serve as a vehicle for disseminating industry developments in a non-threatening, supportive environment. We are an information exchange medium for healthcare providers who are, equally, consumers of products and services.

Distribution

South Florida Hospital News and Healthcare Report, a Healthcare Media Company, reaches more than 50,000 healthcare professionals monthly primarily in Broward, Miami-Dade, Palm Beach, Monroe, Martin and Indian River Counties.
• Physicians • Nurses • Healthcare Executives (CEOs, CFOs, COOs, Administrators)
• Practice Administrators/Managers • Hospital department heads of all key areas, including Human Resources, Marketing, Materials Management, Information Systems, Facilities Management, Nursing and Hospital Systems Executives
• Insurance Providers • Attorneys • Accountants
• Home Care and Nursing Home Administrators • Case Managers • Discharge Planners
• Staffing Companies • Business executives of health-focused companies
• South Florida’s top business and political leaders

Industry Focus

Each issue contains editorial that focuses on trends and services in industry areas, such as physician practice issues, home health care, legal issues, health information technology, rehabilitation, geriatrics, managed care, nursing, medical practice management, recruiting/staffing, outpatient services, educational opportunities, human resources, marketing, etc.

Calendar

Each issue includes listings of upcoming conferences, workshops and continuing education opportunities for health care professionals.
One month listing - FREE  Additional Listings - $50 per month
Long-term promotional opportunities available, including website exposure.

Online Marketing — reach more than 50,000 visitors per month (Google Analytics)

Get 12 months exposure and a link to YOUR website.
Rotating Banner - $3,000/year • Corporate Partner Ad- $1,500/year

E-Newsletters & E-Blasts

In addition to our monthly print and online newspaper, we send out 2 e-newsletters each week - Weekly Update to our Healthcare Professionals and Businesses (approx. 24,000) on Monday; Weekly Pulse/Business to our Healthcare Professionals and Businesses (approx. 24,000) on Thursday. Advertising and Editorial Opportunities available upon request. Florida-wide targeted email blasts also are available.

Subscriptions 1 year – $50  2 years – $75  3 years – $85
Display Rates

Display Sizes & Rates

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Business Profile Listing:
12 insertions/50 words/including Website Link - $1000 One time charge

Ad Creation Charge Camera Ready Ad Not Provided by Advertiser $175 charge per ad created

Technical Specifications

- Macintosh using Quark Xpress, Adobe Acrobat, Adobe Photoshop CS and/or Illustrator CS.
- Ads are to Display Sizes and allows for no bleeds.
- Must include fonts and graphics. All PDF files sent must include all Fonts & Images embedded. The images embedded must be limited to grayscale, lineart or CMYK. Embedded RGB images will not be accepted (contact us for PDF specs.)
- Line art must be at least 1200 dpi and photos should be at 300 dpi for acceptable reproduction. We WILL NOT BE RESPONSIBLE for the reproduction of graphic elements that do not meet these requirements. Ad should be worked up to our specifications, size, etc.
- Ads created on the PC platform using Microsoft Publisher or Word are generally not acceptable.
- Avoid small type when reversed out of black or process color backgrounds. (10 point or under)
- All ad copy should be emailed to carol@southfloridahospitalnews.com

When sending ad via e-mail, please provide a contact name/phone/fax number.

ADVERTISING AGENCY COMMISSION
Publishers grant 15% to recognized, accredited agencies.

TERMS
Prepayment is required by new advertisers prior to publication of first ad. Payment will be due 10 days after date of billing. Past due invoices subject to 1-1/2% service charge per month after 30 days.

GENERAL INFORMATION
The publisher reserves the right to decline any and all advertisements which are judged inappropriate, or for any reason undesirable. The publisher also reserves the right to print the word “advertisement” on the newspaper on any and all pages of Hospital News. The publisher is not liable for delays in delivery, and/or non-delivery in the event of an act of God, action by any governmental/non-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption or any condition beyond the control of the publisher affecting production or delivery in any manner.

PRINTING PROCESS
Web offset = Text & Cover Black & White AD: 85 line screen preferred with one PMT proof or equivalent for copy check required.

AD DEADLINE
A change in the ad schedule must be received in writing ten days prior to publication. Insertion date changes received after reservation deadline will be billed at 100%.

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