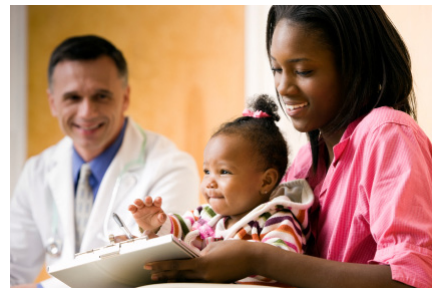


# Washington Healthcare News<sup>®</sup>

wahcnews.com

*Articles, Interviews and Statistics for the Healthcare Executive*

## 2012 Print Media Kit



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## About the Healthcare News

The Washington Healthcare News organization is a trade journal and web site of interest to leaders of Washington healthcare organizations. Primary recipients are leaders of hospitals, medical clinics, insurance companies and provider organizations. Content includes interviews with senior leadership, "how-to" articles, career opportunity advertisements and industry financial information.

This publication offers an advertiser the opportunity to gain access to those individuals that not only make the big decisions but also control the largest budgets. Our readers tend to read each issue cover to cover over several sittings and use it as a teaching tool to middle management and subordinate staff. **Advertisers in the Washington Healthcare News get strong results!**

## December 2011 Demographic Distribution<sup>1</sup>

Position Type	Hospitals & Facilities	Medical Clinics	Other Provider	Insurance Agencies	Insurance Company	All Other Industries	Totals
<b>Executive</b>							
Chief	115	100	48	177	21	324	785
Operations	65	50	19	7	15	27	183
Finance	134	42	39		33	23	271
Medical Management	64	33	12		19	10	138
Marketing & Sales	65	23	16	55	38	85	282
Human Resources	111	30	12	2	6	19	180
Information Technology	48	12	4		7	24	95
Legal & Compliance	60	12	8	1	23	29	133
Education	59	1				24	84
Nursing	148	16	8		8	12	192
All Other	363	60	79	9	79	150	740
<b>Total Executive</b>	<b>1,232</b>	<b>379</b>	<b>245</b>	<b>251</b>	<b>249</b>	<b>727</b>	<b>3,083</b>
<b>Managerial, Professional &amp; Providers</b>							
Practice Manager	27	502	19	1	4	5	558
Operations	821	179	304	53	311	1,078	2,746
Finance	161	32	118	1	43	151	506
Marketing and Sales	89	27	43	220	95	132	606
Human Resources	326	91	35	1	57	156	666
Information Technology	111	9	26		37	11	194
Registered Nurse Managers	217	19	8		29	26	299
NP/PA	20	68	5		7	5	105
Registered Nurse	200	13	26		24	405	668
Physician	74	205	4		14	29	326
OT/PT/SP	32	12	20		3	25	92
LVN/LPN	7	1	2		1	324	335
All Other	142	31	27		23	131	354
<b>Total Mgrial, Professional &amp; Providers</b>	<b>2,227</b>	<b>1,189</b>	<b>637</b>	<b>276</b>	<b>648</b>	<b>2,478</b>	<b>7,455</b>
<b>Grand Total</b>	<b>3,459</b>	<b>1,568</b>	<b>882</b>	<b>527</b>	<b>897</b>	<b>3,205</b>	<b>10,538</b>

<sup>1</sup>Approximately 3,500 people receive the hard copy edition and all others receive the web edition.

Washington Healthcare News | 425-577-1334 | wahcnews.com

## Advertising Rates

All rates are gross and include full color

### Print advertising rates

Size	12x	6x	3x	1x
<b>Full</b>	\$1,400	\$1,600	\$1,800	\$2,000
2/3 page	\$1,050	\$1,200	\$1,350	\$1,500
1/2 page	\$700	\$800	\$900	\$1,000
1/3 page	\$525	\$600	\$675	\$750
1/4 page	\$420	\$480	\$540	\$600
1/6 page	\$350	\$400	\$450	\$500
	12x	6x	3x	1x
Back Cover	\$2,100	\$2,400	\$2,700	\$3,000
Inside front	\$2,100	\$2,400	\$2,700	\$3,000

### Premium Placement

Placement is guaranteed on pages 3, 4 and 7 for a 15% space charge. The minimum ad size for guaranteed placement is 1/3 of a page and positions are available on a space-available basis. Larger ads may displace smaller ads.

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## Advertising Specifications

### All but the “Career Opportunities” Section

Ad Sizes	Width	Height
Full Page	7.50	9.80
2/3 Page (vertical)	4.94	9.80
1/2 Page (horizontal)	7.50	4.89
1/2 Page (vertical)	4.94	7.28
1/3 Page (square)	4.94	4.89
1/3 Page (vertical)	2.38	9.80
1/4 Page (square)	4.94	3.72
1/6 Page (horizontal)	4.94	2.38
1/6 Page (vertical)	2.38	4.89

### “Career Opportunities Section”

Ad Sizes	Width	Height
Full Page	7.50	9.18
2/3 Page (vertical)	4.98	9.18
1/2 page (horizontal)	7.50	4.58
1/2 page (vertical)	4.98	7.00
1/3 page (square)	4.98	4.58
1/3 page (vertical)	2.49	9.18
1/4 page (square)	4.98	3.50
1/6 page (horizontal)	4.98	2.25
1/6 page (vertical)	2.49	4.58

### File and Font Requirements

All ads should be e-mailed to David Peel, Publisher at [dpeel@wahcnews.com](mailto:dpeel@wahcnews.com) thirty days prior to publication month. They must be in PC format. PDF files or TIFF CMYK files are preferred. Images should be between 300 and 600 dpi and can be compressed.

### Copy and Contract Regulations

The publisher is not responsible for mistakes in ads which have been proofed and approved by the client. If a mistake in advertising occurs (including, but not limited to, omission, copy error or size error) and it is the fault of the publisher, a “make-good” ad will be inserted in the next available issue. The publisher assumes no other responsibility for mistakes and will not be liable for any costs or damages beyond a “make-good” ad. The publisher reserves the right to reject or cancel up to the day of publication any ad it deems unsuitable for publication.