



THE **ALL-DIGITAL**,  
OFFICIAL JOURNAL  
FOR **himss** MEMBERS

The *Journal of Healthcare Information Management*, otherwise known as JHIM, is written **BY** and **FOR** savvy healthcare IT executives. Now in an **all-digital** format, JHIM offers you new interactive opportunities such as embedded links and video. This robust digital edition reaches over 20,000 HIMSS members every quarter.

**Include your interactive ad with Flash, links, video and more in the official digital journal for healthcare information and management professionals.**

**2011 - 2012 EDITORIAL CALENDAR**

ISSUE	FOCUS	SPACE RESERVATIONS DUE	MATERIALS DUE	DEPLOYMENT DATE
Winter 2011	Health Information Exchange: Case studies in interoperability and integration	12/8/2010	12/15/2010	January 2011
Spring 2011	Outcomes Improvement/Clinical Decision Support/Reporting	3/2/2011	3/9/2011	March 2011
Summer 2011	Case studies in CPOE implementation and change management	6/8/2011	6/15/2011	July 2011
Fall 2011	Case Studies in Meaningful Use	9/7/2011	9/14/2011	October 2011
Winter 2012	TBD	12/7/2011	12/14/2011	January 2012

**Including your message in JHIM guarantees:**

- A trackable return on your marketing investment; reporting will be provided
- Opportunity to include audio and video within your ad, making your message more robust and informative
- Delivery directly to HIMSS members in this official journal



## DIGITAL DISPLAY ADVERTISING

Your ad in the all-digital *JHIM* will include linking and can include interactivity with animation or video features.

### RATES

	1X	4X
Spread	\$4,640	\$4,225
Full Page	\$2,580	\$2,350
2/3 Page	\$2,320	\$2,120
1/2 Page Island	\$1,940	\$1,770
1/2 Page	\$1,865	\$1,700
1/3 Page	\$1,675	\$1,530
1/4 Page	\$1,165	\$1,06
Inside Front Cover - Full Page	\$3,845	\$3,580

All rates are net and per insertion.

All advertising will include automatic linking of URLs within ad. Please supply specific destination URLs.

Flash and interactive ads with embedded video can be supplied at no extra charge. Subject to change.

#### FOR ADS WITH EMBEDDED VIDEO

- DO NOT embed video in your ad. This will be done by MedTech Media.
- Supply static or dynamic ad as usual.
- Supply video separately as: FLV, MPEG, WMV, MOV, RM, VOB, AVI. SWF is not preferred.
- Files will be converted by MedTech into SWF and control panel/close button will be added.
- Max time limit: 2 minutes.
- Max size: 15MB.
- Click through link must be provided.

#### DISPLAY ADVERTISING SPECIFICATIONS

- Static or dynamic ads: JPG, GIF, animated GIF-300 dpi, Javascript, SWF.
- Click through links will be included and should be provided. Please advise if you do not wish to include link.

## EXCLUSIVE NAVIGATION BAR RECTANGLE

Your message is located in the bottom left corner on the navigation bar and follows the reader throughout the issue in this exclusive opportunity.



### RATES

	1X	4X
Exclusive Navigation Bar Rectangle	\$5,900	\$5,400

All rates are net and per insertion.

Navigation bar ad only available with purchase of page advertising.

#### EXCLUSIVE RECTANGLE SPECIFICATIONS

- 180 x 300 pixels.
- Static or dynamic ads: JPG, GIF, animated GIF-300 dpi, Javascript, SWF.
- Click through link must be provided.

### FOR MORE INFORMATION, CONTACT:

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