

HIMSS®

JHIM

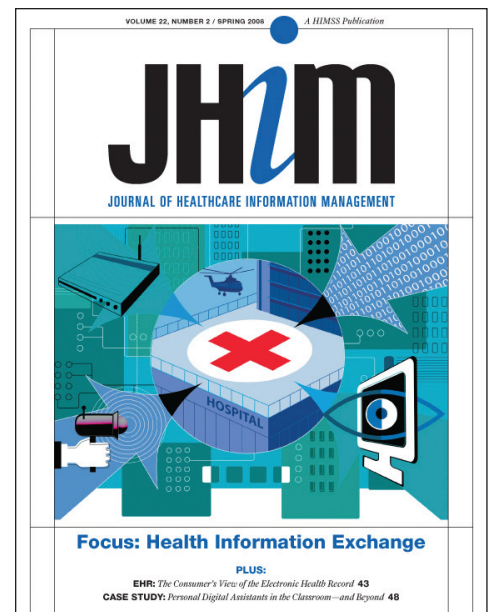
JOURNAL OF HEALTHCARE INFORMATION MANAGEMENT

The Peer-Reviewed Journal for Healthcare IT

The *Journal of Healthcare Information Management*, written by and for healthcare IT executives, examines key, timely topics and provides case studies, research and analysis to its readers. It is distributed quarterly via mail and digital edition to 20,000 HIMSS members, including senior executives and IT professionals who work for healthcare providers, payers and others allied to the healthcare industry.

Readers refer back to **JHIM** throughout the year, and have the purchase authority and influence to buy your products and services.

Include your advertising in the only peer-reviewed journal specifically written and edited for healthcare information and management professionals.



82%

hold management-level positions

77%

have professional work focus in technology departments

60%

work directly for healthcare providers

64%

have been in the field for 10 years or more

2010-2011 EDITORIAL CALENDAR

| ISSUE | FOCUS | SPACE RESERVATIONS DUE | MATERIALS DUE | MAIL DATE |
|-------------|---|------------------------|---------------|--------------|
| Winter 2010 | Health IT and the Economic Stimulus | 11/17/09 | 12/1/09 | January 2010 |
| Spring 2010 | EHR Implementation in Ambulatory Care Setting | 2/12/10 | 3/1/10 | March 2010 |
| Summer 2010 | Trends in Product Certification, Standardization and Interoperability | 5/21/10 | 6/7/10 | July 2010 |
| Fall 2010 | Quality Outcomes and Patient Safety | 8/20/10 | 9/6/10 | October 2010 |
| Winter 2011 | TBD | 11/19/10 | 12/7/10 | January 2011 |

SPECIAL FOCUS SECTION SPONSORSHIP

The sponsoring company receives premium visibility in conjunction with the special focus topics being presented.

SPONSORSHIP: \$6,000 net

Sponsorship includes:

- 100-word letter from sponsoring company about focus topic is placed on page prior to the special focus section
- Company contact info and logo is included in the **HIMSS Weekly Insider** e-newsletter acknowledging your sponsorship
- News brief promoting section is placed in the **HIMSS Insider** acknowledging your sponsorship with your logo, mailed to over 54,000 **Healthcare IT News** subscribers
- Full page 4-color advertisement in the sponsored issue

DISPLAY ADVERTISING RATES

All rates are net.

| BLEEDS | WIDTH X HEIGHT | 4-COLOR | 1X | 4X | 10X | B/W | 1X | 4X | 10X |
|------------------|--|---------|---------|---------|---------|-----|---------|---------|---------|
| Spread | 17 X 11 ¹ / ₈ BLEED 16 ³ / ₄ X 10 ⁷ / ₈ TRIM | | \$5,660 | \$5,245 | \$4,300 | | \$4,640 | \$4,225 | \$3,280 |
| Full Page | 8 ⁵ / ₈ X 10 ⁷ / ₈ BLEED 8 ³ / ₈ X 10 ⁷ / ₈ TRIM | | \$3,340 | \$3,110 | \$2,885 | | \$2,580 | \$2,350 | \$2,120 |

| NON-BLEEDS | WIDTH X HEIGHT | 4-COLOR | 1X | 4X | 10X | B/W | 1X | 4X | 10X |
|------------------------|--|---------|---------|---------|---------|-----|---------|---------|---------|
| Spread | 8 ⁵ / ₈ X 11 ¹ / ₈ | | \$5,660 | \$5,245 | \$4,300 | | \$4,640 | \$4,225 | \$3,280 |
| Full Page | 8 ⁵ / ₈ X 11 ¹ / ₈ | | \$3,340 | \$3,110 | \$2,885 | | \$2,580 | \$2,350 | \$2,120 |
| 2/3 Page | 4 ⁹ / ₁₆ X 10 | | \$3,090 | \$2,885 | \$2,410 | | \$2,320 | \$2,120 | \$1,640 |
| 1/2 Page Island | 4 ⁹ / ₁₆ X 7 ¹ / ₂ | | \$2,705 | \$2,535 | \$2,355 | | \$1,940 | \$1,770 | \$1,590 |
| 1/2 Page Horiz. | 7 X 4 ⁷ / ₈ | | \$2,630 | \$2,465 | \$2,295 | | \$1,865 | \$1,700 | \$1,530 |
| 1/2 Page Vert. | 3 ³ / ₈ X 10 | | | | | | | | |
| 1/3 Page Vert. | 2 ³ / ₁₆ X 10 | | \$2,210 | \$2,070 | \$1,915 | | \$1,675 | \$1,530 | \$1,380 |
| 1/3 Page Square | 4 ⁹ / ₁₆ X 4 ⁷ / ₈ | | | | | | | | |
| 1/4 Page Vert. | 3 ³ / ₈ X 4 ⁷ / ₈ | | \$1,700 | \$1,600 | \$1,500 | | \$1,165 | \$1,065 | \$960 |

| COVER RATES | 1X | 4X | 10X |
|---------------------------|---------|---------|---------|
| Inside Front Cover | \$3,845 | \$3,580 | \$3,315 |
| Inside Back Cover | \$3,675 | \$3,425 | \$3,170 |
| Back Cover | \$4,010 | \$3,735 | \$3,460 |

PRINT ADVERTISING SPECIFICATIONS

- Acceptable digital file formats: PDF (PDF/X-1a PLUS; hi-res 2400 dpi); or composite TIFF or EPS files with pictures/art and fonts embedded.
- Bleed ads should include 1/8-inch bleed on all sides and crop marks offset by 12 pts.
- All pictures should be at least 300 dpi at 100% for CMYK and grayscale; 600 dpi for line art.
- Total ink density not to exceed 260%. 110 line screen.
- All color should be CMYK. No spot colors accepted.

- Please send color matchprint proofs at 100%. Without a proof, the publisher cannot be held responsible for the quality of the color reproduction. SWOP standards apply.
- Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability. All efforts are made to preserve advertising materials in their original condition, however, publisher is not responsible for lost or damaged materials after publication.

NOTE: Digital files are preferred. There is a \$200 surcharge for ads received on film. Film must be sized to the exact dimensions expected or will require additional charges.

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