

2009 Rate Card

Rate Card Number 5

Issued 09/08 Effective 01/09

Assisted Living Consult

Advancing Senior Care Outcomes

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Rates

1. Effective Date and Discounts

- Effective January 1, 2009
- 15% Agency discount on total of ad space, color, and cover position. Additional costs are not subject to agency discount.

2. Earned Rates

- Space is calculated based on the total number of advertising pages in a 12-month period.

3. Rates (US Dollars)

| | 1x | 4x | 8x | 12x | 24x | 36x | 48x |
|------------------|------|------|------|------|------|------|------|
| Full Page | 6750 | 6550 | 6356 | 6083 | 5611 | 5267 | 5072 |
| 2/3 Page | 5410 | 5248 | 5080 | 4866 | 4489 | 4218 | 4055 |
| 1/2 Page | 4392 | 4263 | 4126 | 3952 | 3648 | 3427 | 3298 |
| 1/3 Page | 3174 | 3084 | 2987 | 2857 | 2637 | 2475 | 2385 |
| 1/4 Page | 2429 | 2358 | 2287 | 2190 | 2022 | 1898 | 1827 |

4. Color Charges (US Dollars)

| | |
|------------------------|-------------------|
| - Standard color | 680 |
| - Matched color | 972 |
| - 3- & 4-color process | 1950 |
| - 4-color spread | 3665 |
| - Five colors/metallic | Consult Publisher |

5. Preferred Positions

| | |
|---------------------------|-----------|
| - Cover 4 & Center Spread | Plus 50%* |
| - Cover 2 | Plus 40%* |
| - Cover 3 | Plus 25%* |
| - Opposite TOC | Plus 25%* |
| - Special Positions | Plus 20%* |

*on earned B&W rate

6. Classified Advertising Rates

- See classified rate card.

Insert Information

7. Availability and Acceptance of Inserts

- Inserts must be approved by the Publisher.
- Accept BRCs upon Publisher's approval. BRCs will be charged at the 1x standard black and white rate and must be accompanied by an advertisement minimum of 1/2 page.

8. Commissionable Insert Charges

- Billed at the earned black and white frequency rate, plus \$565 non-commissionable tip-in charge.

9. Insert Sizes and Specifications

- Minimum paper weight:
 - If 2 pages (single sheet) - 75 pound.
 - If 4 pages or more (2 sheets or more) - 60 pound.
 - If Center position and 4 pages or more - 75 pound.
- Furnished full-page inserts as follows: 8-1/8" x 11-1/8".

10. Insert Trimming

- Printer trims inserts as follows:
 - 1/8" at face, 1/8" at foot, 1/8" at head.

11. Insert Quantity

- Quantity required: 44,000 inserts per issue.

12. Insert Packing and Shipping Instructions

- Packaging instructions as follows: Bricklayered on pallets, banded or stretch-wrapped, or packed in cartons.
- Inserts should be sent to the following address:
 - Publisher's Press
 - 100 Frank E. Simon Avenue
 - Shepherdsville, KY 40165
 - Attn: **Assisted Living Consult**
 - Phone: 800-214-1102

Issuance and Closing

13. Date of First Publication

- February 2005

14. Frequency

- Bi-Monthly

15. Mailing Date

- 10th of each even month

16. Closing Dates

| Issue | Closing Date |
|-------------------|-------------------|
| January/February | January 6, 2009 |
| March/April | March 6, 2009 |
| May/June | May 6, 2009 |
| July/August | July 6, 2009 |
| September/October | September 7, 2009 |
| November/December | November 6, 2009 |

Editorial

17. Special Issues and Editorial Index

- Editorial Index in November/December issue.

18. General Editorial Direction:

- **Assisted Living Consult (ALC)** is the first and only publication dedicated to the health information needs of care providers in assisted living. By keeping providers up to date on the latest care-related information for this setting, **ALC** helps to improve health quality and outcomes for assisted living residents.

19. Average Issue Information

(Based on data from January/February 2008 to July/August 2008)

| | |
|--|--|
| - Number of feature articles per issue | 7 |
| - Average length of articles | 3 pages |
| - Average advertising percentage | 19 % |
| - Departments | From the Editor, Legal Corner, The Interdisciplinary Team, Experts' Roundtable, Test Your Knowledge, Facts and Quick Stats, Clinical Practice Guidelines, and more |

20. Origin of Editorial

| | |
|--------------------------|-----|
| - Staff-written | 20% |
| - Solicited | 60% |
| - Submitted | 20% |
| - Article rejection rate | N/A |

Review procedure: Feature articles are reviewed by the Editor-in-Chief and two other Editorial Advisory Board members.

Circulation

21. Circulation Descriptions

- Targeted readership
- 1. Nursing and Directors of Resident/Clinical Services
 - a. Nursing staff by name and/or title
 - b. Members of the American Assisted Living Nurses Association (AALNA)
- 2. Physicians/Prescribers
 - a. Geriatrics, Family Medicine, Internal Medicine, high prescribers of Alzheimer's Disease drugs
 - b. Physician consults serving assisted living facilities
 - c. Geriatric Nurse Practitioners and Physician Assistants
- 3. Pharmacists serving assisted living facilities
 - a. Members of American Society of Consultant Pharmacists
 - b. Pharmacists employed by Long-Term Care Pharmacy Providers
- 4. Administrators (Licensed U.S. facilities)
 - a. Administrator by name and/or title at largest known facilities
- 5. Corporate headquarters of assisted living facility chains
 - a. CEO/COO/President
 - b. VP/Director, Resident Services
 - c. VP/Director, Marketing

22. Selection Criteria

- Demographic selection based on the following criteria: ALFs: licensed assisted living facilities (defined as assisted living facilities, adult/residential care facilities, personal care facilities, community residential facilities)
- Subscription rates (US Dollars)

| | |
|------------|-------------|
| US | 65 per year |
| Outside US | 95 per year |

- Back issues

| | |
|------------|--------------|
| US | 12 per issue |
| Outside US | 20 per issue |

23. Circulation Verification:

- Publisher's Sworn Statement.
- Circulation guaranteed through print and electronic distribution.

24. Circulation Grid*

| Specialty | Total |
|---|---------------|
| Family Medicine | 9,883 |
| General Medicine | 952 |
| Internal Medicine | 683 |
| Physician Total | 11,518 |
| Geriatric Nurse Practitioners and Physician Assistants | 4,545 |
| Nursing Staff | 3,290 |
| Administrators | 11,693 |
| Pharmacists | 6,380 |
| ALF Corporate Offices | 257 |
| Other | 1,307 |
| Totals | 38,990 |

*based on July/August 2008 data

25. Specialties have been combined in the grid above.

General Information

26. Requirements or Restrictions for Pharmaceutical Products:

- Advertisement must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of the Publisher.

27. Accept New Product Releases: Yes

28. Editorial Research: N/A

29. Ad Format and Placement Policy:

- Advertising is placed between and within articles.
- Standard ad rotation.
- Due to the nature of this journal, requests for space separation cannot be guaranteed.

30. Ad/Edit Information

| | |
|-------------------------------------|-------|
| - Ad/Edit Ratio | 19/81 |
| - Average Folio Size | 52 |
| - Average Number of Ad Pages | 10 |
| - Average Number of Editorial Pages | 42 |

31. Services:

- Bonus distribution*:

| Show | Location/Date | Issue |
|--------------|----------------------------|----------|
| AMDA | Charlotte, NC, Mar. 2009 | Jan/Feb |
| ASCP Midyear | Orlando, FL, May 2009 | Mar/Apr |
| ALFA | Philadelphia, PA, May 2009 | Mar/Apr |
| NADONA | Phoenix, AZ, July 2009 | May/June |
| ASCP Annual | Anaheim, CA, Nov. 2009 | Sept/Oct |

- Advertiser's Index located in the back of every issue.
- Article reprints are available.
Contact Jennifer Kenny at 215-489-7000 x119 or jkenny@healthcommedia.com for more information.

* Subject to Change

Mechanical Reproduction Requirements

32. Show All Ad Sizes and Bleed Sizes:

| Page Size | Non-Bleed | Bleed |
|----------------------------------|-----------------|------------------|
| Full Page | 7" x 9-3/4" | 8-1/4" x 11-1/8" |
| 2/3 page (vertical) | 4-5/8" x 9-3/4" | 5-1/4" x 11-1/8" |
| 1/2 page (vertical) | 3-3/8" x 9-3/4" | 4" x 11-1/8" |
| 1/2 page (horizontal) | 7" x 4-3/4" | 8-1/8" x 5-1/2" |
| 1/3 page (vertical) | 2-1/8" x 9-3/4" | 2-3/4" x 11-1/8" |
| 1/4 page (vertical) | 3-3/8" x 4-3/4" | N/A |

33. Paper Stock

- Printing method: Web offset
- Trim size: 8" x 10-7/8"
- Cover: 100 pound, coated
- Inside pages: 40 pound
- Safety margins for live matter: 1/4" clear of all trim edges and the gutter

34. Type of Binding:

- Saddle stitch

35. Half-tone Screen:

- 133-line screen

36. Reproduction Requirements

- **Assisted Living Consult** is printed Web Offset using computer-to-plate technology.
- Digital artwork required. Mac preferred.
- Application file formats accepted are: Hi-Res PDF, QuarkXPress, Adobe Illustrator, Adobe Photoshop and PDFX1a with embedded fonts. Files should be written at 300 dpi.
- Pages must be built according to final trim size (8" x 10-7/8"). All bleeds should be 1/8" beyond page trim size.
- Use only PostScript fonts. (No True Type fonts please.) Provide all screen and printer fonts with each document. Include any font used by imported graphics that has not been converted to outlines.
- Use actual font to create bold, bold italic, italic, etc. Do not use the font attributes in the measurements palette buttons.
- We print at a 133-line screen; therefore, an image resolution of 275 - 300 dpi is required.
- Use the layout application scaling for design and sizing; once you know the size desired, rescale your image in its original application and re-import it into your layout document at 100%. Do not use LZW Compression.
- Convert all images to CMYK. (Not RGB)
- All colors or graphics must be supplied in a single channel EPS or TIFF format.
- Quark colors must be converted to CMYK, with the spot color box unchecked in the Edit Colors dialogue box.
- All page files must be accompanied by laser print and a Fuji, Iris or Kodak proof. If no proof is provided, HealthCom Media assumes no responsibility for the final product.
- Files can be submitted on the following media: CD-ROM and ZIP 100 MB. FTP information available upon request.
- SWOP standards apply.

37. Disposition of Materials

- All advertising materials will be held for a period of one year from last issue. Advertisers will be notified before materials are destroyed.

HealthCom Media

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