



# Healthcare Management Forum

Official Journal of the  
Canadian College of  
Health Service Executives



Canadian College of  
Health Service Executives  
Collège canadien des  
directeurs de services de santé

## PUBLISHER

Elsevier  
360 Park Avenue South  
New York, NY 10010  
Tel: 212-633-3887 • Fax: 212-633-3913

## PRODUCT ADVERTISING SALES

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## EDITORIAL

**Healthcare Management Forum** is the official journal of the Canadian College of Health Service Executives. It is the only peer-reviewed journal that covers issues related to advances in health services management, theory and practice in a Canadian context. The quality of its contributors, the rigorous review process and the leading-edge topics make it truly unique!

## ORGANIZATIONAL AFFILIATION

Canadian College of Health Service Executives

ESTABLISHED 2009

## PUBLISHING STAFF

Editor-in-Chief: Kevin Mercer, MA, FCCHE  
Publisher: Anthony F. Trioli, MBA

## SUBSCRIPTION RATES

Institutional: \$167  
Individual: \$85

## CIRCULATION

3000

## AUDIENCE

Executives and other individuals who work in a health-related organization, students, and businesses offering products and services to the health sector.

## ISSUANCE

- Frequency: Quarterly

## BONUS DISTRIBUTION

- 2010 National Healthcare Leadership Conference:  
June 7-8 2010 - Winnipeg, Manitoba, Canada

## CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due same day as space closing.
- Dates subject to change

Volume/ Issue	Publication Month	Ad Space Closing	Ad Materials Deadline
23 (1)	Spring	03/17/10	03/22/10
23 (2)	Summer	06/10/10	06/15/10
23 (3)	Fall	09/13/10	09/16/10
23 (4)	Winter	11/09/10	11/12/10

## OTHER SERVICES TO ADVERTISERS

- Editorial Reprints, contact:  
Anne Rosenthal Tel: 212-633-3813 • Fax: 212-633-3820  
E-mail: [reprints@elsevier.com](mailto:reprints@elsevier.com)
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## ACCEPTANCE OF ADVERTISING

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

# Product Advertising Rate Card Healthcare Management Forum • 2010

Alonna Doucette Tel: 802-892-1263 • Fax: 802-214-1077  
E-mail: alonna@doucettemediacom

BLACK & WHITE RATES*	1x	4x	8x
Full Page	\$1,520	\$1,455	\$1,410
1/2 Page	1,155	1,100	1,065
1/4 Page	710	675	655

\*State & local taxes may apply.

## EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

**AGENCY DISCOUNT** 15% - All rates noted on this card are GROSS.

## INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

Frequency rates for inserts are also available:

- . Two-page insert (one leaf): Two-times earned frequency rate
- . Four-page or larger insert is black and white earned frequency rate per page.

## COMPOSITION

- Black/White only: Full page: \$150 • Half page: \$125 • Quarter page: \$95
- All production charges are net and non-commissionable

## MECHANICAL SPECIFICATIONS

Page Sizes	Non Bleed	Bleed
Trim	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	
Spread	15" x 10"	16 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page	7" x 10"	8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Horizontal	7" x 5"	8 <sup>3</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>16</sub> "
1/2 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 10"	4 <sup>5</sup> / <sub>16</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/4 Page	3 <sup>1</sup> / <sub>2</sub> " x 5"	

Keep live matter 1/4" from trim edges.

## INSERT REQUIREMENTS

- **Size 2 page:** 8<sup>1</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>". MUST add additional 3<sup>3</sup>/<sub>4</sub>" X 11<sup>1</sup>/<sub>8</sub>" binding hanger.
- **Size 4 page:** 16<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>8</sub>" furnish folded to 8<sup>1</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>" MUST add additional 3<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>" binding lip  
Contact Ad Sales Services for additional high folio/low folio binding instructions
- **Trimming:** 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter.
- **Insert Stock Weight:** For 2 page 80# preferred; 4 to 8 pages - 60# minimum; 100# maximum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- **Quantity:** Contact Ad Sales Services
- **Closing Date for Booking Inserts:** Same as ad space closing
- **Insert Delivery Date:** Same as ad material deadline
- **Packaging and labeling of inserts for shipping:** Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.
- **All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.**
- **Copy of insert must accompany insertion order.**
- **Failure to meet insert specifications and packaging guidelines may result in additional charges.**

**BINDING** Saddle-stitched

**PRINTING PROCESS** Sheetfed

**HALFTONE SCREEN** 150 line

## FOR CONTRACTS, INSERTION ORDERS & PRODUCTION MATERIALS

John Marmero, Elsevier  
360 Park Avenue South • New York, NY 10010  
Tel: 212-633-3657 • Fax: 212-633-3820  
E-mail: j.marmero@elsevier.com

## COLOR

- Standard (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow): \$460 per page or fraction.
- Matched (PMS specific number): \$545 per page or fraction.
- 4 Color: \$1,125 per page or fraction.
- Metallic and Matched (PMS) colors can be combined with the Black and White rate, or they can be added to the Standard or 4 Color charge
- Color charges are in addition to earned black and white rates.
- Bleed: No Charge.

## PREMIUM POSITIONS

(Contract needed, non-cancellable; on a 4-time basis only)

- Covers 2 & 3: 25% B/W page rate
- Opposite TOC: 25% B/W page rate
- Cover 4: 50% B/W page rate

## JOURNAL WEB SITE ADVERTISING

Contact your sales representative for rates, and online opportunities.

## DIGITAL DATA

File Formats	Preferred format is PDF or PDF/X-1a created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat Distiller 4.0 or higher, set for compatibility to PDF version 1.3.
Images	All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/4" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Color Space	All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK. Spot Colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or DVD. All media must be labeled with the following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit <a href="http://www.swop.org/certification/systemlist.asp">www.swop.org/certification/systemlist.asp</a> . Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission, see the full Elsevier Digital Ad Specifications or contact Ad Sales Services. Refer to Elsevier Display Digital Ad Specifications for more information.

## DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed. Insert overs will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

## FOR INSERTS (Mark month, vol/issue and quantity on the box)

**Healthcare Management Forum**  
Cadmus Communications  
3575 Hempland Road  
Lancaster, PA 17601  
Attn: Elsevier Team

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### 1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC "Elsevier" shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

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Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number at the time of placing its order.

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Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on any account. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

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