

HERE'S AN OPPORTUNITY to build awareness of your products and services to a national audience. Advertise in our conference preview and on-site program.

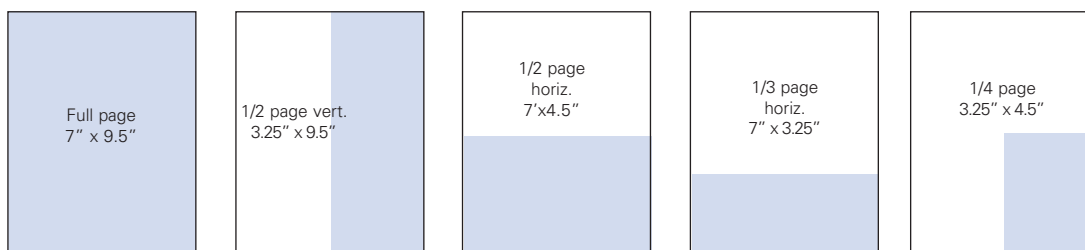
Your ad in our attractive conference preview will reach a national mailing list of 10,000 decision-makers at a fraction of the cost of doing it yourself. Our conference on-site program reaches those healthcare leaders who have committed themselves to our exciting event.

By advertising in *both* publications, you not only reach these industry leaders twice, you do so at very attractive rates.

RATES

SIZE	PREVIEW*	ON-SITE PROGRAM*	BOTH*
Full Page	\$1500	\$750	\$2000
1/2 Page	\$900	\$450	\$1200
1/3 Page	\$600	\$300	\$800
1/4 Page	\$500	\$250	\$650

AD SIZES (width by depth in inches)



MATERIAL DEADLINES

Conference Preview	FEBRUARY 14, 2003
On-Site Program	APRIL 18, 2003

ENGLISH/FRENCH ADVERTISEMENTS

Please provide your ad in both official languages. If you do not, your ad will appear in its language of submission in both English and French versions.

MECHANICAL REQUIREMENTS

Ads should be provided as film (right reading, emulsion side down, 150 line for colour, 133 line for greyscale) or electronic artwork. Supply proof with all ads. Electronic artwork (Macintosh or compatible **only**) must be provided on disk (Zip or CDRom) in QuarkXPress 4.1 or earlier (include fonts and art), Adobe Illustrator 9 or earlier (convert fonts to outline) or Photoshop (100% 300 dpi tiff). Electronic four colour ads must be provided in CMYK. The covers of the conference preview and on-site program will be printed in four colours while the inside pages will be printed in black and white.

Please e-mail Barbara Jordan at babs@barkinc.com if you have any technical questions.