

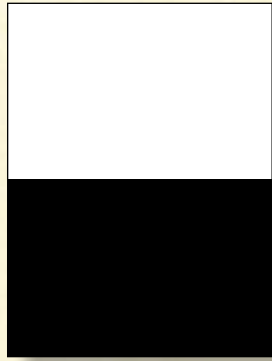
PRINT AD SPECIFICATIONS

Marketing Healthcare Today requires digital materials for all ads.

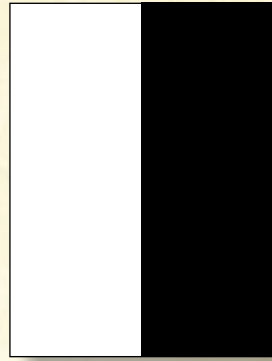
- High-Resolution PDF files in CMYK format are preferred. Acceptable Software Applications: Adobe InDesign CS2, Adobe Photoshop CS2, Adobe Illustrator CS2. All ads should be sent in electronic/digital format (high-res) of 300 dpi or larger.
- All ads may bleed (allow .125") and are printed in CMYK color.
- Email high res PDF files to: **info@MHTmagazine.com**
cc: **info@ciofnc.com**
- If mailing CD/DVD, send to: **MHT Magazine Art Dept.**
141 Willets Road
Sylva, NC 28779



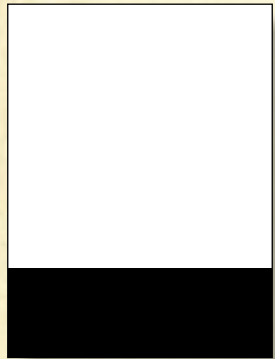
Full Page
8.50"w x 11.00"h - no bleed
8.75"w x 11.25"h - with bleed



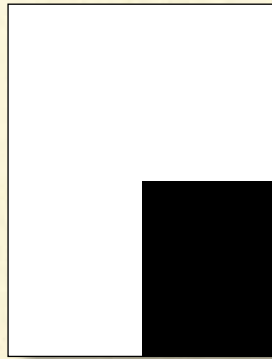
1/2 Page- Horizontal
8.50"w x 5.375"h - no bleed
8.75"w x 5.625"h - with bleed



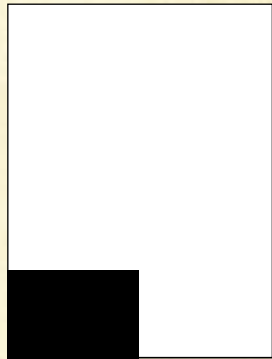
1/2 Page Vertical
4.125"w x 11.00"h - no bleed
4.375"w x 11.25"h - with bleed



1/4 Page - Horizontal
8.5"w x 2.75"h - no bleed
8.75"w x 3.00"h - with bleed



1/4 Page - Vertical
4.125"w x 5.375"h - no bleed
4.375"w x 5.625"h - with bleed



1/8 Page
4.125"w x 2.625"h - no bleed
4.375"w x 2.875"h - with bleed



Center Spread - Double Truck
17.00"w x 11.0"h - no bleed
17.25"w x 11.25"h - with bleed

IMPORTANT:

MHT suggests that you keep any text at least .25" from any side of your ad. We recommend .50".



2010

PRINT & WEB ADVERTISING

MEDIA KIT

Marketing Healthcare Today reserves the right to refuse or cancel any ad which, in its judgment, does not conform to the standards of the publication. All ads are printed with the highest possible quality, however, MHT cannot be held responsible for subjective opinions on color variance as the design of the advertisement is out of our control. Position of ads are placed at publishers discretion.

MARKETING HEALTHCARE TODAY

An Overview of Advertising Opportunities

ADVERTISING RATES



Marketing Healthcare Today (MHT) is an elite magazine with a professional audience comprised primarily of healthcare marketing decision makers. From CEO's to VP's, Directors to Managers, MHT caters to a powerful audience.

A favorite source for marketing professionals, MHT offers a glimpse into some of the nation's best advertising campaigns and service line promotions. Because of the creative nature of

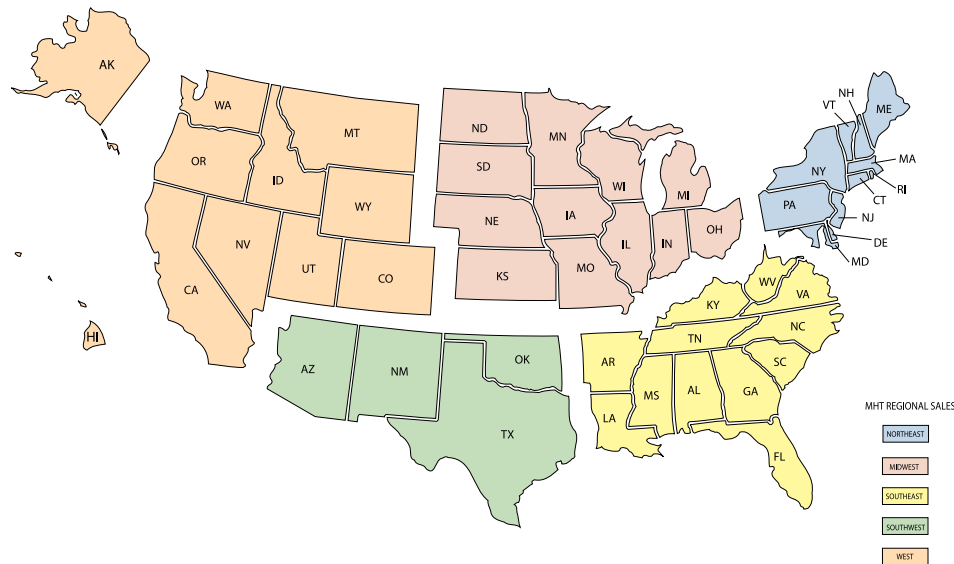
Marketing Healthcare Today, it boasts a long shelf life providing our readers with vital materials and information for future marketing endeavors of their own.

ADVERTISE BY REGION IN MHT...

Marketing Healthcare Today offers you a broad base of healthcare professionals at your advertising finger tips. With more than 7,000 in the MHT audience, advertising to specific regions are now possible, making it more cost-effective to reach your audience. For example, if you are trying to get clients on the East coast, you can reach that audience by only advertising in the Northeast and Southeast regions.

Each region is equally divided based upon the geographical location of our viewers. There are five regions available for ad placement:

- Northeast:** ME, NH, VT, NY, PA, MD, DE, NJ, CT, RI & MA
- Midwest:** ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN & OH
- Southeast:** AR, LA, MS, KY, TN, AL, WV, VA, NC, SC, GA & FL
- Southwest:** AZ, NM, TX & OK
- West:** AK, HI, WA, OR, CA, NV, ID, MT, WY, UT & CO



ADVERTISE IN MARKETING HEALTHCARE TODAY...

PRINT AD RATES - Per Region

CONTRACT IN ISSUES	1X	3X	6X
FULL PAGE	\$1,100	\$1,050	\$1,000
1/2 PAGE (Horz. or Vert)	\$750	\$700	\$650
1/4 PAGE (Horz. or Vert)	\$500	\$450	\$400
1/8 PAGE	\$300	\$275	\$250

AVAILABLE REGIONS: NORTHEAST; MIDWEST; SOUTHEAST; SOUTHWEST; WEST (see map to left)

Expand Your Advertising Coverage Into Different Regions For Only \$250 Per Region

PREMIUM POSITION ADS	1X	3X	6X
BACK COVER	\$1500	\$1400	\$1250
INSIDE BACK COVER	\$1300	\$1200	\$1100
FIRST RIGHT HAND READ	\$1300	\$1200	\$1100
CENTER SPREAD (2 PGS)	\$1850	\$1750	\$1600

AVAILABLE REGIONS: NORTHEAST; MIDWEST; SOUTHEAST; SOUTHWEST; WEST (see map to left)

ADVERTISE ONLINE (www.MHTmagazine.com)

ONLINE ADVERTISING RATES - Per Month

DISPLAY AD	\$75 PER MONTH
BANNER AD	\$150 PER MONTH

ONLINE MAGAZINE SPONSORSHIP (ONLY FIVE AVAILABLE)

MAGAZINE SPONSORSHIP AD	\$300/per issue
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AVAILABLE REGIONS: NORTHEAST; MIDWEST; SOUTHEAST; SOUTHWEST; WEST (see map to left)

* These premium sponsorship ads are located on the regional magazine download page (heaviest view pages).

ONLINE AD SPECIFICATIONS

DISPLAY AD	150 X 150 PIXELS
BOTTOM BANNER AD	696 X 80 PIXELS
SPONSORSHIP BANNER AD	696 X 120 PIXELS

Online ads must be submitted 72DPI, web-ready. RGB colorspace and saved as a .JPG or .GIFF file. Please export all ads through photoshop-web ready or similar application. Make sure ads are exact size as stated above.

ADVERTISING DEADLINES

MARKETING HEALTHCARE TODAY IS PUBLISHED BI-MONTHLY. DEADLINES FOR ALL HIGH-RES ADS ARE ON THE **FIRST** OF EACH MONTH PRIOR TO THE PUBLICATION DATE.

January/February Issue Deadline - December 1, 2011	July/August Issue Deadline - June 1, 2010
March/April Issue Deadline - February 1, 2010	September/October Issue Deadline - August 1, 2010
May/June Issue Deadline April 1, 2010	November/December Issue Deadline - October 1, 2010

Online advertising can be placed quickly within a week of placement.

Whether you choose to advertise in **Marketing Healthcare Today** magazine, online at www.MHTmagazine.com, or both... you will have the opportunity to sell your product and/or service to literally thousands of healthcare marketing professionals. By popular demand, MHT is offered in both printed and electronic versions. Our electronic magazine is available quicker and therefore a very popular choice by many. Your ad placed online can be seen by thousands as they access our web site... and, if you choose to be the main sponsor for the regional magazine downloads (only 5 available), your ad will be viewed specifically by viewers in your own geographical region.

CALL TODAY TO SCHEDULE YOUR AD
(800) 254 - 6789

Our advertising rates are extremely competitive. If you are serious about reaching healthcare marketing professionals, MHT is the answer!



ADVERTISING SPACE IS LIMITED & OFFERED ON A FIRST COME BASIS - RESERVE YOUR SPACE TODAY!

"MARKETING HEALTHCARE TODAY" is a publication of Creative Images, Inc.
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