

Inside Healthcare

The Pulse of Healthcare Leadership

media kit



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About Inside Healthcare



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The only health business magazine you need

There is no shortage of information on the healthcare industry these days—newspapers, magazines, blogs, and other sources are filled with it. But intelligent, timely information for those running hospitals and other provider facilities is much harder to come by. **That's where Inside Healthcare comes in**, providing a unique combination of feature articles, corporate case studies, and essays from the most prominent voices in healthcare today.

Each month, Inside Healthcare covers technology, management, best practices, and finance/legal topics, along with a cover story that digs deep into an emerging trend or the thoughts of a **forward-thinking senior-level executive**. Each issue also contains a number of **Healthcare Spotlights—case studies** that detail how healthcare providers are overcoming the obstacles to enhance performance and improve quality, safety, and the bottom line.

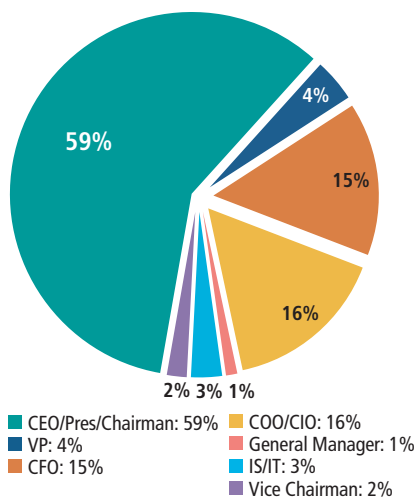
For health executives considering major capital decisions, our **Health Solutions section features case studies** on the companies that provide the **products and services you need**—from medical devices to finance to health IT.

THE READERS

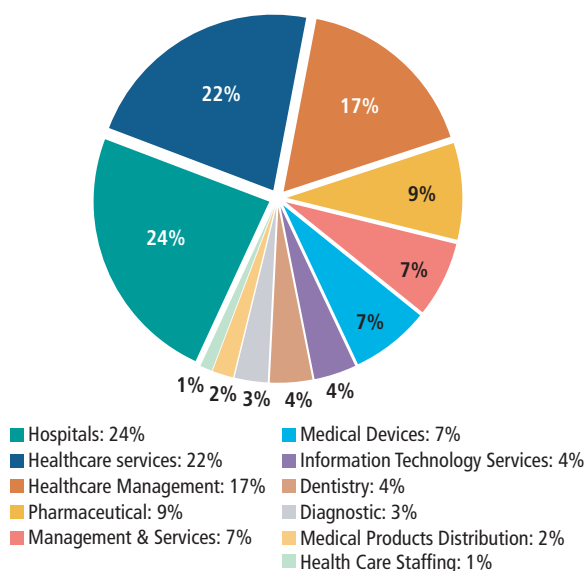
Our 30,000 readers represent some of the most powerful executives in the healthcare industry today. You may want your message to reach influencers, but you need your message to be seen by decisionmakers. That's why our readers have been carefully selected from a variety of databases, crosschecked and de-duplicated, to give an extremely focused, controlled circulation.

Our editorial is positioned directly toward the people who matter, and we want your message to reach them, too. There is no need to dilute your presence by sending Inside Healthcare to job titles that don't fit our target audience.

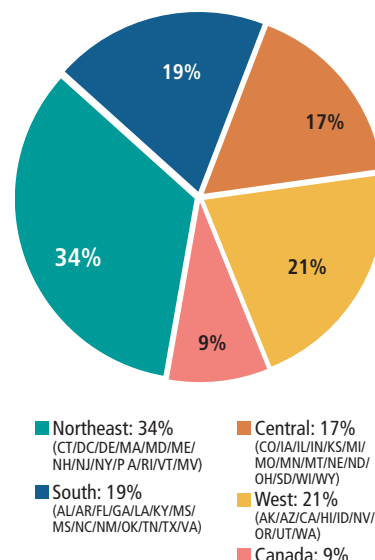
Job Title



Industry



Region



ARTICLE SAMPLES

**Click to see Healthcare
Spotlights samples**



**Click to see Health Solution
Spotlights samples**



EDITORIAL CALENDAR 2011

Departments	Technology	Management	Best Practices	Finance/Legal
June	Televisits	Preparing front-line leaders	Accommodating obese patients	Trimming prescription drug costs
August		Lean training: what works	ACOs	Bundled reimbursement
September	True clinical adoption	Compensation strategies	Board governance	HIPAA and the Cloud
November	Tracking software	Motivating employees	Hospital blogs	Tactical revenue cycle management

CONTACT US

Editorial

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Advertising

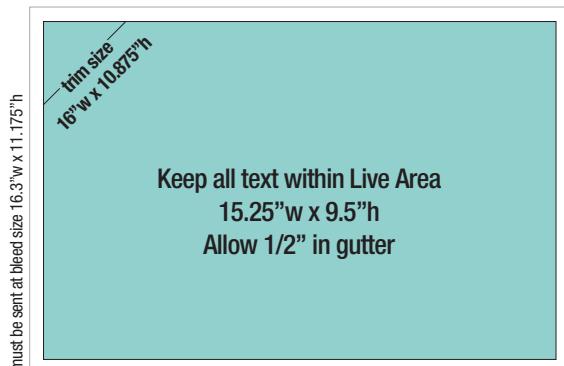
Joe Miller - Publishing Director
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 978-299-3438

Production

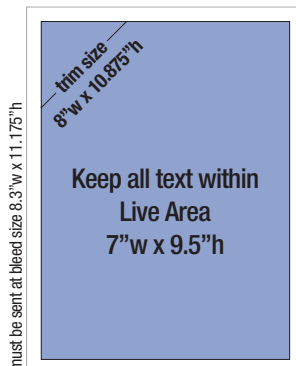
Caroline Barney - Creative Director
 cbarney@redcoatpublishing.com
 978-299-3439

Advertisement Specifications and Rates

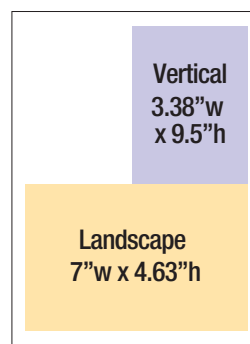
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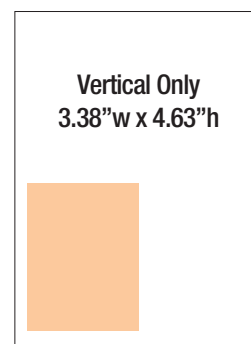
Full page with bleed



1/2 page



1/4 page



[Click for more information about Edit Mentions](#)

Ad Rates

4/C Advertisement	1x	3x	6x	12x	Edit Mention
Double Page Spread	\$15,995	15,195	14,395	13,595	120 words
Full Page with Bleed	\$8,495	8,070	7,645	7,220	80 words
1/2 Page	\$4,495	4,270	4,045	3,820	60 words
1/4 Page	\$2,495	2,370	2,245	2,120	None

Ad Requirements

For all designed ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, Quark XPress, InDesign CS, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files.

Regrettably, we cannot accept any artwork lifted directly from a Web

site or sent via fax, as the quality is incompatible for print. We also cannot accept designed ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. Inside Healthcare does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests

with the file originator.

Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail.

For your convenience, files up to 10MB can be sent to us via e-mail to ads@redcoatpublishing.com. For larger files, contact one of our Traffic Coordinators for information about uploading files to the RedCoat Publishing FTP site, or send a CD, overnight, to the address below.

If you need our studio to design your ad, at no additional cost, or have questions or concerns regarding ad material, please e-mail one of our Traffic Coordinators, Cat Tersigni at ctersigni@redcoatpublishing.com or Mel Chernov at mchernov@redcoatpublishing.com.

Send all ad materials to:

Studio at RedCoat Publishing
900 Cummings Center, Suite 222-T
Beverly, MA 01915
ads@redcoatpublishing.com

TERMS AND CONDITIONS OF ACCEPTANCE

These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertisement for the Advertiser. Time shall be of the

essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or ap-

proved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. **Covers and single insertion orders are non-cancelable.**

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancelable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate.

While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.