

2017 Print Rates

Ad Size	1x	3x	6x	12x
Spread	\$16,284.00	\$14,708.00	\$14,008.00	\$11,557.00
Full Page	\$8,297.00	\$7,942.00	\$7,422.00	\$6,902.00
1/2 Page	\$4,779.00	\$4,570.00	\$4,270.00	\$3,971.00
1/3 Page	\$3,461.00	\$3,309.00	\$3,093.00	\$2,888.00
1/4 Page	\$2,760.00	\$2,642.00	\$2,469.00	\$2,295.00

For more information, contact a sales representative below:

Scott C. Goist, National Account Manager

scott.goist@emeraldexpo.com
216.288.4170

Liliana Connolly, Account Manager

lil@viscidi.com
781.492.1509

Paul Bienkowski, Account Manager

pbienkowski@cox.net
860.644.3861

Phyllis Viscidi, Account Manager

phyllis@viscidi.com
781.431.1320

Phil Viscidi, Account Manager

phil@viscidi.com
781.431.1320

Ginnie Lowder, Account Manager, Northeast

virginalowder@gmail.com
254.749.7484



Online Media Kit & Contact Information: mediakit.HCDmagazine.com

2017 Digital Rates

	Placement	Dimensions	2017 (Net)	Monthly or Weekly
HCDmagazine.com All placements serve ROS. Pricing based on SOV.	Top Leaderboard*	728x90	\$3,075	Month
	Top Rectangle	300x600	\$3,200	Month
	Large Rectangle	300x250	\$2,675	Month
	2nd Rectangle	300x250	\$2,300	Month
	3rd Rectangle	300x250	\$1,950	Month
	Anchor*	728x90	\$1,700	Month
High Impact Placements All High Impact Placements served once per Unique per 24 hours	Prestitial	600x400	\$6,400	Month
	Interstitial	600x400	\$1,600	Week
	Wallpaper	Multiple	\$1,600	Week
HCD Newsletter Sold monthly, 4 issues	Top Leaderboard*	728x90	\$2,925	Month
	Top Rectangle	300x250	\$2,925	Month
	2nd Rectangle	300x250	\$2,725	Month
	Anchor*	728x90	\$2,500	Month
Vertical Newsletter (weekly)	Architects	300x250	\$1,545	Week
	Interior Designers	300x250	\$1,545	Week
Vertical Newsletter (monthly)	Architects	728x90* 300x250	\$1,950	1 x each Month
	Interior Designers	728x90* 300x250	\$1,950	1 x each Month
Custom eBlasts Sent to entire HCD eBlast audience	Custom eBlast	Custom HTML	\$5,100	each or \$400 CPM
Digital Edition	Cover Sponsor (left of cover & top right logo)	472x570 88x31	\$1,545	Month
	Skyscraper Left	120x600	\$1,950	Month
	Skyscraper Right	120x600	\$1,950	Month
	Top Leaderboard	1450x100	\$1,950	Month
	Ad Jolt		\$425	
Lead Generation	Webinars		\$15,000	
	White Papers		\$500 \$1,100 \$1,600	Month 3 Months 6 Months

*Optional 300x50 Mobile Leaderboard should be submitted in order to serve the Leaderboard/Anchor on Mobile Devices.

All rich media ad units should be 3rd party served. Serving fees apply if client/agency does not pay directly. Our ads are served through Dart for Publishers (DFP).

Creative Delivery Deadline - 5 full business days for Standard Media. 10 full business days for Rich Media and Video. Email all creative submissions to Ad Operations and Media Trafficking at: adops@emeraldexpo.com, please include IO.

Bleed sizes:

Spread 18-1/4" x 11-1/8"	Full Page 9-1/4" x 11-1/8"	1/2-vert. 4-1/2" x 11-1/8"	1/2-horiz. 9-1/4" x 5-1/2"	1/3-horiz. 9-1/4" x 4-1/4"	1/3-vert. 3-1/8" x 11-1/8"	1/4-page —
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Non-Bleed (Live Area) sizes:

Spread 17-1/2" x 10-3/8" <small>(gutter bleed only)</small>	Full Page 8-1/2" x 10-3/8"	1/2-vert. 3-7/8" x 10"	1/2-horiz. 7-7/8" x 4-7/8"	1/3-horiz. 7-7/8" x 3-5/8"	1/3-vert. 2-1/2" x 10"	1/4-page 3-7/8" x 4-7/8"

Trim sizes:

Spread 18" x 10-7/8"	Full Page 9" x 10-7/8"	1/2-vert. 4-1/4" x 10-7/8"	1/2-horiz. 9" x 5-1/4"	1/3-horiz. 9" x 4"	1/3-vert. 2-7/8" x 10-7/8"	1/4-page —
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Display four-color process — GROSS RATES

Number of units used within 12 months from date of first insertion in contract period determines frequency rate.

Publication trim size: 9" width x 10-7/8" height

Live matter should be 3/8" from trim. Allow 1/8" safety in gutter for spreads.

4/C	1x	3x	6x	12x
Spread	\$16,284.00	\$14,708.00	\$14,008.00	\$11,557.00
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1/4 Page	\$2,760.00	\$2,642.00	\$2,469.00	\$2,295.00

AD SIZE	Bleed (width x depth)	Non-Bleed (Live area) (width x depth)	Trim (width x depth)
Spread	18-1/4" x 11-1/8"	17-1/2" x 10-3/8"	18" x 10-7/8"
Full Page	9-1/4" x 11-1/8"	8-1/2" x 10-3/8"	9" x 10-7/8"
1/2 Page Vertical	4-1/2" x 11-1/8"	3-7/8" x 10"	4-1/4" x 10-7/8"
1/2 Page Horizontal	9-1/4" x 5-1/2"	7-7/8" x 4-7/8"	9" x 5-1/4"
1/3 Page Horizontal	9-1/4" x 4-1/4"	7-7/8" x 3-5/8"	9" x 4"
1/3 Page Vertical	3-1/8" x 11-1/8"	2-1/2" x 10"	2-7/8" x 10-7/8"
1/4 Page Square	—	3-7/8" x 4-7/8"	—

Cover rates

Extra charge on space and color rates:

Second cover	(inside front)	additional 10%
Third cover	(inside back)	additional 10%
Fourth cover	(outside back)	additional 15%

Bleed ads

No additional charge for bleed ads.

Inserts

For insert specs and pricing, contact Publisher.

Preferred or specified positions

10% extra on space and color.

Cancelable (in writing only) with 90-days notice.

Agency commission

15% of gross billing to recognized agencies on the following charges only: display space, color and position.

Black & white rates

Subtract 12% from four-color gross rate.

Contact your *Healthcare Design* representative for Standard 4A Color rates and Matched Color rates.

Other opportunities

- HCD Expo Exhibit Space
- HCD Expo Directory
- Healthcare Design CitySCENE Sponsorship
- Healthcare Design Forum Sponsorship
- Utilize list rental to reach customers

Custom reprints and eprints

Custom reprints of materials in *Healthcare Design* are available through The YGS Group.

Anastasia Minichino
The YGS Group
Attn: Reprint Division
3650 W. Market Street
York, PA 17404
Phone: 800-501-9571 ext. 100
E-mail: anastasia.minichino@theygroup.com

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a:2001** format.

To match the color expectations of our advertisers, Emerald Expositions requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Emerald Expositions is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- **Color: Define all colors as CMYK process.** Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC-based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- **Images:** Must be high resolution SWOP-compliant with a **resolution of 300 dpi for CMYK** and 1200 dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. **Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.**
- **Type:** Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
Opacity: All objects, artwork or effects in the document should be set at a maximum of 99% before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.

- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Preferred method: Submit PDF/X-1a:2001 advertising materials via email or wetransfer.com

Alternative method: Submit PDF/X-1a:2001 advertising materials via emeraldexpoadservices.sendmyad.com Once on the site, follow step by step instructions as provided.

- **File naming:** Publication abbreviation, issue date and ad name.
-Example: hcd_0116_XYZfloors.pdf
-Do not exceed 25 characters in the naming convention.
-When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.
-Example: hcd_0116_XYZfloors_REV.pdf

More info

For more information regarding these specifications or shipping address, contact Production Manager Terri Hill at 770-291-5481 or terri.hill@emeraldexpo.com.

Shipping Address:

Terri Hill
1145 Sanctuary Pkwy., Ste. 355
Alpharetta, GA 30009-4772

Specialty Advertising

Buyers Guide (January)

The resource issue for healthcare industry professionals.

Rates: Free listings available. Enhanced listings from \$275

Product Gallery (February, August, and November)

Choose your ad size and provide text and images and we'll design your ad to appear in this special section.

Rates: 1/6 Page: \$955; 1/3 Page: \$1315; 1/2 Page: \$1685

Product Alert (March, June, September, and December)

Take part in our quarterly e-blast focused on healthcare design products. Reach our complete e-news readership.

Rates: \$955 per newsletter

Product Innovation Awards (May)

Submit your latest product to our annual Product Innovation Awards program. All participants will receive a 1/6-page ad in the Product Innovations Gallery and three will be named our Gold, Silver, and Bronze award winners by our elite panel of expert judges. Winners will be upgraded to full-page coverage in the magazine.

Rate: \$835/first entry; \$500 each additional entry

For more details on specialty advertising, contact Elana Ben-Tor:

t: (216) 373-1202

e: elana.bentor@emeraldexpo.com

HCD Expo Directory

Reach HCD Expo attendees with ads in the official Show Directory—available only through *Healthcare Design*.

Show Directory Rates*

Standard Full Page:	\$2,500
Standard Half Page:	\$1,500
Back Cover:	\$5,000
Inside Back Cover:	\$3,000
Page 1:	\$3,500

* Discounts available for *Healthcare Design* magazine advertisers.

Digital Edition

File format: Nxtbook Media requires electronic files to be in PDF format. If documents are currently in PostScript files, convert to PDF format using Acrobat Distiller 4.0 (or greater) with all fonts embedded (text & image PDF).

- The preferred output resolution of the PDFs is 150 dpi, print ready quality.
- Supply the PDF compiled as single pages, if not compiled, page numbers must be indicated on file name.
- Prefer pages cropped to trim. If they cannot be cropped, need crop marks to be at the same location on each page.
- All pages need to be the same width and height (except for special pages such as gatefolds, belly bands, etc.).
- Any gatefolds, cover wraps, bind-ins or bellybands clearly indicated.
- Please do not use any fonts that have a custom encoding.
- Please convert any ligatures into their proper letters before sending files.

Delivery of Materials

Preferred method: Submit PDF/X-1a:2001 advertising materials via email or wetransfer.com

Alternative method: Submit PDF/X-1a:2001 advertising materials via emeraldexpoadservices.sendmyad.com
Once on the site, follow step by step instructions as provided.

- **File naming:** Publication abbreviation, issue date and ad name.
—Example: hcd_0114_XYZfloors.pdf
—Do not exceed 25 characters in the naming convention.
—When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.
—Example: hcd_0114_XYZfloors_REV.pdf

More info

For more information regarding these specifications or shipping address, contact Production Manager Terri Hill at 770-291-5481 or terri.hill@emeraldexpo.com.

Shipping Address:

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Alpharetta, GA 30009-4772