

# HEALTHCARE factfinder

www.healthcarefactfinder.com ~ email: info@healthcarefactfinder.com  
 P.O. Box 147 Indian Wells CA92210  
 Phone: (760) 989 2450

## U.S.A. ADVERTISING RATE CARD RMD • DISPLAY/FEATURE • BANNER

<b>*37 REGIONAL GRIDS</b>	<b>FULL PAGE</b>	<b>HALF PAGE</b>	<b>THIRD PAGE</b>	<b>QTR PAGE</b>	<b>RMD LISTING</b>	<b>BANNER</b>	<b>MINI B'NER</b>
SINGLE GRID	\$6,950	\$4,150	\$2,650	\$2,450	\$1,950	\$1,500	\$1,050
TWO GRIDS	\$13,250	\$8,200	\$5,200	\$4,800	\$3,800	\$3,000	\$2,100
FOUR GRIDS	\$25,500	\$16,200	\$10,000	\$9,500	\$7,400	\$4,500	\$4,200
TEN GRIDS	\$61,375	\$40,500	\$24,000	\$23,000	\$18,000	\$14,500	\$10,000
TWENTY GRIDS	\$120,000	\$75,000	\$45,000	\$43,000	\$35,000	\$28,000	\$19,000
THIRTY GRIDS	\$162,000	\$100,000	\$64,000	\$60,000	\$52,200	\$42,000	\$28,000
ALL GRIDS	\$199,500	\$120,000	\$74,000	\$70,000	\$64,000	\$50,000	\$35,000

Internet Flash Banner Advertising (all regions) \$52,000 per annum

*\* California has been divided into 37 Advertising/Distribution GRIDS by Zipcode.  
 Each Grid on average represents one million persons.*

- **RATES DO NOT INCLUDE SALES TAX**
- **INSIDE FRONT COVER \$9950 • INSIDE BACK COVER \$9950**
- **PREMIUM LOCATION & GUARANTEED PLACEMENT ... ADD 20%**
- **RATES ARE BASED ON HIGH RESOLUTION (300 DPI) PRODUCTION-READY PDF FILES**
- **748 BOOK PAGES • WEIGHT 30ozs • THICKNESS 0.75 inches**

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## PUBLISHING DATES & DEADLINES ADVERTISEMENT SPECIFICATIONS & PRODUCTION

Booking Deadline: 30<sup>th</sup> of Specified Month  
Proof Deadline: 7<sup>th</sup> of Following Month  
Distribution: Week 4 Same Month

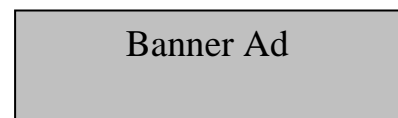
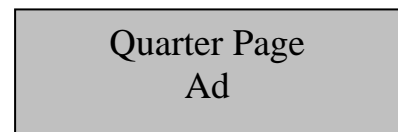
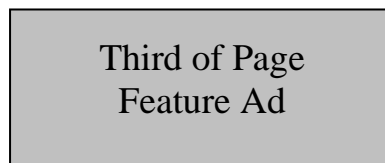
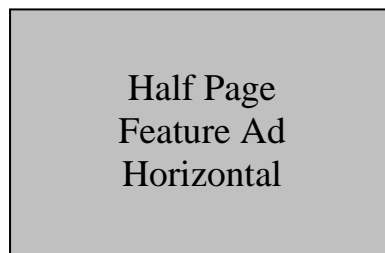
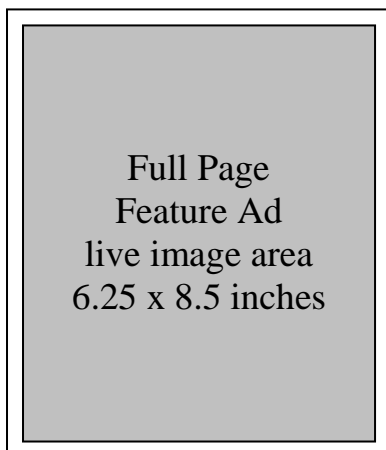
Trimmed Size: 7 inches Wide x 9 inches Deep

Bleeds: ¼ inch bleed required for web production  
It is important to ensure that Bleed Ad "live matter" (wording or pictures) do not appear closer than ¼ inch to the trim edge as the "live matter" may be lost in trim variation.

Standard Ad Sizes: (Live image areas)

- Full Page: 6.25 inches wide x 8.5 inches deep
- Half Page: 6.25 inches wide x 4.25 inches deep
- Third of Page: 6.25 inches wide x 2.75 inches deep
- Quarter Page: 6.25 inches wide x 2 inches deep
- Banner: 6.25 inches wide x 1.5 inches deep
- Mini Banner: 6.25 inches wide x 1 inch deep
- RMD Listing: 6.25 inches wide x 2.75 inches deep
- Internet Flash Banner: 10 inches wide x 1.5 inch deep

Artwork/Graphics/Fonts: Production ready PDF files



### AD PRODUCTION

RMD/BANNER - 1/2 PAGE - 1/3 PAGE - FULL PAGE/FLASH  
\$85 \$250 \$200 Subject to quotation

PRODUCTION SERVICES ARE INCLUSIVE OF: DESIGN • LOGO LAYOUT • TYPESETTING  
GRAPHICS • PHOTOGRAPHY • ARTWORK ARE NOT INCLUDED

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## BOOK ORDERS

Single unit(s) - HEALTHCARE factfinder	\$9.95
20 unit Box Lots - HEALTHCARE factfinder	\$199.00

## DOWNLOADS

HEALTHCARE factfinder - Full Version	\$9.95
HEALTHCARE factfinder - Updates	\$9.95

## i-Pad/Kimble/e-publish Download

*HEALTHCARE factfinder - Full Version	\$9.95
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Prices include shipping & handling where applicable

Prices include Sales Tax where applicable

\*Unavailable till second/third quarter 2018

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## ADVERTISEMENT INSERTION ORDER

Company Name: \_\_\_\_\_

Representative: \_\_\_\_\_

AD TYPE	AD SIZE	AD SECTION/LOCATION/REGION	PRICING
			Extras:
			Sales Tax
<i>If ad production is needed additional costs will be charged to clients account. Please refer to Mechanical Requirement sheet for Specifications &amp; Charges</i>			<b>TOTAL \$</b>

Special Instructions \_\_\_\_\_

Artwork to be supplied by/instructions

## CUSTOMER AUTHORIZATION

Advertiser/Client: WE \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

E-Mail \_\_\_\_\_ WWW. \_\_\_\_\_

*Have read & reviewed this Insertion Order and accept the terms and conditions as set forth within the General Provisions.*

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Advertising Agency (if applicable)

*On behalf of the above-named Advertiser, we have read and accept the terms and conditions as set forth within the General Provisions.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

# GENERAL PROVISIONS - BILLINGS & CHARGES

1. A 15% agency fee will be paid to recognized, licensed advertising agencies.
2. All advertisers are required to submit 50% payment with insertion order, balance thereafter payable with acceptance and signing of final proof(s). Advertisement insertion orders will only be acknowledged after payment approval. A finance charge of 2% per month shall be charged on late payments.
3. Advertisers must submit their Ad submission in a High Resolution PDF file format suitable to the publisher, any modifications to supplied Ad materials will be charged at our quoted production costs.
4. Advertisers who request proofs must provide all material prior to issue's proof deadline date. Only one proof will be provided, no proofs will be provided if ad material arrives after deadline date.
5. All other terms and conditions set forth in current rate cards are in effect.
6. Once an account is delinquent, HEALTHCARE factfinder Inc, has the right to demand payment in full. All outstanding sums are immediately due, if the account is placed for collection, a 30% charge will be added to the account, this charge shall be deemed reasonable attorney's fees & collection costs.
7. Advertising agencies submitting contracts which disclaim dual liability to HEALTHCARE factfinder Inc for the agency and the client must either sign a HEALTHCARE factfinder Inc contract prior to acceptance of their advertisement or must pre-pay each advertisement in full at time of insertion order placement.
8. If an ad is scheduled for a given issue and copy instructions are not received by the contract due date, the most recently run ad will be repeated.
9. HEALTHCARE factfinder Inc reserves the right to refuse or cancel an ad at any time due to credit reasons or any other reasons it may deem appropriate.
10. Advertiser is solely responsible for the content of the advertisement and holds HEALTHCARE factfinder Inc harmless from any expenses, costs, claims, demands or liability whatsoever resulting therefore. Advertiser recognizes that the publication may be distributed and sold in interstate commerce and therefore, advertiser is solely responsible for any local, state, or federal disclosures or required notices, if any, to be included in the advertisement.  
In the event that publisher is unable to produce any of the editions described herein, publisher shall refund advertiser's unearned portion of the contract price, this being the, sole remedy of advertiser, it being the intent that publisher shall not be responsible for any consequential or incidental damages. Advertiser recognizes that "HEALTHCARE factfinder" is a copyrighted publication with all rights reserved to the publisher. This contract contains the entire agreement of the parties and may not be modified unless in writing and signed by both parties.  
No representations were made or relied upon by either party unless expressly set forth above.
11. Advertisers will be short-rated or credited; if within their 12-month contract period they use a number of insertions that earn a rate different from the rate at which they have been billed.
11. Any/All cancellations of annual contracts will result in a short rate pay back to HEALTHCARE factfinder Inc unless other arrangements were agreed upon by both parties.
13. Cancellations must be made in writing 30 days prior to publishing deadline as described.  
No cancellations will be accepted after this date.

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## ADVERTISING CONTRACT

### CLIENT DETAILS

Company Name: \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_  
Phone: \_\_\_\_\_ Contact: \_\_\_\_\_  
E-mail \_\_\_\_\_ www. \_\_\_\_\_

### AD PDF FILE DETAILS

- |  |                          |                                     |                          |
|--|--------------------------|-------------------------------------|--------------------------|
| 1. Full Client PDF files                 | <input type="checkbox"/> | 6. Commission new graphics/artwork  | <input type="checkbox"/> |
| 2. Copy only supplied by client          | <input type="checkbox"/> | 7. Other                            | <input type="text"/>     |
| 3. Graphics/Logo only supplied by client | <input type="checkbox"/> | 8. Client supplied PDF files due by | <input type="text"/>     |
| 4. Modify existing artwork               | <input type="checkbox"/> |                                     | <input type="text"/>     |

### AD DETAILS & BILLING RATE

Feature Ad Size	BASE RATE	AD COST
<input type="text"/>	\$ _____	*Rate Extras
# RMD Listing(s)	\$ _____	\$ _____
RMD Insertion Heading(s)		\$ _____
<input type="text"/>	*Publishing Region(s)	\$ _____
		\$ _____

Sales Tax \$ \_\_\_\_\_

Feature Ad Placement Section

\*Guaranteed location(s)

\*Inside Front Cover  \*Inside Back Cover

**TOTAL \$**

# CONTRACT COPY TERMS & CONDITIONS

1. No conditions other than those recorded in this contract will be entered into.
2. Orders are subject to all conditions and pricing as stated on current rate cards unless otherwise specified by the publisher in writing.
3. All advertising must be pre-paid prior to acceptance by the publisher.
4. A 50% deposit is required with placement of advertisement insertion order.
5. All/any production charges, camera work, typesetting, layout and other mechanical preparation are fully payable with acceptance and signing of final proof(s).
6. Frequency discount is based on the full number of paid insertions within a 12-month period from date of first ad, to qualify for frequency discount, a signed contract must be submitted to the publisher designating the anticipated number of issues during the contract year, short rate charged if frequency is not fulfilled within contract year. Frequency advertising is payable no later than print cycle booking/proof deadline dates as stipulated by publisher.
7. The publisher has the right to hold an advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.
8. Publisher is not liable for errors in key numbers or in other type set by the publisher.
9. Notification of space cancellations must be made 30 days prior to publishing deadline in writing.
10. Changes in ad material are permitted, provided written authorisation is received by issue proof deadline date.
11. The publisher reserves the right to reject any advertisement.
12. Advertising space must be used for the advertiser's own business and cannot be sub-let.
13. All advertising contracts are subject to change in rate upon notice from the publisher.
14. All advertisers with contracts will be rate protected until renewal date of contract.

## **WARRANTY AND INDEMNITY**

Advertisers and/or advertising agencies by authorising or approving of the publication of any material **INDEMNIFY** the publisher its servants and agents against all liability claims or proceedings **AND WARRANT** that the material complies with the relevant laws and regulations and that its publication will not give rise to any rights against or liabilities against the publisher, its servants, or agents, and particularly that nothing therein is capable of being misleading or deceptive or otherwise in breach of any Trade Practices Act.

## AGREEMENT

Company Name:

I confirm that the details set out herein correctly state our advertising contract with HEALTHCARE factfinder Inc.

Position & Title of person signing contract:

Signature

Date

Acceptance on behalf of HEALTHCARE factfinder Inc