

Modern Healthcare

2021 Media Planner

“It is the most trusted information
in the healthcare world.”

Dr. Akram Boutros

President and Chief Executive Officer
The MetroHealth System



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About

Modern Healthcare is the industry's leading source of healthcare business and policy news, research and information. We report on important healthcare news and trends, as they happen, so our readers can make informed business decisions. In tandem, we deliver in-depth analysis and a look into what's happening next, so industry leaders can prepare for the impact to their organizations.

Modern Healthcare

Research & Data

Better understand what's driving market changes with actionable information in our searchable databases, industry rankings and surveys, white papers and reports.

Events & Education

Connect, learn and advance your career with today's and tomorrow's leaders at Modern Healthcare events, virtually and in-person. Experience the content and build new relationships.

Awards & Recognition Programs

Modern Healthcare honors the exemplary efforts by individuals and organizations in healthcare.



Products & Reach

Twice Monthly Print Magazine

Average circulation of **69,547***

ModernHealthcare.com

Delivers **1,220,831**** monthly page views from **669,278**** unique visitors.

E-newsletters & Alerts

Delivered to a combined audience of **378,900***** subscribers

Podcasts & Video

Shared with an audience of over **79,000***** healthcare leaders

Social Media

959,218**** social followers



Modern Healthcare

Magazine

“I love Modern Healthcare for the **timeliness** and the **very real information** it provides. You feel like you are up to date and on time with what you’re finding out.”

Helen Stewart

President, Strategic Relationship Channel
GE Healthcare USCAN



69,547

Circulation in print / digital replica

With a team of 20+ reporters, editors and staff covering the latest in healthcare news, Modern Healthcare understands industry complexities and interprets specifically for our audience of C-Suite decision makers.

Circulation by Industry:

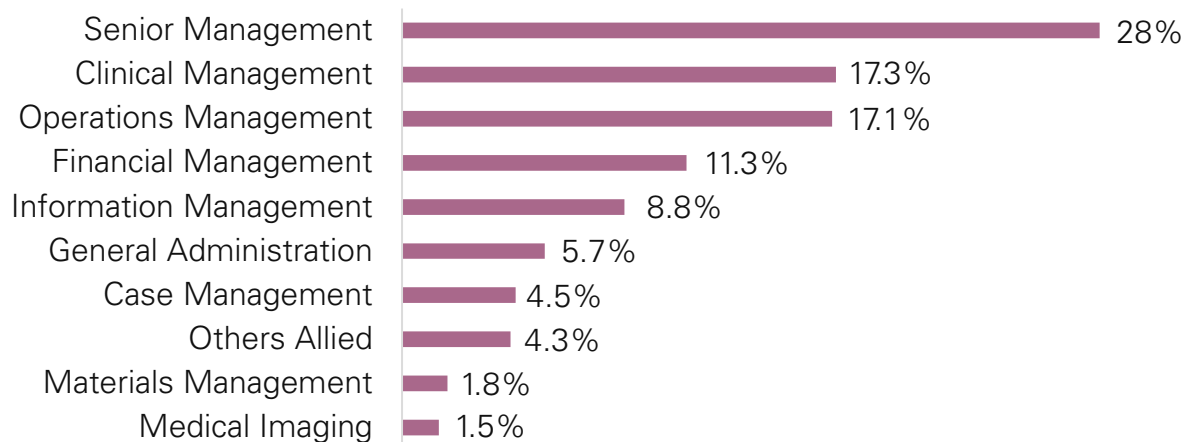
66.7%	Hospitals
17.8%	Others Allied
8.4%	Medical Clinics / Groups / Specialty Hospitals
5.4%	Payers
1.7%	Nursing Home / Hospice



57,029

Circulation to hospitals, insurers, medical clinics, groups, nursing homes and hospice

Circulation by title in the Hospital / Payer / Medical Group



Time spent reading typical issue: 48 minutes*

Length of readership: 12 years*

Average age of Modern Healthcare reader: 54 years*

55% are male*

45% are female*

Our Readership



28% are in senior management*

66.7% work within hospitals*

81% of hospital C-suite executives receive Modern Healthcare**

Our Readership

67% of readers state they became aware of a brand as a result of seeing them in Modern Healthcare

85% of readers state they have taken action as a result of an ad they saw in Modern Healthcare

88% of Modern Healthcare print readers are actively involved in the decision-making process for their organization.

Advertising Opportunities

Regional Display Advertising

Target specific geographies with regional ads. Available in one issue each month (please reference editorial calendar for dates), regional advertising is a targeted and cost-effective way to connect with buyers and generate sales in a clearly defined market.

Partial-Run Inserts

Targeted inserts are available for circulation counts of 25,000 or less. Targeting is available by title, geographic region and number of beds and allows advertisers to customize messaging to audience type.

National Display Advertising

Readers screen advertisements in much the same way as they screen the editorial – looking for items that interest, intrigue and help fulfill a business need they may have. Magazine display advertising provides high-quality representation of your brand.

National Inserts

National inserts can be furnished pre-printed or printed by Modern Healthcare. Inserts may be bound-in (saddle-stitched or perfect-bound depending on the issue), tipped (glued) into the magazine or poly-bagged with the magazine.

Advertising Opportunities

Belly Band

Wrapped around an issue of Modern Healthcare and distributed at a tradeshow of your choice, a belly band advertisement guarantees immediate and exclusive exposure for your brand.

Furnished Advertorials

Publishing your latest white paper, case study, roundtable or other content asset is a creative way to educate and inform buyers about your solutions.

Front Cover Tip

This unique, high-impact ad unit positions your brand message on top of the issue's cover, is printed on both sides and can be removed and saved by the reader.

Brand Spot

Increase name recognition with this unique branding opportunity that incorporates frequency and brand exposure. Brand spot advertising is sold as a cost-efficient 12X branding package.

Survey Sponsorship

Modern Healthcare publishes the exclusive results of several industry surveys for readers to save and share. Annual surveys include: Executive Compensation, Hospital Systems, Physician Compensation, Construction and Design. Survey sponsorship aligns your brand with a valuable resource for Modern Healthcare readers.

Premium Positions

Take advantage of our highest visibility positions (front cover, inside back cover, back cover and content adjacencies) and drive greater awareness for your brand.

Issue Takeover

For advertisers looking for dominant visibility and 100% share of voice, Modern Healthcare offers publication takeovers in several 2021 issues.

Cover Gatefold

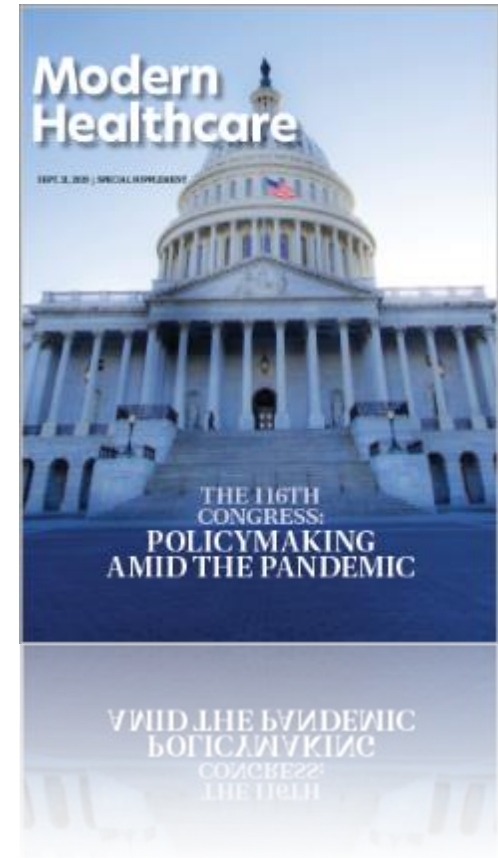
Due to its interactive nature, gatefold advertisements create immediate and powerful exposure unlike any other advertising opportunity. Readers unfold a cover gatefold ad (inside front cover or inside back cover advertisement, followed by a spread) to gain access to the issue, resulting in instant brand visibility and maximum return on investment.

Tombstone Advertising

Inform prospective investors of a new security for sale to public, announce an addition to your staff or a new office location and communicate mergers and acquisitions with a tombstone ad.

Special Issues and Supplements

- 33rd Annual Health Care Hall of Fame
- 45th Anniversary Issue
- 117th Congress Special Report
- Ad Readership Studies*
- Best Places to Work in Healthcare Supplement
- By the Numbers Supplement
- Modern Healthcare’s Top 25 Women Leaders Program Guide
- Modern Healthcare’s Top 25 Minority Leaders Program Guide



Editorial Reprints & E-Prints

Contact: Lauren Melesio
 Director of Reprints & Licensing
 Phone: 212.210.0707
lmelesio@modernhealthcare.com

Email List Rental

Modern Healthcare’s email list rental database is comprised of more than 67,000 opt-in email addresses. Email list rental begins at \$1,000/M**.

Postal List Rental

Modern Healthcare’s postal list rental database is comprised of more than 31,450 opt-in mailing addresses. Postal list rental begins at \$210/M**.

*Modern Healthcare provides complimentary Ad Readership Studies in four 2021 issues. Advertisers with a national display ad (1/4 page or larger – does not include inserts or cover tips) will receive a custom report with detailed findings. Content and thought leadership pieces are not included.
 **Volume discounts are available. Reprints, email and postal list rental are not eligible for agency discounts.

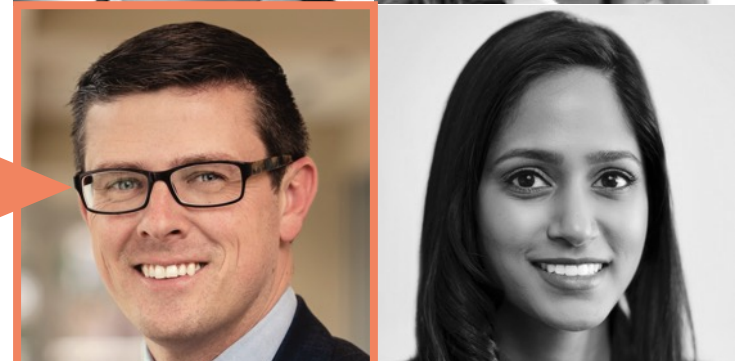
Modern Healthcare

Digital

“The **quick, digestible stories** that you can scan through and daily emails help to stay on top of the things that I need to know about.”

Jonathan Bailey

Chief Operating Officer, Stamford Health

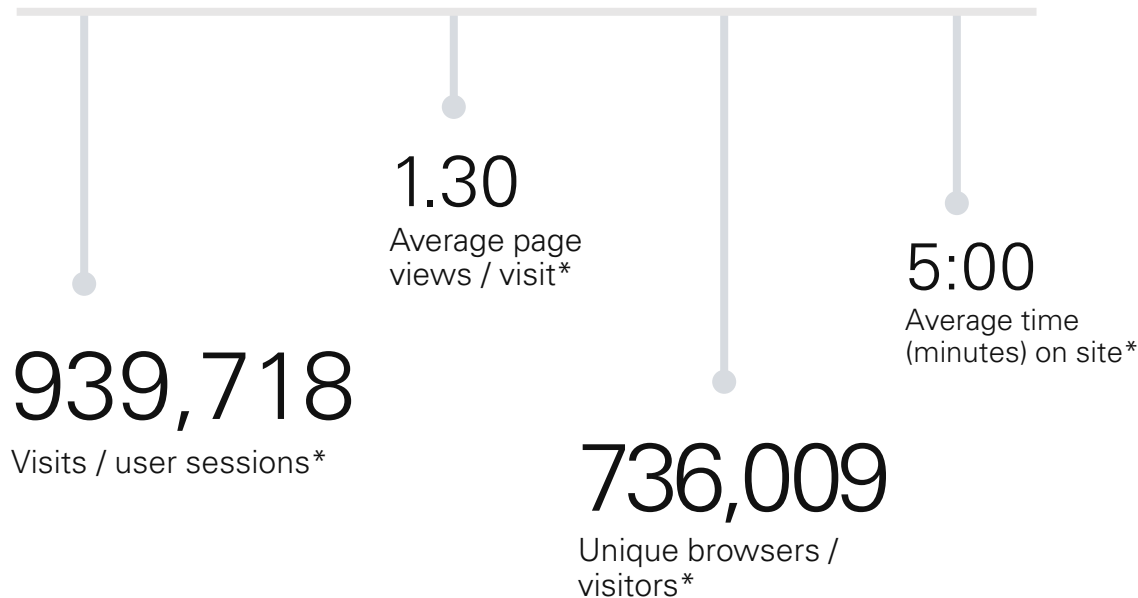


Your Digital Destination

Align your brand with the coverage that healthcare executives turn to 24 hours a day 7 days a week, 365 days a year. Be seen where your targets are looking for breaking healthcare news, business analysis, opinion and data.

1,220,831 *

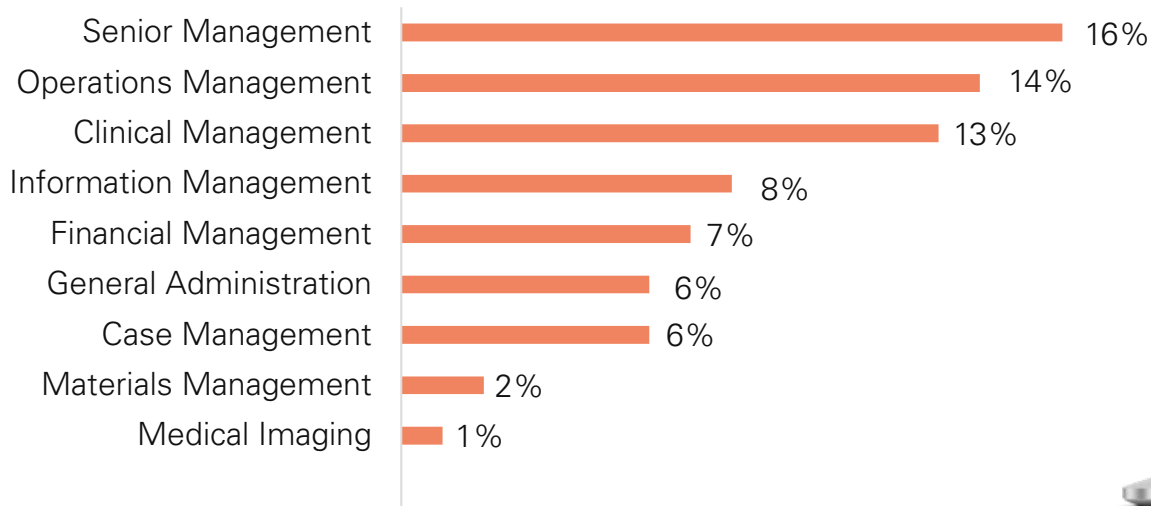
average page views on website per month



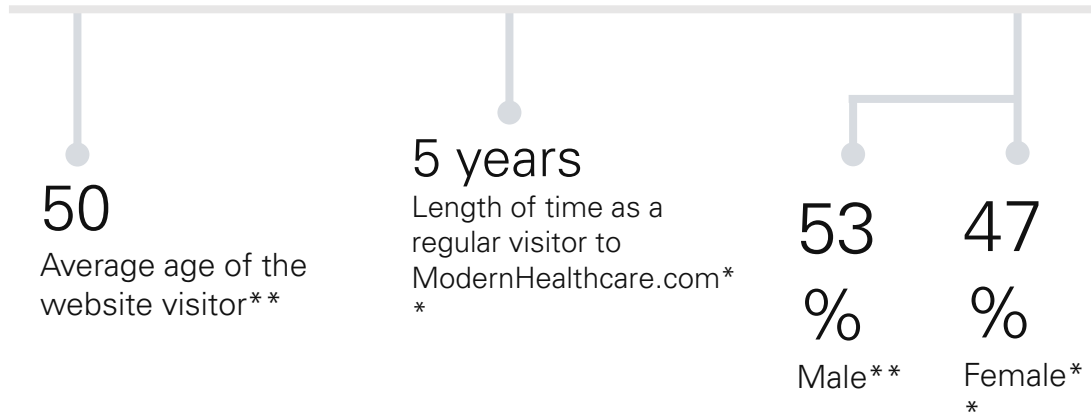
ModernHealthcare.com

Read enterprise journalism designed to inform and engage, as well as provides crucial resources leaders need to make decisions and innovate.

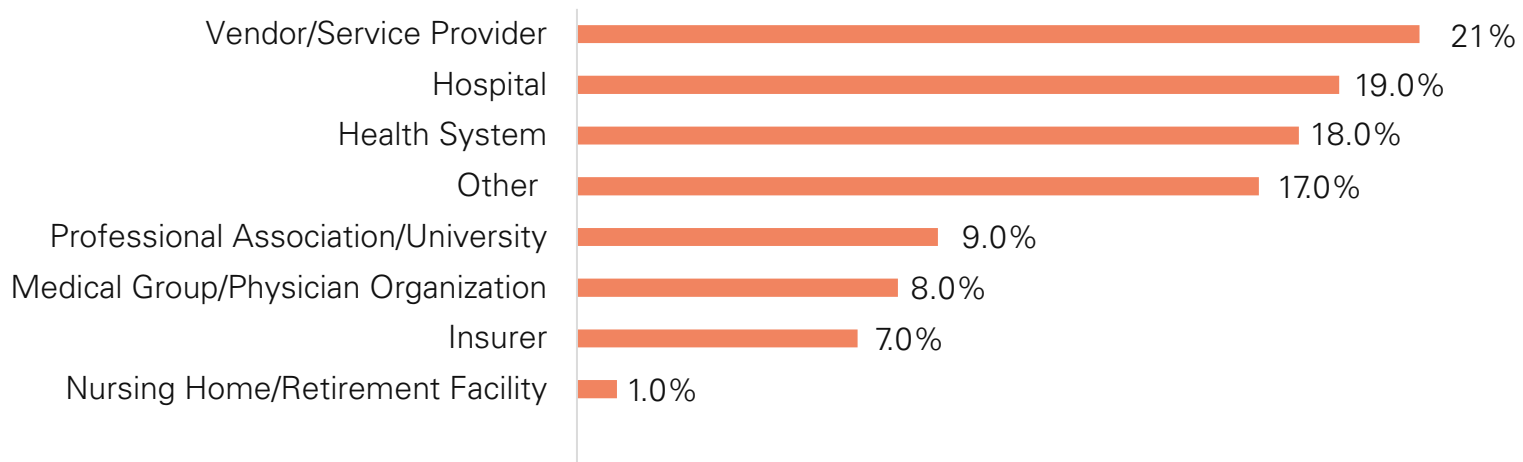
Registrants by Title in the Hospital / Payer / Medical Group*



Audience Breakdown



Visitors by Industry**



ModernHealthcare.com

Desktop Home Page Sponsorship (Top Position Expansion Unit)

The home page sponsorship provides impact with a consistent presence in the top position on ModernHealthcare.com. Only one sponsorship is available each month.

Interstitial Banner Advertising

The interstitial ad unit is a large format, high-visibility ad position that offers 100% of the page real estate to visitors. This position engages audience and encourages interaction leading to a higher click through rate.

Sponsored Content Posting

Create awareness of your thought leadership with the Modern Healthcare audience. Modern Healthcare's sponsored content postings ensure your content gets into the hands of healthcare executives with purchasing authority.

Social Amplification

Gain exposure with Modern Healthcare's social audiences with a social amplification package.

Run-of-Site Banner Advertising

Easy, affordable and impactful, run-of-site banner advertising builds brand awareness and drives sales. Run-of-site banner ads rotate throughout ModernHealthcare.com (excluding sponsored areas).

Expandable & Interactive Banner Advertising

Innovative, expandable and interactive banner ad units capture attention, drive engagement and increase revenue for digital advertisers.

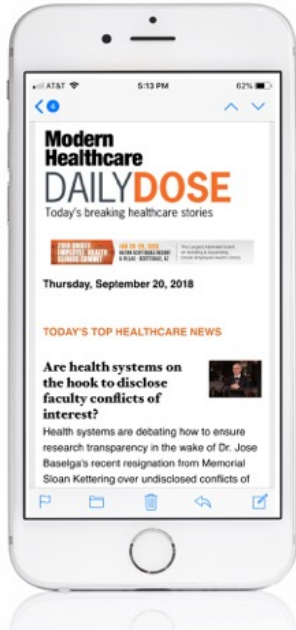
Geo-Targeted Banner Advertising*

Geo-targeting allows advertisers to display ads based on the geographic location of the viewer – a perfect method of attracting the attention of visitors your business can provide services for.

Keyword Targeted Banner Advertising*

Keyword targeting (contextual advertising) allows advertisers to select specific phrases or terms for advertisements to appear. Keyword targeting uses relevance to attract an audience with an established interest in specific content to drive performance and cost-efficient conversions.

E-newsletters



Modern
Healthcare
ALERT Up-to-the-minute
breaking
news

The Modern Healthcare Alert delivers information about developing and / or unexpected news impacting the industry to **65,871*** subscribers.

Modern
Healthcare
DAILY DOSE
Today's breaking healthcare stories

A daily e-newsletter, Daily Dose provides over **36,203*** healthcare executives with breaking news and current stories, keeping them informed on the latest happenings in healthcare.

Modern
Healthcare
DAILY FINANCE
All things top and bottom line

Each afternoon after markets close, Modern Healthcare sends the latest healthcare financial news and data to **34,508*** readers through the Daily Finance e-newsletter.

Modern
Healthcare
HITS Today's health information
and medical technology
solutions

Health IT Strategist (HITS) is an information technology and medical technology e-newsletter delivered three days per week to over **29,161*** technology and executive leaders.

Modern
Healthcare
A.M. Everything
you need to know
to start the day

More than **67,687*** healthcare executives catch the morning buzz by starting each business day with Modern Healthcare AM. This e-newsletter provides analysis of the news that broke the previous evening, overnight and in the morning.

People on the
MOVE

21,050* healthcare executives receive the industry's latest career moves, promotions, new hires and special accomplishments via the People on the Move newsletter.

Modern
Healthcare
COVID-19
coverage

124,421* healthcare executives receive this daily newsletter that keeps them up-to-date with the most recent COVID-19 pandemic development.

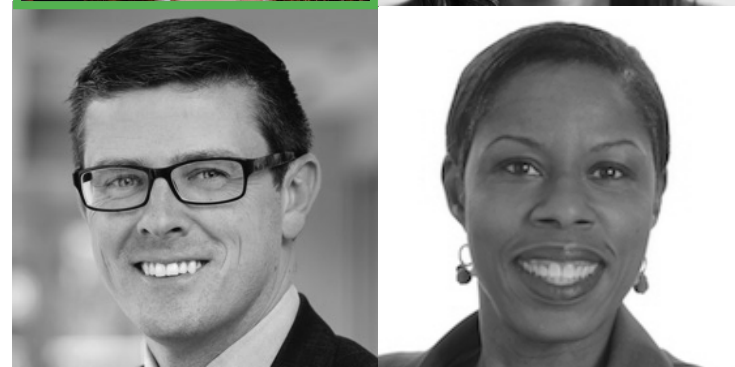
Modern Healthcare

Custom Media

“My multi-year experience working with Modern Healthcare Custom Media has been **consistently outstanding**. Their teams are highly professional, diligent, creative and customer-centric.”

Tricia H. Ravalico

Director, Scientific Leadership and Education
Core Diagnostics, Abbott



Your Story, Our Audience

Modern Healthcare Custom Media's experienced team of strategists, writers and designers create content that will resonate with healthcare leaders and be instantly relevant to the audience you're trying to engage.

Custom content can include:

- Advertorials
- Case studies
- Custom microsites
- E-books
- Executive interviews
- Feature articles
- In-person events
- Infographics
- Research
- Podcasts and videos
- Webinars and virtual events
- White papers and more

64% of Modern Healthcare readers say they are **more likely to trust** sponsored content that appears in Modern Healthcare because it is clearly labeled.*



Custom Opportunities

Webinars

Modern Healthcare custom webinars provide an integrated, cost-effective and turn-key approach to marketing and lead generation. Our webinars increase your brand awareness and visibility, positioning your organization as a thought leader in the industry. Work with Modern Healthcare's content experts to create a webinar experience that will engage your top prospects in an interactive environment by leveraging relevant and timely content.

Roundtable Discussions

Custom roundtables feature your chosen experts and highlight key takeaways from their dialogue to create content that offers personal insights and best practices on healthcare's most pressing issues.

Event Coverage

Guarantee coverage of your healthcare industry event in Modern Healthcare through a custom content package that features reporting from your event.

Custom Research

Custom research provides an opportunity to gain valuable data and insight about the audience desired most – executive healthcare decision-makers. Content created from this data offers readers unique insights about the opinions and best practices of their peers. Modern Healthcare's Custom Team will assist in survey development and identify the best amplification program to share your results with our readers.

Sponsored Articles & Blogging

Posts appear as sponsored, native content throughout ModernHealthcare.com, and are promoted through Modern Healthcare's highly visible Content Box (online and in e-newsletters) and social media channels. Opportunities are limited.

In-Person/Virtual Events

Partner with Modern Healthcare Custom Media to develop a custom in-person/virtual event that is tailored to your organization's thought leadership and marketing objectives.

Custom Opportunities

Executive Insight, Executive Conversations and Custom Q&As

Showcase your executives while educating and informing our readership. With a variety of options in both print and digital, you can tout your leaders' expertise and knowledge of industry trends. Whether you're interested in a custom-designed piece or our turn-key Executive Insight offering, your Account Executive can help identify the right format to meet your marketing goals and objectives.

Lead and Demand Generation

Generate, nurture and qualify more "sales ready" leads. Our turn-key demand generation programs result in high-quality sales leads – including email marketing, lead nurturing and lead scoring.

Lead generation programs and components can include:
Webinars | E-books | Research | Nurture email campaigns | Virtual events | Custom microsites | Case studies | White papers

Healthcare Insider: Custom Podcast

Engage potential customers, current customers and other healthcare executives while showcasing your industry expertise with a custom podcast. The Modern Healthcare Custom Media team will work with your organization to create a recorded interview and/or discussion with key content experts that can be promoted by your organization and to Modern Healthcare's highly qualified audience of decision makers.

One-on-One: Custom Video Interview Series

One-on-One is a custom video series that enables you to showcase an executive from your organization in a meaningful way. Each video interview will feature a different industry leader.

Integrated Content Amplification with Leads

Modern Healthcare offers an integrated product that includes print, digital, and lead generation components providing a dynamic presentation of your organization's content on pertinent and timely topics of interest.

2021 Virtual Briefings

The Modern Healthcare Custom Media team will host six virtual briefings in 2021.

Topics range from patient safety to futuristic look at what our hospitals and workplaces will be in the years to come.

Share your message with an **engaged audience** interested in a topic your organization supports, increasing brand awareness and driving thought leadership.

Limited session and speaker sponsorship opportunities are available.

March 11	Patient Safety and Quality
May 6	The Hospital of the Future
June 10	Mental Health
September 16	Workplace of the Future
October 21	Virtual Health
November 11	Strategic Marketing

Modern Healthcare

Awards and Events

On becoming an Up and Comer honoree,
now Top 25 Emerging Leaders:

“Being named a Modern
Healthcare Up and Comer was a
pivotal moment in my career. I’ve
always been grateful for the long-
lasting impact of this honor.”

Gene Woods

President and Chief Executive Officer
Atrium Health



Awards and Recognition Programs

2,400+

annual awards submissions*

96,000+

reader votes across programs that require voting*

Programs

100 Most Influential People

50 Most Influential Clinical Executives

Best Places to Work in Healthcare

Health Care Hall of Fame

Healthcare Marketing Impact

Top 25 Emerging Leaders

Top 25 Innovators

Top 25 Minority Leaders

Top 25 Women Leaders

Education and Events Sponsorship Opportunities

Attendee Composition



Each year, Modern Healthcare hosts high-quality, educational opportunities that bring together today's and tomorrow's leaders from healthcare – offering unparalleled opportunities for connection, education and career advancement.

Events

- Health Care Hall of Fame Awards Gala
- Healthcare Transformation Summit
- Leadership Symposium
- Social Determinants of Health Symposium
- Top 25 Minority Leaders Awards Gala
- Top 25 Women Leaders Awards Gala
- Women Leaders in Healthcare Conference
- Virtual Briefings

What Event Attendees Have to Say

95%

of event attendees were satisfied with the event they attended.*

94%

of event attendees would recommend a Modern Healthcare event to a friend or colleague.*



On sponsoring the Healthcare Transformation Summit:

“The biggest difference about Modern Healthcare's Transformation Summit is the opportunity to really speak to the provider and the opportunity to engage with providers and other leaders in the healthcare transformation space. This is an opportunity that we don't necessarily have in other environments or at other events.”

Rita Choula, Director, Caregiving Projects, AARP Public Policy Institute

Modern Healthcare

Rate Card

“Modern Healthcare is a very important partner that **amplifies our message to the right decisions makers** and helping make them aware of what we offer and how we can help.”

Regan Yeldell

Senior Marketing Director, Comcast Business



2021 Rate Card - Magazine

National Display Advertising

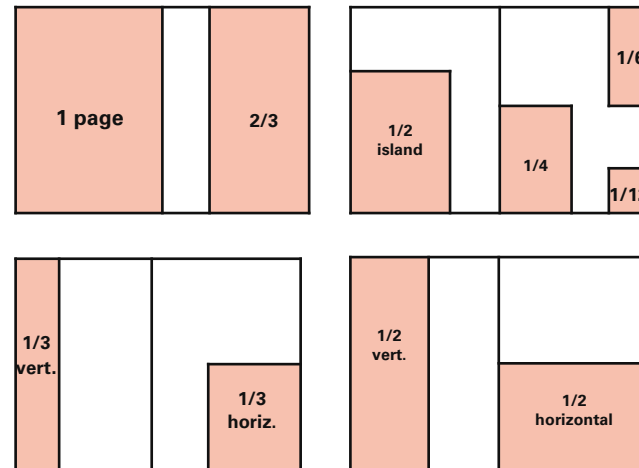
Frequency	Page (30")	2/3 Page (20")	1/2 Page Island (15")	1/2 Page (15")	1/3 Page (10")	1/4 Page (7.5")	1/6 Page (5")
1X	\$18,780	\$13,910	\$12,580	\$11,445	\$8,280	\$6,775	\$4,790
7X	\$17,460	\$12,950	\$11,705	\$10,645	\$7,705	\$6,290	\$4,450
10X	\$16,815	\$12,395	\$11,205	\$10,190	\$7,405	\$6,020	\$4,275
13X	\$15,595	\$11,605	\$10,400	\$9,405	\$6,870	\$5,600	\$3,975
18X	\$14,535	\$10,715	\$9,725	\$8,860	\$6,400	\$5,215	\$3,690
26X	\$13,625	\$10,225	\$9,210	\$8,365	\$6,105	\$4,955	\$3,505
39X	\$12,990	\$9,645	\$8,695	\$7,925	\$5,725	\$4,635	\$3,310
52X	\$12,705	\$9,365	\$8,535	\$7,745	\$5,615	\$4,575	\$3,240

Standard red, blue, green, yellow Per color per page Per color per spread	Extra \$955 \$1,715
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Matched colors Per color per page Per color per spread	Extra \$1,715 \$2,790
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Metallic colors Per color per page Per color per spread	Extra \$2,285 \$3,070
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4-color process Per page Per spread	Extra \$2,620 \$4,380
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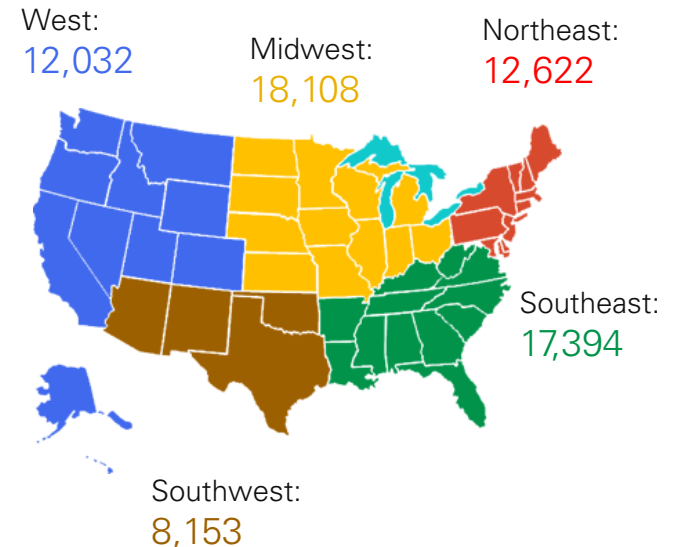
2021 Rate Card - Magazine

Regional Display Advertising

Influence decision-makers in a specific locality with regional advertising.

- Available in the first issue of each month, regional advertising is a targeted and cost-effective way to connect with buyers and generate sales in a specific market.
- Only full-page or two-page spread ads are accepted. For ads appearing in more than one region of any issue, each ad counts as one insertion in determining frequency discount and will be billed at the rate applicable to each region.
- Regional ads are not included in ad readership studies or trade show issue distribution.

Frequency	Northeast	Southeast	Midwest	Southwest	West
1X	\$5,700	\$7,530	\$7,800	\$3,640	\$5,100
7X	\$5,420	\$7,150	\$7,430	\$3,460	\$4,830
10X	\$5,120	\$6,720	\$7,000	\$3,240	\$4,560
13X	\$4,990	\$6,560	\$6,800	\$3,150	\$4,410
18X	\$4,790	\$6,310	\$6,570	\$3,060	\$4,280
26X	\$4,560	\$6,000	\$6,250	\$2,880	\$4,030
39X	\$4,310	\$5,610	\$5,830	\$2,690	\$3,750
52X	\$4,030	\$5,220	\$5,480	\$2,480	\$3,470



Standard red, blue, green, yellow Per color per page Per color per spread	Extra \$820 \$1,160	Metallic colors Per color per page Per color per spread	Extra \$1,320 \$1,810
Matched colors Per color per page Per color per spread	Extra \$970 \$1,320	4-color process Per page Per spread	Extra \$2,300 \$3,440

2021 Rate Card - Magazine

National Inserts

National inserts can be furnished pre-printed or printed through Modern Healthcare. Inserts may be bound in (saddle-stitched or perfect-bound depending on the issue), tipped (glued) into the magazine or poly-bagged with the magazine. Each 1 page (2 sides) of an insert counts as one insertion when determining frequency.

National Insert Size	1X	7X	10X	13X	18X	26X	39X
1 page (2 sides)	\$27,105	\$24,750	\$23,870	\$22,970	\$21,960	\$20,950	\$19,925
2 page (4 sides)	\$40,285	\$36,785	\$35,455	\$34,125	\$32,635	\$31,100	\$29,605
3 page (6 sides)	\$44,100	\$40,270	\$38,795	\$37,365	\$35,885	\$34,055	\$32,425
4 page (8 sides)	\$47,880	\$43,725	\$42,135	\$40,570	\$38,775	\$36,955	\$35,195
6 page (12 sides)	\$59,555	\$54,380	\$52,425	\$50,430	\$48,205	\$45,985	\$43,770
8 page (16 sides)	\$71,115	\$64,935	\$62,870	\$60,235	\$57,620	\$54,905	\$52,280
10 page (20 sides)	\$85,330	\$77,910	\$75,085	\$72,300	\$69,420	\$65,885	\$62,715
12 page (24 sides)	\$99,750	\$90,920	\$87,625	\$84,350	\$81,425	\$76,875	\$73,195

For inserts larger than 12 pages, please contact your Account Executive for pricing.

2021 Rate Card - Magazine

Partial-Run Inserts

An account-based marketing tool, targeted (partial-run) inserts are available for circulation counts of 25,000 or less. Targeting is available by title, geographic region and number of beds. One-sided partial run inserts must be printed by Modern Healthcare. A 5% discount will be available for insert advertisers of 7x or higher and a 10% discount will be available for insert advertisers of 18x or higher. Partial-run inserts are not included in trade show issue distribution. Each partial run insert counts as one insertion in determining frequency discount. Modern Healthcare offers one heavier stock insert in each issue. If you would like to run a heavier stock insert, you will need to reserve the position a minimum of six weeks prior to publication date. Maximum paper stock for heavier stock inserts is: 7 point, 130 lb.

Partial-Run Insert: Regular Stock		Partial-Run Insert: Heavier Stock	
One page (1 side)	\$9,930	One page (1 side)	\$10,330
One page (2 sides)	\$19,590	One page (2 sides)	\$20,565

Brand Spot

Brand spot advertising is open to ten advertisers a year and is sold as a package. Display your logo, URL and/or phone number and up to 20 words in a 1/12-page ad that will appear 12 times throughout the year. Advertisers may not select dates or section of the publication for their ad to appear; brand spot advertising cannot be cancelled once reserved.

1-year sponsorship: \$20,980

2021 Rate Card - Magazine

Issue Takeover

For advertisers looking for dominant visibility and 100% share of voice, Modern Healthcare is offering publication take-overs in a few key 2021 issues. Issue takeovers offer your organization to purchase all ads within a select issue for guaranteed visibility.

Please contact your Account Executive for more information and availability.

Premium Positioning

Sold on a first-come, first-served basis, premium positions cannot be cancelled once they are reserved. Positioning is guaranteed only when premium rate is paid. Premium surcharge is based on black-and-white space cost. Four-color ads are required for premium cover positions.

Advertisers running a 13x or higher premium position schedule will receive a 5% discount on the premium position rate and right-of-first refusal in 2021.

Back cover	20% Additional
Second cover, center spread	15% Additional
Third cover, consecutive pages and any other guaranteed positioning	10% Additional

Furnished Advertorials

Advertisers who place a full-page ad can place an adjacent case study at a 50% discount from their earned frequency rate. Advertisers that purchase three or more consecutive content full-pages within a single issue will receive a 50% discount on gross space, color and position charges on each page following the first page.

2021 Rate Card - Magazine

Cover Gatefold

Cover gatefolds count as three insertions toward earned frequency. Gatefold advertising is available on a first-come, first-served basis and is available on inside front and inside back covers only.

8x or less advertiser: \$50,185

9x or more advertiser: \$39,030

Front Cover Tip

Front cover tip ads count as two insertions toward earned frequency. Front cover tip advertising is available on a first-come, first-served basis and is available on select issues.

8x or less advertiser: \$49,195

9x or more advertiser: \$38,260

Tombstone Advertising

Inform prospective investors of a new security for sale to public, announce an addition to your staff or a new office location, and communicate mergers and acquisitions with a tombstone ad. Tombstone announcements are not solicitations (events and award announcements do not qualify) and all creative must be approved by Modern Healthcare. Additional frequency discounts may apply – please contact your Account Executive for more information.

	4-color process	Black & White
Full page	\$15,420	\$13,535
Half page (horizontal only)	\$10,140	\$8,245
Quarter page	\$6,770	\$4,880

2021 Rate Card - Magazine

Executive Insight

Appearing in print, Executive Insight gives advertisers the opportunity to inform and educate Modern Healthcare readers. Each Executive Insight includes standard layout of advertiser-supplied content*, a round of review, PDF and publication in 1 issue of Modern Healthcare. Digital upgrade includes a sponsored content posting.

Print: \$15,500

Print & Digital: \$21,000

**Modern Healthcare can conduct Q&A and transcribe upon request*

Belly Band

For trade shows that are not listed, mechanical specifications and/or samples, please contact your Account Executive.

HIMSS, ACHE: \$8,200

AHA, AHRMM, AONL: \$4,000

2021 Rate Card - Magazine

Survey Sponsorship

Modern Healthcare publishes the exclusive results of the following industry surveys in a handy, removable format for readers to save and share. These surveys are a valuable resource for readers, as they provide deep insight and easy-to-scan information that helps them make the most informed decisions.

- Physician Compensation
- Executive Compensation
- Hospital Systems
- Construction and Design

As an exclusive sponsor of a survey, your organization will be seen as the industry leader on a specific topic and amplify awareness among purchasers who use our survey data in their decision-making processes. Each Survey Sponsorship Includes:

- Exclusivity
- A full page, four-color ad in the survey gatefold insert
- Three four-color strip ads (two 6.75" w x 1" h and one 6.5" w x 1" h) at the bottom of each interior survey page
- Exclusive medium rectangle banner ad (300W x 250H px) on email announcing survey results sent to a select of Modern Healthcare's audience
- 500 reprints of the survey insert (including your full-page ad)

Terms

- Reservation deadline is one month prior to issue date
- Materials due to the publisher at least 10 business days before publish date

Survey sponsorship: \$25,500

2021 Rate Card – Magazine

Integrated Content Amplification with Leads

Each Advertiser Will Receive:

- Design, layout and publication of a full-page abstract of white paper/case study (max. 300 words)
- Dedicated landing page online where users download the white paper/case study
- Inclusion in microsite (ModernHealthcare.com/Perspectives) linking to dedicated landing page hosted for 3 months from print date
- Promotion in sponsored content box for 1 month (minimum of 200,000 impressions total)
- Triggered email to thank leads for downloading white paper/case study
- All leads generated from downloads will be sent via an email alert – in real time (leads include name, title, email, organization, organization type and state)
- Excel spreadsheet of all leads will be provided at the program completion
- Total number of page views, ATS and promotion impressions including clicks and CTR at completion of program

Terms

- Sponsored content is due to the publisher 10 business days prior to materials deadline
- Additional services available for a fee: writing services, additional reporting for \$25/report and entering leads into client interface. Lead quantity is not guaranteed.

Advertiser-Supplied Materials

- Hi-resolution logo in vector EPS format
- Two hi-resolution images in jpeg or tiff format (4 inches wide at 300 dpi)
- Abstract of white paper/case study (max. 300 words)
- Introduction for dedicated landing page (max. 100 words)
- PDF of complete white paper/case study

	1X	2X
Full page, 4-color abstract	\$16,020	\$28,110
Spread, 4-color abstract	\$27,585	\$44,145

2021 Rate Card – Magazine

Executive Conversations

Each Advertiser Will Receive:

- Opportunity to be included as one of only three expert panelists providing edited responses to questions for publication in Modern Healthcare
- Your expert will be featured on the cover of the section with their name, title and photo
- Quarter-page, 4-color ad within the section, plus a highlighted expert quote featuring headshot and logo
- PDF copy and link to ModernHealthcare.com article page for marketing distribution
- Minimum of 200,000 promotional impressions via sponsored content posting of Executive Conversation on ModernHealthcare.com
- Total number of page views, ATS, as well as promotion impressions (minimum of 200,000) including clicks and CTR at completion of program

Terms

- 1 round of editing of your comments
- Executive Conversations is conducted virtually.

Advertiser-Supplied Materials

- Max, of 1 expert panelist for conversation/submitted responses provided by your organization
- Hi-resolution logo in vector EPS (must be EPS for printing)
- Hi-resolution image of expert in .jpeg or .tif format (4 inches wide max at 300 dpi)
- Name, title, bio (240 characters including spaces) company name, and URL

<u>ISSUE</u>	<u>TOPIC</u>	<u>ISSUE</u>	<u>TOPIC</u>
2/8	Cybersecurity	6/21	Rural health
2/22	Rev. management and post-COVID strategies	6/21	Supply chain
3/1	Caring for an aging population	7/5	Revenue cycle
3/22	Remote patient monitoring	8/2	Telehealth
3/29	Physician engagement	8/16	Real estate
4/5	Precision Medicine	9/6	Artificial intelligence
4/19	Mergers and acquisitions	9/20	Optimizing pharma and managing Rx costs
5/3	Nursing	10/18	New models of primary care
5/17	Innovation	11/1	Patient safety and quality
5/17	Managing costs	11/15	Infection control
6/7	Patient engagement and experience		

\$17,353 – Only 3 Organizations Can Participate Per Topic

2021 Rate Card - Digital

Run-of-Site Banner Advertising

Banner ads rotate throughout ModernHealthcare.com (excluding sponsored areas). Minimum delivery time period is one month – 10% premium is applicable for shorter delivery time periods. Minimum monthly quantity for run-of-site banner advertising is 30,000 impressions. Minimum annual purchase for End of Article Position is \$10,000 net. ModernHealthcare.com is designed to be device agnostic. Meaning your ad will be seen by visitors from any device they use to access our breaking news and information. Please note that advertisers will need to provide several different creative units (listed below) to see the full benefits of our responsive websites.

Expandable & Interactive Banner Advertising

Expandable and interactive banner advertisements are available at a minimum 10% premium. Ads must be user-initiated (click) and pre-approved by Modern Healthcare. Please contact your Account Executive for specifications and pricing.

Ad Size	20K - 59K	60K - 119K	120K - 239K	240K+
Top Position 728W x 90H px (desktop) 468W x 60H px (tablet) 300W x 50H px (mobile)	\$134	\$124	\$118	\$109
Right Position #1 300W x 250H px (desktop) 120W x 240H px (tablet) 300W x 100H px (mobile)	\$109	\$102	\$98	\$90
Right Position #2 300W x 600H px (desktop) 160W x 600H px (tablet) 300W x 250H px (mobile)	\$124	\$117	\$112	\$103
End of Article Position 728W x 90H px (desktop) 468W x 60H px (tablet) 300W x 50H px (mobile)	\$28	\$24	\$22	\$20

2021 Rate Card - Digital

Geo-Targeted Banner Advertising Banner Advertising

Geographic banner ad targeting is available by state with a minimum quantity of 10,000 impressions. Please contact your Account Executive for impression availability to your target audience. Geographic delivery will vary based on site traffic – Modern Healthcare cannot guarantee delivery in a specific timeframe or that impressions will be spread evenly over the campaign. Rates listed below.

Keyword Targeted Banner Advertising

Keyword banner ad targeting can't be guaranteed for delivery in a specific timeframe and requires a minimum quantity of 10,000 impressions. Please contact your Account Executive for keyword and impression availability. Rates listed below.

Ad Size	10K - 19K	20K - 59K	60K - 119K	120K - 239K	240K+
Top Position 728W x 90H px (desktop) 468W x 60H px (tablet) 300W x 50H px (mobile)	\$189	\$169	\$159	\$152	\$140
Right Position #1 300W x 250H px (desktop) 120W x 240H px (tablet) 300W x 100H px (mobile)	\$153	\$140	\$131	\$124	\$113
Right Position #2 300W x 600H px (desktop) 160W x 600H px (tablet) 300W x 250H px (mobile)	\$171	\$156	\$146	\$141	\$131

2021 Rate Card - Digital

Interstitial Banner Advertising

The interstitial ad unit is shown to visitors once every 3 to 7 days to maximize the visitor experience while extending the reach of your message over the course of a month. Total available impressions is 160,000 per month. Minimum quantity per month (per advertiser) is 40,000. Impressions are seen on desktop, tablet and mobile.

Ad Size	20K - 59K	60K - 119K	120K - 239K	240K+
640W x 480H px (desktop, tablet)	\$408	\$388	\$367	\$342
300W x 250H px (mobile)				

Desktop Home Page Sponsorship (Top Position Expansion Unit)

The home page sponsorship includes a unique leaderboard position that appears at the top of the page and expands for 6 seconds following the page load and is always manually expandable. Average of 50,000 impressions per month. Only one sponsorship is available each month—please contact your Account Executive for availability.

1-month sponsorship	\$12,240
3-month sponsorship	\$34,890
6-month sponsorship	\$66,095
12-month sponsorship	\$124,850

2021 Rate Card – Digital

E-newsletters

Frequency	Daily Dose		Health IT Strategist (HITS)		Daily Finance	
	Leaderboard 728W X 90H	Medium Rectangle 300W X 250H	Leaderboard 728W X 90H	Medium Rectangle 300W X 250H	Leaderboard 728W X 90H	Medium Rectangle 300W X 250H
1X	\$1,326	\$884	\$1,194	\$795	\$1,857	\$1,237
3X	\$1,194	\$795	\$1,075	\$718	\$1,670	\$1,114
9X	\$1,126	\$752	\$1,016	\$676	\$1,577	\$1,054
15X	\$1,063	\$706	\$956	\$638	\$1,488	\$990
20X	\$927	\$621	\$837	\$557	\$1,301	\$867
50X	\$765	\$485	\$655	\$438	\$1,020	\$680
Per Ad / Per Day						
1-week sponsorship (Mon – Fri)	\$5,355	\$3,570	\$2,890	\$1,938	\$7,514	\$5,007

Based on availability

2021 Rate Card - Digital

The Alert Sponsorship

Modern Healthcare's Alert offers only two advertising opportunities in each issue. Sponsorship is sold by month and includes visibility in every issue the Alert with ads rotating in two medium rectangle (300W x 250H px) banner ad positions. Average of 3+ Alerts sent per month.

1-month sponsorship	\$4,782
6-month sponsorship	\$23,811
12-month sponsorship	\$37,931

Modern Healthcare AM Sponsorship

Modern Healthcare AM offers only three advertising opportunities in each issue. Sponsorship is sold by month and includes visibility in every issue of Modern Healthcare AM with ads appearing in three dedicated banner ad positions.

Leaderboard – 1 available

1-month sponsorship	\$23,885
6-month sponsorship	\$91,772
12-month sponsorship	\$163,430

Medium Rectangle - 2 available

1-month sponsorship	\$16,473
6-month sponsorship	\$63,291
12-month sponsorship	\$112,710

2021 Rate Card – Digital

Sponsored Content Posting

Each Advertiser Will Receive:

- Hosting of your article on a sponsored page of ModernHealthcare.com
- High visibility placement in Modern Healthcare’s Sponsored Content Box, which appears on pages throughout ModernHealthcare.com, for 1 month from post date
- Article tagged within appropriate section/category of ModernHealthcare.com to boost SEO and searchability
- Post as sponsored content in several relevant Modern Healthcare e-newsletters
- Posting to social media sites (Twitter and LinkedIn)
- Total number of page views, ATS, as well as promotion impressions (minimum of 200,000) including clicks and CTR at completion of program

Terms

- Sponsored content is due to publisher at least 10 business days before publish date
- Publish date begins at start of month
- Content submitted past deadline may be subject to delays and additional fees
- The complete post must be fully revised and edited - Modern Healthcare Custom Media is not responsible for correcting errors in material
- Modern Healthcare Custom Media reserves the right to reject content (overtly self-promotional, etc.)
- Posts can include the following: blog post, article, infographic, video, etc.
- No lead generation or registration included and full content must be hosted by Modern Healthcare
- Content cannot be changed and/or switched out during the month of promotion
- “About Sponsor” and “About Author” sections can be included at end of page and are limited to 50 words each, author headshot can be included.

Advertiser-Supplied Materials

- Article copy in Word document (max. 750 words)
- One image that will be used on article page and in promotions (300 dpi, jpeg and sponsor must have rights to the image)
- One outbound link in article copy and one outbound link for “more information” at end of the post
- Logo (.jpg or .png)

1 month posting \$7,650

2021 Rate Card – Digital

One-on-One: Custom Video Stream Interview

Each Advertiser Will Receive:

- One expert featured in a One-on-One episode
- Ownership of your One-on-One episode(s) include the right to use/distribute in marketing initiatives
- 100% SOV on your One-on-One episode landing page(s)
- Six medium rectangle banner promotional ads (300W x 250H) promoting your episode on Modern Healthcare newsletters (designed and scheduled by Modern Healthcare Custom Media)
- 25,000 banner impressions promoting your episode on ModernHealthcare.com (designed and scheduled by Modern Healthcare Custom Media)
- Email invitation to view the episode to 15,000 Modern Healthcare audience members
- A social posting on Modern Healthcare social channels of your One-on-One episode
- Video performance metrics

Overview

One-on-One is a custom video series that enables you to showcase an executive from your organization in a meaningful way. Each video interview will feature a different industry leader. Episodes are pre-recorded and promoted to Modern Healthcare's significant audience of healthcare executives. One-on-One episodes are approximately 10 minutes and led by a member of Modern Healthcare's Custom Media team. One-on-One episodes get exposure on ModernHealthcare.com, Modern Healthcare social presences and through dedicated promotion.

How it Works

- Sponsor reserves air-date and specific to be featured on One-on-One (1 executive per episode)
- Modern Healthcare will collaborate with sponsor on the interview questions and schedule a prep call between the Modern Healthcare Custom Media interviewer and sponsor executive
- Modern Healthcare will record each episode of One-on-One via virtual platform
- Graphics and titles are incorporated into video
- Video is released on Modern Healthcare social channels (LinkedIn, YouTube and Facebook) and on ModernHealthcare.com

1 episode \$17,647

3 episodes \$47,059

2021 Rate Card – Digital

Healthcare Insider: Custom Podcast

Each Advertiser Will Receive:

- Complete project management including recording, editing services and moderation (if desired by sponsor – moderator will be a member of the Modern Healthcare Custom Media team)
- Maximum of 15 minutes in length per episode
- Visibility as a sponsored podcast on ModernHealthcare.com
- Distribution on major podcast platform as a part of Modern Healthcare’s Healthcare Insider Custom Podcast series
- Creation and design of an HTML e-mail promotion highlighting the sponsored custom podcast
- E-mail promotion sent to a selection of 15,000 names from Modern Healthcare’s audience which can be selected by sponsor based on title, type of organization and location
- Audio file of the podcast and rights to use the podcast for sponsor’s marketing efforts
- Episode performance metrics (reporting provided approx. 2 weeks from launch)

Overview

Engage potential customers, current customers and other healthcare executives while showcasing your industry expertise with a custom podcast. The Modern Healthcare Custom Media team will work with your organization to create a recorded interview and/or discussion with key content experts that can be promoted by your organization and to Modern Healthcare’s highly qualified audience of decision makers. Sponsorship of a custom podcast includes turn-key project management and marketing expertise provided by Modern Healthcare’s Custom Media. Most importantly, a custom podcast sponsorship provides access to a powerful audience that is looking for news and information and trusts the sources associated with the Modern Healthcare brand.

How it Works

- Sponsor reserves air-date and specific to be featured on Healthcare Insider podcast (up to 2 executives per podcast)
- Modern Healthcare Custom Media will collaborate with sponsor on the interview questions and schedule a prep call between the Modern Healthcare Custom Media interviewer and sponsor executives/guests
- Modern Healthcare Custom Media will record each podcast
- Each Healthcare Insider podcast is lightly edited prior to promotion and airing

1 podcast \$11,765
3 podcasts \$29,412

2021 Rate Card – Digital

Custom Webinar Sponsorship

Each Advertiser Will Receive:

- Logo recognition on a minimum of six medium rectangle banner promotional ads (300W x 250H) on applicable Modern Healthcare e-newsletters (banners will promote upcoming webinar and link to registration page)
- Logo on banner ads on ModernHealthcare.com (min. 25k impressions)
- Email invitation to 30,000 Modern Healthcare audience - invitation will be sent three times (client may provide input on preferred titles/attendees)
- Webinar promotion (twice) to social media sites (Twitter and LinkedIn)
- Customized email invitation to send to clients/prospects
- Email invitations designed by Modern Healthcare
- Listing on the Webinars section of ModernHealthcare.com (includes logo)
- Coordination of webinar services and technical assistance (max. 1,000 attendees / 60-minute length)
- Moderating by Modern Healthcare's Custom Content Staff or moderator of your selection
- Sponsor recognition at introduction and conclusion of webinar
- Logo visibility on the following webinar pages: ModernHealthcare.com landing page, registration & waiting room
- Opportunity to include up to 3 custom questions on registration page
- Opportunity to include up to 2 polling questions during live presentation
- Opportunity to include up to 3 custom post-webinar survey questions within the webinar console
- List of registrants/leads before event (one week prior and one day prior) and following event (registrants and attendees within 2 days of webinar, 30, 60 and 90 days following live event)
- One page, 4-color webinar recap appearing in Modern Healthcare magazine (within 4 – 6 weeks of live webinar date)
- Three month archived webinar on ModernHealthcare.com
- File of live webinar to post on your organization's website

Jan-Mar Sponsorship \$25,000

Apr-Jun Sponsorship \$26,000

Jul-Sep Sponsorship \$27,000

Oct-Dec Sponsorship \$28,000

On Demand Webinar* \$15,000

*On demand webinars only include promotional elements and must be recorded before kick-off call and air date are held

Incentive Discount Programs - Magazine

Magazine

Increase in Schedule

This plan rewards advertisers who increase their magazine ad spending in 2021. If you place 1–4 more ads than you ran in 2020, you will receive a 10% discount on those additional ads. If you place 5–9 more ads than you ran in 2020, you will receive 15% off those additional ads. And if you place 10–12 more ads than you ran in 2020, you will receive 25% off those additional ads.

Bonus Ad Plan

Any 2021 national display advertiser (regional and inserts are not eligible) that increases paid advertising spend in 2021 than in 2020 (must have advertised in 2020) will receive bonus ad space (equal to ad size ran) according to the following schedule:

<u>2021 Increase</u>	<u>Bonus</u>
\$5,000 - \$24,999	1 ad
\$25,000 - \$59,999	2 ads
\$60,000 - \$89,999	3 ads
\$90,000 and up	4 ads

New Advertiser Discount

New advertisers (defined as those who have not advertised in 24 months) that run 7–9 paid ads will receive a 10% discount on their advertising schedule. Advertisers that run 10 or more paid ads will receive a 12% discount.

Frequency Builder Discount

Modern Healthcare's Frequency Builder program offers advertisers a chance to run in several regular issues (Supplements not eligible) of Modern Healthcare at a 40% discount. Cannot be combined with any other discount, only national ROP display brand ads of half page or larger are eligible. 2021 available issues: 1/4, 1/11, 1/25, 2/15, 3/15, 4/5, 4/19, 5/3, 7/5, 8/2, 9/20, 10/4, 11/15, 12/20

Incentive Discount Programs - Magazine

Magazine

Multiple-Page Discounts

Advertisers that run three or more consecutive full-page advertisements within a single issue will receive a 10% discount on gross space, color and position charges on each page following the first page.

Exclusivity Incentive

Maximize your advertising investment and reach the full suite of decision-making executives with an exclusive advertising schedule with Modern Healthcare. Please contact your Account Executive to learn how to participate in this cost-saving program.

Association Discount

Not-for-profit associations (membership must be comprised of healthcare providers aligning with Modern Healthcare's readership) that choose to advertise in Modern Healthcare may be eligible for a special association discount. Please contact your Account Executive for more information.

Small Business Discount

Frequency in Modern Healthcare makes small business look big. To qualify for this discount, the organization must meet the small business standards by the US Small Business Administration (sizestandards@sba.gov). Advertisers of 6x or less receive a 25% discount on total print advertising program. Advertisers of 7x or higher receive a 40% discount on total print advertising program.

Congratulatory Discount

Advertisers that run ads to congratulate the recipients of a Modern Healthcare award program or honor will receive a 25% discount on the advertising rate. Available only for the awards programs listed below and advertisement must be congratulatory in nature (a minimum of 80% of content must be congratulatory).

100 Most Influential People in Healthcare

Health Care Hall of Fame

Top 25 Innovators

50 Most Influential Clinical Executives

Healthcare Marketing Impact Awards

Top 25 Minority Leaders

Best Places to Work in Healthcare

Top 25 Emerging Leaders

Top 25 Women Leaders

Incentive Discount Programs - Magazine

Magazine

Furnished Advertorials

Advertisers who place a full-page ad can place an adjacent case study at a 50% discount from their earned frequency rate. Advertisers that purchase three or more consecutive content full-pages within a single issue will receive a 50% discount on gross space, color and position charges on each page following the first page.

Best Places to Work in Healthcare Supplement

General display advertising is available within this section in all national display ad sizes. A 20% discount is applicable for all advertisers within the Supplement. Congratulatory ad discount is available.

Congress Supplement

General display advertising is available within this section in all national display ad sizes. A special rate is applicable for all advertisers within the Supplement. Please contact Account Executive for more information.

By The Numbers Supplement

General display advertising is available within this supplement in spread, full page, half page horizontal and quarter page ad sizes only. Full- and half-page advertisers can select chart adjacency at no additional cost – based on availability.

Top 25 Women Leaders Program Guide

General display advertising is available within this section in all national display ad sizes. A 20% discount is applicable for all advertisers within the section. Congratulatory ad discount is available.

Top 25 Minority Leaders Program Guide

General display advertising is available within this section in all national display ad sizes. A 20% discount is applicable for all advertisers within the section. Congratulatory ad discount is available.

Incentive Discount Programs - Digital and Integrated

Digital

Increase in Schedule

This plan rewards advertisers that increase their digital ad spending in 2021. If you place \$25,000 gross more than ran in 2020, you will receive a 25% discount on those additional ads. If you place \$50,000 gross more in digital ads than ran in 2020, you will receive 40% off those additional ads. And if you place \$100,000 gross more in digital ads than ran in 2020, you will receive 50% off those additional ads.

Integrated

Rate Protection

Our 2021 rate protection plan rewards advertisers that placed a minimum advertising investment of \$40,000 gross in 2020 or ran 6x or more print insertions. To qualify for 2020 rates in 2021, you must also fall into one of these categories:

Currently on 2020 rate protection plan:

You must match 2020 gross spending in 2021, run at least one insertion prior to February 22, 2021 and provide dates for your entire advertising schedule on or before January 15, 2021.

First time entering rate protection plan:

You must increase spending by at least 10%, place at least one insertion during the first month of your contract period and provide dates for the entire schedule 30 days prior to the current expiration date.

Modern Healthcare

Creative Specs

“When I need dependable data and material for a presentation, I turn to Modernhealthcare.com first. When I need to learn about world events and their impact on my industry, I turn to Modern Healthcare to read the opinion pieces and insights. The **immediate access to relevant and reliable information** is impossible to replicate elsewhere.”

Lubna Shamsi

Senior Administrative Director, Department of Clinical
Neurosciences, Mount Sinai Health System



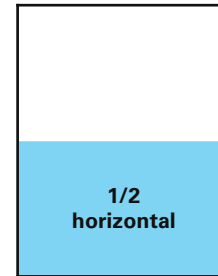
Creative Specifications - Print

Publication Trim Size	8 1/8 x 10 7/8 (width x height inches)
Untrimmed Size	8 3/8 x 11 1/8 (width x height inches)
Printing	Heat-Set Web Offset
Binding	Perfect
Paper Stock	45 lb. satin
Line Screen	120-Line Screen Recommended
Non-bleed Live Area	7 x 10
Column Width	Page 3 has 3 columns; each is 2 3/16 wide
Full-bleed Spread	16 1/2 x 11 1/8 (width x height inches)
Gutter-bleed Spread	15 1/8 x 10 (width x height inches)

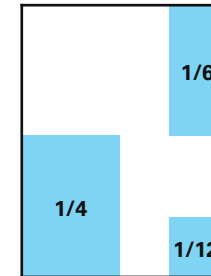
Live matter should be kept 1/4" from the trim and 1/8" from the gutter. Allow 1/8" trim for head, foot and face bleed and 1/8" rough cut in the gutter for perfect binding.



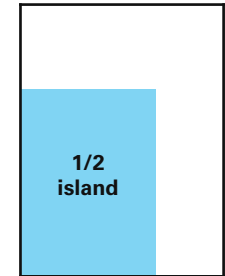
1 page
Full page trim size:
8 1/8 x 10 7/8
bleed size:
8 3/8 x 11 1/8
live area:
7 x 10



1/2 page horizontal size: 7 x 4 7/8



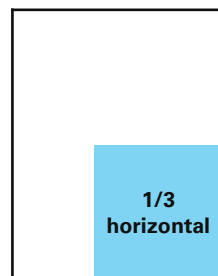
1/4 page size:
3 3/8 x 4 7/8
1/6 page size:
2 3/16 x 4 7/8
1/12 page size:
2 3/16 x 2 1/2



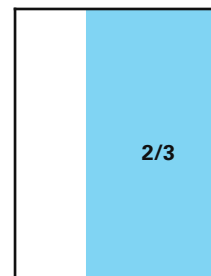
1/2 page island size:
4 1/2 x 7 1/2



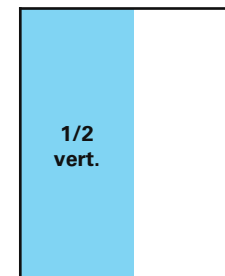
1/3 page vertical size:
2 3/16 x 10



1/3 page horizontal size: 4 1/2 x 4 7/8



2/3 page size:
4 1/2 x 10



1/2 page vertical size:
3 3/8 x 10

Creative Specifications - Print

Color Proofs

- Advertisements supplied to Modern Healthcare without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof
- Preferred proofs are Iris or Kodak. Approvals should be prepared 5%–7% heavier than the file to simulate press gain and ink coverage to our web offset press
- Color lasers or low-quality ink-jet prints are not acceptable for color guidance
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness

PMS Inks or Pre-Mixed Inks

PMS inks or pre-mixed inks require dedicated print units and will be billed at matched color rate.

Pre-Press Specifications

- All advertising should be provided in a digital format
- Required format for black-and-white or four-color digital advertisement is high-resolution Adobe Acrobat PDF of PDF-X/1a file format with all fonts and images embedded
- Embedded images must be a minimum of 266 ppi (px per inch)
- Color images must be CMYK
- All fonts (either PostScript or TrueType) must be embedded
- Files containing RGB or LAB images will not be accepted






Custom Content & Advertorial Specifications

For advertising that looks “editorial” in nature, the type fonts must be substantially different from the fonts used in Modern Healthcare headlines, display type and body type. An editorial looking ad requires a prominent heading at the top of the page identifying it as an ADVERTISEMENT or SPECIAL ADVERTISING SECTION / SUPPLEMENT or SPONSOR CONTENT. A border around the page is also suggested to help distinguish the ad from Modern Healthcare’s editorial content.

Creative Specifications - Print

Two Color Process

Standard AAAA and ABM process colors are solid traps using process inks and are available at standard color rate

-  **Blue** = 100% process cyan
-  **Magenta** = 100% process magenta
-  **Yellow** = 100% process yellow
-  **Red** = 100% process magenta and 100% process yellow
-  **Green** = 100% process cyan and 100% process yellow

Four-Color Process

- The reproduction quality of four-color advertisements printed in Modern Healthcare will depend largely on the quality of the supplied digital files and proofs. To assist our printer in obtaining a good press match on a web offset press, it is important to follow these general industry guidelines when preparing files and proofs:
- 120-line screen is recommended (not to exceed 133-line screen)
- Maximum density should not exceed 300% in any one area with one solid color
- Reverse lettering in four-color advertisements should be spread with the dominant color forming the shapes of the letters (thin lines, serifs, and small and midsize lettering should be restricted to one color only)
- Use AAAA / ABM / MPA – recommended standards for process ink color formulations
- Proofing progression of colors should correspond to the Modern Healthcare printing press: black, blue, red and yellow
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions

Creative Specifications - Print

Insert Requirements

To ensure that furnished inserts meet the publication's mechanical requirements and postal regulations, samples or mockup dummies must be submitted on the specified paper stock. Paper stock, mockup representing design and copy must be approved by Modern Healthcare's production manager prior to scheduling insertion date. A minimum of 10% spoilage is also required.

For inclusion in the digital edition of Modern Healthcare, all advertisers who provide furnished inserts will also need to supply a PDF of insert to Robert Hedrick at bhedrick@crain.com.

Full-Size Insert Dimensions

Single page: 8 3/8" x 11 1/8"

This allows 1/8" trim on all sides. Printed matter should be positioned accordingly.

Tipped Inserts

Min. size: 5 1/2" x 6 1/2"

Max. size: 7 7/8" x 11 1/8"

Trim is taken on the top, facing edge and bottom on the maximum-size insert.

Insert Specifications

A full-size insert conforms to exact trim size of publication after trimming and does not include folds, attachments or die-cut areas. Undersized inserts should be supplied finished and pre-trimmed to desired size. If the insert's type of paper, material or format creates mechanical difficulties that result in abnormal bindery expense, such additional expense will be billed to the advertiser. This charge will be quoted in advance and is not commissionable.

Maximum Paper Weight

Maximum paper weight limitations are imposed for the convenience of readers and to prevent problems that may occur in binding or mailing operations. Maximum paper weights are based on type of paper and number of pages. Weights to the right are 25" x 38" basis.

Insert Pages	Coated Text Max Weight	Uncoated Text Max Weight
1, 2 or 4 pages	80 lb.	80 lb.
5-8 pages	70 lb.	70 lb.
9-16 pages	70 lb.	60 lb.
17 pages or more	60 lb.	60 lb.

Creative Specifications - Print

Belly Band Specifications

Trim size: 18.125" x 5"

A 1/4" bleed should be added to all sides.

Bleed: 18.375" x 5.25"

Allow for a 1.5" overlap on either end depending on design for the two ends to meet and tape in the middle back of the magazine.

Insertion Orders / Space Reservation

Insertion orders should be sent via fax or email to your Account Executive or:

Ilana Klein, Sales Director

Phone: 312.649.5311

Fax: 312.397.5510

Email: iklein@modernhealthcare.com

Ad Submission

Ad submission upload: ads.crain.com

Send proofs to:

Bob Hedrick, Media Services Manager

150 N. Michigan Ave.

Chicago, IL. 60601

Phone: 312.649.7836

Fax: 312.280.3147

Email: bhedrick@crain.com




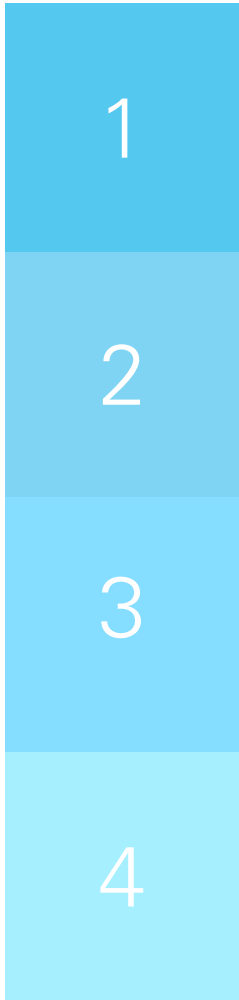
Creative Specifications - Digital

Ad Unit	Width (Required)	Height (Required)	Max Initial Load File Size (K)	HTML 5 Max Code Size	Max Animation Loops	Third Party Tags Accepted	Third Party Tracking Accepted	Expansion & Audio	Image Type
Top Position Desktop Tablet Mobile	728 px 468 px 300 px	90 px 60 px 50 px	80 kb 80 kb 15 kb	200 kb 200 kb 15 kb	3 3 N/A	Yes Yes Yes	Yes Yes Yes	Available for additional fee – See Account Executive for details and specs	.jpg, .gif, png, html5
Right Position #1 Desktop Tablet Mobile	300 px 120 px 300 px	250 px 240 px 100 px	80 kb 80 kb 15 kb	200 kb 200 kb 15 kb	3 3 N/A	Yes Yes Yes	Yes Yes Yes		.jpg, .gif, png, html5
Right Position #2 Desktop Tablet Mobile	300 px 160 px 300 px	600 px 600 px 250 px	80 kb 80 kb 80 kb	200 kb 200 kb 30 kb	3 3 N/A	Yes Yes Yes	Yes Yes Yes		.jpg, .gif, png, html5
End of Article Desktop Tablet Mobile	728 px 468 px 300 px	90 px 60 px 50 px	80 kb 80 kb 15 kb	200 kb 200 kb 15 kb	3 3 N/A	Yes Yes Yes	Yes Yes Yes		.jpg, .gif, png, html5
Interstitial Desktop Tablet Mobile	640 px 640 px 300 px	480 px 480 px 250 px	80 kb 80 kb 80 kb	200 kb 200 kb 15 kb	3 3 N/A	Yes Yes Yes	Yes Yes Yes		.jpg, .gif, png, html5

Implementation Details

- Ads with white backgrounds are required to have a dark, 1-pixel border around each frame.
- HTML 5 ads must be 3rd party served.
- No Retargeting or Data Collection cookies or px are to be used without Modern Healthcare's explicit permission. Violation of this policy will result in a \$10,000 fine or a 200% campaign surcharge – whichever fee is higher.

Creative Specifications - Digital

Desktop	Tablet	Mobile		
				<p>Top Position</p> <p>D: 728x90 T: 468x60 M: 300x50</p> <p>Right Position 1</p> <p>D: 300x250 T: 120x240 M: 300x100</p> <p>Right Position 2</p> <p>D: 300x600 T: 160x600 M: 300x250</p> <p>End of Article</p> <p>D: 728x90 T: 468x60 M: 300x50</p>

ModernHealthcare.com Ad Layouts

- Top Position
- D: 728W x 90H
- T: 468W x 60H
- M: 300W x 50H

Desktop



Tablet



Mobile



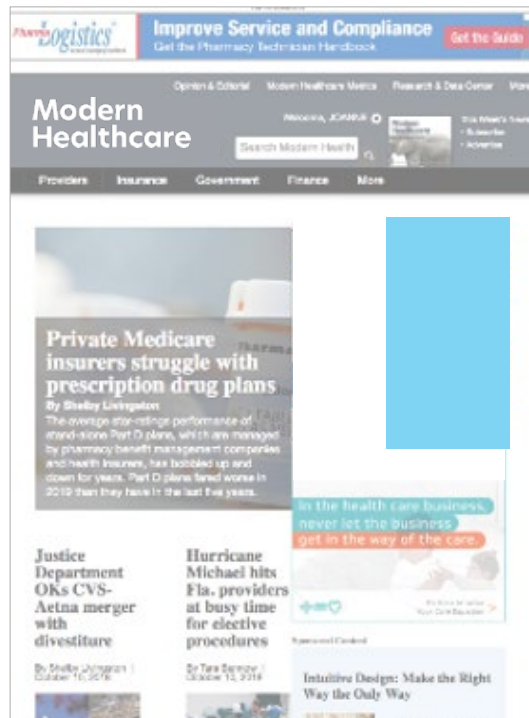
ModernHealthcare.com Ad Layouts

- Right Position 1
- D: 300W x 250H
- T: 120W x 240H
- M: 300W x 100H

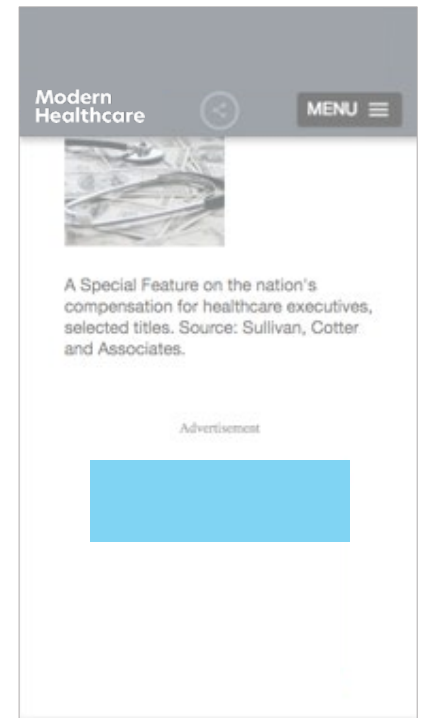
Desktop



Tablet



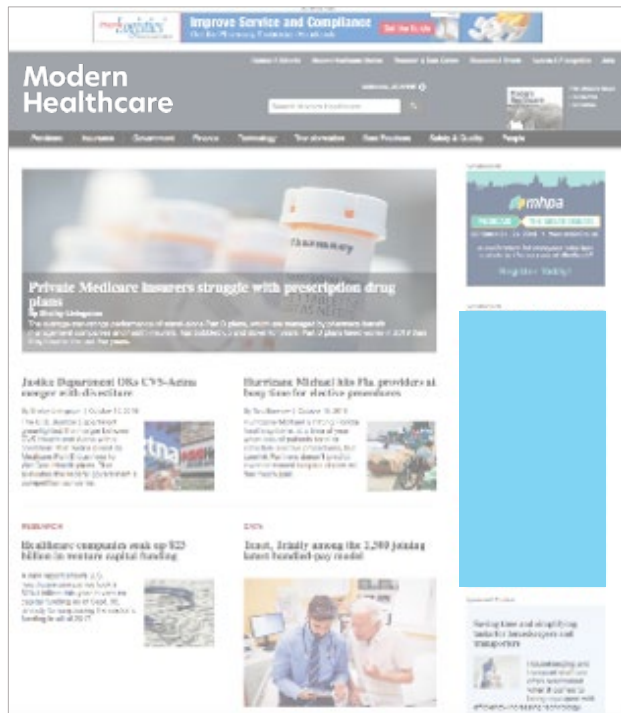
Mobile



ModernHealthcare.com Ad Layouts

- Right Position 2
- D: 300W x 600H
- T: 160W x 600H
- M: 300W x 250H

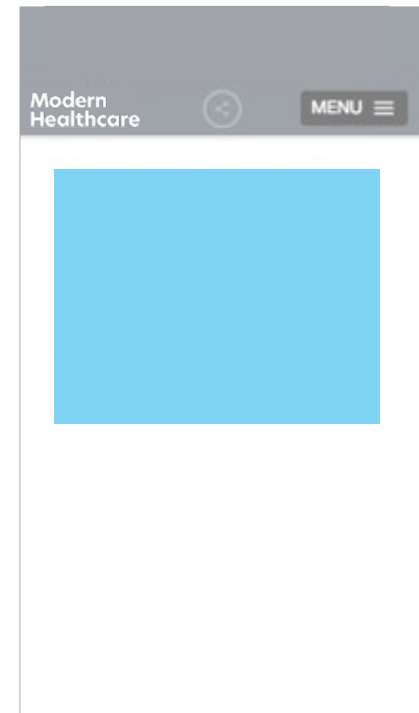
Desktop



Tablet



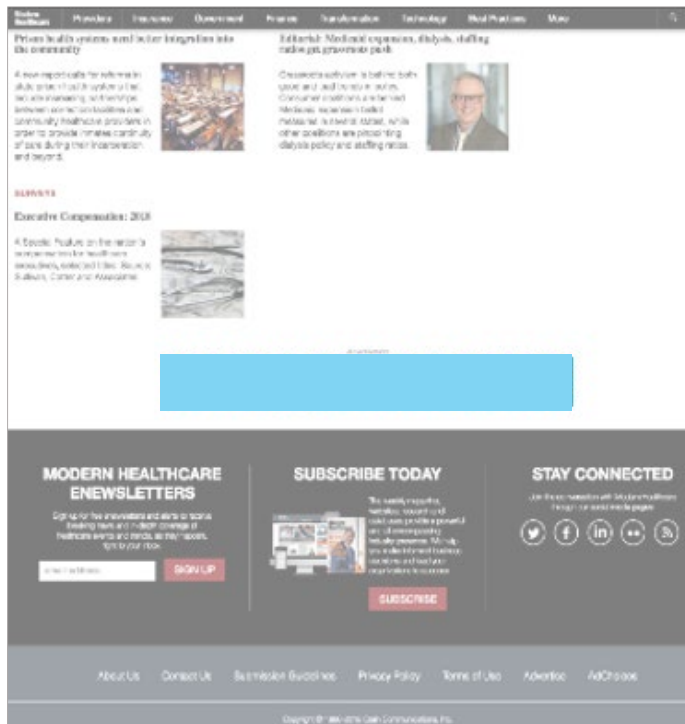
Mobile



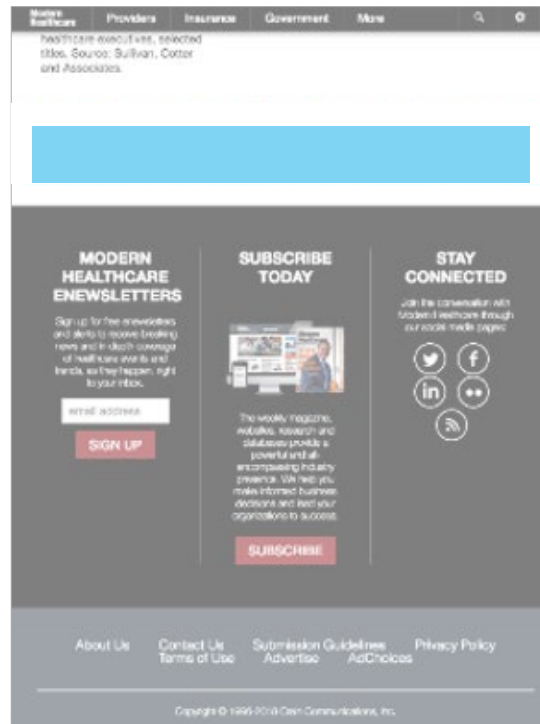
ModernHealthcare.com Ad Layouts

- End of Article
- D: 728W x 90H
- T: 468W x 60H
- M: 300W x 50H

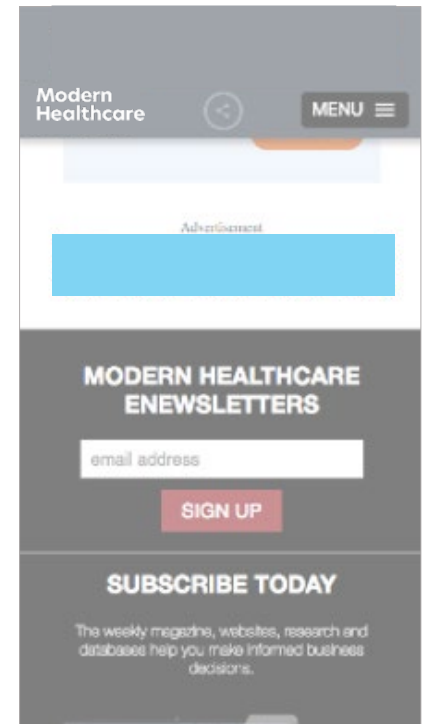
Desktop



Tablet



Mobile



Creative Specifications - Digital

Rich Media

We accept JavaScript, HTML and others (please inquire). All expenses related to serving third-party, rich media ads will be the responsibility of the advertiser. Some rich media banner formats require submission from an established rich media vendor in these situations additional fees will be applied to the advertiser.

Custom Content & Advertorial Specifications

For advertising that looks “editorial” in nature, the digital presentation will feature a “Sponsored Content” heading.

Pre-/Post Roll Video

File type	.mp4
Dimensions	Minimum 480x360 (4:3 full screen or 16:9 wide screen)
Max Time	15 seconds
Max File Size	10 MB

Creative Specifications - Digital

Leaderboard Push-Down

Serving	Must be third-party served
Dimensions	Collapsed 970W x 90H px Expanded 970W x 415 px
Max Polite Load	80 kb
Max File Size	50 kb
HTML5 Max Code	200 kb
Expand Button	“Expand” button must be clearly labeled in Arial font (min. font size of 8 pts)
Close Button	“Close” button must be clearly labeled in Arial font (min. font size of 8 pts)
Position	Position of the Expand & Close Buttons in the ad template are NOT allowed to be changed
Links Allowed	Multiple
Animation	3 loops max or 15 seconds, then stop
Lead Time	10 working days prior to campaign launch
Sound	Sound and video are not permitted

Creative Specifications – Digital (Newsletter)

Implementation Details

- Static Images only .jpg, .gif, .png.
- Ads with white backgrounds are required to have a dark, 1-pixel border around each frame.

Deadlines

All material, URLs and third-party login information must be submitted to AdOps-MH@crain.com and courtesy copied to your Account Executive at least five business days prior to start date. Third-party login info needs to be assigned to: AdOpsReporting@crain.com.

Ad Submissions

Send digital media and proofs to: AdOps-MH@crain.com

Email Newsletters

Ad unit	Width (Required)	Height (Required)	Max File Size (K)	Third Party Tags Accepted	Third Party Tracking Accepted	Audio	Image Type
Leaderboard	728 px	90 px	80 kb	No	Click tracking	No	jpg, png, gif
Medium Rectangle	300 px	250 px	80 kb	No	Click tracking	No	jpg, png, gif

Terms and Conditions

Agency Commission

Fifteen percent of gross billing is provided to recognized agencies on space, color and position, provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges, and non-display classified advertising.

Short Rate and Rebates

Advertisers will be short-rated if the amount of space upon which billings were based is not used during the 12-month period from the date of the first insertion.

Frequency

Modern Healthcare Magazine: Frequency is determined by number of insertions used by advertiser within 12 months from date of first insertion order. One-sixth page is minimum rate-holder size for earning frequency discount on larger space. Full-, half- and 1/3-page spread advertisements are charged at the rate of each individual unit on each facing page. Multiple units of space in one issue are charged at individual unit rates and are counted as individual insertions for the purpose of determining frequency discount.

ModernHealthcare.com: ModernHealthcare.com frequency is determined by the number of impressions used by an advertiser within 12 months from date of first insertion order.

Email Newsletters: Email newsletter frequency is determined by the number of insertions within 12 months from the date of first insertion order. Insertions for Daily Dose, Health IT Strategist and Daily Finance count toward frequency for each other.

Cancellations

Modern Healthcare Magazine: If, for any reason, an advertisement is cancelled after closing date, publisher reserves the right to repeat a former ad at full rate. If advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither advertiser nor agency may cancel an advertisement after closing date.

Digital: If advertising material is not received by materials deadline (5 business days prior) of scheduled start date, advertiser will be charged for space beginning with original scheduled start date regardless of whether advertisement is live. Extensions for missed run dates will not be provided unless Modern Healthcare receives notification 5 business days prior to materials deadline. Rescheduling will be based on availability.

Events, Sponsorship and Custom Programs: Events, webinars, editorial webinars and sponsorships are non-cancellable once delivery has started.

Terms and Conditions

Agency Commission

By issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in Modern Healthcare and, by their tendering such insertion order, the advertiser and/or agency shall indemnify and hold publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorneys' fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be a party all at the cost of the agency and the advertiser, who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates Modern Healthcare editorial material.

Billing

Crain Communications, Inc | 29588 Network Place, Chicago, IL | 60673-1295

Rate Protection Clause

Publisher reserves the right to change the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 60 days of the effective date of such change.

Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion for payment. However, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and that agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

About Crain

Crain Communications is one of the largest privately held media companies in the U.S. with 24 leading business, trade and consumer publications in North America, Europe and Asia. The organization's 650 employees in 10 locations produce trusted and relevant news, lead generation, research and data products, custom publishing and events that contribute to the success of its millions of readers and its clients.

For more information, visit crain.com

The Crain Code

Our Vision

We aspire to earn the trust and loyalty of our audiences by employing top talent to deliver exceptional journalism, information and solutions.

Our Purpose

We act as one team to serve our audiences. As experts in our field, we empower success through the indispensable content we create, solutions we develop and communities we cultivate.

Our Values

Respect: Create a safe, diverse and fun environment for all colleagues. Be both hungry and humble.

Collaboration: Openness to diversity of thought, ideas, background and experiences will drive shared success for all.

Accountability: Be a leader. Hold one another to high standards to continually improve performance, both company and individual.

Integrity: Do the right thing — be fair and unbiased.

Innovation: Be curious. Find ways to achieve our goals — and meet our audience needs — more effectively and efficiently.

Modern Healthcare Sales Information

National Advertising Sales Director

Ilana Klein

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Email: iklein@modernhealthcare.com

East Coast

Cara Barrese

Telephone: 917-531-8188

Email: cara.barrese@modernhealthcare.com

Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Virginia, Vermont, West Virginia

Midwest

Brian Lonergan

Telephone: 312-623-1160

Email: blonergan@modernhealthcare.com

Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Wisconsin

Business Development & Events

Daniel Wright

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Email: dwright@modernhealthcare.com

Alaska, Arkansas, Iowa, Idaho, Mississippi, Montana, Nebraska, Oklahoma, South Dakota, Wyoming

Sales Support

Michelle Paras

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South

David Baker

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Email: dbaker@modernhealthcare.com

Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas (select accounts)

West

Cheryl DeSimone

Telephone: 516-815-1808

Email: cdesimone@modernhealthcare.com

Arizona, California, Colorado, Hawaii, New Mexico, Nevada, Oregon, Texas (select accounts), Utah and Washington

People on the Move

Kathleen Cavalieri

Telephone: 847-912-5220

Email: kcavalieri@modernhealthcare.com