

## Print Display Advertising Rates

### Full-Run Rates:

B&W Rates	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x
Full Page	\$10,480	\$10,185	\$9,770	\$9,390	\$8,930	\$8,490	\$8,235	\$8,160	\$8,065	\$8,015	\$7,920
2/3 page	8,655	8,400	8,060	7,740	7,375	7,020	6,820	6,740	6,685	6,615	6,550
1/2 page	6,920	6,715	6,470	6,210	5,915	5,630	5,470	5,395	5,345	5,315	5,265
1/3 page	5,395	5,235	5,035	4,835	4,605	4,380	4,245	4,210	4,180	4,140	4,095
1/4 page	4,300	4,200	4,035	3,875	3,675	3,530	3,410	3,385	3,350	3,325	3,300
BRCs	10,480	10,185	9,770	9,390	8,930	8,490	8,235	8,160	8,065	8,015	7,920

**Color:** In addition to earned B&W rates.

### Charge per color/page or fraction

Second Color (magenta, cyan, yellow): .....	\$1,015
Matched Color (all PMS excluding 800 series): .....	\$1,625
Sheen/Metallic/Fluorescent color (PMS 800 series): .....	\$1,865
3- and 4-color process: .....	\$2,575
5-color plus Metallic: .....	\$4,440

### Covers and Premium Positions (non-cancelable)\*:

Add the premium for positions to the earned B&W rate. Then add charge for color.

#### a) Cover Rates:

Second cover: .....	25%
Fourth cover: .....	60%

#### b) Premium Positions:

Preferred Position: .....	15%
Opposite Table of Contents: .....	15%

Must be a minimum of one full page of color.

**c) Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

\* Does not include 4C process charges. When a cover is included in a multiple-page space unit, all pages must be in full pages.

### Cover Tips/Outserts:

Consult publisher for rates and availability.

Cancellation Policy with Letter of Agreement:

- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.

### Demographic Rates:

**ROB ads** available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a \$1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company's final earned frequency on a page-for-page basis.

# Insert Advertising Rates

**Full-Run Rates:**

Insert Rates	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x
2 Page	\$20,960	\$20,370	\$19,540	\$18,780	\$17,860	\$16,980	\$16,470	\$16,320	\$16,130	\$16,030	\$15,840
4 Page		40,740	39,080	37,560	35,720	33,960	32,940	32,640	32,260	32,060	31,680
6 Page			58,620	56,340	53,580	50,940	49,410	48,960	48,390	48,090	47,520
8 Page			78,160	75,120	71,440	67,920	65,880	65,280	64,520	64,120	63,360
10 Page			97,700	93,900	89,300	84,900	82,350	81,600	80,650	80,150	79,200
12 Page				112,680	107,160	101,880	98,820	97,920	96,780	96,180	95,040

**Acceptance:** Insert stock weight 80 # text. Contact publisher for approval and pricing for inserts heavier than 80 # text. Submit samples to Production Manager

**Demographic Rates:**

**Inserts** available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus a \$1,450 (non-commissionable) mechanical charge. Demographic ads will count toward a company's final earned frequency on a page-for-page basis.

**BRCs:** BRC must accompany a minimum of a full-page ad. Please contact your sales manager.

### Print Circulation Coverage

	Total Qualified
Non-Clinical Executives	24,161
Clinical Executives	17,599
Other/Paid Circulation	40
<b>Total:</b>	<b>41,800</b>

Source: June 2017 *Managed Healthcare Executive* BPAWW statement,

[» Click here to download most recent BPA statement](#)

## Discount Information

### CORPORATE DISCOUNTS

#### Earned Rates:

Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company's final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2018 calendar or fiscal year.

#### Corporate Discount Program:

Effective with January 1, 2018 insertion orders, the Corporate Discount program is based on an advertiser's 2016 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

2017 Net Corporate Spend	Rate Savings	2017 Net Corporate Spend	Rate Savings
\$100,000 - \$250,000	0.50%	\$2,500,001 - \$3,000,000	5.00%
\$250,001 - \$500,000	0.75%	\$3,000,001 - \$3,500,000	6.00%
\$500,001 - \$750,000	1.00%	\$3,500,001 - \$4,000,000	8.00%
\$750,001 - \$1,000,000	1.50%	\$4,000,001 - \$4,500,000	10.00%
\$1,000,001 - \$1,500,000	2.00%	\$4,500,001 - \$5,000,000	12.00%
\$1,500,001 - \$2,000,000	3.00%	\$5,000,001 - \$5,500,000	14.00%
\$2,000,001 - \$2,500,000	4.00%	\$5,500,001 - \$6,000,000	16.00%

#### Pre-Payment:

Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

#### Multiple Page PI Discount:

Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the page.

### ADVERTISING INCENTIVE DISCOUNTS

#### Product Incentive Program (PIP Continuity Discount):

Run a minimum of three product insertions in **Managed Healthcare Executive** and save. The more insertions, the more you save. Free pages count toward earned frequency but do not count toward the corporate discount program.

Number of Insertions:	3x	6x	9x	12x
Discount:	2%	3%	4%	5%

#### Product Incentive Program Criteria:

- i) The minimum number of insertions at each level must be met within a calendar or fiscal year.
- ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product's gross insertion expenditure. The PIP discount should be added to your corporation's Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.
- iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your **Managed Healthcare Executive** account manager of your product's planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.
- iv) All of a product's indications work together to attain a product's insertion level.

#### ABC (Add a Book Combo):

When you advertise in **Managed Healthcare Executive** and run the same product in the same month in another UBM Medica medical publication(s) (i.e., **Contemporary OB/GYN, Contemporary Pediatrics, Dermatology Times, Drug Topics, Medical Economics, Psychiatric Times, ONCOLOGY and Urology Times**), you will receive a discount dependent upon the number of publications you run in. The more titles you choose, the deeper the discount.

**2 publication buy = 10%      3 publication buy = 15%      4+ publication buy = 20%**

**Note:** This discount applies to full run ads only and may not be used when advertising in **Ophthalmology Times, Ophthalmology Times Europe, Optometry Times, Dental Products Report, and Digital Esthetics**. This discount cannot be used in combination with the Product Incentive Plan (PIP) but may be used with the Corporate Discount Program. This discount applies to the nine UBM Medica publications shown only and may be used in any combination. For products with different size ad units, the discount will be calculated based on the mutual number of pages. For example, if 6 pages run in one publication and 4 pages run in the other, under this program, the discount will be applied to the 4 matching pages in each magazine. Free runs do not count toward the discount.

# Print Specifications & Display Advertising Requirements

## AD SIZES (IN INCHES)

### Full-Run:

	Trim Sizes Width x Depth	Bleed Sizes Width x Depth	Live area Width x Depth
Spread	15 3/4 x 10 3/4	16 x 11	15 3/8 x 10 3/8
1 Page	7 7/8 x 10 3/4	8 1/8 x 11	7 1/2 x 10 3/8
2/3 page	5 x 10 3/4	5 1/4 x 11	4 5/8 x 10 3/8
1/2 page Horizontal	7 3/4 x 5 1/8	8 x 5 3/8	7 3/8 x 4 3/4
1/2 page Vertical	3 7/8 x 10 3/4	4 1/8 x 11	3 1/2 x 10 3/4
1/3 page Vertical	2 5/8 x 10 3/4	2 7/8 x 11	2 1/4 x 10 3/8
1/4 page Vertical	3 7/8 x 5 1/8	4 1/8 x 5 3/8	3 1/2 x 4 3/4

**a) Live matter:** Hold 3/8" from trim on all sides.

**b) Trim size of journal:** 7 7/8" x 10 3/4"

### Paper Stock:

#### Full-Run:

**a) Text Pages:** 38# machine coated.

**b) Covers:** 70# coated.

## INSERTS

### Trimming:

Ship folded: 8 1/8" x 11"

Keep live matter 1/2" from trimmed edges & 1/2" from gutter trim

Book is jogged to head

Trims: 1/8" head, allow 1/8" for gutter, outside, and foot trim

**Quantity:** Full Run: 40,000

**Shipping:** Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

### Managed Healthcare Executive

c/o LSC Communications  
Attn: Debbie Smith  
3401 Heartland Drive  
Liberty, MO 64068

### Type of Binding:

Perfect bound. Jogs to head.

## COVER TIPS

### Trimming:

**a) Live matter:** 6-3/4" x 4-1/2"

**b) Trim size:** 7-1/2" x 5-1/4"

**c) Bleed size:** 7-3/4" x 5-1/2"

**d) Thickness:** Up to four pages maximum 100# Text to minimum 70# text paper.

Cover tips jog to the bottom.

If client supplies, please provide as trim size; 80# stock weight

**For anything not matching the specs on cover tips and inserts above, please contact the publisher for special pricing AND send sample for pre-approval to:**

### Managed Healthcare Executive

Attn: Karen Lenzen  
131 W 1st St, Duluth, MN 55802-2065  
Desk: 218-740-7271;  
Fax: 408-962-1125  
Email: klenzen@hcl.com

## SCREEN REQUIREMENTS

Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.

**1** CMYK is the only accepted mode for 4C ads. Do not use RGB.

**2** Do not use spot color unless you are paying for a PMS (Pantone) color.

**3** Colors viewed on your monitor may not be representative of final output.

Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities. C@1.30, M@1.40, Y@.90, and K@1.70.

### Reproduction Requirements:

Follow "Specifications for Web Offset Publication" (SWOP) Tenth Edition for printing in the new millennium. **Managed Healthcare Executive** is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

### Disposition of Material and Inserts:

Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

### Digital Ad Requirements:

**1.** Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to <https://ads.ubm.com> or contact the production manager.

**2.** Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

**3. Accepted Method of Delivery:** The preferred method of delivering ad files to UBM Medica is via a web based ad uploader, <https://ads.ubm.com>. Files can also be submitted on CD-R or DVD-R disc format.

**4. Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

### Provider Information Required:

- a)** Issue date.
- b)** Advertiser, product, and agency name.
- c)** Agency contact person and phone number, or vendor name and phone number.
- d)** List of contents (printout of disk contents).

## PRINT PRODUCTION MATERIALS:

**Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions, to:**

[mhe.io@hcl.com](mailto:mhe.io@hcl.com)

**Send all non-eMailed print materials and other information to:**

### Managed Healthcare Executive

Attn: Karen Lenzen  
131 W. 1st Street, Duluth, MN 55802-2065  
218-740-7271 • 408-962-1125 (fax)  
[klenzen@hcl.com](mailto:klenzen@hcl.com)

To submit your ad materials,  
visit <https://ads.ubm.com>

## Production Calendar

Issue	PRINT EDITION		
	Ad Close	Ad Materials Due	Inserts Due At Printer
JANUARY	12/18	1/4	1/2
FEBRUARY	1/23	2/5	2/1
MARCH	2/21	3/5	3/1
APRIL	3/23	4/5	4/3
MAY	4/20	5/3	4/30
JUNE	5/24	6/6	6/4
JULY	6/21	7/3	6/29
AUGUST	7/24	8/3	8/1
SEPTEMBER	8/23	9/5	8/31
OCTOBER	9/20	10/3	9/28
NOVEMBER	10/24	11/5	11/1
DECEMBER	11/21	12/5	12/3

## Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JANUARY 2018</b>	COVER – Pain Management: A New Era SPECIAL REPORT – Watch List 2018: Top Therapeutic Areas	
<b>FEBRUARY 2018 – TECHNOLOGY ISSUE</b>	COVER – Five Tech Trends to Watch Plus: SURVEY RESULTS - Managed Healthcare Executive's 2018 Technology Survey SPECIAL REPORT – Five Healthcare Technologies Likely to be Developed in the Next Five Years	
<b>MARCH 2018</b>	COVER – Genetic Testing in Treatment Decision Making	<b>AMCP Managed Care &amp; Specialty Pharmacy Annual Meeting:</b> April 23-26, 2018, Boston Convention and Exhibition Center, Boston, MA <a href="http://www.amcp.org/calendar/">http://www.amcp.org/calendar/</a>
<b>APRIL 2018 - DIABETES AND OBESITY ISSUE</b>	COVER – Diabetes Treatment Advances	<b>NACDS Annual Meeting:</b> April 21-24, 2018, The Breakers Palm Beach, Palm Beach, FL, <a href="http://annual.nacds.org/">http://annual.nacds.org/</a> <b>Asembia Specialty Pharmacy Summit:</b> April 29-May 2, 2018, Wynn & Encore Las Vegas, Las Vegas, NV, <a href="https://www.asembiasummit.com/">https://www.asembiasummit.com/</a>
<b>MAY 2018</b>	COVER – Ten Emerging Industry Leaders SPECIAL REPORT – Autoimmune Diseases	
<b>JUNE 2018 – PHARMACY ISSUE</b>	COVER – Four Ways MCOs can Address Rising Pharma Costs	
<b>JULY 2018</b>	COVER - Executive Compensation Changes SPECIAL REPORT – 5 Ways to Reduce Administrative Costs	
<b>AUGUST 2018</b>	COVER - Cognitive Computing: What's the Latest? SPECIAL REPORT – 10 Ways to Improve the Patient Experience	<b>NACDS Total Store Expo:</b> August 25-27, 2018, Colorado Convention Center, Denver, CO, <a href="http://tse.nacds.org/">http://tse.nacds.org/</a>
<b>SEPTEMBER 2018</b>	COVER – The Changing Face of Healthcare Leadership	<b>AMCP Nexus 2018:</b> October 22-25, 2018, Orlando World Center Marriott, Orlando, FL, <a href="http://www.amcp.org/calendar/">http://www.amcp.org/calendar/</a>
<b>OCTOBER 2018 - POLITICS AND POLICY ISSUE</b>	COVER – X Pieces of Healthcare Legislation to Watch SPECIAL REPORT – 10 Ways to Reduce Readmissions	
<b>NOVEMBER 2018 – ONCOLOGY ISSUE</b>	COVER – Oncology Treatment Advances SPECIAL REPORT – 10 Ways to Deal with Escalating Drug Costs	
<b>DECEMBER 2018 – STATE OF THE INDUSTRY ISSUE</b>	COVER – State of the Industry Survey SPECIAL REPORT – Healthcare Policy Changes to Expect in 2019	

\*Editorial content subject to change

## Online Opportunities

» [www.ManagedHealthcareExecutive.com](http://www.ManagedHealthcareExecutive.com)

### BANNER ADS

**Your run-of-site (ROS) ad** gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (<https://www.iab.com/guidelines/state-of-viewability-transaction-2015/>); additional viewability requirements may incur premiums.

Ad Type	Dimensions (WxH)	Pricing
Leaderboard; Big Box; Skyscraper; Wide Skyscraper	728x90; 300x250; 120x600; 160x600	\$85/CPM (net)
Double Rec	300x600	\$125/CPM (net)
Pushdown	970x90	\$125/CPM (net)
Mobile Ad Units Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward)	300x50, 320x50, 300x250	\$125/ CPM (net)

### WELCOME ADS

**Grab the attention** of visitors at the first moment they access their content. This banner allows your message to stand out from competing ads on the site.

Ad Type	Dimensions (WxH)	Pricing
Interstitial/ Welcome Ad	640x480	\$375/CPM (net)



### WALLPAPER ADS

Ad Type	Dimensions (WxH)	Pricing
Wallpaper	150x1050	\$175 CPM (net)



# Online Opportunities

## » [www.ManagedHealthcareExecutive.com](http://www.ManagedHealthcareExecutive.com) - Additional Specifications

### DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES: QUICK REFERENCE GUIDE

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size (See note 2 below)	Host-initiated Subload (See note 3 below)	Animation/Video Guidelines (See video notes below)	Z-index Range	Unit-Specific Notes (See General Ad Requirements below)
Medium Rectangle	300x250	600x250	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Skyscraper / Wide Skyscraper	120x600, 160x600	600x600	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Leaderboard	728x90	728x315	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Half Page	300x600	600x600	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Pushdown	970x90	970x415	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	0 - 4,999	"Expanding Pushdown ad units ""push"" page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.
Wallpaper	150x1050	Expansion not allowed for this unit	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	Not allowed for this unit	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	0 - 4,999	
In-Banner Video	300x250, 160x600, 728x90, 300x600	Expansion not allowed for these units	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	100 KB	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	0 - 4,999	
Between-the-Page (aka "Interstitial")	Variable	Expansion not applicable for this unit	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+	Label = "Advertisement" Font = 8pt (11px) by 16pt (21px) / "Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) by 16pt (21px)

Abbreviations: px = pixel    sec = seconds    fps = frames per second

DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES: QUICK REFERENCE GUIDE (Continued on next page)



DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES: QUICK REFERENCE GUIDE (Continued from previous page)

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size (See note 2 below)	Host-initiated Subload (See note 3 below)	Animation/Video Guidelines (See video notes below)	Z-index Range	Unit-Specific Notes (See General Ad Requirements below)
Mobile Static Banner	300x50	Expansion not allowed for this unit	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	50 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Mobile Wide Static Banner	320x50	Expansion not allowed for this unit	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	50 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Mobile Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Floating Footer	728x90, 970x90, 1025x100	Expansion not allowed for this unit	Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit	0 - 4,999	

Abbreviations: px = pixel sec = seconds fps = frames per second

**General Ad Requirements (Apply to all ads):**

- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for atleast 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

**General Notes:**

1. **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.
2. **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
3. **Host-initiated subload:** Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
4. **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

**HTML5 Note:**

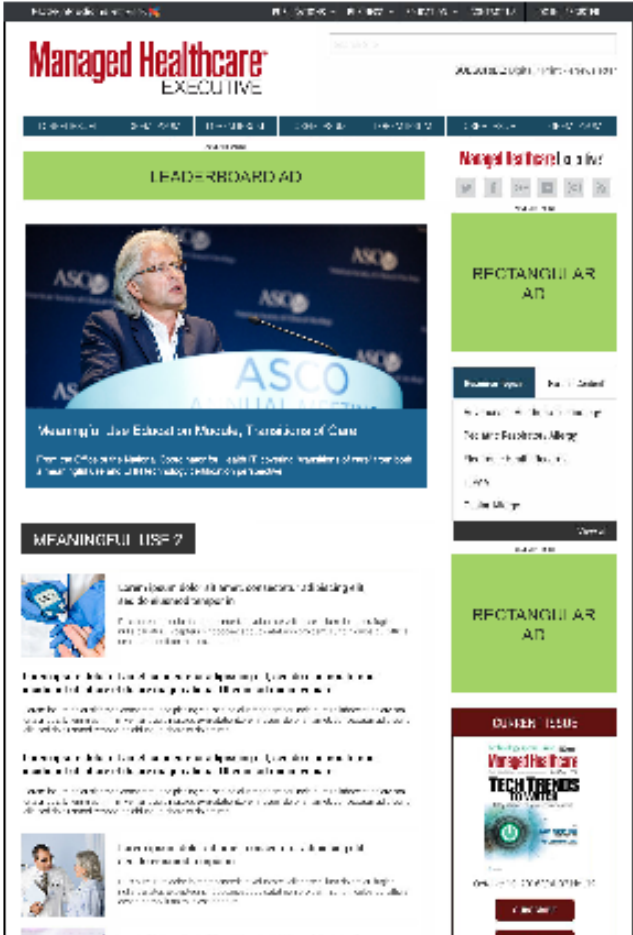
HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

# Online Opportunities

## TOPIC RESOURCE CENTER & QUIZZES

Exclusive opportunity for dedicated, comprehensive topic resource center or quiz on the topic of your choice. Includes traffic driving elements.

**Starting at \$7,500/month (net), 3-month minimum buy**

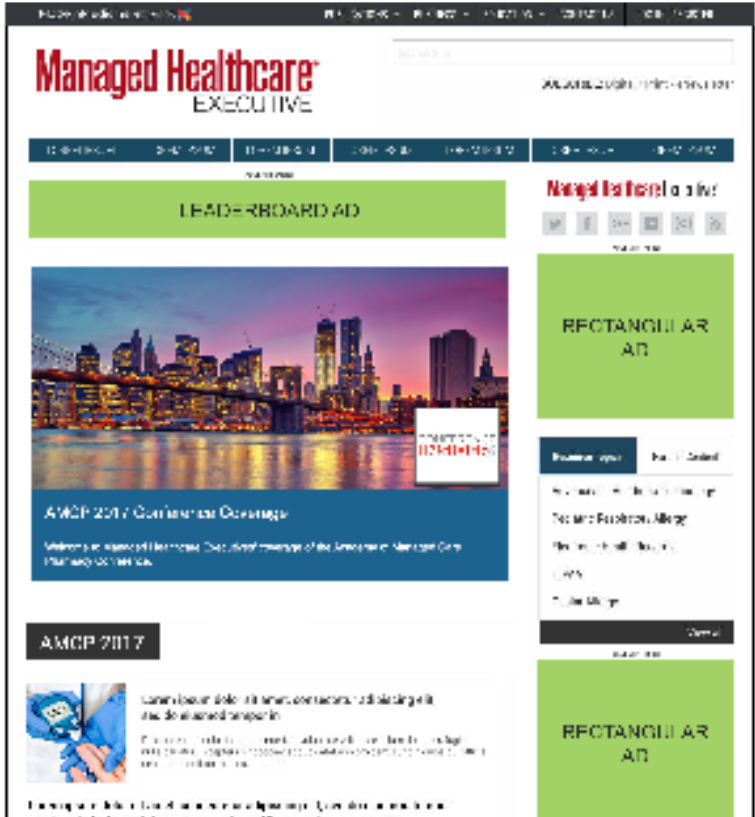


## CONFERENCE COVERAGE

UBM Medica editors and writers cover important events, reporting to our audience from the shows online and via e-Newsletter briefs during the show:

- Daily articles on breaking conference news
- KOL interviews and/or roundtables
- Podcasts, photos, and/or video from the live event

**Contact your account representative for more details and program pricing.**

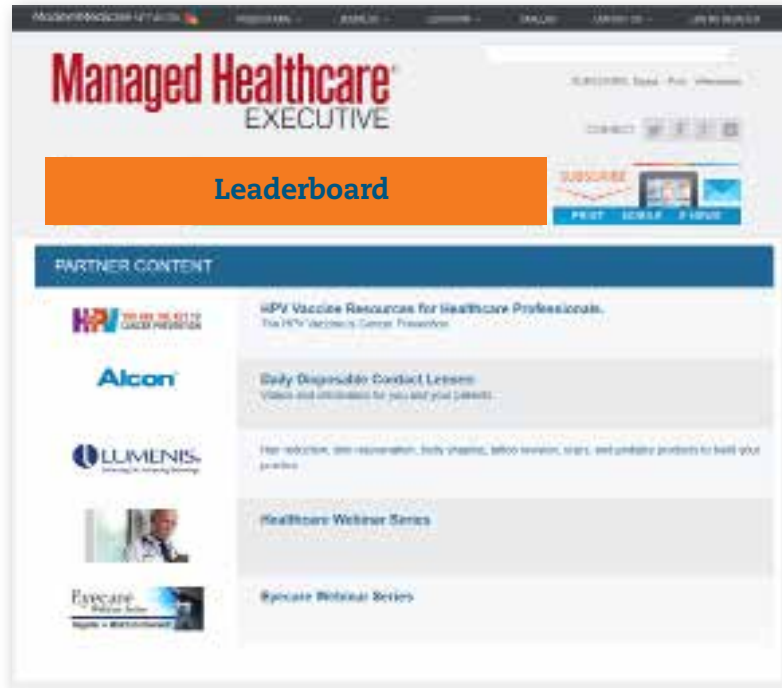


## Online Opportunities

UBM Medica's content syndication opportunities offer unparalleled access to your target audience coupled with the credibility of our sites.

### IN-SITES™

A turn-key, beyond-the-banner approach to driving qualified HCP audiences from UBM Medica sites straight to brand site destinations for asset engagement.



### INFOCENTERS

Get your content in front of your target audience utilizing UBM Medica's content credibility and HCP access.



CONTACT YOUR ACCOUNT REPRESENTATIVE FOR MORE DETAILS AND PROGRAM PRICING.

### e-News Options

#### e-NEWSLETTERS

**e-Newsletters** provide additional opportunities to reach opt-in and engaged executives through a trusted source. These timely resources delivered to healthcare professionals' in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

Frequency	Average Engaged Distribution*	Big Box/Rec 300x250 (Net)	In-Column Text (Net)
3x/week	11,500**	\$2,000	\$2,000

\*Publisher's own data  
 \*\* 10,000 US Only Distribution  
 \*\* 11,500 US & International Distribution

#### e-ISSUE ALERTS

**e-Issue Alert** showcases editorial highlights in the journal as well as notification when the digital edition is ready for download. The mailing is designed to alert readers to specific articles in the current issue, as well as web-only features.

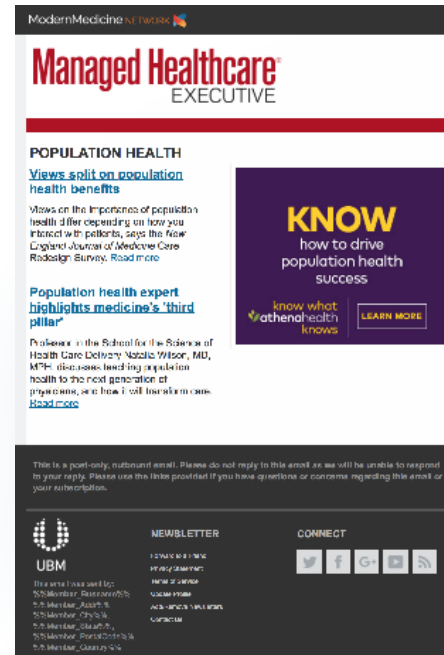
Frequency	Average Engaged Distribution	Big Box/Rec 300x250 (Net)	In-Column Text (Net)
Monthly	15,000	\$2,000	\$2,000

#### Static Ad

Max File Size: 40K  
 Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client  
 No Flash/Rich Media accepted for e-News

#### In-Column Text Ad Specification

Header = 60 characters, body text = 210 characters.  
 Maximum character allowances including spaces:



The most cost-efficient way to push e-messages.

#### ADVERTORIAL e-BLASTS

**Send your custom message** directly to the in-boxes of our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

**Contact your account representative for pricing information.**