



The Healthcare Businesswomen's Association (HBA) is accepting sponsor advertising for their 2008 Membership Directory. The Directory is distributed annually in May to 4000 professionals in the healthcare industry.

RATES

<u>Standard Positions</u>	<u>B/W Rates</u>
Full page	\$2175
Half page	\$1200
Quarter page	\$650

<u>Premium Positions*</u>	<u>B/W Rates</u>
Inside front cover	\$2700
Inside back cover	\$2600
Back cover	\$2700
Other positions	\$2400

*Contact HBA for position availability

Color Rates (added to B/W rates above)

Four Color Process	\$1100
PMS Color	N/A

NOTE: Ads are non-commissionable and must be prepaid upon submission.

MECHANICAL REQUIREMENTS

Book Trim Size: 5-1/2" x 8-1/2"

Ad Sizes In Inches:

<u>Ad Unit</u>	<u>Width</u>	<u>x</u>	<u>Height</u>
Full page (non-bleed)	4-3/4"	x	7-3/4"
Full page (bleed)	5-3/4"	x	8-3/4"
Half page horizontal	4-3/4"	x	3-3/4"
Half page vertical	2-1/4"	x	7-3/4"
Quarter page horizontal	4-3/4"	x	1-3/4"
Quarter page vertical	2-1/4"	x	3-3/4"

Safety/Bleed Specifications: Material intended to bleed must be furnished with a minimum of 1/8" image area beyond trim.

Color: Four Color process available.

Ad Specifications: Electronic files ONLY - **Adobe Acrobat Press PDF** 1.3 (preferred), Adobe InDesign CS2 or lower, QuarkXPress 6.5 or lower, PageMaker, Illustrator EPS, Freehand EPS, or Photoshop TIFF only. Minimum resolution 300 dpi . All files must include all fonts and linked images. Where applicable, fonts should be converted to paths/outlines. Avoid using Type 3 fonts. Supply two (2) hardcopy proofs at 100% size that match each digital file. **NOTE: Accuracy of file processing cannot be guaranteed unless hardcopy proofs are provided.**

Media accepted: CD (preferred) or Mac/PC formatted 100/250 mb Zip™ disk, each labeled with advertiser name, phone/e-mail address, and contact person. PDF files can be uploaded, however hard copy proofs must still be supplied. To upload your files use printer's FTP site:

Host: ftp.transcontinental.ca
User ID: guest_16
Password: 0160tmdg
Directory: ToTransmedia

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**MECHANICAL
REQUIREMENTS**Other Instructions:

- Build pages to trim size and extend bleed beyond page edge
- Use stylized fonts and do not apply style attributes to basic fonts
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Include all images/scans, logos/artwork, fonts (font suitcase with printer & screen fonts)
- Please use only TIF or EPS formats. Convert JPG and GIF files to 300 dpi Grayscale TIF.
- Avoid using word processing clip art (MS Office, Wordperfect, etc.)
- Do not nest EPS files in other EPS files
- All images/scans must be in grayscale
- Do not use graphics you have saved from Web pages.
- Font information should include manufacturer, font name and version
- Supply Quark "Collect for Output" or similar reports
- Third party fonts are not accepted (no Truetype fonts, etc.)
- Supply single pages, not spreads
- Single page image area should be no more than trim plus bleed

Scannable Copy: Only black and white text and line art or laser proofs are accepted. Hardcopy ads containing Screens, Gradients and Halftones will be rejected. Supply two (2) proofs. Your hardcopy will be scanned at 1200dpi and converted to grayscale TIF format.

Production Work: Typesetting or any other production work done by the publisher will be billed separately.

Contact for ad material: Helene Descoteaux, Transcontinental Transmedia,
Toll Free: (888) 202-2120, Email: helene.descoteaux@transcontinental.ca

Send ad material/hard copy proofs to:

HBA Directory - Ad Materials
c/o Transcontinental Transmedia
1500, boul Jules-Poitras
Saint-Laurent (Quebec) H4N 1X7
CANADA
Telephone: (514) 334-8420

Send payment to:

HBA Directory
373 Route 46 W, Bldg E, Ste 215
Fairfield, NJ 07004

**ISSUANCE
AND
CLOSING DATES**

Frequency: Annually

Issue Date: May 2008

Ad Closing Date: February 15, 2008

Material/Payment Closing Date: March 1, 2008

**GENERAL
INFORMATION****To place your order:**

- Complete Insertion Order form and submit by February 15, 2008
- Forward ad materials by March 1, 2008 to PBR Graphics (see above)
- Forward payment by March 1, 2008 to HBA Office (see above)
- All ads are subject to acceptance by HBA
- For additional questions call HBA Office, (973) 575-0606 ext. 251

All orders must be received by **February 15, 2008**. Ad materials and payment must be received by March 1, 2008. Reservations for premium positions will be taken on a first-come, first-served basis.

Company: _____

Address: _____

Contact person & title: _____

Phone: _____ Fax: _____

Email: _____ Date: _____

Advertising space ordered:

<u>AD TYPE</u>	<u>QUANTITY</u>		<u>COST/UNIT</u>	=	<u>TOTAL</u>
Full page	_____	@	\$2175	=	_____
Half page	_____	@	\$1200	=	_____
Quarter page	_____	@	\$650	=	_____
Inside Front Cover*	__n/a__	@	\$2700	=	_____
Inside Back Cover*	__n/a__	@	\$2600	=	_____
Back Cover*	__n/a__	@	\$2700	=	_____
Other position* _____		@	\$2400	=	_____
Four Color (per ad unit) _____		@	\$1100	=	_____

Sub - Total _____

10% Corporate Partner Discount (_____)

TOTAL ORDER AMOUNT \$ _____

*call for position availability

Ad Material Instructions: (check one) _____ Repeat last year's ad
 _____ New material to follow by _____ (deadline 3/1)

Send ad material to: HBA Directory, c/o Transcontinental Transmedia, 1500, boul Jules-Poitras, Saint-Laurent (Quebec) H4N 1X7, CANADA

Ad Payment Instructions: Make check payable to HBA and send to HBA Directory, 373 Route 46 West, Bldg E, Ste 215, Fairfield, NJ 07004. Phone (973) 575-0606 or complete credit card information below.

Type of Card (circle one): AMEX Visa Mastercard _____

_____ Credit Card Number _____ Exp. Date _____

_____ Name on Card (please print) _____ Signature _____

FAX Form to: (973) 575-1445