

# THE HBA Advantage

THE MAGAZINE OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION

## 2010 RATE CARD

The Healthcare Businesswomen's Association (HBA) is accepting *limited*\* sponsor advertising for their magazine, *The HBA Advantage*. The magazine is distributed five-times per year to over 5500 professionals in the healthcare industry.  
\*Limited to 2-3 display ad positions per 12 page issue.

<b>RATES:</b>	<b>Standard B/W or Insert:</b>	<b>1x</b>	<b>3x</b>	<b>5x</b>
	Full page (Standard B/W)	\$2575	\$2425	\$2250
	Insert (Single Leaf/pre-printed)	\$2575	\$2425	\$2250
	<b>Color (added to Standard B/W rate):</b>			
	Four Color	\$1200		
	Two Color	\$ 800		

### MECHANICAL REQUIREMENTS

**Trim size:** 8-1/2" x 11"

**Ad size, non-bleed:** 7W x 10H

**Ad size, bleed ads:** 8 3/4" x 11 1/4"; **Important:** Any image, type, background or borders that bleed must extend 1/8" beyond the trimmed edge of the page. **Also** allow 3/8" for live matter within trim.

**Ad material requirements:** *Electronic files ONLY: Adobe Acrobat Press (hi-res) PDF 1.3 (preferred);*

Accepted: Adobe InDesign CS2 or lower, QuarkXPress 6.5 or lower, PageMaker, Illustrator EPS, Freehand EPS, or Photoshop TIFF only. Microsoft Word documents will NOT be accepted. Minimum resolution 300 dpi. Non-PDF files must include all fonts and linked images. Where applicable, fonts should be converted to paths/outlines. Avoid using TrueType or Type 3 fonts. Supply two hard copy proofs at 100% size that match each digital file. Contact publisher for additional details. **Media accepted:** CD/DVD (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 e-mailed, however color proofs must still be supplied.

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

**Inserts:** Size: 8 1/4" x 10 3/4" maximum; Paper: 8 PT maximum. Call HBA Office for quantities and delivery instructions.

**Send disk/proof:** DACSdesign  
HBA Advantage- Ad Materials  
84-22 113<sup>th</sup> Street  
Richmond Hill, NY 11418  
[dacsdesign@aol.com](mailto:dacsdesign@aol.com)

**Send payment:** The HBA Advantage  
373 Route 46 W, E-215  
Fairfield, NJ 07004

### ISSUANCE AND CLOSING DATES

**Frequency:** Five times per year

**Issue dates:** Winter (mails Jan-Feb), Spring (mails Mar-April), Summer (mails June-July),  
Fall (mails Sept-Oct), Leadership Conference Special Issue (mails Dec)

**Ad closing date\*:** Winter – 12/1/09

Fall – 8/2/10

Spring – 2/1/10

Leadership Issue – 11/1/10

Summer – 5/1/10

\*No cancellations after ad closing date.

**Ad material/payment due date:** 15th of ad closing month (ie – 12/15/09 for Winter issue)

### GENERAL INFORMATION

**To place your order:**

- Complete the attached insertion order form and submit to HBA by ad closing date
- Forward materials and payment to HBA by ad material/payment due date
- All ads are subject to acceptance by HBA
- Ads are non-commissionable and must be prepaid upon submission of ad material.
- For additional information contact HBA Office at (973) 575-0606 ext 251

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

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact person/Title: \_\_\_\_\_

Email: \_\_\_\_\_ Signature: \_\_\_\_\_

<b>Ad size:</b>	_____ Full Page Display	_____ Pre-printed Insert
<b>Rate:</b> (B/W or Insert)	_____ 1-2 issues (\$2575/Full Page)	
	_____ 3-4 issues (\$2425/Full Page)	
	_____ 5 issues (\$2250/Full Page)	
<b>Color:</b>	_____ Four Color (\$1200)	_____ Two Color (\$800)
<b>Issues:</b>	_____ Winter	_____ Fall
	_____ Spring	_____ Leadership Conference Special Issue
	_____ Summer	
<b>Discounts:</b>	_____ Corporate Partner* (10%)	<i>*does <u>not</u> apply to individual membership</i>

<b>Cost :</b>	_____ + _____	<i>minus</i>	_____ = _____	x _____ = _____		
	(rate)	(color)	(discount)	(total per issue)	(# of issues)	(TOTAL for Year)
<b>Payment:</b>	Complete credit card information below or send check payable to HBA to: HBA Advantage, 373 Rte 46 W, Bldg E-215, Fairfield, NJ 07004					
Type of Card (circle one):	AMEX	Visa	Mastercard	_____	_____	_____
				Credit Card Number		Exp. Date
Name on Card (please print)	_____			Signature	_____	

<b>Ad Material Instructions:</b> (check one)	_____ Repeat last year's ad
	_____ New material to follow by _____
Send ad material to: HBA Advantage, c/o DACSdesign, 84-22 113 <sup>th</sup> St., Richmond Hill, NY 11418. (718) 847-7434 . <a href="mailto:dacsdesign@aol.com">dacsdesign@aol.com</a>	

**FAX Form to: (973) 575-1445**

HBA, 373 Route 46 West, Bldg E, Suite 215, Fairfield, NJ 07004. Phone: (973) 575-0606