

COMPLIANCE TODAY

PUBLISHED BY THE HEALTH CARE COMPLIANCE
ASSOCIATION

2010 ADVERTISING RATE SHEET

GENERAL INFORMATION

PUBLISHER:

Health Care Compliance Association
6500 Barrie Road

Minneapolis, MN 55435

Phone: 952/988-0141

Fax: 952/988-0146

email: margaret.dragon@hcca-info.org

ISSUANCE:

Frequency: 12 times a year

Issue date: 1st of the month of issue

ESTABLISHED: 1999

SUBSCRIPTION DATA:

Non-Member Rate: \$295.00 per year

Institutional Rate: \$325.00 per year

Issues sent after expiration: One

EDITORIAL:

The magazine of the Health Care Compliance Association supports the HCCA mission to champion ethical practice and compliance standards and to provide the necessary resources for ethics and compliance professionals and others who share these principles.

EDITORIAL-ADVERTISING RATIO:

A maximum of 65-35 will be maintained

CIRCULATION:

Rates based on 6,000 copies per issue average exclusive of samples, exchanges, etc.

COVERAGE AND MARKET:

National circulation. Readers are health care compliance professionals and those involved in health care. Distributed at all national and local conferences.

CIRCULATION PROFILE:

Health care institutions, professionals and companies working in compliance and related functions.

Black and White Rates

	1X	3X	6X	12X
One Page	\$1,476	\$1,425	\$1,245	\$1,103
1/2 Page	\$1,182	\$1,134	\$1,032	\$953
1/4 Page	\$890	\$867	\$825	\$810
1/8 Page	\$600	\$550	\$522	\$496

* Reworking Ad Charge

2 Page Advertising Spread:

1X	3X	6X	12X
\$3,150	\$2,955	\$2,775	\$2,430

2-Page Ad Spread – Center Book

1X	3X	6X	12X
\$3,600	\$3,550	\$3,300	\$3,045

4-color back inside cover

1X	3X	6X-12X
\$1,725	\$1,575	\$1,500

* A charge of \$525 will be assessed for reworking/reformatting ads

COLOR

Two Color Ad Charge - Pantone Blue 301
\$435.00 *each insertion*

Advertisement Insertion in Compliance

Today mailing: \$3,000 per insertion

Classified Ads: For those who post classified ads with HCCA online we are now offering discounted 1/8th page ads in *Compliance Today*. For just \$450, a savings of 25%, you can add print advertising to your mix.

PAYMENT TERMS:

Payment is due upon receipt of invoice.

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ADVERTISING RATE SHEET

(continued)

FORMATTING: All ads must be received via email or on a compact disk in Adobe PDF file format with all fonts embedded.

BLEED CHARGE: 10% additional

MECHANICAL REQUIREMENTS

PAGE SIZE, NON-BLEED:

	Width X Depth
1 Page	7" x 10"
1/2 Page (vertical)	3 1/4" x 10"
1/2 page (horizontal)	7" x 5"
1/4 Page	4 5/8" x 3 1/2"
1/8 Page	2 1/4" x 3 1/4"

BLEED SIZES:

Full Page Ad: 8 3/4" x 11 1/4". This includes 1/8 inch bleed on all sides.

TRIM SIZE: 8 1/2" X 11"

PAPER STOCK:

Cover and inside pages: 70 lb. Coated text.

TYPE OF BINDING: Perfect Binding

REPRODUCTION REQUIREMENTS:

Halftone Screen: 150-175

Printed: Offset

ADVERTISING CLOSING DATES:

- Prepared materials: 5th of month 2 months preceding issue date

DISPOSITION OF MATERIALS:

Materials will be held one year from last insertion and then destroyed unless specifically instructed otherwise.

ADDRESSES:

- **Contracts, insertion orders and other instructions to:**

Margaret Dragon
Health Care Compliance Association
41 Valley Road, Nahant, MA 01908
margaret.dragon@hcca-info.org
Tel: 781/593-4924
Fax: 781/593-4920

or:

Charlie Thiem, CFO
Health Care Compliance Association
6500 Barrie Road, Suite 250
Minneapolis, MN 55436
Tel: 952/988-0141
Fax: 952/988-0146
charlie.thiem@hcca-info.org

- **Artwork:**

Gary DeVaan
Health Care Compliance Association
6500 Barrie Road, Suite 250
Minneapolis, MN 55436
gary.devaan@hcca-info.org

Email Margaret Dragon when artwork has been sent to Gary DeVaan.

Contact Margaret Dragon with questions at: 781/593-4924

margaret.dragon@hcca-info.org