



Instrumental to Patient Care®

Communiqué Rate Sheet

Communiqué is the official publication of the International Association of Healthcare Central Service Materiel Management. IAHCSMM is an independent, non-profit organization comprised of over 13,000 individuals working in influential positions in hospitals throughout the world.

The *Communiqué* readership is a prime concentration of qualified decision makers who are genuinely interested in learning about your health care equipment.

Communiqué is published bi-monthly beginning with the January/February issue. Issued first full week of first month. Closing date on the 20th of the month, two months prior to the cover date.

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COMMUNIQUÉ

ADVERTISING RATES

<u>Color Ad Sizes</u>	<u>1 time</u>	<u>6 times (per insertion)</u>
Full page (8.5 x 10.875)	\$1400	\$1300
2/3 page (8.5 x 7.25) horizontal	\$1300	\$1200
1/2 page (8.5 X 5.9375) horizontal	\$1200	\$1100
1/2 page (4.5 X 10.875) vertical	\$1200	\$1100
1/3 page (8.5 x 3.625) horizontal	\$1100	\$1000
1/4 page (4.25 x 5.9375) vertical	\$750	\$500

Preferred Position

Inside front cover – Full Page	\$1800
Inside back cover – Full Page	\$1800
Outside back cover – Full Page	\$1800

Help Wanted Ads

Black and White, 1/4 Page (4.25 x 5.9375):	\$200
Black and White, 1/8 Page (4.25 x 3):	\$100

Closing Dates

<u>Communique Issue</u>	<u>Submission Deadline</u>
January/February	November 15th
March/April	January 15th
May/June	March 15th
July/August	May 15th
September/October	July 15th
November/December	September 15th

CREDITS AND SHORT RATES: Credits may be earned by increasing frequency during a contract year. Any advertiser who does not fulfill a contract will be subject to short rates.

TERMS: Net 30 days from date of invoice. Check required with first order. Open accounts subject to credit approval.

CANCELLATIONS: Not accepted after closing date.

CIRCULATION: 13,000

TIP-INS AND INSERTS: Additional, call for quote.

BLEEDS: All sizes are for full bleed (please add 1/8 inch bleed trim if ads do bleed). Please keep all copy within 1/4 inch of trim size.

MECHANICAL REQUIREMENTS: 4/C Process on 60 lb. enamel. Issue page size is 8.5 inches by 10.875 inches. Electronic files accepted:

- Preferred: High-rez PDF's. Please be sure to embed fonts. Files must be saved as CMYK.
- Also accepted: EPS files (convert fonts to outlines) and TIFF files. Images must be 300 dpi.

SENDING MATERIALS: We can accept digital files through CD-ROM, Email, and FTP Upload. Digital files under 10MB may be emailed to contact@burkatdesign.com. For FTP upload information, please email contact@burkatdesign.com for instructions.

COPY REGULATIONS: Acceptance of advertising is subject to IAHCSMM's approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon contents or subject matter of advertising. This includes suits for libel, plagiarism, copy infringement, and unauthorized use of a person's name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCSMM reserves the right to revise or reject, at its option, any advertisement which it deems objectionable in text or illustration. No deliberate attempt to simulate the publication's format is permitted; the publisher reserves the right to place the word "advertisement" with copy that, in their opinion, resembles editorial matter.