

**2008 Classified Products & Services and  
Recruitment Advertising Rates –  
Print & Web**



[www.managedhealthcareexecutive.com](http://www.managedhealthcareexecutive.com)

Rates Effective – October 22, 2007

**Total Qualified Circulation: 41,821**  
**Source: BPA Statement June 2007**

**MANAGED HEALTHCARE EXECUTIVE** serves health plan, payor and provider organizations responsible for large patient populations in managed care, healthcare and managed healthcare organizations. These include: HMO, PPO, PSO, Health Insurance Organizations, Medicaid, Medicare, Governmental Plan, Pharmacy Benefits Management (PBM), Third Party Administration (TPA), Utilization Review, Contract Management Firm, Employee, Employers Benefits Management (EBM), Healthcare Group Purchasing Organization (GPO) and other Healthcare Plan & Payor Organization. (IHO, IHN, IDS, IDB): Integrated Health Organization, Network & Integrated Delivery System, Network, Hospital & Multi-Hospital System, (PHO, IPA): Physician Hospital Organization, Group or Independent Practice Association, Medical Clinic, Long-term Care (LTC), Sub-Acute Care, Home Care, Specialty Managed Healthcare & Other Healthcare Provider, Managed Care, Healthcare, Formulary Members, Other Healthcare Provider Organizations and Other Management Consultant, Management Service Organizations (MSO).

Qualified recipients include non-clinical executives, clinical executives. See BPA for more details.

**DISPLAY CLASSIFIED AD**

*Per Column Inch (1 Column = 3-3/8")*

Frequency	Black & White	2-Color	4-Color
12X	\$94	\$136	\$154
6X	\$105	\$147	\$165
3X	\$111	\$153	\$171
1X	\$117	\$159	\$177

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice. For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

\*Tentative Dates

**Mail Dates**

January  
February  
March  
April  
May

**Closing Dates\***

**Mail Dates**

July  
August  
September  
October  
November

**Closing Dates\***

**DIGITAL AD SPECS:** For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

**TERMS & CONDITIONS:** Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

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