<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/COPY DEADLINE</th>
<th>EDITORIAL FOCUS</th>
<th>LISTS</th>
<th>MONTHLY AWARENESS</th>
<th>EVENTS &amp; SPECIAL PUBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>1.5</td>
<td>Healthcare Workforce</td>
<td>Healthcare Staffing Agencies, Eye Care Specialists</td>
<td>Mental Wellness Month, National Volunteer Blood Donor Month, National Glaucoma Awareness Month</td>
<td></td>
</tr>
<tr>
<td>FEB</td>
<td>2.2</td>
<td>The Modern Office</td>
<td>Hospitals, Physician Groups</td>
<td>American Heart Month, National Children’s Dental Health Month, National Senior Independence Month</td>
<td></td>
</tr>
<tr>
<td>MAR</td>
<td>3.2</td>
<td>The Aging of America</td>
<td>Skilled Nursing Facilities, Hospice Care Facilities</td>
<td>Developmental Disabilities Month, Colorectal Cancer Awareness Month, Brain Injury Awareness Month</td>
<td></td>
</tr>
<tr>
<td>APR</td>
<td>3.30</td>
<td>Rehab &amp; Sports Medicine</td>
<td>Rehabilitation Facilities, Hearing Centers</td>
<td>National Autism Awareness Month, Oral Cancer Awareness Month, National Minority Health Awareness Month</td>
<td></td>
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<tr>
<td>MAY</td>
<td>4.27</td>
<td>Women’s Health</td>
<td>Cosmetic Surgeons, Day Spas</td>
<td>National Arthritis Month, National Physical Fitness and Sports Month, Skin Cancer Detection and Prevention Month</td>
<td></td>
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<tr>
<td>JUN</td>
<td>5.25</td>
<td>Healthcare Law</td>
<td>Law Firms, Insurance Companies</td>
<td>Clean Air Month, National Home Safety Month, National Scoliosis Awareness Month</td>
<td></td>
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<tr>
<td>JUL</td>
<td>6.22</td>
<td>Dental Care</td>
<td>Dental Services, Health and Dental Plans</td>
<td>UV Safety Month, Juvenile Arthritis Awareness Month, World Hepatitis Day</td>
<td></td>
</tr>
<tr>
<td>AUG</td>
<td>7.20</td>
<td>Healthcare Education</td>
<td>Colleges with Health Programs, Adult Day Care Facilities</td>
<td>National Immunization Awareness Month, Medic Alert Awareness Month, Cataract Awareness Month</td>
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<tr>
<td>SEP</td>
<td>8.17</td>
<td>Senior Living</td>
<td>Senior Living Facilities, Home Care Options</td>
<td>Alcohol &amp; Drug Addiction Recovery Month, National Childhood Obesity Awareness Month, Prostate Cancer Awareness Month</td>
<td></td>
</tr>
<tr>
<td>OCT</td>
<td>9.14</td>
<td>Cancer Care</td>
<td>Imaging Services, Laboratories</td>
<td>National Breast Cancer Awareness Month, Down Syndrome Awareness Month, National Bone and Joint Health Action Week</td>
<td></td>
</tr>
<tr>
<td>NOV</td>
<td>10.26</td>
<td>Behavioral Health</td>
<td>Behavioral Health, Walk-in Medical Clinics</td>
<td>American Diabetes Month, National Alzheimer’s Awareness Month, Great American Smokeout Month</td>
<td></td>
</tr>
<tr>
<td>DEC</td>
<td>11.23</td>
<td>Fitness &amp; Nutrition</td>
<td>Fitness Centers, Medical Equipment Retailers</td>
<td>National Handwashing Awareness Week, World AIDS Day, National Older Driver Safety Awareness Week</td>
<td></td>
</tr>
</tbody>
</table>

**Deadline: 10.26**  

2018 RESOURCE GUIDE** – ANNUAL BOOK OF LISTS

Call Today To Reach Your Target Audience.  
413-781-8600
Custom publishing and special opportunities.

INSERTS $1,500 Per Insert

Stand Out!
Inserts get attention! Pick an issue, or several issues, and insert your flyer, promotional brochure or postcard.

CENTER SPREADS $3,500
(double truck)

Take Center Stage!
Center spreads run in the center of the magazine and create a substantial marketing piece that commands attention.

COVER WRAPS $7,500

A “Billboard” to the Business Community!
The Healthcare News nameplate graces the front of each cover wrap, otherwise the content is yours. Customize to include your logo, company information, employee profiles, client testimonials, or whatever you want to brag about: as the name suggests, this 4-page advertisement wraps the magazine.

ADVERTORIALS $3,500

Tell Your Business Story!
Healthcare News’ editorial and graphic design staff will work with you to create a custom advertisement to run in the magazine. We’ll give you a digital copy so you can upload it to your website or print and use as a marketing piece for trade shows, conferences, meetings, etc.

CUSTOM PUBLISHING Starts at $8,000

It’s All About You!
There are several options to consider, all of which can be done in part, or entirely by, Healthcare News. A special 8” x 10”, four color glossy brochure customized for you. We’ll provide professional editorial content, design, layout, graphics and photography. We’ll provide 10,000 copies – 9,000 of which are inserted into an issue of your choice to be distributed to Healthcare News targeted subscription audience. The rest are given to you to use as your professional marketing tool.

PRESS RELEASES & SUBMISSIONS

Be Seen In Healthcare News and HealthcareNews.com News & Notes and Be The Talk Of The Town!
Press releases and submissions are a great way to compliment your print campaign and brand yourself as an industry leader. Keep your company’s name, employees, accomplishments, and community or charitable involvement visible.

Available Opportunities:
- Health News & Notes
- Picture This
- Career Pulse
- Guest Editorial

Send information in to our editorial team:
George O’Brien, Editor
(413) 781-8600 ext. 102
obrien@businesswest.com

Joseph Bednar, Senior Writer
(413) 781-8600 ext. 109
bednar@businesswest.com
Connect with the region’s health care and business leaders with sponsorships.

Healthcare News offers several sponsorship opportunities to engage with our targeted demographics. Each sponsorship opportunity is reserved on a first-come basis and with a guarantee of industry exclusivity.

DIFFERENCE MAKERS
Show Your Community Involvement!
Each year BusinessWest honors people who are shaping the future of Western Mass. by affecting positive change. They are making our region a better place to live and work. BusinessWest’s Difference Makers event, staged in March, recognizes and honors these extraordinary individuals.

40 UNDER FORTY
Connect With The Region’s Future Business Leaders!
BusinessWest recognizes the success and contributions of 40 outstanding young professionals under the age of 40 for their business accomplishments as well as philanthropic involvement and community service. This program not only recognizes young talent, it elevates expectations and perceptions of the region and serves as an instrument for economic development in Western Mass. The gala, held in June, to honor the chosen ‘40’ draws more than 600 people!

WESTERN MASS BUSINESS EXPO
The Region’s Premiere One-Day Business Event!
The Western Mass. Business Expo is an annual regional business trade show produced by BusinessWest and Healthcare News. Over 160 companies of all sizes come from across the 4 counties of Western Mass., Northern CT, and beyond to showcase their products and services, and network with thousands of professional attendees. The Expo features educational and leadership seminars, a show floor theater, panel discussions, celebrated authors and dynamic speakers. The Western Mass. Business Expo is the place to be, with a full day of activities, co-located events, meetings and networking opportunities.

LECTURE SERIES
BusinessWest and Healthcare News present a series of lectures, panel discussions and presentations that address timely and important business and health care information. This is a wonderful opportunity to meet industry leaders and network with area health care and business professionals.

GIVING GUIDE
The Giving Guide is an annual specialty publication highlighting regional nonprofits and charities, and is designed to serve as a guide for philanthropic opportunities for end of year giving. Help support your favorite nonprofit or charity by sponsoring its profile in the BusinessWest and Healthcare News Giving Guide. Inserted into a fall edition of both BusinessWest and Healthcare News, the Giving Guide will reach more than 60,000 business and health care professionals, just in time for the season of giving.

RESOURCE GUIDE
The annual book of lists is a one-stop reference and information source for the medical community. The Resource Guide offers valuable information, detailed statistics, marketing data, directories and listings. This is the most comprehensive health care directory for medical professionals in the region.

SOURCE: 2006 Readers Profile Study conducted by Readers Research, Stillwater, MN.
DIGITAL ADVERTISING

HEALTHCARENEWS.COM
Every day decision makers turn to www.HealthcareNews.com for immediate access to local health care news and information. If your goal is to get in front of the right eyes and drive them to visit your website, then this is a must-buy in your marketing plan.

WEB AD UNITS & RATES

<table>
<thead>
<tr>
<th>UNIT</th>
<th>30 days</th>
<th>60 days</th>
<th>90 days</th>
<th>180 days</th>
<th>360 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP FULL BANNER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web (1080 x 120 pixels)</td>
<td>$400</td>
<td>$800</td>
<td>$1140</td>
<td>$2376</td>
<td>$4080</td>
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<tr>
<td>Mobile (350 x 120 pixels)</td>
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<tr>
<td>PREMIUM – ABOVE THE FOLD</td>
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<td></td>
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<tr>
<td>(300 x 250 pixels)</td>
<td>$300</td>
<td>$600</td>
<td>$855</td>
<td>$1620</td>
<td>$3060</td>
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<tr>
<td>REGULAR (A &amp; B) – BELOW THE FOLD</td>
<td>$240</td>
<td>$480</td>
<td>$684</td>
<td>$1296</td>
<td>$2448</td>
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<tr>
<td>(300 x 250 pixels)</td>
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</tbody>
</table>

HEALTHCARENEWS.COM
NEWS & NOTES
Local, current, and breaking news will be sent directly to inboxes once a day. With over 5,000 + subscribers and an average open rate of 16%, your message will be seen daily by the region’s healthcare professionals and decision makers.

WEB AD UNITS & RATES

<table>
<thead>
<tr>
<th>UNIT</th>
<th>3-Months</th>
<th>6-Months</th>
<th>12-Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP BANNER</td>
<td>$1025/month</td>
<td>$820/month</td>
<td>$715/month</td>
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<tr>
<td>(600 x 100 pixels)</td>
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<tr>
<td>RECTANGLE (A &amp; B)</td>
<td>$965/month</td>
<td>$770/month</td>
<td>$675/month</td>
</tr>
<tr>
<td>(300 x 250 pixels)</td>
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</tbody>
</table>

Rates based on 1 ad per week and invoiced monthly according to type of program.

- Ad due 1 week before start date
- Please provide URL link
- Accepted format: JPG / PNG / Single-Frame GIF
## AD UNIT DIMENSIONS (IN INCHES)

<table>
<thead>
<tr>
<th>PAGE UNIT</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>4 Col.</td>
<td>9.25 in.</td>
</tr>
<tr>
<td>3/4 Page Vertical</td>
<td>3 Col.</td>
<td>6.875 in.</td>
</tr>
<tr>
<td>Junior Page</td>
<td>3 Col.</td>
<td>6.875 in.</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>4 Col.</td>
<td>9.25 in.</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2 Col.</td>
<td>4.5 in.</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>4 Col.</td>
<td>9.25 in.</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2 Col.</td>
<td>4.5 in.</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>2 Col.</td>
<td>4.5 in.</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>1 Col.</td>
<td>2.125 in.</td>
</tr>
</tbody>
</table>

## AD SPECIFICATIONS

### PUBLICATION SIZE
- Bleed Size: 10.25 in. x 14 in.
- Trim Size: 10 in. x 13.5 in.
- Live Area: 9.25 in x 12.75 in.

### AD CREATION DEADLINE
- Materials due on or before the space/copy deadline listed on the editorial calendar.

### CAMERA-READY DEADLINE
- NOON on the Tuesday following the space/copy deadline listed on the editorial calendar.

### FORMAT REQUIREMENTS
- Max file size accepted is 25MB.
- All camera-ready ads must be emailed as a high-resolution Adobe Acrobat PDF file, with images and fonts embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- All color images and files must be submitted in CMYK at a minimum of 300 dpi resolution.
- If you wish to use black, use “PROCESS BLACK” (C-0%, M-0%, Y-0%, K-100%).
- Dot gain is approximately 20%.
- Avoid uneven color by using small areas of a single ink.
- We strongly discourage using reverse type or multi-color type that is less than 14 points in size otherwise a medium-to-bold sans-serif typeface is recommended. We will not be held liable for bad reproduction of such artwork.
Reach your target audience.

*Healthcare News* is the region’s leading health care publication bringing local medical news, trends, and information to nearly 12,000 readers every month. The Western Mass. medical community widely regards *Healthcare News* as an invaluable and trusted health care tool, which they heavily utilize and also puts them directly in front of their targeted audiences.

**READER PROFILE**

- Male: 41%
- Female: 55%
- 25-44 years: 19%
- 45-54 years: 28%
- 55-64 years: 31%
- 65 years or over: 21%

- Average household income: $103,000
- Involved in company purchases: 60%
- Bachelor’s or Master’s degree: 82%

**READER HABITS**

- 87% Find *Healthcare News* a timely and credible resource
- 97% Spend between 1/2 to 2 hours reading each issue
- 78% Read 3 out of the last 4 issues
- 90% Consider *Healthcare News* RELEVANT to their business or profession
- 79% Have taken action due to an ad or article which was in *Healthcare News*
- 88% Learn about new products, services, or upcoming events as a result of reading *Healthcare News*

**PASS-ALONG RATE**

50% of our readers pass their issues along to two or more people

**JOB TITLES**

- RN & LPN: 22%
- Other Medical Occupations: 45%
- Physician, Psychiatrist, & Internist: 17%
- Business Owner & Manager: 16%

**HOUSEHOLD INCOMES**

- 34% $100,000 to $200,000+
- 30% $50,000 to $99,000
- 9% $30,000 to $49,000
- 5% Less than $30,000

**EDUCATION**

- 47% College Degree
- 30% Post Grad Degree
- 5% Some College
- 5% Post Graduate Work
- 5% High School with Technical Training
- 2% High School Diploma

82% of *Healthcare News* readers have a Bachelor’s or Master’s degree

**SOURCE:** 2006 Readers Profile Study conducted by Readex Research, Stillwater, MN.
Delivering to the four counties of Western Mass.

RNs, LPNs, physicians, internists, administrators, business owners, managers, and professionals along the I-91 corridor from Greenfield through Springfield and into Northern Conn., as well as along I-90 from the Quaboag region through the Berkshires subscribe to Healthcare News.

GEOGRAPHIC BREAKDOWN

- BERKSHIRE COUNTY
- HAMPDEN COUNTY
- HAMPshire COUNTY
- FRANKLIN COUNTY
- NORTHERN CT

TARGETED DISTRIBUTION

- 12 monthly issues per year plus an annual book of lists
- 103K is the average household income
- 60% of our readers are directly involved in approving or recommending purchases
- 90% of our readers consider Healthcare News relevant to their business or profession
- 79% of our readers have taken action due to an ad or article in Healthcare News
- 81% of our readers find Healthcare News helpful to performing duties of their job

READILY READ BY

Healthcare News is read by health care professionals at the following hospitals:

- Baystate Franklin Medical Center
- Baystate Mary Lane Hospital
- Baystate Medical Hospital
- Baystate Noble Hospital
- Baystate Wing Hospital
- Berkshire Medical Center
- Cooley Dickinson Hospital
- HealthSouth Rehabilitation Hospital
- Holyoke Medical Center
- Mercy Medical Center
- Providence Behavioral Health Hospital
- Shriners Hospitals for Children
- Vibra Hospital of Western MA
- Western Massachusetts Hospital

SOURCE: 2006 Readers Profile Study conducted by Readex Research, Stillwater, MN.