

BUSINESS AND IN...

21,2...
762
500
100.0

ENGINEER
/Build
al Fa
/Man
allied to

HC&O
healthcare construction
+ operations
NEWS

POSTAGE
PAID
COLUMBUS, OH
PERMIT NO. 35

www.HCOnews.com
MAY/JUNE 2008
VOLUME 6, NUMBER 3

Emlen MEDIA
Facilities of operations business news

DESIGNING FOR PATIENTS



Healthcare Author Goes Beyond the Lobby
With Book on Evidence-Based Design **Page 14**



News	6
Design/Construction	12
Facility of the Month	17
	22

HC&O
healthcare construction
+ operations
NEWS

2009 Media Kit
Rate Card No.7 effective November 2008
800.965.8876

STICK TO THE NEWS
www.HCOnews.com

ISSUE OF NOVEMBER

HC&O — 2009 EDITORIAL CALENDAR

***Full-Page Advertisers Receive Free Construction Report Leads!!!**

ISSUE	EDITORIAL FOCUS	ADDITIONAL READERSHIP
JANUARY/ FEBRUARY	<p>DESIGN & CONSTRUCTION RESERVATION: 1/16/09 MATERIALS: 1/23/09</p> <ul style="list-style-type: none"> • Architecture/Engineering • Construction Management • Flooring/Carpeting • Furniture • Generators/Power Systems • Green Building • HVAC • Lighting • Maintenance & Operations • Metal Materials • Roofing • Safety & Security • Signage • Walls/Ceiling/Solid Surfaces • Washroom Fixtures • Wiring/Electrical 	<ul style="list-style-type: none"> • IAHS Midwinter Conference February 8-10, 2009 — Las Vegas, NV
MARCH/APRIL	<p>SAFETY & SECURITY RESERVATION: 2/27/09 MATERIALS: 3/6/09</p> <ul style="list-style-type: none"> • Access Control • Audio/Visual • Fire Protection • Flooring/Carpeting • Furniture • Lifts/Patient Transport • Lighting • Locks/Hardware • Maintenance • Signage • Solid Surfaces • Technology • Washrooms • Web/Software 	<ul style="list-style-type: none"> • AHA Annual Conference April 26-29, 2009 — Washington, DC • American Society for Healthcare (ASHE) Engineering/PDC March 8-11, 2009 — Phoenix, AZ • AIA National Convention & Design Expo April 30-May 2, 2009 — Boston, MA
MAY/JUNE	<p>FURNITURE, FIXTURES & EQUIPMENT RESERVATION: 4/17/09 MATERIALS: 4/24/09</p> <ul style="list-style-type: none"> • Audio/Visual • Bedding/Headwalls • Carpeting/Flooring • Design & Construction • Doors • Fabric • Green Building • Interior Design • Lighting • Maintenance & Operations • Medical Carts • Safety & Security • Signage • Solid Surfaces • Washrooms • Windows/Glazing 	<ul style="list-style-type: none"> • NeoCon World Trade Fair, June 15-17, 2009 — Chicago, IL • IAHS Annual 41st Annual June 21-24, 2009 — Baltimore, MD
JULY/ AUGUST	<p>FACILITY SERVICES RESERVATION: 5/29/09 MATERIALS: 6/5/09</p> <ul style="list-style-type: none"> • Audio/Visual • Cleaning • Design & Construction • Green Building • HVAC • Imaging • Infection Control • Maintenance & Operations • Master Planning • Nurse Calls/Monitors • Outsourcing • Safety & Security 	<ul style="list-style-type: none"> • ASHE 46th Annual Conference August 2-5, 2009 — Anaheim, CA
PRODUCT NEWS	<p>ANNUAL HC&O PRODUCT NEWS ISSUE RESERVATION: 7/17/09 MATERIALS: 7/24/09</p> <p>Submit products to: products@emlenpub.com</p>	<ul style="list-style-type: none"> • All listed events
SEPTEMBER/ OCTOBER	<p>RENOVATIONS, RETROFITS & EXPANSION RESERVATION: 8/28/09 MATERIALS: 9/4/09</p> <ul style="list-style-type: none"> • Audio/Visual • Design & Construction • Flooring/Carpeting • Furniture • Green Building • HVAC • Lighting • Maintenance & Operations • Modular Buildings • Roofing • Safety & Security • Signage/Wayfinding • Solid Surfaces • System Upgrades • Walls/Ceilings • Washroom Fixtures 	
NOVEMBER/ DECEMBER	<p>MAINTENANCE & OPERATIONS RESERVATION: 10/16/09 MATERIALS: 10/23/09</p> <ul style="list-style-type: none"> • Audio/Visual • Cleaning • Coatings/Waterproofing • Design & Construction • Flooring/Carpeting • Furniture • Generators/Power Supply • Green Building • HVAC • Laundry • Lighting • Pest Control • Roofing • Safety & Security • Solid Surfaces • Washroom Fixtures 	<ul style="list-style-type: none"> • AAHSA Conference November 8, 2009 — Chicago, IL

EDITORIAL COVERAGE

FACILITIES

- Hospitals
- Nursing Homes
- Emergency Room/
Ambulatory Care Centers
- Specialty Care Centers
- Assisted Living Facilities
- University Medical Centers
- Clinics
- Long-Term Care Facilities
- Wellness Centers

NEWS

- Current Events
- New Projects
- Financing Methods
- Legislation
- Bonding & Insurance
- Sustainability

DESIGN/CONSTRUCTION

- Project Delivery Systems
- Contractor Bids
- Facility Commissioning
- New Construction
- Materials
- Design Standards
- Space Management & Utilization
- Upgrades & Retrofits

SAFETY & SECURITY

- Environmental, Health & Safety
- Disaster Planning & Response
- Optimizing Building Performance
- Access Control

SUPPLIERS

- Installations
- Products in the Field
- Service Contracts
- Distribution Announcements
- Business Contracts
- Mergers & Acquisitions

SIGNATURE FEATURES

FACILITY OF THE MONTH

- Design Challenges & Innovations
- Project Delivery
- Project Data — Contractors, Product Suppliers and Key Players

Q&A

- Interviews with Leading Healthcare Professionals — Plant and Facility Administrators, Maintenance Supervisors, Architects and Engineers

GREEN PRODUCT OF THE MONTH

- Services and Materials that Support the Environmentally Responsible Design, Maintenance and Operation of Facilities

PRODUCT OF THE MONTH

- A Showcase Product or Service in Each Issue

SPOTLIGHT

- Maintenance/Operations
- Design/Construction

DATA DELIVERY

- Graphical Data on the Healthcare Market

GREEN SCENE

- Environmentally Friendly Facilities, Renewable Resources, Energy Management and Savings

DEPARTMENTS

- New Products
- People in the News
- Calendar: Conferences, Trade Shows and Events

Product News

The Annual Products & Services Issue for the Health Care Industry



EDITORIAL DEADLINE: JUNE 26, 2009

This is your opportunity to receive FREE editorial coverage. We must receive your product and services information **no later than Friday, April 24, 2009.**

HC&O News is putting together a special 2009 Product News issue featuring the best new products and services for the healthcare construction, maintenance and management industries. The issue serves as a year-round product reference guide.

We are seeking new product and services announcements for inclusion in the issue.

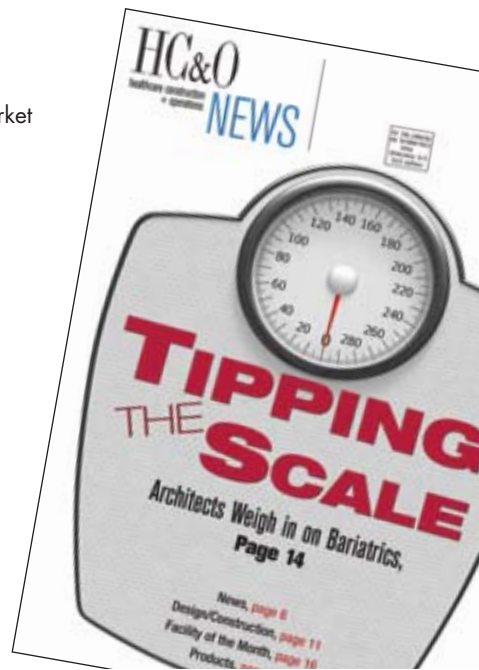
All product announcements should be accompanied by color art. Digital images should be in either high-resolution JPEG or TIFF formats with resolution of at least 300 dpi.

For those interested in advertising in this issue, Company Listings and Enhanced Listings are also available. For information call (800) 965-8876.

PRODUCT INFORMATION SHOULD BE SENT TO:

Products Editor
HC&O News
products@emlenpub.com

If you have any questions regarding submissions, please call:
(800) 965-8876



2009 RATE INFORMATION

BLACK & WHITE RATES

	1x	3x	5x	7x	14x
Tabloid Page	\$5,560	5,340	5,115	4,840	4,170
Standard Page	4,115	3,950	3,785	3,580	3,085
2/3	3,115	2,990	2,865	2,710	2,335
1/2	2,445	2,350	2,250	2,130	1,835
1/3	1,890	1,815	1,740	1,645	1,420
1/4	1,445	1,390	1,330	1,260	1,085

COLOR 5-Color process: \$1500, 4-Color process: \$1000, PMS: \$500, 2-Color standard: \$350

PREMIUM POSITIONS:

Cover 2 & 3: 15% over earned rate.
Cover 4: 20% over earned rate.
Specific Position: 10% over earned rate.

CLASSIFIED/BUSINESS CARD RATES

Rates per Insertion	1x	3x	7x
Business/Product Card	\$500	400	300
Classified per Column Inch	150	100	75
Add-on per 1/4"	50	40	30

*Classified and Business/Product cards are non-commissionable.

PUBLISHER'S TERMS & CONDITIONS

- The publisher reserves the right to reject any advertisement.
- Advertisers and agencies are jointly responsible for payment to HC&O News. Payment is due in 30 days of the invoice date.
- All accepted advertising contracts are subject to change in rate upon notice from the publisher.
- Advertisers not fulfilling contract obligations will be short-rated.
- Frequency discounts assume contracted number of ads are placed within one year.
- Unless the advertiser has paid a placement premium, position of advertising is at the discretion of HC&O News.
- Artwork produced by HC&O is the property of HC&O News. Advertisers requesting HC&O News to prepare original artwork or modify submitted inserts must be approved ("proofed") in writing by the advertiser prior to insertion in any publication.
- An agency commission on advertising is given to recognized agencies on space and color charges only if paid within 30 days of invoice date and meets our production specifications. A 1-1/2% finance charge will be added each month to all outstanding invoices over 30 days.
- Billing must be sent to and received by the agency of record.
- Advertisers will be charged for production work on non-camera-ready or incorrectly sized copy.
- Production charges are non-commissionable.
- Any account more than 90 days past due will result in termination of the advertising contract. Advertisers may be liable for interest (18% A.P.R.) on delinquent payments.
- This agreement may be terminated by advertiser on sixty (60) days written notice.
- There is a 2% cash discount if paid within 10 days of invoice date.
- Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The advertiser agrees to defend and indemnify the publisher from any claims or damages arising from advertiser's placement of an advertisement in HC&O News.
- This agreement shall be governed in all respects by the laws of the State of California without regard to its conflict of laws provisions. All actions, claims or disputes arising under or relating to this agreement shall be brought in federal or state court in the State of California.
- If any action in law or equity is necessary to enforce the terms of this agreement, the prevailing party will be entitled to reasonable attorney fees and costs and expenses in addition to any other relief to which such prevailing party may be entitled.

MECHANICAL REQUIREMENTS

MAGAZINE TRIM SIZE	10-3/4" (W) X 13-3/4" (H)	
Non-Bleeds	Width	Height
Tab Spread	20-1/2"	12-3/4"
Tab Page	9-3/4"	12-3/4"
Standard Spread	15"	10"
Standard Page	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-1/4"	10"
1/4 Page	3-3/8"	4-7/8"
Business Card	3-1/2"	2"

Bleeds	Width	Height
Tab Page	*bleed trim 11-1/4" 10-3/4"	14-1/4" 13-3/4"
Standard Page	*bleed trim 7-3/4" 7-1/2"	10-3/4" 10-1/2"
Tab Spread	*bleed trim 22" 21-1/5"	14-1/4" 13-3/4"
Standard Spread	*bleed trim 15-1/4" 15-1/2"	10-3/4" 10-1/2"

ADVERTISING MATERIALS

Preferred materials: Electronic—see ad submission guidelines.
Screen requirements: 133 lines for 4-color, 133 lines for 2-color, 133 lines for black-and-white preferred.
Density: 260% max. density for 4-color, 180% max. density for 2-color.
***Bleed:** See graphic view of mechanical layout. Allow 1/4" on all sides, keep live matter 1/4" from trim sides.
Four-color: Color match proofs must be supplied.

ELECTRONIC AD SUBMISSION GUIDELINES

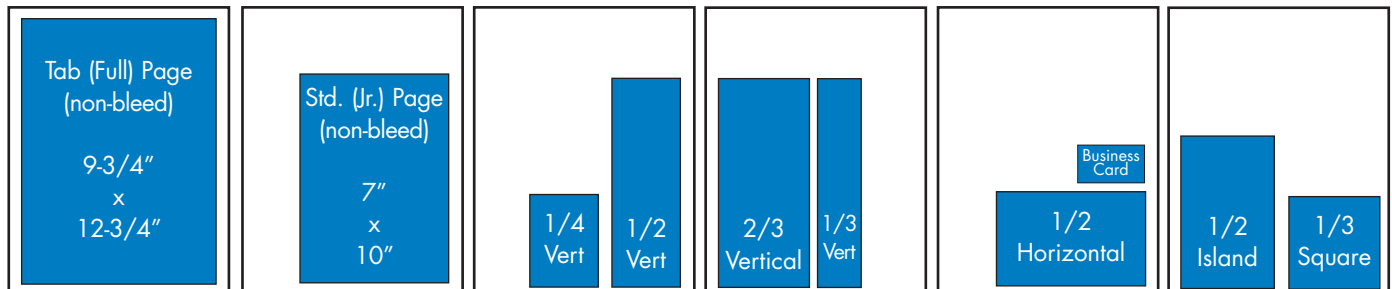
- We accept digital files produced in the following Macintosh or PC programs only: Quark, Illustrator, Photoshop.
- Include all imported graphics, sized to 100%, and Macintosh fonts only—both printer and screen fonts. PC fonts are not accepted. If creating an ad on a PC, use common fonts for substitution or save fonts as outlines in Illustrator. Any graphics not saved to 100% will be resized and charged a production fee.
- PDF files are accepted only when they are created using HC&O News printer-specific, distiller preferences. Production charges will be charged for any problems arising from PDFs created with other preferences. Please contact HC&O News to receive these preferences.
- Electronic ads (b/w and 4-color) must be accompanied by proofs. We cannot guarantee reproduction without hardcopy proofs. PDF files will be printed as is.
- When supplying Photoshop files, make sure they are saved as CMYK, in Binary format as a TIFF or EPS file. Files saved as JPGs or RGB will result in incurred production fees.
- Scanned Photoshop images must have a resolution of 300 dpi (no smaller)
- We accept Zip disks and CD-ROMs and, unless otherwise specified, disks will not be sent back.
- Any ads not sent to our specifications will be charged a production fee for file manipulation and corrections.
- For best results, use a pre-flight production checking program such as Flightcheck to correctly collect all necessary files and fonts.

SHIPPING INFORMATION

HC&O News:
1241 Andersen Drive, Suite N, San Rafael, CA 94901
(800) 965-8876, (415) 460-6185, Fax (415) 460-6288
E-mail: production@emlenpub.com
ftp site: ftp.sonic.net/pub/users/egage and place in file called "uploads"

GRAPHIC VIEW OF AD MECHANICAL LAYOUTS

Although these layouts are not to scale, they will give you a general idea for size, proportions, etc., when preparing your ad.



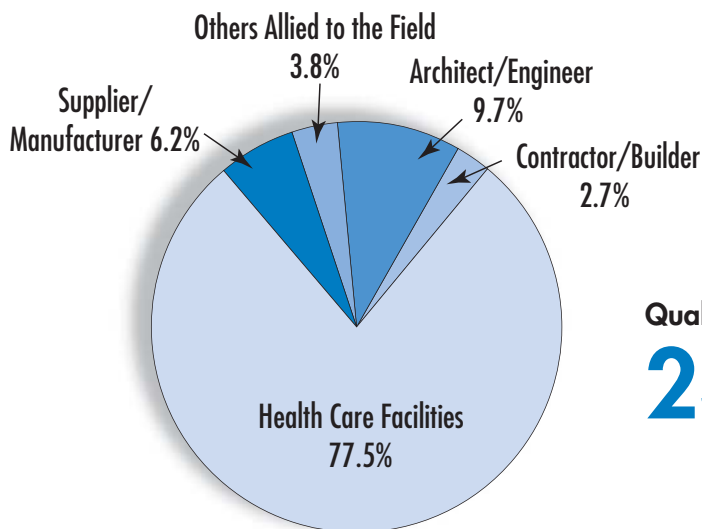
MAGAZINE CIRCULATION



TITLE BY FUNCTION	TOTAL QUALIFIED	PRIMARY BUSINESS				
		Architect/Engineer	Contractor/Builder	Healthcare Facility	Supplier/Manufacturer	Others Allied to the Field
Architecture/Design	2,776	1,903	59	398	261	155
Construction	1,146	40	409	514	103	79
Operations/Administration	3,343	154	75	2,817	225	72
Facility/Physical Plant Mgmt.	1,789	19	12	1,663	62	33
Emergency Room/ Ambulatory Director	82	2		74	5	1
Business/Finance/ Purchasing	247	11	13	102	100	21
Building/Grounds	118	2	2	104	7	3
Maintenance	2,860	5	5	2,820	20	10
Safety/Security	2,761	6	15	2,682	32	26
Housekeeping/Laundry	2,717			2,711	2	4
Waste Management	9			9		
Food Service	2,528	1	2	2,503	11	11
Purchasing/Materials Manager	751	7	3	693	40	8
Infection Control	867	3	2	842	9	11
Other Functions and Functions Not Available	1,508	127	44	291	574	470
TOTAL QUALIFIED	23,500	2,281	641	18,223	1,451	904
PERCENTAGE	100%	9.7%	2.7%	77.5%	6.2%	3.8%



Source: HC&O News May/June 2008 BPA Circulation Statement



Qualified Circulation
23,500

TITLE BY FUNCTION	
Operator/Administrator	3,979
Maintenance	3,765
Housekeeping/Laundry	3,166
Food Service	3,104
Safety/Security	1,276
Facility/Plant Management	2,158
Other	1,731
Construction	1,135
Infection Control	1,116
Materials Management/Purchasing (See Note 2)	893
Business/Finance/ Purchasing (See Note 1)	282
Emergency Room/Ambulatory Care	145
Building Grounds	144
Waste Management	17

Readers now have the opportunity to use proprietary page-turning software to receive their copy of HC&O News. Critical to International subscribers and readers who can't wait to get their news, digital editions offer a unique ability to make your marketing message "come to life" by transforming our print magazines into a fully functional, dazzling digital magazine.

Digital Edition Pricing:

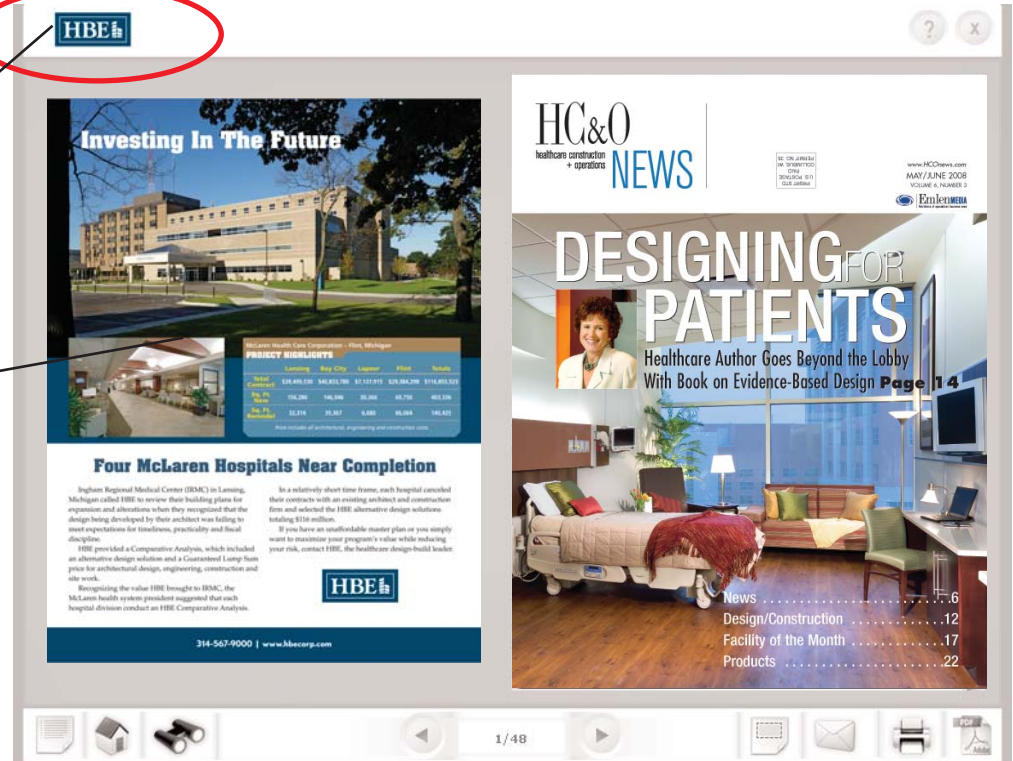
Header Sponsorship	\$1,000
Page Zero Sponsorship	\$2,000
Editorial Links	\$250
Link to website URL	\$250

Link to email location	\$250
Advertising Insert	\$1,000 pp
Video insert	\$1,000
Audio insert	\$1,000

HEADER SPONSORSHIP – your logo remains prominently displayed at the top of all pages throughout the digital magazine.

PAGE ZERO SPONSORSHIP – your message is the first that readers see when opening their digital magazine.

EDITORIAL LINKS – using editorial links, content will finally become interactive. Great for by-lined articles and editorial pertaining to your company.



WEBSITE AND EMAIL LINKS – Using links tracked simultaneously through our electronic lead delivery system [ELD], readers have the ability to go directly to your company website or contact you directly for information requests.

Advertising Inserts – Unique to our digital editions is the ability to add an unlimited number of pages to your advertising message. Ideal for company brochures and product literature.

Video Insert – using company video, digital editions enable readers to scroll over your print ad, launching a promotional video message from your company.

Audio Insert - using audio messages, digital editions enable readers to scroll over your print ad, launching a promotional audio message from your company.

[Video and Audio Insert can use the following formats: swf, avi, mpg, mov, wmv, mpeg, flv, mp3, ogg, wav & wma]



HCONEWS.COM is the leading online resource for the healthcare construction market. The Web site complements *HC&O News*, the only news magazine dedicated to healthcare facility construction, maintenance and management.

8,762 e-mail subscribers can't be wrong!

ONLINE SUBSCRIBERS INCLUDE:

- Facility Maintenance Managers
- Safety & Security Managers
- Operations/Administration Managers
- Architects/Engineers
- Contractors/Builders
- Hospital Administrators
- Food Service Managers



Summary of HCOnews.com Traffic

March 1, 2008 - March 31, 2008

E-mail Subscribers	8,762
Page Views	7,882
Visits	3,241
Unique Visitors	2,477

2009 ELECTRONIC NEWSLETTER [E-ZINE] EDITORIAL CALENDAR

THEME	PRODUCT/SERVICE FOCUS	RESERVATION DATE	SEND DATE	AD SPACE OPTIONS
<input type="checkbox"/> Jan	Top Products of the Year Top 10 Healthcare Facility Products	1/7/09	1/14/09	eZ Marketplace Ads
<input type="checkbox"/> Feb	ASHE PDC Show Issue Products to Watch at ASHE	2/11/09	2/18/09	Banners & Hot Products
<input type="checkbox"/> Mar	ASHE PDC Follow Up Planning, Design & Construction	3/18/09	3/25/09	Banners & Hot Products
<input type="checkbox"/> Apr	Spring eZ Marketplace Product to Watch	4/15/09	4/22/09	eZ Marketplace Ads
<input type="checkbox"/> May	Healthcare Architecture Healthcare Products Featured at AIA	5/6/09	5/13/09	Banners & Hot Products
<input type="checkbox"/> June	IAHSS Conference Issue Safety & Security	6/17/09	6/24/09	Banners & Hot Products
<input type="checkbox"/> July	ASHE Show Issue Healthcare Furniture	7/8/09	7/15/09	Banners & Hot Products
<input type="checkbox"/> Aug	ASHE eZ Marketplace ASHE Product Highlight	8/5/09	8/12/09	eZ Marketplace Ads
<input type="checkbox"/> Sept	Healthcare Construction A/E/C Firms	9/2/09	9/9/09	Banners & Hot Products
<input type="checkbox"/> Oct	Healthcare Facilities/People Signage & Wayfinding	10/21/09	10/28/09	Banners & Hot Products
<input type="checkbox"/> Nov	Healthcare Facility Services Maintenance & Operations	11/18/09	11/25/09	Banners & Hot Products
<input type="checkbox"/> Dec	Year End eZ Marketplace Top Products of 2009	12/14/09	12/21/09	eZ Marketplace Ads

eZ-MARKETPLACE IS AN ONLINE LEAD DELIVERY TOOL THAT GETS RESULTS!

*eZ- Marketplace Product Highlight Sponsorship:
\$2,500 for your product description and image!*

#1 SOURCE OF QUICK SALES LEADS!

HC&O NEWS eZ-Marketplace

FREE PRODUCT INFO FROM Correctional News

As a valued subscriber to Correctional News magazine, we would like to welcome you to the Correctional News Product Information Service. You can instantly request product and service information from our 2008 product news issue.

[View All Products](#)

Featured Products

Durable Mattress

The Seg-Max mattress offers a regulation mattress with a formed pillow that is designed to withstand heavy abuse, according to Derby Industries. The mattress cover is made with a heavy-weight polyurethane-coated ballistic rip-stop material to prevent inmates from tearing into the mattress. The cover is held together with nylon threading over the seams to ensure durability, according to the company. It is resistant to blood, water, urine and other fluids.

[Contact Derby Industries](#)

Protective Garment

DuPont Tychem QC for Corrections was designed specifically for the corrections market and cell extraction to protect against biohazards and viral contaminants when working with inmates. It features taped seams and secure zippers, and is made with fabric and seams that pass the ASTM guidelines for resistance to bloodborne viruses.

[Contact DuPont Tychem](#)

Electric Fence

PowerFence Trophy FT is an electric fence that offers perimeter security and integrates system-wide security through one management platform. It is operated by a single-user interface and is designed to deter would-be intruders or escapees, according to Gallagher Security Management Systems.

[Contact Gallagher Security Management Systems](#)

- This is an excellent way to get the most exposure when readers of *HC&O News* are busy requesting information using our online lead delivery system (LED).

- Your Product gets top billing and produces immediate results.

Specifics:

- Company Logo in 72 dpi
- 30-50 words containing a text description of your company or highlighted product

Great for introducing new products or services.

Includes e-mailed demographic reports with each prospect's e-mail address.

HOT PRODUCTS

HOT PRODUCTS IS AN ONLINE LEAD DELIVERY TOOL THAT GET RESULTS!

*Product Highlight Sponsorship:
\$2,500 for your product description and image!*

- Perfect for quick sales leads!

- Great for introducing new products or services.



Specifics:

- "Deep Link" — url to your specific product or service.

- Product photo in 72 dpi

- 30-50 words containing a text description of your company or highlighted product

- This is an excellent way to get the most exposure when readers of *HC&O News* are busy requesting information using our online lead delivery system (ELD).

- Your product gets top billing and produces immediate results.

- Includes e-mailed demographic reports with prospects' contact e-mail.

eZINE BANNER ADVERTISING

BANNER ADVERTISING IS AN ONLINE LEAD DELIVERY TOOL THAT GET RESULTS!

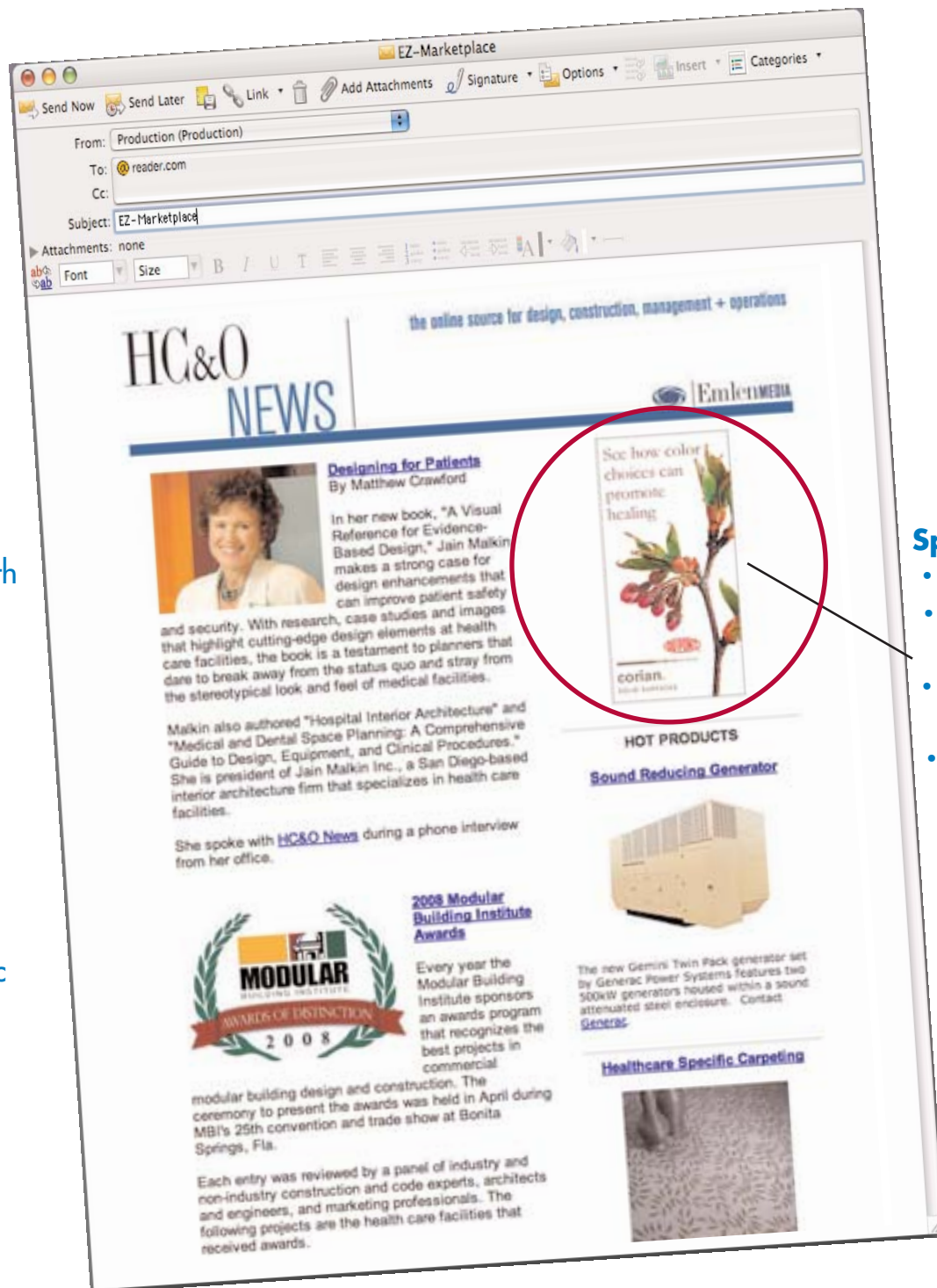
eZine Banner Sponsorship:

Square button \$1,500 • Vertical banner \$2,000 • Full banner \$2,000

- Great for introducing new products or services.

- Includes demographic reports with prospects' contact e-mail.

- Leads delivered using our electronic lead delivery (ELD) system.



Specifics:

- Banner ad in three sizes:
- Square button \$1,500, 125 x 125 pixels, 72 dpi
- Vertical banner \$2,000, 120 x 240 pixels, 72 dpi
- Full banner \$2,000, 468 x 60 pixels, 72 dpi

A Cost-Effective Way to Reach the Healthcare Market Advertise on HCOnews.com

Banner ads rotate on selected high-traffic pages within the site and link to the URL you specify.

FEATURED ON HCONEWS.COM:

- Subscribe online and receive our **monthly e-zine** with previews of the upcoming magazine and regular updates on industry happenings
- Healthcare construction specific searches
- Regular news updates in **NewsFlash**
- A searchable **Buyer's Guide**. Find the product or supplier needed for your project
- An abridged version of our premier lead sheet, the **HC&O News Construction Report**, which is delivered to subscribers via e-mail each month
- Links to other industry Web sites, an **Events Calendar** and a **Classifieds** section
- Archives of previous magazine articles
- Digital magazines

BANNER AD RATES	1 Year	6 Months	2 months
Skyscraper	\$1,500	\$900	\$720
Full Banner	\$1,250	\$750	\$600
Vertical Banner	\$1,000	\$600	\$480
Half Banner	\$800	\$480	\$385
Square Button	\$700	\$420	\$340
Button 1	\$600	\$360	\$290
Button 2	\$500	\$300	\$240
Premium position: \$20% over earned rate			
Enhanced Marketplace Listing: \$500/year (see example left)			

Screenshot of the HCOnews.com website showing various banner ad placements. The website header includes the logo 'HC&O NEWS healthcare construction + operations' and the tagline 'the online source for design, construction, management + operations'. A search bar is visible in the top right corner.

Three specific ad placements are highlighted with red circles and labeled:

- Full banner:** A horizontal banner for Tremco with the text 'Tremco can help you take a proactive approach to facility asset management. Sign up for a consultation.' Dimensions: 468 pixels x 60 pixels 72 dpi.
- Square Button:** A square button with the text 'Subscribe NOW! HC&O NEWS'. Dimensions: 125 pixels x 125 pixels 72 dpi.
- Vertical banner:** A vertical banner for Healthcare Design with the text 'HEALTHCARE DESIGN'. Dimensions: 120 pixels x 240 pixels 72 dpi.

ELECTRONIC BANNER AD SIZES

FULL BANNER

468 pixels x 60 pixels
72 dpi

HALF BANNER

234 pixels x 60 pixels
72 dpi

SQUARE BUTTON

125 pixels x 125 pixels
72 dpi

BUTTON 1

120 pixels x 90 pixels
72 dpi

BUTTON 2

120 pixels x 60 pixels
72 dpi

VERTICAL BANNER

120 pixels x 240 pixels
72 dpi

SKYSCRAPER

120 pixels x 600 pixels
72 dpi

HCOnews.com is the leading online resource for the healthcare market. The Web site complements *HC&O News*, the only news magazine dedicated to Healthcare facility construction, maintenance and management.

FEATURED ON HCONEWS.COM:

- Subscribe and receive our e-zine with previews of the upcoming magazine and regular updates on industry happenings.
- Regular news updates: Newflash, Industry News and Maintenance News.
- Search the Buyer's Guide to find the product or supplier needed for your project.
- An abridged version of our premier lead sheet, the *HC&O News Construction Report*, which is delivered to subscribers via e-mail each month.
- Links to other industry Web sites, an Events Calendar and Archives of previous magazine articles.

ONLINE SUBSCRIBERS INCLUDE:

- Architects/Engineers
- Contractors/Builders
- Hospital Administrators
- Facility Maintenance Managers
- Food Service Managers
- Operations/Administration Managers
- Safety & Security Directors
- Suppliers
- Government Agencies

PROFIT ENHANCING OPPORTUNITIES

PRINT ADVERTISING

Print media remains the most effective form of targeting readers in your market. Print advertising builds brand and ensures that your message gets seen. Amplify your print media presence by combining it with the electronic advertising.

ELECTRONIC ADVERTISING

With the power of electronic advertising, readers now have the ability to quickly search for product information and news regarding their market.

EMAIL NEWSLETTERS [E-Zines]

Capitalize on a "push" mentality to target readers with updated industry news and product information. Sponsorships in our electronic newsletters give marketers immediate results and consistent tracking using our proprietary electronic lead delivery system.

ELECTRONIC LEAD DELIVERY SYSTEM [ELD]

Our proprietary Electronic Lead Delivery System [ELD] enables marketers the ability to track reader involvement by gaining demographic information in the form of word documents and excel spreadsheets. The convergence of print and electronic media into one, easy to use system enables quick follow up through easily downloadable reports and labels for product fulfillment and sales prospecting. Reports are automatically emailed to your company as often as you choose.

DIGITAL MAGAZINES [ZMags]

Offer the reader the opportunity to become a more "interactive" participant in the magazine. With the power of page-turning software, readers have the ability to view publications instantly, contact companies directly and link to editorial references. The power of audio and video maximizes your message gives you a quick leg up on your competition. This has quickly become the most effective way to reach international readers and those who want their print information without delay.

MAGAZINE WEB SITES

These have become the portal where print and electronic media meet. Web site advertising is an economical way to associate your brand to your market. Electronic marketplaces give readers the ability to search products and companies that are active in the market. Searchable online article archives give readers the ability to quickly find information that may have appeared recently. Calendars give quick and easy reference to conferences and shows that are specific to their business.

SUMMITS

Industry Summits offer marketers the ability to meet readers face to face using the magazine as a platform for introductions. By bringing together industry leaders in a relaxed atmosphere, the opportunity for information sharing and networking are greatly enhanced. By providing a formal agenda to this end, marketers have the opportunity to form lasting and meaningful relationships with our readers, your customers.

CUSTOM PUBLISHING

Utilize the experience and market knowledge of our editors to create custom materials for your marketing needs including:

Online and Print Publications — Magazines, Newsletters, E-zines
White Papers
Microsites
Trade Show Dailies
Webcasts
Audio Conferences
Custom Infographics for your business presentations

INFOMETRICS

Our Infometrics Department can supply you with data that will make a crucial difference in your marketing efforts.

We also offer:

Construction Reports — We publish timely, detailed, exclusive construction project information for architects, builders and suppliers, both online and in print. Exclusive Construction Report content gives qualified recipients a competitive edge.

Case Studies
Custom Market Research
Data Delivery

LIST RENTALS

By utilizing targeted lists of readers from our file, you can access qualified recipients for your marketing materials: product suppliers, architectural firms, engineers, contractors, builders, facility operators and subcontractors.

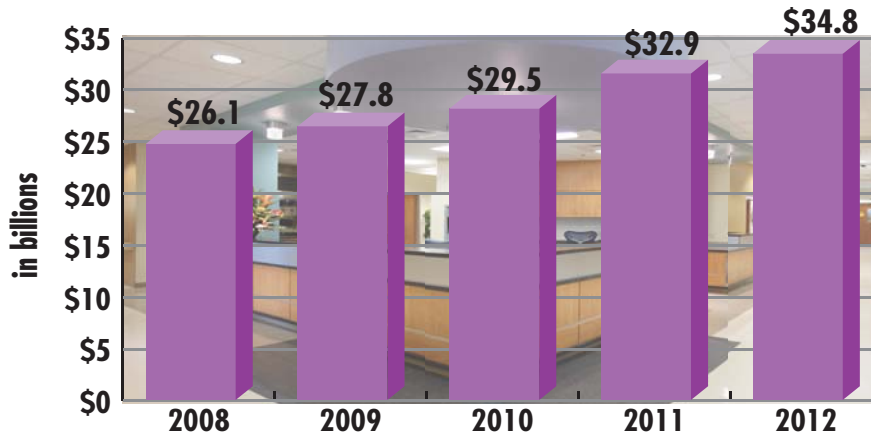
REPRINTS

If your company has appeared in our magazine or online editions, we can create customized reprints to help you maximize your national exposure. Use them as direct mail, trade show handouts, project proposal inserts, and training materials for your sales staff and distributors.

HC&O
healthcare construction
+ operations **NEWS**

HC&O NEWS FACT #1

HEALTHCARE EQUIPMENT EXPENDITURES ARE GROWING

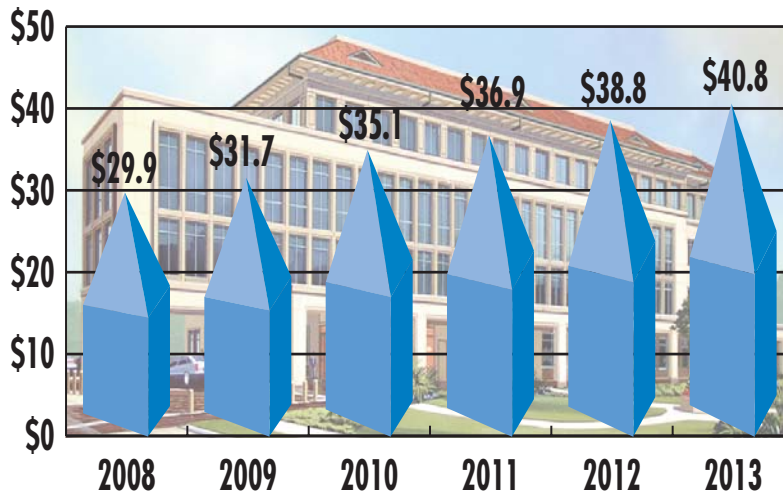


Source: Centers for Medicare & Medicaid

With increased hospital construction comes increased equipment purchases. Durable medical equipment expenditures are expected to see significant growth through 2012.

HC&O NEWS FACT #2

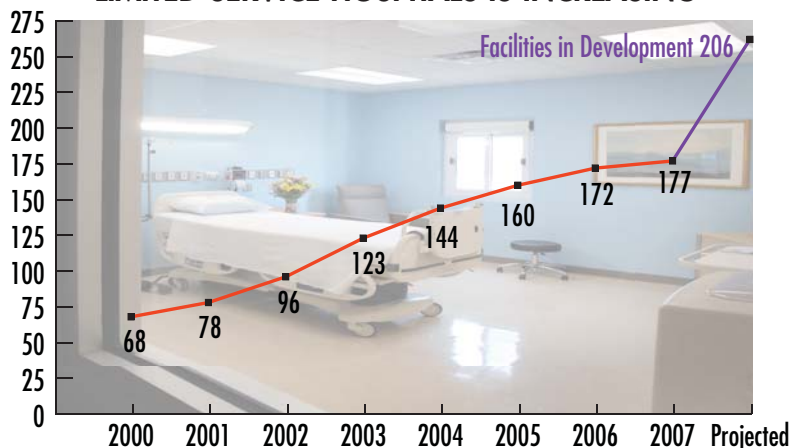
HEALTHCARE CONSTRUCTION SPENDING IS ON THE RISE



Source: Centers for Medicare & Medicaid

HC&O NEWS FACT #3

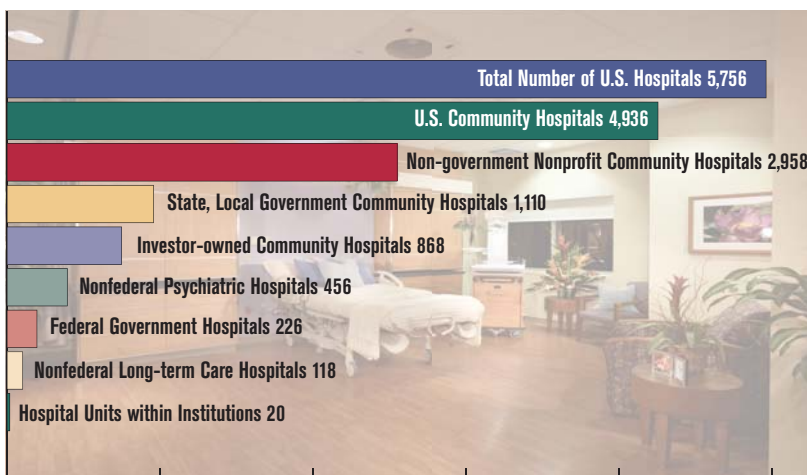
THE NUMBER OF PHYSICIAN-OWNED LIMITED-SERVICE HOSPITALS IS INCREASING



Source: American Hospital Association

HC&O NEWS FACT #4

NUMBER OF U.S. HOSPITALS BY FACILITY TYPE



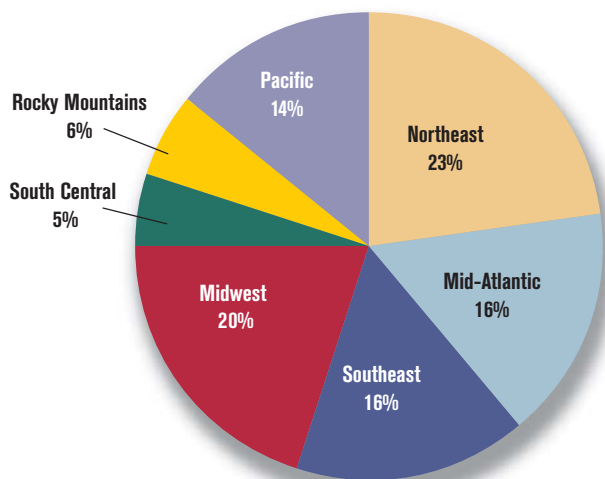
Source: HC&O News Infometrics

Factors Affecting the Healthcare Construction Market

- Evidence-Based Design
- Bariatrics
- Patient Amenities
- New Technology
- Construction Materials Costs
- Seismic Safety
- Emergency Planning
- Infection Control

HC&O NEWS FACT #5

2007-2008 PROJECTS REPORTED BY HC&O NEWS CONSTRUCTION REPORTS



Source: HC&O News Infometrics

TRENDS IN HOSPITAL CONSTRUCTION

HC&O News has covered more than \$4.7 billion worth of projects in the United States in 2007.

This figure included:

- Proposed construction
- Approved construction
- Current construction

According to the annual HC&O News reader survey, one-third of reader projects in 2007 were expected to cost \$25 million or more.

RATE PROTECTION

Reach the Decision Makers

Reserve your 2009 Rate-Protected
Advertising Packages by
November 26, 2008 and...

Lock in Your Rates
Today!

 Lock me into my
protected rates today!
Call (800) 965-8876

2009 rates are changing...but if you reserve your 2009 program prior to November 26, 2008, you can advertise through your entire contracted program at your current rates! PLUS, rate-protected advertisers win big with other special incentives.

These rates are effective only for advertisers meeting rate protection criteria. All other terms and conditions stated on the current rate card apply. **To qualify for rate protection, you must return a completed copy of the 2008 rate protection package planner prior to NOVEMBER 26, 2008.**

[Minimum Three Insertions]

1241 Andersen Drive, Suite N
San Rafael, CA 94901
(800) 965-8876 • (415) 460-6185
Fax (415) 460-6288
E-mail: hco@emlenpub.com

HC&O
healthcare construction
+ operations **NEWS**

2009 RATE PROTECTION PACKAGE PLANNER

14 x Market Leader Campaign

- Frequency discount — 2 years!
- Subscription to *HC&O News Building Report*
- Banner ad on *HC&O News Online*
- 2x complimentary *HC&O News* list rental
- Enhanced listing on *HC&O News Online Marketplace*

7 x Market Mover Campaign

- Frequency discount — every issue in 2008
- Subscription to *HC&O News Building Report*
- Banner ad on *HC&O News Online*
- 1x complimentary *HC&O News* list rental
- Enhanced listing on *HC&O News Online Marketplace*

5 x Market Awareness Campaign

- Frequency discount
- Subscription to *HC&O News Building Report*
- Enhanced listing on *HC&O News Online Marketplace*

3 x Market Baseline Campaign

- Frequency discount
- Enhanced listing on *HC&O News Online Marketplace*

YES! RESERVE MY RATE
PROTECTED
PROGRAM TODAY!

Check the issues in which you would like to run
your advertisement:

- | | |
|---|--|
| <input type="checkbox"/> January/February | <input type="checkbox"/> Product News 2009 |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September/
October |
| <input type="checkbox"/> May/June | <input type="checkbox"/> November/
December |
| <input type="checkbox"/> July/August | |

1. Check the protection package and months in which you plan to advertise.
2. Sign and fax BEFORE NOVEMBER 26, 2008, to (415) 460-6288.

Company: _____

Contact: _____

Date: _____

Phone: _____

Fax: _____

Signature: _____

FREE 2009 HC&O NEWS SUBSCRIPTION

Please start/continue my FREE subscription to **HC&O News**

Yes Complete address below.

Signature: _____

Date: _____ (required)

Name: _____

Title: _____

Institution/Company: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Yes! Sign me up for the *HC&O News* e-zine!

May we contact you by email about your subscription and occasional company programs? Yes No
(Your information will not be sold or given away to third parties)

Mail or FAX your responses to
(415) 460-6288
1241 Andersen Drive, Suite N
San Rafael, CA 94901
(415) 460-6185

1 What is the primary business of your organization? (check one)

- 1 Architect/Engineer
- 2 Contractor/Builder
- 3 Healthcare Facility
- 4 Supplier/Manufacturer
- 99 Other _____
please specify

2 For which of the following functions do you have responsibility? (check one)

- 1 Architecture/Design
- 2 Construction
- 3 Operation/Administration
- 4 Facility/Physical Plant Management
- 5 Emergency Room/Ambulatory Care
- 6 Business/Finance/Purchasing
- 7 Building/Grounds
- 8 Maintenance
- 9 Safety/Security
- 10 Housekeeping/Laundry
- 11 Waste Management
- 12 Food Service
- 13 Purchasing/Materials Manager
- 14 Infection Control
- 99 Other _____
please specify

3 With what type of facility are you most involved: (check one)

- 1 Hospital
- 2 Nursing Home
- 3 Emergency Room/Ambulatory Care Center
- 4 Assisted-Living Facility
- 5 University Medical Center
- 6 Clinic
- 7 Long-Term Care Facility
- 8 Multi-Institutional System
- 99 Other _____
please specify

4 Number of beds you are responsible for: (check one)

- 6 more than 1,000 3 101-250
- 5 501-1,000 2 51-100
- 4 251-500 1 0-50

5 Are you responsible for specifying/purchasing?

- 1 YES 2 No



Please provide your e-mail: I would like to receive your online e-zine

@

Join the *HC&O News* online community and receive e-mail newsletters with breaking news and the latest products and services that affect your market. We'll keep you ahead of the competition and up to date with information that will help you stay abreast of industry trends and events.

YOUR E-MAIL ADDRESS WILL NOT BE SOLD OR GIVEN AWAY!

INSERTION ORDER

Company Name _____
 Contact _____
 Contact Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ FAX _____
 E-mail _____

FREQUENCY:

1x 3x 5x 7x 14x

RATES:

Rate Per Insertion: \$ _____

Sales Rep: _____ Date: _____

PRODUCTION:

Use Existing Materials New Materials

Ad Headline: _____

AD POSITION: _____

READER SERVICE: Inquiries should be sent to:

Advertiser Advertising Agency Other

Attention: _____

Address (If different from above) _____

BILLING INSTRUCTIONS

Bill Advertiser Bill Advertising Agency
 Bill My Credit Card: VISA MasterCard
 Bill to Other (fill in billing information below)

Card no. _____ Exp. date _____

Signature _____ Date _____

ADVERTISING AGENCY * OTHER

Name _____

Contact _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

PUBLISHER'S TERMS & CONDITIONS

- The publisher reserves the right to reject any advertisement.
- Advertisers and agencies are jointly responsible for payment to HC&O News. Payment is due in 30 days of the invoice date.
- All accepted advertising contracts are subject to change in rate upon notice from the publisher.
- Advertisers not fulfilling contract obligations will be short-rated.
- Frequency discounts assume contracted number of ads are placed within one year.
- Unless the advertiser has paid a placement premium, position of advertising is at the discretion of HC&O News.
- Artwork produced by HC&O News is the property of HC&O News.
- Advertisers requesting HC&O News to prepare original artwork or modify submitted inserts must be approved ("proofed") in writing by the advertiser prior to insertion in any publication.

2009 INSERTIONS	2010 INSERTIONS	FUTURE INSERTIONS
<input type="checkbox"/> Jan./Feb.	<input type="checkbox"/> Jan./Feb.	<input type="checkbox"/> 2011
<input type="checkbox"/> Mar./Apr.	<input type="checkbox"/> Mar./Apr.	<input type="checkbox"/> 2012
<input type="checkbox"/> May/June	<input type="checkbox"/> May/June	<input type="checkbox"/> 2013
<input type="checkbox"/> July/August	<input type="checkbox"/> July/August	
<input type="checkbox"/> Product News	<input type="checkbox"/> Product News	
<input type="checkbox"/> Sept./Oct.	<input type="checkbox"/> Sept./Oct.	
<input type="checkbox"/> Nov./Dec.	<input type="checkbox"/> Nov./Dec.	

COLOR:

Black & White 4-color

2-color Bleed

2-color — specify 1st choice: _____

2-color — specify 2nd choice: _____

PMS color number: _____

SIZE: (width x height)

2-page spread

1/2 Horizontal

Tab Spread

1/2 Vertical

Tab Page

1/2 Island

Standard Spread

1/3 Square

Standard Page

1/3 Vertical

2/3 page

1/4 Page

Business card 3-1/2" x 2"

ACCEPTANCE:

Signature of Company Representative _____

Date _____

SIGN AND RETURN THIS INSERTION ORDER TO:

1241 Andersen Drive, Suite N • San Rafael, CA 94901

(415) 460-6185 • FAX (415) 460-6288

Special Instructions: _____

- An agency commission on advertising is given to recognized agencies on space and color charges only if paid within 30 days of invoice date and our production specifications are met. A 1-1/2% finance charge will be added each month to all outstanding invoices over 30 days.
- Billing must be sent to and received by the agency of record.
- Advertisers will be charged for production work on non-camera-ready or incorrectly sized copy.
- Production charges are non-commissionable.
- Any account more than 90 days past due will result in termination of the advertising contract. Advertisers may be liable for interest (18% A.P.R.) on delinquent payments.
- This agreement may be terminated by advertiser on sixty (60) days written notice.
- There is a 2% cash discount if paid within 10 days of invoice date.
- Publisher reserves the right to hold Advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The advertiser agrees to defend and indemnify the publisher from any claims or damages arising from advertiser's placement of an advertisement in HC&O News.
- This agreement shall be governed in all respects by the laws of the State of California without regard to its conflict of laws provisions. All actions, claims or disputes arising under or relating to this agreement shall be brought in federal or state court in the State of California.
- If any action in law or equity is necessary to enforce the terms of this agreement, the prevailing party will be entitled to reasonable attorney fees and costs and expenses in addition to any other relief to which such prevailing party may be entitled.

HC&O NEWS LIST RENTAL AGREEMENT

HC&O News Subscriber Description: Qualified recipients are healthcare product suppliers, architectural firms, engineers, contractors, builders, healthcare facilities and manufacturers.

AVAILABLE LISTS

Check appropriate categories (Minimum List Order: 4,000 names)

1. Primary Business

- a. Architect/Engineer
- b. Contractor/Builder
- c. Healthcare Facility
- d. Supplier/Manufacturer

2. Job Function

- a. Architecture/Design
- b. Construction
- c. Operations/Administration

- d. Facility/Physical Plant Mngmt.
- e. Emergency Room/Ambulatory Care
- f. Business/Finance/Purchasing
- g. Building/Grounds
- h. Maintenance
- i. Safety/Security
- j. Housekeeping/Laundry

- k. Waste Management
- l. Food Service
- m. Purchasing/Materials Manager
- n. Infection Control

3. Regions/States

- a. New England
- b. Middle Atlantic
- c. East North Central

- d. West North Central
- e. South Atlantic
- f. East South Central
- g. West South Central
- h. Mountain
- i. Pacific

- 4. Total HC&O News Circulation

LIST RENTAL POLICIES

Sample mailing piece is required for pre-approval. Pre-payment and signed list rental agreement are required on first-time orders. Output to be shipped to a bonded mailing house. List rental is for one-time use only.

GENERAL COSTS

- List \$125/m
- Selection Fee \$150
- Key Code (5 character max) n/c
- Total Selects _____

Output

- Tab Delimited File n/c
- Excel File n/c
- Disk/CD \$10 each
- Pressure-Sensitive Labels \$50/m
- 4-up Cheshire Labels \$50/m

Shipping

- UPS Ground \$20
- 2 Day \$35
- Overnight \$50
- E-mail n/c

TOTAL COST

\$ _____

(Minimum Order: \$500)



SIGN AND RETURN THIS ORDER TO:

HC&O News

1241 Andersen Drive, Suite N, San Rafael, CA 94901
 (415) 460-6185 • FAX (415) 460-6288
 email: sales@emlenpub.com

LIST RECIPIENT

Company _____

Contact _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

BILLING INSTRUCTIONS

- AMEX
- VISA
- MasterCard

Card No. _____ Exp. Date _____

Signature _____ Date _____

ACCEPTANCE:

Signature _____ Date _____

The names and addresses of Emlen Publications, Inc. mailing lists which are furnished to you, remain the property of Emlen Publications, Inc. and each time they are supplied they are to be used by you for the purposes of a single, one-time mailing. No names or addresses in the list will be copied, reused, sold, or transferred by you nor will you permit any other person or company to use the list or any names or addresses therein. You will not disclose any of the names or addresses to third parties or other individuals outside of your company. You will control the use and distribution of the list among your employees in order to prevent any duplication or unauthorized use or disclosure. You understand that the lists rented are monitored to prevent unauthorized use by seeding them with decoy names. If you or any person or company to whom you have given access to the lists shall disclose, use or copy them contrary to the provisions of this agreement, you will be unconditionally liable for any damage suffered by us and all costs and expenses incidental to any related litigation.

PRODUCT SERVICE CATEGORIES

- Access Control
 - Acoustics/Ceilings
 - ADA Compliance
 - Alarms
 - Architectural/Engineering/CM Services
 - Art/Pictures
 - A/V Equipment Bedding/Supplies/Headwalls
 - Carpeting
 - CCTV
 - Cleaning/Janitorial Supplies
 - Coating/Water Proofing
 - Clocks/Timekeeping Systems
 - Communications
 - Compressors
 - Computer/Hardware
 - Construction Materials
 - Cubicle Tracking/ Curtains
 - Doors, Locks, Hardware
 - Elevators
 - Emergency Equipment
 - Energy Management
 - Fabric/Textiles
 - Facility Services/Integration
 - Fire Protection/Life Safety
 - Flooring/Floor Coverings
 - Food Service/Equipment
 - Framing Systems
 - Furniture
 - Gates
 - HVAC
 - Identification
 - Imaging Devices
 - Infection Control
 - Insulation
 - Intercom/Paging
 - Interior Design
 - Key Control
 - Lab Equipment
 - Laundry Equipment/Services
 - Lifts
 - Lighting
 - Maintenance Equipment/Services
 - Medical Equipment
 - Medical Storage Cabinets/Units
 - Mirrors
 - Mobility Products
 - Modular Construction/Buildings
 - Parking/Garage
 - Patient Monitoring
 - Perimeter Security
 - Pest Control
 - Plumbing
 - Power Systems/Generators
 - Surge Protection
 - Recycling/Waste Management
 - Roofing
 - Security
 - Signage
 - Software/Technology
 - Sterilizers/Autoclaves
 - Storage Systems
 - Surgical Lighting/Equipment
 - Transportation
 - Walls/Solid Surfaces/Materials
 - Washrooms/Toilets/Sinks/Accessories
 - Windows/Glazing/Coverings
 - Wire Management/Electrical
 - OTHER
-
-

FREE COMPANY LISTING

Don't miss this opportunity to be listed in the Buyer's Guide section of the *HCOnews.com* Web site.

Circle your company's appropriate category and FAX your listing to (415) 460-6288 or mail it to the address below

Company: _____

Address: _____

City: _____

State: _____ Zip: _____



Telephone: _____

Fax: _____

E-mail: _____

URL: _____

Contact: _____

 healthcare construction + operations		<p>the online source for design, construction, management + operations</p>	
--	---	--	---