

A photograph of a hospital room with medical equipment, including a gurney, a table with supplies, and a monitor. A blue banner is overlaid on the top left.

HC+O NEWS

healthcare construction+operations

www.hconews.com

2011 Media Kit



EmlenMEDIA

Publisher of specialized business news | Since 1994

HC+O News is a leading industry online publication for the healthcare facilities, design, construction & operations community. With daily news feeds, product reviews, interviews with industry leaders, and new feature articles each week, a loyal readership of more than 10,000 subscribers use *HC+O News* as its news and information resource.

The Web 2.0 website and monthly eNewsletters offer in-depth information on the latest projects and facilities in the commercial and institutional facilities sectors. *HC+O News* offers timely information for facility administrators, managers, architects, engineers, suppliers and contractors.

In addition to targeted marketing solutions tailored for *HC+O News* subscribers, Emlen Media offers marketing solutions with sister publications, websites and eNewsletters covering the vertical markets of schools, green and justice facilities. Combine exposure in *HC+O News* with other market-sector publications to maximize your reach and customer base.

School Construction News, publishing since 1998

www.SchoolConstructionNews.com

- K-12 and higher education facility construction and operations
- Magazine circulation of 30,125
- eNewsletter circulation of 10,450
- Readers include architects, engineers, project managers, administrators, school boards, superintendents and purchasing managers

Green Building News, publishing since 2002

www.GreenBuildingNews.com

- Green hospitality, healthcare, public & education facilities
- eNewsletter circulation of 20,000
- Readers include architects, designers, engineers, operations managers, business and finance purchasing managers, and facility administrators

Correctional News, publishing since 1994

www.CorrectionalNews.com

- Correctional facility construction and operations
- Prisons, jails, courthouses and detention facilities
- Magazine circulation of 12,275
- eNewsletter circulation of 10,500
- Readers include wardens, sheriffs, architects, engineers, facility and operations managers, healthcare workers and government agencies



A \$46 Billion Healthcare Marketing Opportunity

Most construction market conditions are going to be tough for the foreseeable future, with some sectors seeing total declines of more than 8 percent through 2011. The good news is the healthcare construction market is one of the least affected during the economic downturn.

Focus Your Marketing Dollars on Healthcare Construction – One of the Largest and Strongest Construction Markets in the U.S.!

AIA Construction Growth Forecast

Market	2011%	2011\$
Public safety	-0.10%	14.9 billion
Healthcare facilities	2.5%	47.5 billion
Education	6%	115.2 billion
Industrial facilities	-7.8%	57.0 billion
Retail	3.2%	56.8 billion
Hotels	5.4%	28.4 billion

The American Institute of Architects predicts a 2.5 percent increase in Healthcare construction in 2011, making a massive \$47.5 billion market in 2011!

Source: Census Bureau, AIA 2010

Construction Growth Forecast Annual Put in Place Construction

Market	2010	2011	
	Construction Spending	Forecasted Change in %	Forecasted Spending
Healthcare Facilities	\$46.3 billion	2.5%	\$47.5 billion

Source: Census Bureau, AIA 2010

What Are You Doing To Increase Your Share Of The Market?

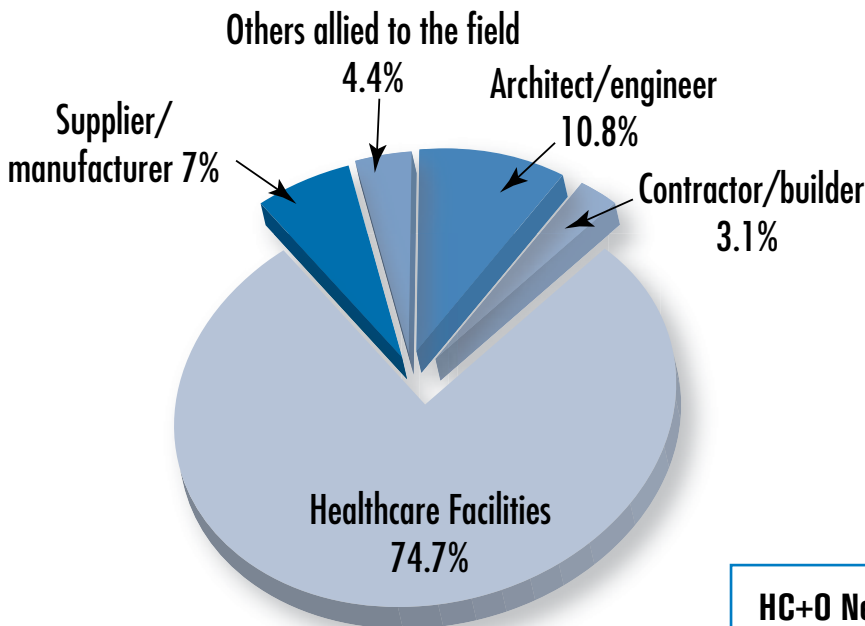


Make an Impact on over 10,000 Electronic Subscribers – Your Best Customers & Prospects!

To make your marketing efforts successful, you have to get in front of as many decision makers as possible and as often as you can afford. With the highest value database of any other industry publication, *HC+O News* puts your ad message in front of more decision makers, with the reach and focus necessary to move the sales needle among this large and varied group of buying influences.

HC+O News Delivers Your Ad Message To The Highest Value Database in the Market

Circulation by Business/Industry Segment



Circulation by Function

Operator/Administrator	14%
Architecture/Design	13.2%
Safety/Security	11.8%
Maintenance	11.3%
Housekeeping/Laundry	10.1%
Food Service	9.8%
Facility/Plant Management	8.2%
Other	7.2%
Construction	5.5%
Infection Control	3.7%
Materials Management/Purchasing	3%
Business/Finance/ Purchasing	1.2%
Building Grounds	0.5%
Emergency Room/Ambulatory Care	0.4%
Waste Management	0.1%

HC+O News Reaches Facilities Managers with Purchasing Power

Numbers of beds you are responsible for	% of readership
0-50 Beds	23%
51-100 Beds	9%
101-250 Beds	15%
251-500 Beds	28%
501-1000 Beds	15%
Over 1000 Beds	10%

Source: 2006 Media Brains BRC Survey, 571 respondents

How Big Of An Impact Are You Making on Your Customers & Prospects?



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HC+O News Editorial... News That Readers Use

HC+O News is the source of industry news for the nation's healthcare construction and operations industry decision makers. Readers receive the most important news about trends, technologies and best practices, with articles on facility design, construction, maintenance and operations. It's a unique, comprehensive and concise market snapshot that readers rely on to help them make better business and operations decisions. It's also what has built *HC+O News'* reputation as the pre-eminent media serving the healthcare market.

HC+O News – The Best Read in the Industry

The ability of any Media to successfully impact your marketing efforts ultimately depends on readership. The greater the readership, the greater the chance your ad will reach its target audience. For more than seven years, *HC+O News* has been the must read for industry professionals and the best read electronic vertical in the market.

Unique Editorial Offerings



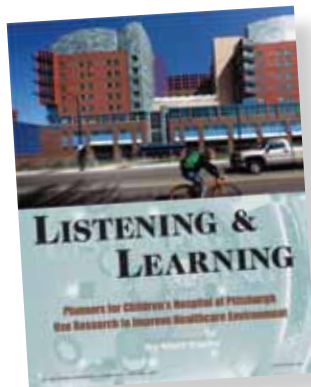
Construction Report

Receive timely information and leads on projects in pre-planning, planning and construction with the *HC+O News Construction Report*, an auxiliary publication delivered as a PDF via email.



Lists & White Papers

Increase your company's visibility with one of *HC+O News'* annual lists or with a *HC+O News'* white paper/case study.



Facility of the Month

One of our most popular features, each issue showcases a Facility of the Month that applies best practices for design, construction, maintenance and operations.

How Many Readers Are Your Ads Influencing?



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Eli Gage
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Diana Howe
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Diana@emlenmedia.com

E-mail Newsletter Schedule

DATE	EDITORIAL DEADLINE	EDITORIAL FOCUS	PRODUCTS
January	12/1/10	Green Facilities <ul style="list-style-type: none"> • Energy Efficiency • Water Conservation 	<ul style="list-style-type: none"> • Washroom Fixtures • Green Cleaning • Lighting
February	1/3/11	Design/Construction <ul style="list-style-type: none"> • Evidence-based Design • Patient Rooms 	<ul style="list-style-type: none"> • Signage • Windows • Finishes
March	2/7/11	Interiors <ul style="list-style-type: none"> • Trends in Interior Design • Furniture, Fixtures & Equipment 	<ul style="list-style-type: none"> • Furnishings • Flooring • Roofing
April	3/7/11	Safety & Security <ul style="list-style-type: none"> • Best Practices • ER Safety 	<ul style="list-style-type: none"> • Access Control • Cameras • Sprinklers/Fire Safety
May	4/4/11	Renovations & Retrofits <ul style="list-style-type: none"> • Expansion Projects • Job-site Containment 	<ul style="list-style-type: none"> • Containment Systems • Wall Coverings • Roofing
June	5/2/11	Facility Services <ul style="list-style-type: none"> • Food Service • Infection Control 	<ul style="list-style-type: none"> • Kitchen/cafeteria • Storage • Energy Generation
July	6/6/11	Maintenance/Operations <ul style="list-style-type: none"> • Communications • Acoustics 	<ul style="list-style-type: none"> • Audio/Video • Wall Coverings • Laundry
August	7/5/11	The Patient Experience <ul style="list-style-type: none"> • Improving patient/visitor experiences • Patient/Focused Design 	<ul style="list-style-type: none"> • Patient Rooms • Bedding • Landscaping/Exteriors
September	8/1/11	Efficiency <ul style="list-style-type: none"> • Lean Operations/Maintenance • Circulation 	<ul style="list-style-type: none"> • Nurses Stations • Asset Management • HVAC
October	9/5/11	Outpatient Facilities <ul style="list-style-type: none"> • Trends in Design • Modular Construction 	<ul style="list-style-type: none"> • Fixtures • Entryways/Doors • Carpeting
November	10/3/11	Best Practices <ul style="list-style-type: none"> • Top projects • New Technologies 	<ul style="list-style-type: none"> • Electronic Medical Records • Patient Monitoring Systems • Patient Amenities
December	11/7/11	Technology/Electronics <ul style="list-style-type: none"> • Healthcare Advancements • Signage 	<ul style="list-style-type: none"> • Audio/Video Systems • Lighting

1) Integrated Media Sponsorship Program

- Corporate sponsor & category sponsorships
- Exclusivity and content licensing rights
- Website and email newsletter integration
- Product integration - newsletter - website
- Microsites, Webinars & Podcasts
- First right of refusal marketing opportunities



2) Campaign Frequency Programs

12x Market Mover Campaign

- Website banner & online product integration
- Email Newsletter campaign
- 2011 Construction Report subscription

6x Market Awareness Campaign

- Website banner and online product integration
- 2011 Construction Report subscription

3x Market Baseline Campaign

- Frequency discount for 3 insertions in 2011
- Website banner



3) Sponsorship Programs

- Website sponsorship
- White papers
- Webinars, video & podcasts
- Construction Reports

4) Multiple Site Sponsorship

- Target multiple vertical markets with one sponsorship buy
- Maximize your market reach with one online campaign
- GreenBuildingNews.com
- SchoolConstructionNews.com
- CorrrectionalNews.com
- HCOnews.com

Extend Your Reach & Secure the Best Positioning



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Email Sponsor
 Showcase your logo for 10,000 email recipients in their email preview pane, 100% views delivers ideal branding

Editorial Banner
 Showcase projects with detailed information. Use images and a brief description to communicate your position

Full Banner
 (468x60) Top view, standard ad specs

Product Feature Box
 Rotate products each month with in-depth product features and specs. Use images and a brief description to educate prospects

Full Banner
 (468x60) Bottom view, standard ad specs

The screenshot shows the HC+O NEWS website homepage. At the top, there's a navigation bar with links for Administrator, Architect, Contractor, Reports, People, and Events. The main content area is divided into several sections: Feature Articles, Facility Focus, Current News, Feature Product, Product Focus, People and Places, Follow Us on Twitter, Recent Popular Articles, Partners and Associations, Videos/Podcasts, Stock Watch, Find Us, and Our Markets. Each section contains placeholder text and images. Callouts point to specific areas: 'Content Submission' points to the Feature Articles section; 'Featured Product' points to the Feature Product section; 'Partner Logo Sponsorship' points to the Partners and Associations section; 'Streaming Video' points to the Videos/Podcasts section; 'Banner Ad (300x250)' points to a large ad at the top right; and 'Banner Ad (250x250)' points to a smaller ad at the bottom right.

Content Submission
Your latest project, case study, product information or feature article relating to a specific facility

Featured Product (250x250) and product focus (125x125).
Product description with image \$2,000

Partner Logo Sponsorship
Corporate sponsorship and product exclusivity opportunities, eliminate competition with an integrated program

Streaming Video
Showcase your company, facility project or product

Banner Ad (300x250)
Top fold premium position, flash and video accepted

Banner Ad (250x250)
Bottom fold, standard ad specs



1) HCONews.com

HC+O re-launched in 2009 with the latest web 3.0 platform tools.

[Check out this Site!](#)

- Industry News & Featured Product Information
- Feature Articles & Facility Focus
- News feeds, Twitter & Stock Feeds
- People & Places, Events & Archives
- White Papers, SEC & DEC reports

Online Readership Includes

- Facility operator/administrator
- Maintenance personnel
- Facility/plant management
- Safety/security
- Architect/engineer
- Project & purchasing managers



300x250 pixels, 72dpi
flash or video

Featured product, 30-50
words, image 72 dpi

Full banner 468x60
pixels, image 72 dpi



Full banner 468x60
pixels, image 72 dpi

2) Email Newsletters

- Target email subscribers looking for products and researching information.
- Design a marketing plan to include web & email to maximize campaign results
- Drive traffic to your site and increase sales with our monthly newsletters

4) Multiple Site Sponsorship

- Target multiple vertical markets with one sponsorship buy
- Maximize your market reach with one online campaign
- [GreenBuildingNews.com](#)
- [SchoolConstructionNews.com](#)
- [CorrectionalNews.com](#)
- [HCONews.com](#)

Eliminate Competition, Secure your 2011 online campaign now!

ONLINE AD RATES

Rates per Insertion	3x	6 x	12x
Editorial Banner	\$1,500	\$1,250	\$900
Product Feature Box	\$1,500	\$1,250	\$900
Box Banner (300 x 250)	\$850	\$700	\$600
Square Button (250x250)	\$850	\$700	\$600
Video & Podcast (300x250)	\$1,100	\$950	\$850
Leaderboard Banner (728x90)	\$1,100	\$950	\$850
Full Banner (468x60)	\$700	\$600	\$500
Vertical Banner (120x240)	\$700	\$600	\$500

ADVERTISING MATERIALS

Preferred submissions: 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.

EDITORIAL BANNER

Spec requirements include a press release and 200-500 words of project description. Include product specs or project details if applicable. High resolution 300 dpi images of company logo, products or project. Project and products should have three to five images.

PRODUCT FEATURE BOX

Spec requirements include a press release and 100-200 words of product description. Include product specs. High resolutions 300 dpi images. Include company logo and three to five product images.

DIGITAL MATERIALS

We accept GIF, JPEG, animated GIF and Flash (SWF) formats. Flash banner is Flash v5.0. Banner ads standard 72 dpi resolution, maximum file size is 30k. Streaming Video is 300 x250 pixels.

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

Leaderboard Banner 728x90 pixels

Full Banner 468x60 pixels

Vertical Banner
120x240 pixels

Medium Rectangle
300x250 pixels

Square Button
250x250 pixels