Healthcare Real Estate Insights™

Great News for Advertisers!

Great news! HREI™ and HREI™ **Executive Briefing**™ will be combined in 2013 into a single upgraded, redesigned, **full-color**, glossy, monthly magazine reaching **BOTH** hospital, health system and medical practice group executives **AND** healthcare real estate professionals – all for about the same rate as you previously paid for HREI™ **Executive Briefing**™ alone.

Healthcare Real Estate Insights™

January 2013

Inside This Edition

Big quarter for MOB sales

The big question

Yes 38%

No 62%

FROM END TO END

This will be the first time HREI™ has ever accepted display advertising, which means you can get in on the ground floor of this opportunity to reach a whole new highly qualified audience. Premium advertising positions are available on a first come, first served basis, and current advertisers have the right of first refusal for renewing their 2012 positions.

In addition to the "new and improved" **Healthcare Real Estate Insights**™ print publication, we will be vastly expanding and upgrading our website in 2013. HREI™ print advertisers will receive **FREE** ads on the new website throughout 2013. We will accept banner (728 x 90 pixels) and/or medium rectangle (300 x 250 pixels) ads. The ads will be displayed on our new website on a rotating basis, with the amount of visibility proportional to the size of your print ad commitment.

2013 HREI™ Print Advertising Display Rates

Black & White Gross Ad Rates (Effective Oct. 8, 2012)

Ad Size\Frequency	1x	4x	6x	9x	12x
Full page (8.5" w x 11" h)	$9,010	$7,510	$6,260	$5,200	$4,350
1/2-page horizontal (8.5" w x 5.5" h)	$5,850	$4,870	$4,080	$3,390	$2,840
1/2-page vertical (4.25" w x 11" h)	$5,850	$4,870	$4,080	$3,390	$2,840
1/4-page horizontal (8.5" w x 2.75" h)	$3,600	$3,000	$2,500	$2,100	$1,750
1/4-page vertical (2.75" w x 8.5" h)	$3,600	$3,000	$2,500	$2,100	$1,750
1/8-page horizontal (7.5" w x 1.25" h)	$2,260	$1,880	$1,560	$1,300	$1,080
Front cover "banner" (3.75" w x 1.5" h)*	$2,260	$1,880	$1,560	$1,300	$1,080

Color Rates: For each spot color, add: $300 For 4-color, add: $600

Premium Positioning: Add 50% for front cover; 25% for inside front or back cover.

* Front cover "banner" ads can be only non-bleed. Rate includes an additional 1/8-pg. horizontal ad inside the publication.

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2013 HREI™ Advertising Specifications

Print Advertising

Mechanical Specifications

Print Publication Trim Size: 8.5” x 11”
Live Area: 8.5” x 11” (full bleed). Add 0.25" to trimmed edges.
Printing Method: Web offset, 4-color process
Binding Method: Saddlestitched (stapled)
Paper Stock: 65# cover and 60# body (gloss coated)
Delivery: USPS Periodicals Rate (1- to 9-day delivery)

Pre-Press Specifications

Format: High-resolution Adobe Acrobat PDF files (Acrobat 4 PDF 1.3 minimum) required with all
Images: 300 dpi minimum recommended. Color images must be CMYK.

Deadlines

Space Reservation Deadline: 30 days prior to 1st day of issue month
Materials Deadline: 10 business days prior to 1st day of issue month

Website Advertising

Digital Specifications

Website Advertising Size Options:
Leaderboard (banner): 728 (w) x 90 (h) pixels
Medium rectangle: 300 (w) x 250 (h) pixels
Website Display Formats: GIF, JPG, HTML or Flash; static or animated
Flash Ads: For information about the proper coding of Flash ads, please visit www.flashclicktag.com.

Deadlines

Space Reservation Deadline: 30 days prior to posting online
Materials Deadline: 5 business days prior to posting online

To advertise in **Healthcare Real Estate Insights**™ in 2013,
please call **1-800-613-8731**. But, please hurry. Space is limited.