

hfm

Recruitment Advertising



Place your recruitment ad with HFMA through a variety of offerings. Gain targeted visibility with many of the qualified, high-caliber candidates† you seek including:

HFMA Connects You to the Right Candidates

- Chief Financial Officers (CFOs)
- Vice Presidents/Directors of Finance
- Controllers
- Nurse Leaders, Directors and Support Nursing Staff
- Accounting Directors/Managers
- Business Office Directors/Managers
- Reimbursement/PFS Professionals
- Patient Accounting Professionals
- Revenue Cycle Directors/Managers
- Financial Analysts
- Healthcare Consultants

We offer a range of print, online and direct e-mail advertising vehicles including:

- **hfm** (more than 35,000 healthcare subscribers)
- **HFMA's Online Job Bank** (hfma.org/jobs with 55,000 page views/month)
- **Career Opportunities** e-newsletter (reaching up to 80,000 recipients/month)
- **The Business of Caring** newsletter (reaching 10,000+ nurse leaders and other nursing professionals)
- And more...

For more information, visit our website at hfma.org/jobs, e-mail jobbank@hfma.org or contact:

Sharon Malik-Specht, (708) 492-3386

Michele Rodriguez, (708) 492-3343

To request a price quote, please e-mail your ad copy to jobbank@hfma.org.

hfm Recruitment/ Classified Advertising

Reach 35,000 healthcare financial managers and other key healthcare professional candidates through recruitment in *hfm* magazine, the #1 publication among healthcare CFOs.

Who recruits in *hfm*?

- Executive search firms
- Consulting organizations
- Urban and rural hospitals
- Healthcare service providers and vendors
- Health systems

PAGE AND MARKET SHARE COMPARISON (JAN-DEC 06)

Total Classified Ad Pages	Pages	Market Share
<i>hfm</i> (monthly)	250	81%
<i>Modern Healthcare</i> (weekly)	52	17%
Others	8	3%

hfm information: For *hfm* editorial features, bonus distributions, and more, refer to the "*hfm* Editorial Calendar" section in this kit.

2008 *hfm* RECRUITMENT/CLASSIFIEDS DEADLINES

Issue	Space Deadline	Materials Deadline
January	December 5, 2007	December 7, 2007
February	January 8, 2008	January 10, 2008
March	February 5, 2008	February 7, 2008
April	March 7, 2008	March 11, 2008
May	April 4, 2008	April 8, 2008
June	May 5, 2008	May 7, 2008
July	June 6, 2008	June 10, 2008
August	July 7, 2008	July 9, 2008
September	August 7, 2008	August 11, 2008
October	September 5, 2008	September 9, 2008
November	October 6, 2008	October 8, 2008
December	November 5, 2008	November 7, 2008



hfm RECRUITMENT ADVERTISING RATES AND SIZES

Our hfm recruitment print ads offer you direct access to top talent via two different design/layout styles:

- **Line ads:** \$32 per line (Total for 20-line sample as shown = \$640)

These ads are billed by the line count and set in a one-column format in 8-point, Filosofia font. [One line equals approximately 41 characters or spaces across with a 5-line minimum size.]

- **Display ads:** \$234 per column inch (Total for 1 column x 4.5" sample as shown = \$1,053)

These ads are billed per column inch and set in one-, two-, or three-column width. Advertiser must specify width-size and depth to nearest ½ inch at the time of order. Minimum recruitment display ad size is one 1) column width by 1.5".

Chief Financial Officer: Michigan. QHR (Quorum Health Resources), currently managing over 00 acute care hospitals throughout the U.S., seeks achievement-oriented candidates for CFO at Community Hospital in Watervliet, MI. Located in southwestern MI approximately 30 miles west of Kalamazoo, the hospital is composed of 56-staffed beds, with 22-physicians on active staff and net revenues of \$27 million. Minimum requirements include BS/BA in accounting plus 3-5 years or more as a hospital CFO or Assistant CRO in a larger facility. Websites: www.communityhospitalwatervliet.com www.qhr.com. Send resume in confidence to: **Larry Bolton, Executive Recruitment, QHR, 105 Continental Place, Brentwood, TN 37027.** Fax: (615) 371-4500; or E-mail: recruitment@qhr.com

Sample: Recruitment Line Ad

*Ads are not to scale

Controller

At Hoag Hospital in Newport Beach, CA, our expanding IPA, Greater Newport Physicians has an exciting opportunity for a Controller with previous experience in management, preferably in an IPA or healthcare setting. Knowledge of MAS 500 preferred and excellent written and verbal skills required. Bachelor's degree in accounting or business administration with emphasis in accounting. CPA or MA a plus. FT/Days. Hoag offers excellent benefits including 28 days POT (paid time off), a matching 401(k) plan, onsite Childcare Center, and paid health benefits. Apply at:

Human Resources
Hoag Hospital
One Hoag Drive
Box 6100
Newport Beach, CA 92658-6100
Our online application now available at www.hoaghospital.org
EOE



Sample: Recruitment Display Ad

DISPLAY AD SIZE

Size	Width
1 Column	2 1/4 "
2 Columns	4 5/8 "
3 Columns	7 1/8 "

Advertising Agency Commission Policy and Color Rates:

Agency commissions are available on camera-ready recruitment display ads placement. Line ads are non-commissionable (net). Please send Insertion Orders and materials to jobbank@hfma.org or fax to (708) 492-4386. (See "Digital Specifications" in the back section of this media kit.)

hfm CLASSIFIEDS ADS - 2008 RATES AND SIZES

Ad Type	Size	B/W Rates	2-Color	4-Color
Line Ad	approximately 41 characters/line	\$32 per line		
Classified Display Ad	2.25" x 1"	\$234 per column inch	\$292 per col inch	\$329 per col inch
Full-Page Ad	7" x 9"	\$5334	\$6,269	\$7,445
1/2-Page Horizontal	7" x 4.5"	\$3287	\$3,870	\$4,600
1/4-Page Vertical	3.5" x 4 7/8"	\$2399	\$2,830	\$3,360
B				

*Rates are subject to change. HFMA can typeset your ad. For a price quote, email your ad copy to jobbank@hfma.org. Contact: Sharon Malik-Specht, (708) 492-3386; Michele Rodriguez, (708) 492-3343

Advertising Add-Ons

HFMA's Online Job Bank and Career Opportunities E-newsletter both offer additional recruitment vehicles to enhance and refine your candidate search. (Both are sold in conjunction with print.)

HFMA ONLINE JOB BANK Over 55,000 Page Views Each Month

HFMA's electronic job bank - with more than **55,000 page views each month** - allows new jobs to be posted immediately for 30 days with a hyperlink directly to your website.

Online Job Bank – Rates	
Online Job Bank Posting	\$183 per position*
Hyperlink	\$110 each
*(Sold in conjunction with a print recruitment ad in <i>hfm</i> or <i>The Business of Caring</i>)	

2008 CAREER OPPORTUNITIES E-NEWSLETTER - RECRUITMENT ADS Up to 80,000 Healthcare Professionals

HFMA's bi-weekly, e-mail newsletter features links to current healthcare job opportunities throughout the United States.

Issue Dates	Space Deadline	Copy Deadline	Rates
January 2, 16, 30	<i>Two weeks prior to Career Opportunities issue date</i>	<i>One week prior to Career Opportunities issue date</i>	<i>\$250 per position (except June 23 issue) *Sold in conjunction with a print recruitment ad in hfm or The Business of Caring.</i>
February 13, 27			
March 12, 26			
April 9, 23			
May 7, 21			
June 4, 18, 23†			
July 2, 16, 30			
August 13, 27			
September 10, 24			
October 8, 22			
November 5, 19			
December 3, 17, 31			

† **June 23 ANI Special Supplement – Career Opportunities (hard-copy version only):** This supplement is for conference distribution only. For space/copy deadlines, rates or additional information on this issue, please view the "ANI" section of this kit, email jobbank@hfma.org, or call Sharon Malik-Specht (708) 492-3386 or Michele Rodriguez (708) 492-3343.

HFMA Newsletter Advertising

Several HFMA newsletters feature targeted recruitment advertising for preferred audiences including nurse leaders, revenue cycle professionals, financial analysts and more.

THE BUSINESS OF CARING

The Business of Caring reaches 10,000 nurse leaders and other nursing professionals via this well-respected, award-winning publication. For editorial information on this publication, refer to the "Newsletter" section in this kit.



THE BUSINESS OF CARING CLASSIFIEDS ADVERTISING DEADLINES

Issue	Space Deadlines	Materials Deadlines
Jan.	Dec. 10, 2007	Dec. 12, 2007
Feb.	Jan. 14, 2008	Jan. 16, 2008
March	Feb. 14, 2008	Feb. 18, 2008
April	March 14, 2008	March 18, 2008
May	April 14, 2008	April 16, 2008
June	May 16, 2008	May 20, 2008

Issue	Space Deadlines	Materials Deadlines
July	June 13, 2008	June 17, 2008
August	July 14, 2008	July 16, 2008
Sept.	Aug. 15, 2008	Aug. 19, 2008
Oct.	Sept. 15, 2008	Sept. 17, 2008
Nov.	Oct. 16, 2008	Oct. 20, 2008
Dec.	Nov. 14, 2008	Nov. 18, 2008

THE BUSINESS OF CARING - RECRUITMENT RATES

Black/White Rates		Color Rates	
Size	Black & White	2-Color	4-Color
Full Page	\$2,675	\$3,135	\$3,725
1/2-Page, Horizontal	\$1,645	\$2,195	\$2,300
¼ Page, Vertical	\$1,200	\$1,415	\$1,680
Per Column Inch	\$120	\$145	\$165
Basic Line Ad	\$17 per line	wn/a	n/a

To receive a price quote, email ad copy to jobbank@hfma.org. Recruitment/Classified advertising specifications or mechanicals, refer to the "Specifications & Mechanicals" at the back of this kit. Add-on supplemental advertising for Online Job Bank available.

REVENUE CYCLE STRATEGIST

Revenue Cycle Strategist reaches 2,000+ healthcare patient financial professionals through this revenue cycle-themed publication. For editorial information on this publication, refer to the "Newsletter" section in this kit.

Advertising Specifications & Mechanicals:

For additional technical requirements, refer to the "hfm & Newsletter Mechanicals" under the "Specifications and Mechanicals" section in the back of this kit

ADD-ON FOR REVENUE CYCLE STRATEGIST

Recruitment/Classified Rates

\$315 per ad* (with the same size as your hfm ad)

*A recruitment advertisement in hfm is required to access this opportunity.

HFMA Electronic Newsletters

HFMA WANTS YOU TO KNOW

More Than 100,000 Subscribers

HFMA Wants You to Know is a bi-weekly, e-newsletter with more than 100,000 subscribers featuring a pivotal industry hot topic article in each issue along with associated upcoming educational events and a variety of related tools and resources.



RATES AND SPECIFICATIONS

	Size	Rate Per Issue	Maximum Ads Per Issue
Box Ad	120 x 120 pixels	\$1,625 net	5
Banner Ad	288 x 61 pixels	\$2,165 net	1

MECHANICALS

- All banner and box ads should be GIF files.
- All images must be 72 dpi.
- File size limit is 100 kb.
- HFMA reserves the right to reject or cancel any advertisements.
- Materials are due 5 business days prior to issue.

Submit ad files: Via email to adsales@hfma.org.

Scheduling/Pricing Information: For information on scheduling an ad or inquiring about the rates for HFMA Wants You to Know, contact jobbank@hfma.org or (708) 492-3386.

CAREER OPPORTUNITIES

This electronic, quick-reference newsletter features current postings from healthcare organizations and related health-care-support companies throughout the United States. It also includes a new "Career Tip" section in each issue to provide active search candidates with new approaches for enhancing their search success. *Career Opportunities* reaches up to 80,000 healthcare finance and other health-care professionals every two weeks.

Classified/Recruitment advertisements only. No display advertising available. For rates and deadlines, please refer to the "Recruitment Advertising" section in this kit.

hfm AND NEWSLETTERS: RECRUITMENT/ CLASSIFIEDS ADVERTISING MECHANICALS

Mechanicals for display and recruitment/classifieds in any of the publications offered are outlined below:

Size	Width (inches)	Depth (inches)
1/4-Page, Vertical	3 1/2	4 7/8
1/2-Page, Horizontal	7	4 1/2
Full Page	7	9 1/2
Per Column Inch	2 1/4	n/a
Basic Line Ad	41 characters per line	n/a

hfm and The Business of Caring print ads:

Digital files for recruitment display ads should be submitted to jobbank@hfma.org, or contact Michele Rodriguez, (708) 492-3343 or Sharon Malik-Specht, (708) 492-3386.

2008 DIGITAL AND PRINTING SPECIFICATIONS

Printing:

The publication is currently printed, Web offset on coated stock and perfect bound.

Submitting Digital Files:

Digital files for display ads and inserts should be submitted in one of three ways:

E-mailed as an attachment of 5 MBs or less to jobbank@hfma.org.

All fonts must be embedded within the file, and all scanned images need to be 300 dpi at 100 percent. Questions, call 708/492-3386 or 708/492-3343.

Software

Files should be created in one of the following software programs:

- InDesign
- QuarkXPress
- Illustrator
- Photoshop
- PDF/X-1A files

Native files and files created in Microsoft® Publisher, Powerpoint, or Word are not accepted.

Acceptable File Formats:

hfm materials can only be accepted in these file formats:

- PDF — Portable Document Format
Create a postscript file, then create a PDF using the distiller options.
- All colors must be CMYK (no RGB or indexed CMYK).
- All logos must also be converted to CMYK.
- No ICC profiles (color management should be turned off).
- Embed all fonts (including those in taglines) and images. *[Please visit our printer's website for additional information on creating high-resolution PDF files from: QuarkXPress (unitedlitho.com/quark6.htm) or from InDesign CS (unitedlitho.com/indesign.htm).]*
- EPS — Encapsulated Postscript File
Two types accepted:
 - Photoshop EPS
 - Illustrator EPS — Convert all type to outlines and saved as an EPS with all linked files.

All colors must be CMYK. RGB colors must not be used, and all images must be high resolution.