

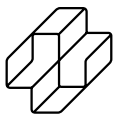
## 2009 Recruitment/Classified Advertising

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:

- 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* magazine (more than 35,000 healthcare subscribers)
- HFMA's Online Job Bank ([hfma.org/jobs](http://hfma.org/jobs) with 55,000 page views/month)
- *Career Opportunities* e-newsletter (reaching up to 100,000 recipients/month)
- *The Business of Caring* newsletter (reaching thousands of nurse leaders and other nursing professionals)
- And more...



**hfma**

healthcare financial management association

For more information, visit our website  
at [hfma.org/jobs](http://hfma.org/jobs),  
e-mail [jobbank@hfma.org](mailto:jobbank@hfma.org)

# 2009 HFMA Recruitment/ Classified Advertising

## *hfm* RECRUITMENT/CLASSIFIED ADVERTISING

Reach over 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*?

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

## PAGE AND MARKET SHARE COMPARISON (JAN-DEC 07)

Total Classified Ad Pages	Pages	Market Share
<i>hfm</i> (monthly)	374	86%
<i>Modern Healthcare</i> (weekly)	52	12%
Others	8	2%

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

## 2009 *hfm* RECRUITMENT/CLASSIFIEDS DEADLINES

Issue	Space Deadline	Materials Deadline
January	December 8, 2008	December 10, 2008
February	January 8, 2009	January 12, 2009
March	February 9, 2009	February 11, 2009
April	March 9, 2009	March 11, 2009
May	April 6, 2009	April 8, 2009
June	May 4, 2009	May 6, 2009
July	June 8, 2009	June 10, 2009
August	July 6, 2009	July 8, 2009
September	August 10, 2009	August 12, 2009
October	September 7, 2009	September 9, 2009
November	October 7, 2009	October 9, 2009
December	November 9, 2009	November 11, 2009

For additional information  
on Classifieds, contact:

Sharon Malik-Specht  
East Coast,  
including IL, IN, MI, KY  
p. (708) 492-3386  
f. (708) 492-4386  
smalik@hfma.org

Michele Rodriguez  
West Coast,  
including WI, MN, IA, MO  
p. (708) 492-3343  
f. (708) 492-4343  
mrodriguez@hfma.org

## 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:** \$35 per line (Total for 20-line sample as shown = \$700)

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:** \$250 per column inch (Total for 1 column x 4.5" sample as shown = \$1,125)

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 1/2 inch at the time of order. Minimum recruitment display ad size is one column width by 1 1/2 inch.

**Chief Financial Officer:** Michigan. QHR (Quorum Health Resources), currently managing over 100 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](http://www.communityhospitalwatervliet.com) [www.qhr.com](http://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](mailto: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](http://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](mailto:jobbank@hfma.org) or fax to (708) 492-4343. (See "Specifications and Mechanicals" in the back of this document.)

## hfm CLASSIFIEDS ADS - 2009 RATES AND SIZES

Ad Type	Size	B/W Rates	2-Color	4-Color
Line Ad	approximately 41 characters/line	\$35 per line		
Classified Display Ad	2 1/4" x 1"	\$250 per column inch	\$313	\$352
Full-Page Ad	7" x 9"	\$5,708	\$6,708	\$7,966
1/2 Page Horizontal	7" x 4 1/2"	\$3,517	\$4,141	\$4,922
1/4 Page Vertical	3 1/2" x 4 7/8"	\$2,567	\$3,028	\$3,595
Blind Box	\$95			

\*Rates are subject to change. Contract rates available. HFMA can typeset your ad. For a price quote, e-mail your ad copy to [jobbank@hfma.org](mailto:jobbank@hfma.org) or contact your advertising sales rep.

# 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. All rates are net.

## 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	\$239 per position*
*(Sold in conjunction with a print recruitment ad in <i>hfm</i> or <i>The Business of Caring</i> )	

## 2009 CAREER OPPORTUNITIES E-NEWSLETTER

Reaches up to 100,000 Healthcare Professionals

HFMA's bi-weekly, e-mail newsletter features links to current healthcare job opportunities throughout the United States. (Sold in conjunction with a print ad in *hfm* or *The Business of Caring*.)

Issue Dates	Deadline	Posting Rates
January 14, 28		
February 11, 25		
March 11, 25		
April 8, 22		
May 6, 20		
June 3, 17		
July 1, 15, 29		
August 12, 26		
September 9, 23		
October 7, 21		
November 4, 18		
December 2, 16, 30		

One week prior to Career Opportunities issue date

\$275 per position (except June issue) Sold in conjunction with a print recruitment ad in *hfm* or *The Business of Caring*.

June 14 ANI Special Supplement – *Career Opportunities* (hard-copy version only): This supplement is for conference distribution only and sold in conjunction with a print ad in the June or July issue of *hfm*. For space/copy deadlines, rates or additional information on this issue, please call Sharon Malik-Specht (East Coast including: IL, IN, MI, KY), (708) 492-3386, [smalik@hfma.org](mailto:smalik@hfma.org); or Michele Rodriguez (West Coast including: WI, MN, IA, MO), (708) 492-3343, [mrodriguez@hfma.org](mailto:mrodriguez@hfma.org)

# New! *Career Opportunities* E-Newsletter Leaderboard/ Skyscraper/Box Advertising

Career Opportunities e-newsletter is bi-weekly and distributed via e-mail. It reaches up to 100,000 healthcare finance and other healthcare professionals every two weeks. This electronic, quick-reference newsletter features current postings from healthcare organizations and related healthcare- support companies throughout the United States. It also includes a "Career Tip" section in each issue to provide active search candidates with new approaches for enhancing their search success. Classified/Recruitment or Executive Search advertisements only.

HFMA's commitment to provide its members with indispensable resources for healthcare finance extends beyond its quality printed publications to our web site [www.hfma.org/jobs](http://www.hfma.org/jobs).

Subscribers rely on the e-newsletter to find current jobs and career information. Advertisers in the e-newsletter benefit from continually increasing their reach to HFMA's key subscribers.

New advertising opportunities are available including leaderboard, skyscraper, and box ads in "prime real estate" sections of the *Career Opportunities* e-newsletter. Details are noted above right.

## CAREER OPPORTUNITIES E-NEWSLETTER LEADERBOARD/SKYSCRAPER/BOX AD

	Rates	Max. per Issue	Size
<b>Skyscraper*</b>	\$4,000 per month	1	144 x 443 pixels
<b>Leaderboard*</b>	\$3,200 per month	1	70 x 630 pixels
<b>Box Ad*</b>	\$1,000	3	120 x 120 pixels

## CAREER OPPORTUNITIES E-NEWSLETTER PUBLICATION DATES

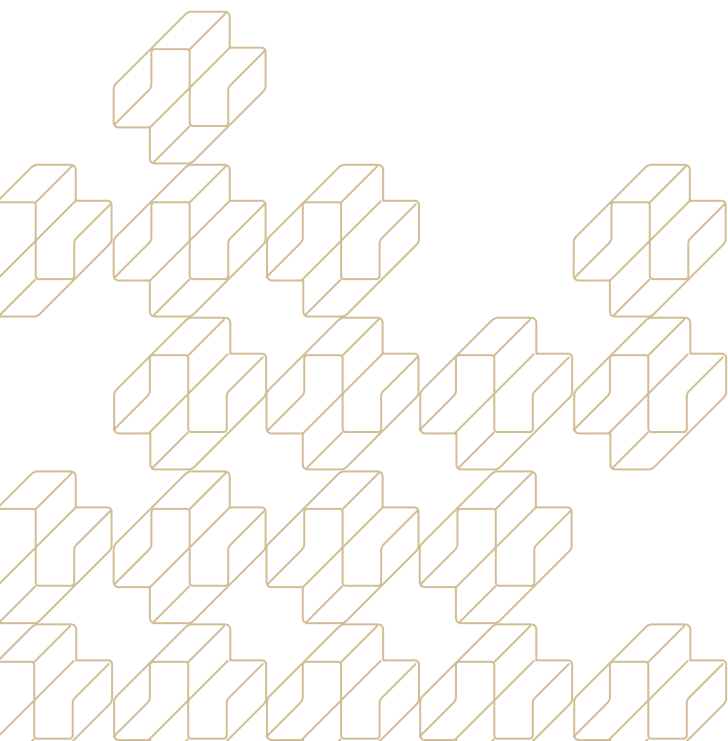
See schedule on previous page

\*Please note: Leaderboard, skyscraper and box ad advertisers are entitled to two issues of the e-news within a one month timeframe and must sign a one month contract. Example: In May, the e-newsletter is published 5/6 and 5/20.

### Note:

HFMA reserves the right to reject or cancel advertisements at their discretion. This includes the landing page link. Ads and links cannot offer similar products and services that compete with HFMA offerings. Links will open new windows. Submit files to: [jobbank@hfma.org](mailto:jobbank@hfma.org).

Call for availability.



# Hard-Copy Newsletters — Recruitment

Several HFMA newsletters feature targeted recruitment advertising for preferred audiences including chief financial officers, nurse leaders and nurses, financial analysts and more.

## *THE BUSINESS OF CARING*

*Targeting thousands of Nurse Executives, Directors and Managers*

*The Business of Caring* newsletter was created as a joint publishing effort by HFMA and American Organization of Nurse Executives (AONE) to offer nurse leaders and managers critical, digestible content and tools on a range of business topics each month. *The Business of Caring* reaches thousands of nurse leaders and other nursing professionals via this well-respected, award-winning publication.



## 2009 CLASSIFIED ADVERTISING DEADLINES

Issue	Space Deadlines	Materials Deadlines
January	December 17, 2008	December 19, 2008
February	January 16, 2009	January 20, 2009
March	February 17, 2009	February 19, 2009
April	March 17, 2009	March 19, 2009
May	April 15, 2009	April 17, 2009
June	May 15, 2009	May 19, 2009
July/August	July 17, 2009	July 21, 2009
September	August 19, 2009	August 21, 2009
October	September 15, 2009	September 17, 2009
November	October 19, 2009	October 21, 2009
December/January	December 16, 2009	December 18, 2009

**2009 THE BUSINESS OF CARING- RECRUITMENT RATES**

Black/White Rates		Color Rates	
Size	Black & White	2-Color	4-Color
Full Page	\$2,862	\$3,354	\$3,986
1/2 Page, Horizontal	\$1,760	\$2,349	\$2,461
1/4 Page, Vertical	\$1,284	\$1,514	\$1,798
Per Column Inch	\$129	\$155	\$177
Basic Line Ad	\$19 per line	n/a	n/a

For Recruitment/Classified advertising specifications or mechanicals, refer to the “Specifications & Mechanicals” section in the back of this document. Add-on supplemental advertising for Online Job Bank available.

**REVENUE CYCLE STRATEGIST**

Seen by almost 2,000 patient financial professionals each month, *Revenue Cycle Strategist* is the go-to newsletter for revenue cycle know-how. This publication offers insights, actions and examples that will help revenue cycle leaders and patient financial services professionals in healthcare organizations achieve peak revenue cycle performance. Packed with information on denials, management, coding, transactions standards and prompt payment, the newsletters enhance readers’ knowledge and improves their bottom line while helping them maintain regulatory compliance.

*Add-on for Revenue Cycle Strategist*

Recruitment/Classified Rates
\$337 per ad* (with the same size as your <i>hfm</i> ad)

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

Advertising Specifications & Mechanicals: For additional technical requirements, refer to the “hfm & Newsletter Mechanicals” under the “Specifications and Mechanicals” section in the back of this document.

*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

*hfm* Recruitment/Classifieds ads:

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

*hfm* 2009 DISPLAY 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:

1. E-mailed as an attachment of 5 MBs or less to [jobbank@hfma.org](mailto:jobbank@hfma.org).
2. Uploaded to [yousendit.com](http://yousendit.com).

All fonts must be embedded within the file, and all scanned images need to be 300 dpi at 100%

**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](http://unitedlitho.com/quark6.htm)) or from InDesign CS ([unitedlitho.com/indesign.htm](http://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.