

2012 Classified and Recruitment Advertising Rates

www.eplabdigest.com



EP LAB DIGEST
A PRACTICE NEWS AND CLINICAL UPDATE FOR THE ELECTROPHYSIOLOGY PROFESSIONALS

Designing and Building an EP Lab in a Community Setting: A Transition Story

Class Advertisers: \$250, \$500, \$1000
Cover — Endothelial Services
Indiana University Health Endovascular Program
La Jolla, Indiana

NEW STUDY: PULMONARY ARTERIAL HYPERTENSION ASSOCIATED WITH SIGNIFICANT LEFT VENTRICLE HIGH RISK PATIENTS ASSOCIATED WITH PATIENT SURVIVAL FOLLOWING CORONARY ARTERY BYPASS SURGERY
Class Advertisers: \$250, \$500, \$1000
Cover — Endothelial Services
Indiana University Health Endovascular Program
La Jolla, Indiana

IN TIME LOCKDOWN: COMPLETE 2012/2013 HOME MONITORING CLINICAL STUDY TO IMPROVE PATIENT MANAGEMENT
Class Advertisers: \$250, \$500, \$1000
Cover — Endothelial Services
Indiana University Health Endovascular Program
La Jolla, Indiana

Medicare Reimbursement: FDA Approval of Products, Implantable Defibrillators, and Remote Monitoring Devices
Class Advertisers: \$250, \$500, \$1000
Cover — Endothelial Services
Indiana University Health Endovascular Program
La Jolla, Indiana

12. Daily Medical Research: FDA Approval for New 20 Directional Ablation Catheters
Class Advertisers: \$250, \$500, \$1000
Cover — Endothelial Services
Indiana University Health Endovascular Program
La Jolla, Indiana

The RAC Racket
Dr. Colleen Campbell, Cambridge, MA
President, Cambridge Cardiac Care, Inc.

It is an effort to reduce the cost of health care, the End-Risk and Health Care Act of 2006 mandated the nationwide prohibition of Recovery Audit Contractors (RAC) audits by the year 2010. Since the initial launch of the RAC concept program, the program has been exceedingly effective at reducing Medicare payments to providers.

As a result, RAC audits prevent the reimbursement payment from being received by their contracted risk in the form of a net payment. The result for the successful delivery of risk, the RAC, are paid a contingency fee ranging between 10% and 15% of the savings. RAC audits are primarily focused on big ticket items, such as duplicate billing, coding, billing management issues, and the suppression of duplicate submissions.

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CLASSIFIED AND RECRUITMENT ADVERTISING RATES

DESCRIPTION

EP Lab Digest's mission is to serve as an educational tool as well as a voice for the electrophysiology (EP) professional. Monthly sections, including those on atrial fibrillation, cryotherapy, sudden death, pediatrics, and ECG interpretation, provide information to the reader about the best practices, the latest procedures, and ongoing concerns in EP. Articles may undergo a review process by members of the advisory editorial board.

ISSUANCE

Frequency: 12 times per year

CIRCULATION

6,500 (qualified and controlled)

COVERAGE AND MARKET

Electrophysiologists (adult and pediatric EPs), EP-allied professionals (e.g., nurses, techs, etc.), EP administrators, EP fellows

BONUS DISTRIBUTION

- January:** Boston Atrial Fibrillation Symposium
- March:** American College of Cardiology Scientific Sessions (ACC)
- May:** Heart Rhythm Society (HRS)
- October:** Transcatheter Cardiovascular Therapeutics (TCT)

SPECIAL ISSUES

May: Special HRS meeting issue

CONTINUITY DISCOUNTS

Discounts are available only for contracted insertions.

E-NEWS

Classifieds available; contact representative for details.

E-BLASTS

State-by-state \$0.95
Contact representative for counts and costs.

DIRECT MAIL

Contact representative for counts and costs.
Recruitment Booth: Contact representative for counts and costs.

LIST RENTAL

List rental is available for recruitment purposes only. Please contact representative for more information.

AD REQUIREMENTS

PDF (Acrobat 4.0 or later) preferred. Other accepted formats include .EPS and .TIFF.

Files must have the following resolution specifications: grayscale- or color-only images, 300 dpi; combination grayscale and color images, 500 to 900 dpi; line art, 900 to 1200 dpi.

STAFF

Classified Sales Associate

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COLUMN SIZES, SPECS AND NET RATES

1-column width	2.25"	
2-column width	4.5"	
Per-column-inch rate		\$ 137
1/4-page	4.75" x 6.25"	\$1,181
1/2-page horizontal	9.75" x 6.25"	\$1,733
1/2-page vertical	4.75" x 12.75"	\$1,733
Full page	9.75" x 12.75"	\$2,415
<i>Note: All prices are net. All ad sizes are non-bleed.</i>		
Color Rates		
Three-color/four-color		\$400

INTERNET OPPORTUNITIES

www.eplabdigest.com Run: 30 or 90 days All prices are net.

Online rate

Includes service fee, email-contact link, text hyperlink, and posting to EP Lab Digest's social networking sites. Limited to 200 words.

30 days, text only	\$450
30 days, PDF	\$650
90 days, text only	\$1,000
90 days, PDF	\$1,200



Online/journal rate

Online net rate is \$250 (text only) or \$500 (PDF) when added to the purchase of a journal classified ad.

Banner advertising		Tile advertising	
Main page	\$2,500	Main page	\$1,500
Classified page	\$1,500	Classified page	\$750

Note: HMP Communications online services require at least 5 business days' lead time to schedule your online advertising. Files must arrive in electronic form and be web-ready or in PDF format.

2012 CLOSING DATES

Issue	Ad Close	Materials Due
January	Dec. 2	Dec. 9
February	Jan. 10	Jan. 17
March	Feb. 3	Feb. 10
April	March 5	March 12
May	April 6	April 13
June	May 8	May 15
July	June 5	June 12
August	July 5	July 12
September	Aug. 6	Aug. 13
October	Sep. 4	Sept. 11
November	Oct. 4	Oct. 11
December	Nov. 6	Nov. 13