

NATIONAL CLOSING DATES

ISSUE	SPACE	ARTWORK	PUBLISHED	BONUS DISTRIBUTION/AD STUDY
January	12/4/09	12/8/09	1/6/10	Pri-Med South
February	1/8/10	1/12/10	2/8/10	Pri-Med Southwest, HIMSS
March	2/5/10	2/9/10	3/8/10	
April	3/5/10	3/9/10	4/2/10	Pri-Med West
May	4/2/10	4/6/10	5/3/10	Pri-Med NYC
June/Tech Guide	4/30/10	5/4/10	6/2/10	All Shows (June 2010 – May 2011)
July/August	6/11/10	6/15/10	7/13/10	
September	7/30/10	8/3/10	9/2/10	Pri-Med Mid-West/Readex Ad Study
October	9/3/10	9/7/10	10/4/10	Pri-Med Mid-Atlantic, MGMA
November	10/1/10	10/5/10	11/5/10	Pri-Med East
Buyers Guide	10/29/10	11/2/10	12/2/10	All Shows (Jan 2011 – Dec 2011)



2010 RATES (Black and White)

FREQUENCY	1 PAGE	1/2 PAGE	1/3 PAGE
1x	11,525	7,990	5,660
3x	10,605	7,330	5,230
6x	10,080	7,100	5,005
9x	9,620	6,880	4,870
12x	8,905	6,470	4,590
15x	8,620	6,280	4,450
18x	8,335	6,090	4,315
20x	8,050	5,900	4,175
24x	7,765	5,710	4,035

Color: In addition to earned B&W rates, color rates are per page and apply to full or partial pages. 4-color: \$1,400

RATES SUBJECT TO CHANGE WITH 90 DAYS NOTICE Contracts accepted with the understanding that rates will be guaranteed for three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

EFFECTIVE RATE DATE

January 2010

AGENCY DISCOUNT

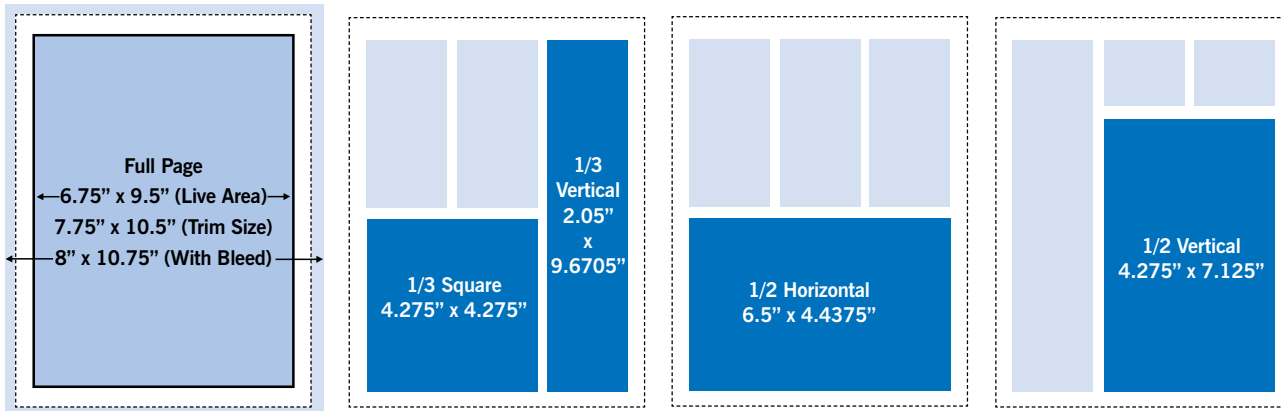
15% gross billing on space, color, cover, and preferred position charges.

COVERS AND PREFERRED POSITIONS

PREMIUM PLACEMENT	FEE TO EARNED B&W RATES
Inside Front Cover (C2)	Plus 45%
Inside Back Cover (C3)	Plus 20%
Back Cover (C4)	Plus 65%
Table of Contents	Plus 20%
Opposite Editor's Column	Plus 20%
Opposite Bigger Picture	Plus 20%
Pages 1, 2, and 3	Plus 20%
Opposite Noteworthy	Plus 15%
Opposite Tech Doctor	Plus 15%
Opposite Technology	Plus 15%
Opposite Pearls	Plus 15%
Opposite Letters	Plus 15%

All preferred positions must be requested in writing prior to the new contract year. A 60-day cancellation notice is required in writing and subject to short rate.

AD SIZES



NON-BLEED AD DIMENSIONS

	WIDTH	X	HEIGHT
1/2 Horizontal	6.5"	X	4.4375"
1/2 Vertical	4.275"	X	7.125"
1/3 Square	4.275"	X	4.275"
1/3 Vertical	2.05"	X	9.6705"

FULL-PAGE BLEED AD DIMENSIONS

	WIDTH	X	HEIGHT
Trim Size	7.75"	X	10.5"
Live Area Size	6.75"	X	9.5"
Bleed Size	8"	X	10.75"

Binding: Perfect Bound | Line Screen: 133

BUSINESS MARKETING SOLUTIONS:

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PRODUCTION:

For complete mechanical specifications, visit www.cmpproduction.com or contact Carlos Yanez at 203 523 7072 carlos.yanez@cmpmedica.com

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9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties, and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.