



Resource Guide



AHLA members rank the Resource Guide among the most highly valued of their member benefits.

Securing a print package for 2011 will give your organization, products, or services the widest year-round exposure possible, and put you in front of the key decision makers in the health law industry.

Early Bird Deadline:

Reserve your space by Friday, August 27, 2010 and receive 10% off your program!

- Directly mailed to over 10,200 AHLA members
- Published in the December 2010 issue of *AHLA Connections*
- Formatted like a telephone book with a special Health Law Resource Section, broken down into key industry categories.
- Receive a print and online listing for maximum exposure in front of members.

Online listing runs for an entire year on the AHLA's Online Business Directory, found on healthlawyers.org. To view online listings go to www.healthlawyers.org/Health Law Resources/Business Directory

Categories

Please select a category for your listing:

Accountants	Expert Witnesses	Law Firms
Alternative Dispute Resolution (mediation/arbitration)	Financing	Legal Publishers
Antitrust	Fraud & Abuse: Criminal & Civil	Legal Staffing/Recruiting
Appraisers	General Health Law	Life Sciences (drugs, devices, and biotech)
Bankruptcy	HIPAA Compliance	Litigation Support
Billing and Coding	Health Care Provider/Plans	Long Term Care
Biotechnology	Health Information Technology	Managed Care
Business Transactions	Health Policy	Medical Malpractice/Risk Management
Business Valuations	Health System Transactions	Medicare /Medicaid
Credentialing & Peer Review	Healthcare Liability and Litigation	Practice Management
Compliance	Home Health/DME	QA/Utilization Management
Consultants	Hospitals/Health Systems	Tax & Tax-Exemption
Economic & Financial Analysis	Labor and Employment	

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Premium Positions

Cover 2	\$2,970
Cover 3	\$2,835
Cover 4	\$3,245
Opposite TOC	\$2,900

Includes 4-color & unlimited listings

Black & White Rates

2-Page Spread	\$3,615
Full Page	\$2,110
1/2 Page	\$1,610
1/3 Page	\$1,365
1/6 Page	\$1,090

* All rates listed are net.

Listings

\$850 \$150 each additional

*Listing includes company name, address, phone, email, website, and a 50 word description. Email your listing to kshearman@networkmediapartners.com

Color Rates

2-Color	\$350
4-Color	\$600

*Display advertisers receive one free print and one free online listing. Online listings run for 12 months on the Online Business Directory, logo included. Additional category listings are \$100 each.

AD SIZES

	Width		Depth
Full Page			
Non-bleed	7"	x	9"
Bleed*	8-5/8"	x	11-1/8"
*NOTE: Trim size of publication is 8-3/8" x 10-7/8". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges			
2-Page Spread (bleed)**	17"	x	11-1/8"
**NOTE: Trim size for spread is 16-3/4" x 10-7/8". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges, and 3/8" from gutter on each side.			
2/3 V	4-5/8"	x	8-3/4"
1/2 H	7"	x	4-1/4"
1/2 V	3-3/8"	x	8-3/4"
1/3 Sq	4-5/8"	x	4-5/8"
1/3 V	2-1/4"	x	8-3/4"
1/6 V	2-1/4"	x	4-1/2"

File Requirements

A printed proof must accompany all submitted artwork.

Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission. If you are concerned that we will not know where your ad should be cropped, include crop marks on the printed proof and we will ensure that your ad is placed properly.

Do NOT include a bleed with fractional ads (anything smaller than a full page).

Please supply only PDF, EPS or TIF files (see requirements below). We do NOT accept film or any native application file formats (please, NO Quark, MS Word, InDesign, PageMaker, etc).

PDF file requirements: Must be hi-res, print-ready PDF. All images must be 300 dpi or better. All fonts must be embedded.

EPS file requirements: Must be 100% size, 300 dpi minimum. Please embed all images and convert all fonts to outlines.

TIFF file requirements: Must be 100% size, 300 dpi minimum for halftones, 1200 dpi for line art. Please flatten any layers. When saving TIFFs, we recommend that you do not use compression and do not embed color profiles.

Color: Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.

Black and White: Black and White ads should use black only (not 4-color). Images should be grayscale.

The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (Matchprint or Iris) should be submitted at 100% ad size.

Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.

Media accepted: CDs, DVDs; or files submitted electronically. Submitted media will not be returned unless requested.

Submitting files:

Go to www.NetworkMediaPartners.com/upload to submit files. Or go directly to our ftp at ftp://network:*submit*@ftp.networkmediapartners.com

Send hard copy proof (and disk, if submitting artwork by CD/DVD) to:

Terri Wood
 Network Media Partners, Inc.
 Executive Plaza I, Suite 900
 11350 McCormick Road
 Hunt Valley, MD 21031
 410-584-1902
twood@networkmediapartners.com



For questions concerning artwork, call Terri Wood at 410-584-1902 or email twood@networkmediapartners.com.