



2011 MEDIA KIT

**REACH THE 10,000 HEALTH
LAW PROFESSIONALS WHO
ARE LOOKING FOR YOU.**





MEMBER PROFILE

Readership:

AHLA Connections is directly mailed to over **10,000** health law professionals

Published:
12x per year

Annual Publications:

December
Resource Guide

Boost Sales and Response By Direct Contact With Attorneys Actively Practicing Health Law!

About AHLA

Our Vision

To lead health law to excellence through education, information, and dialogue.

Our Mission

To provide a collegial forum for interaction and information exchange to enable its members to serve their clients more effectively; to produce the highest-quality, nonpartisan, educational programs, products, and services concerning health law issues; and to serve as a public resource on selected healthcare legal issues.

Our History

Created by a merger of the National Health Lawyers Association and the American Academy of Healthcare Attorneys on July 1, 1997, the American Health Lawyers Association (AHLA) is the nation's largest nonpartisan 501(c)(3) educational organization devoted to legal issues in the healthcare field, with a history of more than 40 years of providing resources to practicing health law attorneys and healthcare professionals.

10,800 members

81%
of members
have been
in the health
law field
for **5+**
years

76%
of members
practice
full-time

43%
of firms
have 51
or more
members

Practice Groups

Members join Practice Groups to share ideas, increase their level of expertise and knowledge of health law issues, and network with other health lawyers.



MEMBER PROFILE

65%
Attorney
at a law firm

+

15%
In-House
Counsel

+

8%
Government

5%
Health Professional

4%
Academician

3%
Accountant,
Physician, Other

AHLA has 16 unique Practice Groups:

1. Antitrust
2. Business Law and Governance
3. Fraud and Abuse
4. Health Information and Technology
5. Healthcare Liability and Litigation
6. Hospitals and Health Systems
7. In-House Counsel
8. Labor and Employment
9. Life Sciences
10. Long Term Care, Senior Housing, In-Home Care and Rehabilitation
11. Medical Staff, Credentialing, and Peer Review
12. Payors, Plans, and Managed Care
13. Physician Organizations
14. Regulation, Accreditation, and Payment
15. Tax and Finance
16. Teaching Hospitals and Academic Medical Centers

Member's Self-Identified Practice Areas include:

- Alternative Dispute Resolution
- Antitrust
- Business Transactions
- Credentialing and Peer Review
- Fraud & Abuse
- General Health Law
- Health Information Technology
- Health Plans/Insurers/Providers
- Health Policy
- Home Health/DME
- Hospitals/Health Systems
- Labor & Employment
- Life Sciences (drugs, devices, biotech)
- Litigation
- Long Term Care
- Medical Malpractice/Risk Mgmt
- Medical Staff
- Medicare/Medicaid
- Mental Health/Disability
- Patient Rights
- Physicians
- Quality Assurance/Utilization Mgmt
- Tax & Tax-Exempt
- Teaching Hospitals



AHLA CONNECTIONS

For the health and life sciences
law community



January

Physicians and Hospitals and Health Systems

Space close: 12/3
Art close: 12/8

February

Medical Staff, Credentialing & Peer Review

Advertising Focus on: Legal Publishers

Space close: 1/5
Art close: 1/7

March

Labor & Employment
Bonus Distribution at Institute on Medicare and Medicaid Payment Issues; Baltimore MD, March 30 –April 1

Space close: 2/3
Art close: 2/9

April

Annual Meeting 2011 Preview Issue

Space close: 3/2
Art close: 3/8

May

Health Information & Technology

Advertising Focus on: Compliance

Space close: 4/5
Art close: 4/8

June

In-House Counsel
Advertising Focus on: Spotlight on AHLA Leaders, Consultants & Expert Witnesses
Bonus Distribution at Annual Meeting Boston MA, June 29

Space close: 5/3
Art close: 5/9

July

Payors, Plans, and Managed Care

Space close: 6/2
Art close: 6/8

August

Tax & Finance

Advertising Focus on: Law Schools

Space close: 7/1
Art close: 7/8

September

Fraud & Abuse

Advertising Focus on: Fraud & Abuse

Space close: 8/4
Art close: 8/9

October

Regulation Accreditation and Payment

Advertising Focus on: Consultants and Expert Witnesses

Space close: 9/2
Art close: 9/8

November

Life Sciences

Advertising Focus on: Compliance

Space close: 10/4
Art close: 10/7

December

Business Law & Governance

Advertising Focus on: 2012 Resource Guide
2012 Calendar/Annual Report

Space close: 11/1
Art close: 11/8

as of July 2010



Reach members online

Health Lawyers Weekly

- Informative newsletter directly emailed to 10,800 members each week
- Members read *Health Lawyers Weekly* for the timely articles and information regarding issues and regulations in the industry

Cost: \$1,250 (1 month)
 \$1,100 per month (3-6 months)
 \$850 per month (7-12 months)

Specs:

Dimensions:

Right hand column buttons
 each 145 pixels wide x 175 pixels high

File Format: GIF or JPEG, 72 dpi

File Size Limit: 75kb

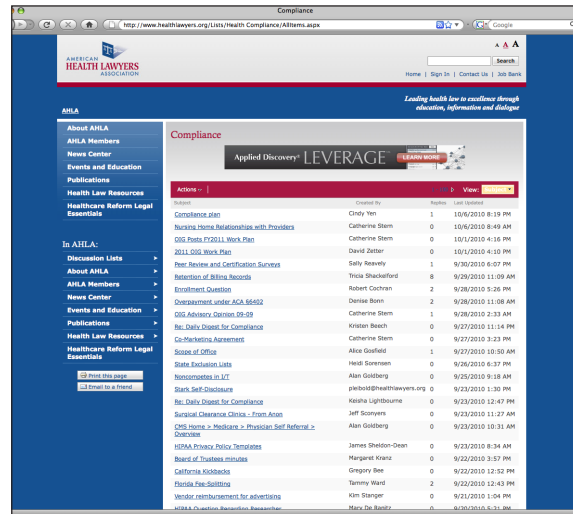




Discussion Lists

- Members subscribe to online discussion lists to seek advice, get answers to questions, and exchange info and ideas with colleagues
- Emails are exchanged between all subscribers on the list so you are visible to a large active audience daily
- Members also participate online through the Discussion List webpages. On average these pages receive 10,000 visits per month.

NEW BANNER POSITIONS!

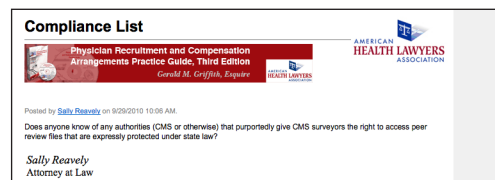


Discussion Lists	Number of Current Monthly Subscribers
Compliance	2,731
Stark Law	2,539
Health Information and Technology	1,801
Hospitals and Health Systems	2,235
Reimbursement	1,883
In-House Counsel	1,826
Medical Staff, Credentialing, and Peer Review	1,491
Physician Organizations	1,557
Liability Issues	1,173
Business Law and Governance	1,541
Payors, Plans, and Managed Care	1,181
Antitrust	1,031
Employment Law	1,044
Teaching Hospitals	1,030
Tax Issues	997
Long Term Care	888
Food and Drug Administration	807
Life Sciences	689
Medicare Part D	593
Fair Market Value	830
Emergency Medical Services	428
Healthcare Reform	652

Discussion List Webpage Banner ad

Get the maximum visibility in front of subscribers across all 23 discussion lists. Banner ad appears at the top of every discussion list webpage, found on www.healthlawyers.org

Cost: \$2,000 per month



Discussion List Email Banner ad

Target your message by area of interest. Your banner ad will be displayed in every email exchanged between subscribers.

Cost: Depends on list and frequency. Rates are net.

Banner ad Specs:

- 500 x 50 pixels
- JPEG or GIF file
- 72 dpi and no more than 75kb.

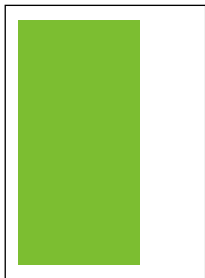


AHLA CONNECTIONS

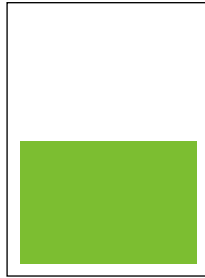
Specs



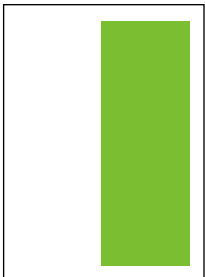
FULL



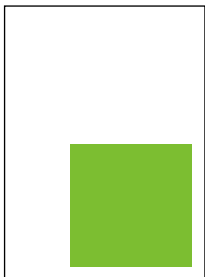
2/3 V
4-5/8" x 9"



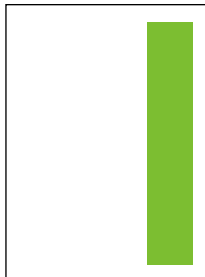
1/2 H
7" x 4-1/4"



1/2 V
3-3/8" x 9"



1/3 Square
4-5/8" x 4-5/8"



1/3 V
2-1/4" x 9"

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	9"
1/2 H	7"	x	4-1/4"
1/2 V	3-3/8"	x	9"
1/3 Sq	4-5/8"	x	4-5/8"
1/3 V	2-1/4"	x	9"



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

See page 5 for rates.

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