



## Resource Guide

Reach AHLA members through the December Resource Guide. The guide is a valuable resource providing a directory of products and services relative to the health law industry.

- Published in the December 2011 issue of *AHLA Connections*.
- Directly mailed to entire AHLA membership, over 10,000.
- Advertising gives you a print and online listing for maximum visibility.



Online listing is active for 12 months!  
[www.healthlawyers.org/Health Law Resources/  
Business Directory](http://www.healthlawyers.org/HealthLawResources/BusinessDirectory)

### Members search these health law categories:

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

# Resource Guide



4-Color Rates	
Full Page	\$2,920
1/2 Page	\$2,370
1/3 Page	\$2,100

Premium Positions	
Cover 2	\$3,270
Cover 3	\$3,120
Cover 4	\$3,570
Opposite TOC	\$3,190

**Includes 4-color & unlimited listings**

Black & White Rates	
Full Page	\$2,320
1/2 Page	\$1,770
1/3 Page	\$1,500

\* 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 [healthlawyers@networkmediapartners.com](mailto:healthlawyers@networkmediapartners.com)

\*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"
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"

## 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.

**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](http://www.NetworkMediaPartners.com/upload) to submit files. Or go directly to our ftp at [ftp://network:\\*submit\\*@ftp.networkmediapartners.com](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](mailto:twood@networkmediapartners.com)



For questions concerning artwork, call Terri Wood at 410-584-1902 or email [twood@networkmediapartners.com](mailto:twood@networkmediapartners.com).