

PUBLISHER/ADVERTISING SALES OFFICE

MEDIMEDIA MANAGED MARKETS, LLC.
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Yardley, PA 19067
Telephone: 267-685-2788
Fax: 267-685-2966 or 267-685-8457

Timothy J. Stezzi, President Emeritus
Timothy P. Search, RPh, President
Maureen Dwyer Liberti, Vice President, Group Publisher
Mary Ellen Curry, Director of Production Services

Advertising Sales Office:

Maureen Dwyer Liberti
Vice President, Group Publisher
Telephone: 267-685-2682
Cell: 267-907-6839
E-mail: mliberti@medimedia.com

Website Address:

<http://www.managedcaremag.com>

GENERAL INFORMATION

1. PUBLICATION DATE AND CLOSING DATES:

- a. Frequency: Monthly.
- b. Publication date: 9th of the month.
- c. Closing dates: **See section 20.**
- d. Mailing date: Week of publication.
- e. Cancellations: No later than three weeks before space commitment date.

2. ESTABLISHED: March 1992.

3. AFFILIATION: Independent.

4. EDITORIAL: MANAGED CARE delivers high-interest articles and features through original research and writing. Its editorial mission is to advise managed markets physicians, pharmacists, and executives on the integration of the business and medical aspects of the rapidly changing managed care market. A strict fact-checking and peer-review process assures the accuracy and relevance of editorial content.

5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.

6. POLICY ON ADVERTISING PLACEMENT: Premium positions sold as described in section 16. Full pages are rotated front and back, and advertising is interspersed with editorial content.

7. ADVERTISING/EDITORIAL RATIO: Average advertising/editorial ratio will not exceed 55/45.

8. ADVERTISERS' INDEX: Included in each issue.

9. COVERAGE AND MARKET:

- a. Coverage: National.
- b. Physicians and pharmacists in managed care: group practice, HMO staff, administration.
- c. Managed care executives and decision makers: HMOs, PPOs, groups, integrated health care, hospitals, and purchasing, including the public and private sectors.

10. CIRCULATION:

	PRINT	DIGITAL
HMO/PPO/IHO/PBM		
President, CEO, CFO, COO, and Executive Director	2,468	2,122
Medical Director	301	221
Managed Care Director	73	110
Formulary Director/P&T Committee Chair	146	406
Pharmacy Director/Chief Pharmacist	200	190
Other Pharmacist	253	313
Case Manager	32	53
Utilization Review	11	11
Director of Quality Assurance	406	838
MIS Director	40	695
VP/Director of Marketing	379	633
Director of Provider Relations	122	88
Subtotal	4,431	5,680
HOSPITAL/VA/DOD/GOVERNMENT		
Medical Director	2,804	6,147
Chief Medical Officer	2,054	1,377
Formulary Chair, Formulary Committee Member	1,448	1,049
Pharmacy Director/Chief Pharmacist	3,206	5,934
Other Pharmacist	2,506	3,692
Director of Quality Assurance	745	581
Director of Medicare/Medicaid	221	177
Director of Utilization Review	302	250
Managed Care Director	778	518
Subtotal	14,064	19,725
NURSING HOME/LONG-TERM CARE/HOME HEALTH		
Medical Director/Chief Medical Officer	4,438	1,283
Pharmacy Director/Chief Pharmacist	261	136
Other Pharmacist	229	230
Subtotal	4,928	1,649
Physicians/Medical Directors at Group Practices	3,855	2,757
Fortune 500 Medical Directors	301	20
Fortune 500 Benefit Managers	228	1,775
SUBTOTALS	27,807	31,606
TOTAL QUALIFIED CIRCULATION	59,413	

Circulation list compiled from MANAGED CARE subscription requests, SK&A Information Services, Inc., and Hoover's, Inc.

RATE INFORMATION

11. BLACK/WHITE RATES:

(Effective January 1, 2014)

Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1 Time	\$8,090	\$5,970	\$5,100	\$3,400
6 Times	7,920	5,845	4,990	3,325
12 Times	7,760	5,740	4,900	3,255
24 Times	7,575	5,590	4,775	3,180
36 Times	7,425	5,490	4,690	3,120
48 Times	7,285	5,385	4,600	3,060
60 Times	7,195	5,310	4,535	3,020
72 Times	7,085	5,240	4,475	2,975
96 Times	6,985	5,170	4,410	2,930

12. COLOR CHARGES:

Standard second color	\$ 1,150
Matched second color	\$ 1,700
Three or four color	\$ 2,575
Five color	\$ 3,600
Metallic	\$ 1,900
Bleed	No charge

13. INSERTS AND BRCs:

- Inserts billed at the earned black/white rate.
- Business Reply Cards billed at full-page, earned black/white rate.
- For non standard inserts, please contact the publisher for rates.

14. WEBSITE AND DIGITAL PROGRAMS:

- Banner Advertising:** Available on www.managedcaremag.com at cost of \$3,600 for one month posting, rotated throughout site. Consult publisher's office for specifications.
- Digital Editions:** Print advertising will appear in digital edition at no additional cost (to view the digital edition, go to www.managedcaremag.com). Electronic cover tips available for \$2,000 per issue. For additional custom electronic advertising opportunities such as audio and video enhancements, consult publisher's office.
- E-Mail Blast:** Custom message to digital circulation of MANAGED CARE available at \$6,500 per blast.

15. SPECIAL PROGRAMS:

- Incentive Program:**
Run seven insertions in MANAGED CARE for the same product in 2014 and receive the eighth insertion free. Run three additional insertions for the same product in 2014 and receive the 12th insertion free. (Number of pages of bonus insertion cannot exceed average of previous insertions. Bonus pages are included when determining a company's earned frequency rate.)
- Combination Incentive Program for MANAGED CARE and P&T:**
Run seven insertions for the same product in both journals and receive the eighth insertion in each free. Run 10 paid insertions for the same product in each of the journals and receive two free insertions in each. Additional aggressive discounts can apply. Consult publisher for further details. Discounts cannot be combined.

c. New Product Launch Ads:

New products have 12 months from the time of first launch to qualify for above-mentioned bonus pages. If teaser ads run prior to a launch, they will collectively count as one insertion toward the necessary seven. In addition, for a new product launch, for every four pages of advertising in MANAGED CARE, receive a one-month posting of banner ad on website free (up to a maximum of four months.)

16. PREMIUM POSITION RATES:

- Second cover: Earned B/W rate plus 25%.
- Fourth cover (sold in combination with third cover): Earned B/W rate plus 40%.
- Facing Table of Contents: Earned B/W rate plus 10%.

17. EARNED RATES:

- Rate is determined by number of units. A unit is a page or a fraction. A spread is two units.
- Insertions of parent companies and subsidiaries are combined to determine earned rate.
- Insertions in MANAGED CARE and P&T are combined to determine earned rate.

18. AGENCY COMMISSION AND TERMS:

- 15% commission to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied on all past-due accounts.
- Space and color charges are commissionable; production and mechanical charges are not.

19. MISCELLANEOUS:

- Contracts are subject to publisher's acceptance.
- Publisher shall not be liable for failure to publish because of acts of God, strikes, accidents, fires or other similar circumstances beyond the publisher's control.

20. CLOSING DATES FOR 2014:

Contact Mary Ellen Curry, Director of Production Services, at 267-685-2782 or mecurry@medimedia.com for extensions.

Issue	Space		
	Commitment	Run-of-Book	Inserts
January	12/12	12/20	12/26
February	1/14	1/24	1/28
March	2/11	2/20	2/25
April	3/12	3/21	3/27
May	4/11	4/23	4/25
June	5/13	5/23	5/29
July	6/12	6/25	6/27
August	7/12	7/24	7/29
September	8/12	8/26	8/29
October	9/12	9/25	9/30
November	10/10	10/23	10/28
December	11/12	11/21	11/26

PRINT PRODUCTION SPECIFICATIONS

21. SIZES: (ALL MEASUREMENTS IN INCHES)

Trim size of publication is 7¾" by 10¾".

	Non-Bleed		Bleed	
	Width	Depth	Width	Depth
2 facing pages (spread)	15	10	16	11
Single page	7	10	8	11
2/3 page (vertical)	4½	10	5¼	11
1/2 page (horizontal)	7	4½	8	5¼
1/2 page (vertical)	3¾	10	4	11
1/3 page (vertical)	2½	10	2¾	11

22. BLEED SIZES:

See above for bleed sizes. Allow ⅛" over trim size for any portion of advertisement that bleeds. Copy that does not bleed should be kept at least ⅜" from trimmed edges.

23. PAPER STOCK:

- a. Inside pages: 40# machine-coated offset.
- b. Covers: 80# offset enamel.

24. TYPE OF BINDING: Perfect.

25. HALFTONE SCREEN:

- a. Covers: 175 line.
- b. Inside: 175 line.
- c. 4-color screen: 175 line.

26. REPRODUCTION REQUIREMENTS:

- a. MANAGED CARE is printed web offset.
- b. MANAGED CARE is printed direct-to-plate.
- c. Advertising must be provided in electronic format.
- d. PDF-X1a is required.
- e. Consult publisher's office before submission.

27. DIGITAL PROOFS:

- a. All digital advertising must be accompanied by a full-size color proof meeting SWOP standards. (The complete set of SWOP specifications can be found at www.swop.org.)
- b. Recommended: Fuji PictroProof, KODAK APPROVAL, or equivalent.
- c. Proof should contain SWOP standard color bars. (Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip.)
- d. Acceptable (for identification only, not for color): Dye sublimation, inkjet or similar laser quality proofing system.
- e. Maximum dimension for single page proof: 11" x 17".
- f. If color proof or equivalent cannot be provided with four-color ads, consult publisher's office.

28. FILE SET-UP:

- a. Single page image area should be furnished to magazine trim size (7¾" x 10¾"), include ⅛" bleed all sides, and be centered within the file.
- b. Spreads (two facing pages), should be furnished as one file, with image area centered within the file, to magazine trim size, and include ⅛" bleed top, bottom, and outside only.
- c. For bleed pages, keep essential matter ⅜" from top, bottom and sides of bleed edge. Bleed spreads should have essential

matter at least ⅞" from outer bleed edge of each page. Live material on facing pages should not be closer than ⅛" to center of fold on either side of gutter — a total of ¼" for both pages. The publisher reserves the right to crop ⅛" from either side of a full page or half page to compensate for variations in trim.

29. COLOR:

CMYK is the only mode for four-color ads. Do not use RGB. Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final color proof or equivalent.

30. MEDIA ACCEPTED:

- a. CD-ROM
 - b. DVD
- See section 48 for the MediMedia Managed Markets address.

Important: After sending ad materials electronically:

1. Notify Mary Ellen Curry at 267-685-2782 or mecurry@medimedia.com
2. Send a color paper proof (see section 27 for proof specifications) to Mary Ellen Curry at MediMedia Managed Markets (see section 48 for mailing address).

31. PROVIDER INFORMATION REQUIRED:

- a. Issue date.
- b. Advertiser, product, and agency name.
- c. Agency contact person and phone number, or vendor name and number.
- d. List of contents (printout of disk contents).

32. GENERAL POLICY:

- a. Digital files are accepted with the understanding that files are furnished "locked" and are "okay" on receipt. Digital files will not be altered or changed by publisher.
- b. Publisher bears no responsibility for missing information—text, art, or color. What is embedded will be printed.
- c. Proofs are furnished for checking color and should reflect the file submitted.
- d. If you have any questions or concerns about any of the specifications, please contact Philip Denlinger at 845-362-3155; e-mail: pdenlinger@medimedia.com

33. INSERTS:

Inserts are accepted. All inserts are subject to publisher's approval. For unusual inserts, consult publisher; full-size stock samples may be required for approval in advance of publication.

- a. Insert delivered size: 8" by 11", with ⅛" trim all sides. Jogs to head.
- b. Publication trim size: 7¾" by 10¾"
- c. Insert stock weights:
 Maximum 80# offset for two and four-page
 Minimum 70# offset for two-page
 Minimum 60# offset for four-page
 Maximum bulk: .004"
- d. Quantities: Full run: 35,000
- e. Contact Mary Ellen Curry at 267-685-2782 for further insert delivery information.

BANNER SPECIFICATIONS

- 34. SITE:** www.managedcaremag.com
- 35. SIZES ACCEPTED:**
728 x 90 Leaderboard
300 x 250 Medium Rectangle
160 x 600 Wide Skyscraper
300 x 600 Half page
468 x 60 Standard Banner
- 36. PLACEMENTS:** ROS.
- 37. MAXIMUM INITIAL FILE SIZE:** 40K
- 38. FORMATS ACCEPTED:** Flash, Rich Media, GIF, and JPG
- 39. BANNERS:** Served through DoubleClick for Publishers Small Business.
- Sponsor can provide HTML, Flash, .jpg, .gif, .png files, or you can have your banners served from PointRoll or another ad server company.
 - We use DoubleClick to schedule, monitor, and track what appears on our sites. Sponsor does not need to have an arrangement with DoubleClick.
- 40. TAGS:** Accepted from third party services providers such as PointRoll or DFA.
- Limit one clickTag.
- 41. ANIMATION:** Max 30 seconds
- 42. LOOPS:** Max 4
- 43. SOUND:** User initiated by click, must include Pause/Mute/Stop

- 44. EXPANDABLE:** User initiated by click or mouse over, collapse on mouse off
- 45. DUE DATE:** Files are due by the 10th of the month for testing purposes. Journal is posted mid-month.
- 46. CANCELLATION:** No later than the 1st of the posting month.
- 47. SEND TAGS TO:**
Philip Denlinger
pdenlinger@medimedia.com
845-362-3155
- 48. ADDRESSES:**
For contracts, insertion orders, disks, reproduction materials or files, proofs, publication-set copy, or other instructions:

MediMedia Managed Markets

MANAGED CARE
Attn: Mary Ellen Curry
780 Township Line Road
Yardley, PA 19067
Tel: 267-685-2782
Fax: 267-685-2966 or 267-685-8457

Delivery address for inserts:

R.R. Donnelley
MANAGED CARE
Attn: Tammy Gilk
100 Banta Road
Long Prairie, MN 56347
Tel: 320-732-7956