
PUBLISHER/ADVERTISING SALES OFFICE

**MEDIMEDIA MANAGED MARKETS
an ICON plc Company**

780 Township Line Road
Yardley, PA 19067

Lee Termini, President
email: ltermini@medimedia.com

Maureen Dwyer Liberti, Vice President, Group Publisher
Office: 267-685-3603, Cell: 267-907-6839
email: mliberti@medimedia.com

Kevin Riley, Production Services
Office: 267-685-3598, Cell: 267-373-8420
email: kriley@medimedia.com

Advertising Sales Office:

American Medical Communications
630 Madison Avenue
Manalapan, NJ 07726

Lauren Provenzano, M.Ed.
Telephone: 609-306-5776
email: lprovenzano@americanmedicalcomm.com

Michael J. O'Brien II
Telephone: 978-578-4514
email: mobrien@americanmedicalcomm.com

Website Address:

www.managedcaremag.com

ADDRESSES:

For contracts, insertion orders, disks, reproduction materials
or files, proofs, publication–set copy, or other instructions:

MediMedia Managed Markets

MANAGED CARE
Attn: Kevin Riley
780 Township Line Road
Yardley, PA 19067
Telephone: 267-685-3598
Email: kriley@medimedia.com

Delivery address for inserts:

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

GENERAL INFORMATION

PUBLICATION AND CLOSING DATES:

- Frequency: Monthly.
- Publication date: 9th of the month.
- Closing dates: See page 3.
- Mailing date: Week of publication.
- Cancellations: No later than three weeks before space commitment date.

ESTABLISHED: March 1992.

AFFILIATION: Independent.

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

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING: For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.

POLICY ON ADVERTISING PLACEMENT: Premium positions sold as described on page 2. Full pages are rotated front and back, and advertising is interspersed with editorial content.

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

ADVERTISERS' INDEX: Included in each issue.

COVERAGE AND MARKET:

- **Coverage:** National.
- **Physicians and pharmacists in managed care:** Group practice, MCO staff, administration.
- **Managed care executives and decision makers:** MCOs, HMOs, PPOs, ACOs, medical groups, integrated health systems and hospitals, including the public and private sectors.

CIRCULATION

	PRINT	DIGITAL EDITION
ACO/IHS/HMO/PPO/PBM		
President, Vice President, CEO, CFO, COO, and Executive Director	3,279	2,820
Medical Director	181	160
Managed Care Director	64	103
Formulary Director/P&T Committee Chair	19	158
Case Manager	20	35
Utilization Review	5	6
Director of Quality Assurance	85	630
MIS Director	54	640
Pharmacy Director	110	65
VP/Director of Marketing	467	700
Director of Provider Relations	62	295
VP of Compliance and Audit Svcs	145	120
Other Administrator	141	101
ACO/IHS/HMO/PPO/PBM Total	4,632	5,833
HOSPITAL/VA/DOD/GOVERNMENT		
Medical Director	2,106	5,980
Chief of Medical Staff/CMO	817	505
Formulary Chair, Formulary Committee Member	816	801
Pharmacy Director	2,985	6,420
Director of Quality Assurance	357	155
Director of Medicare/Medicaid	484	40
Director of Utilization Review	142	450
Managed Care Director	1,808	1,295
Administrator	415	480
President/CEO	410	2,640
Other Related Hospital Personnel	625	800
Hospital/VA/DOD/Government Total	10,965	19,566
NURSING HOME/LONG-TERM CARE		
Medical Director/Chief Medical Officer	4,623	4,963
Assistant Administrator/Administrator	6	4
CEO/CFO/President	44	33
Chief Purchasing Officer	206	170
Pharmacy Manager	132	68
Nursing Home/Long-Term Care Total:	5,011	5,238
PHARMACISTS		
Chief Pharmacist	143	115
Clinical Pharmacist	900	1,255
Clinical Coordinator	55	53
Consulting Pharmacist	160	153
Pharmacy Manager	942	1,084
Owner/Chief Pharmacist	56	44
Staff Pharmacist	1,053	721
Pharmacists Total:	3,309	3,425
Physicians/Medical Directors at Group Practices	2,367	3,002
Fortune 500 Benefit Managers	29	1,536
Fortune 500 Medical Directors	967	34
Others related to the field	2,368	
TOTALS	29,648	38,634

TOTAL QUALIFIED CIRCULATION 68,282

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



RATE INFORMATION

MANAGED CARE

BLACK/WHITE RATES:

Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1 Time	8,330	6,150	5,250	3,500
6 Times	8,155	6,020	5,140	3,425
12 Times	7,990	5,910	5,045	3,350
24 Times	7,800	5,760	4,920	3,275
36 Times	7,645	5,655	4,830	3,215
48 Times	7,500	5,545	4,735	3,150
60 Times	7,410	5,470	4,675	3,110
72 Times	7,300	5,400	4,610	3,055
96 Times	7,195	5,325	4,545	3,020

COLOR CHARGES:

Standard second color	1,185
Matched second color	1,750
Three or four color	2,650
Five color	3,700
Metallic	1,950
Bleed	No charge

COMBO RATE WITH P&T

BLACK/WHITE RATES:

Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1x	12,524	9,608	7,716	5,148
6x	12,204	9,360	7,508	5,016
12x	11,960	9,184	7,380	4,908
24x	11,632	8,924	7,168	4,783
36x	11,384	8,740	7,036	4,688
48x	11,160	8,556	6,876	4,584
60x	10,968	8,446	6,772	4,516
72x	10,824	8,312	6,688	4,512
96x	10,700	8,204	6,592	4,356

COLOR CHARGES:

Standard second color	2,015
Matched second color	2,975
Three or four color	4,505
Five color	6,290
Metallic	3,315
Bleed	No charge

INSERTS AND BRCs:

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

SPECIAL PROGRAMS:

- **Incentive Program:** Run seven insertions in *MANAGED CARE* for the same product in 2016 and receive the eighth insertion free. Run three additional insertions for the same product in 2016 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.)
- **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.

PREMIUM POSITION RATES (first come, first served will be honored and contracted):

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

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.

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.

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.
- **Cancellations:** Should sponsoring company terminate their program, sponsoring company agrees to pay MediMedia Managed Markets for all expenses and time reasonably incurred through date of receipt of written notification of termination.

COVER TIPS AND COVER WRAPS:

Consult publisher for specs and pricing based on size and weight.

POLYBAG OPPORTUNITIES:

Consult publisher for specs and pricing based on size and weight.

CLOSING DATES:

Contact Kevin Riley, Production Services, at 267-685-3598 or kriley@medimedia.com for extensions.

Issue	Commitment	Ad Materials	Inserts
January	12/1	12/16	12/21
February	1/6	1/15	1/22
March	2/5	2/15	2/19
April	3/4	3/12	3/17
May	4/6	4/14	4/20
June	5/6	5/16	5/24
July	6/6	6/14	6/17
August	7/6	7/12	7/15
September	8/6	8/15	8/19
October	9/6	9/14	9/19
November	10/4	10/14	10/19
December	11/4	11/14	11/18

PRINT PRODUCTION SPECIFICATIONS

SIZES (ALL MEASUREMENTS IN INCHES):

Trim size of publication is 7³/₄" by 10³/₄".

	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)	4 ¹ / ₂	10	5 ¹ / ₄	11
1/2 page (horizontal)	7	4 ¹ / ₂	8	5 ¹ / ₄
1/2 page (vertical)	3 ³ / ₈	10	4	11
1/3 page (vertical)	2 ¹ / ₈	10	2 ⁷ / ₈	11

* Submit spreads as two single pages.

BLEED SIZES:

See above for bleed sizes. Allow 1/8" over trim size for any portion of advertisement that bleeds. Copy that does not bleed should be kept at least 3/8" from trimmed edges.

PAPER STOCK:

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

TYPE OF BINDING:

Perfect.

HALFTONE SCREEN:

- Covers: 175 line.
- Inside: 175 line.
- 4-color screen: 175 line.

REPRODUCTION REQUIREMENTS:

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

DIGITAL PROOFS:

- 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.)
- Recommended: Fuji PictroProof, Kodak Approval, or equivalent.
- Proof should contain SWOP standard color bars. (Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip.)
- Acceptable (for identification only, not for color): Color inkjet or laser proof.
- Maximum dimension for single page proof: 11" x 17".
- If color proof or equivalent cannot be provided with four-color ads, consult publisher's office.

FILE SET-UP:

- Single page image area should be furnished to magazine trim size (7³/₄" x 10³/₄"), include 1/8" bleed on all sides, and be centered within the file.
- For two-page spreads, construct two single-page documents at 7³/₄" x 10³/₄". Artwork that bleeds should extend 1/8" beyond the trim.
- For bleed pages, keep essential matter 3/8" from top, bottom and sides of bleed edge. Bleed spreads should have essential matter at least 7/16" from outer bleed edge of each page. Live

material on facing pages should not be closer than 1/8" to center of fold on either side of gutter — a total of 1/4" for both pages. The publisher reserves the right to crop 1/16" from either side of a full page or half page to compensate for variations in trim.

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.

MEDIA ACCEPTED:

- **Email.** Files up to 15mb in size can be received by email to kriley@medimedia.com. Follow up with a color paper proof (see "Digital Proofs" section for proof specifications) to Kevin Riley (see page 1 for mailing address).
- **FTP.** Contact Kevin Riley for login information. Follow up with color paper proofs.
- **CD-ROM/DVD**
See page 1 for the MediMedia Managed Markets address. Follow up with color paper proofs.

Important: After sending ad materials, please notify Kevin Riley at 267-685-3598 or kriley@medimedia.com.

PROVIDER INFORMATION REQUIRED:

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

GENERAL POLICY:

- 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.
- Publisher bears no responsibility for missing information—text, art, or color. What is embedded will be printed.
- Proofs are furnished for checking color and should reflect the file submitted.
- 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.

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.

- Quantities: Full run: 33,000
- Insert delivered size: 8" by 11", with 1/8" trim all sides. Jogs to head.
- Publication trim size: 7³/₄" by 10³/₄"
- 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"
- Contact Kevin Riley at 267-685-3598 for further insert delivery information.

WEBSITE AND DIGITAL PROGRAMS

DIGITAL EDITIONS:

Print advertising will appear in digital edition at no additional cost. To view the digital edition, go to www.managedcaremag.com/digital. Electronic cover tips available for \$2,000/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/blast. Targeted deployment available. Content is required five days prior to deployment for staging and testing purposes.

BANNERS:

BANNER SIZES: See table below.

SITE: www.managedcaremag.com

PLACEMENTS: ROS and Sponsored Tab/Section

MAXIMUM INITIAL FILE SIZE: 50k

FORMATS ACCEPTED: Third Party Tags, HTML5, Rich Media, GIF, and JPG

BANNERS: Served through DoubleClick for Publishers Small Business.

ANIMATION: Maximum 30 seconds

LOOPS: Maximum 4

MAXIMUM Z-INDEX: 1000

SOUND: User-initiated by click, must include Pause/Mute/Stop

EXPANDABLE: User initiated by click or mouse-over, collapse on mouse-off

DUE DATE: Tags are due 3 business days before scheduled campaign start for implementation and testing.

CANCELLATION: No later than the 1st of the posting month.

SEND TAGS TO:

Philip Denlinger
email: pdenlinger@medimedia.com
Telephone: 845-362-3155

BANNER SPECIFICATIONS

Size	Flat cost per month (ROS)	Maximum expansion (direction)
728 x 90	\$3,600	728 x 180 (down)
300 x 250	\$3,600	600 x 250 (left)
300 x 600	\$3,600	600 x 600 (left)
160 x 600	\$3,600	600 x 600 (left)
Interstitial	\$4,000	640 x 480
IAB Rising Star Sidekick	\$7,000	300 x 250 expands to 850 x 700; pushes page left

CUSTOM PROGRAMS

CLINICAL BRIEF

The object of the Clinical Brief is to present abstracts of clinical studies and/or published pharmaco-economic data in concise, easy-to-read format for managed markets executives, medical and pharmacy directors and other key clinical decision makers. The Clinical Brief will include a managed care analysis of the article from a managed markets medical director.

MEDICAL DIRECTORS FORUM (MDF)

www.medicaldirectorsforum.com
Professional Networking Community
Medical Directors Forum is the first and only closed loop, verified professional networking community for medical directors. It consists of verified, registered medical directors within managed care health plans, medical group practices, hospitals, employers, long-term care, behavioral health and VA facilities.

REIMBURSEMENT CONNECT (RC)

www.reimbursementconnect.com
Professional Networking Community
Reimbursement Connect is a closed-loop social media community that connects billing, coding, and compliance experts. RC was developed by revenue specialists *for* revenue specialists and is overseen by a steering committee that is comprised of peers in various specialties. The site offers professional collaboration, networking, and communication opportunities for a unique audience. Sponsors have opportunities to distribute targeted peer-to-peer assets including brand micro sites, speaker slide decks, video assets, and reimbursement information.

For costs and program specifics please consult the publisher.