

IMAGING ECONOMICS™

media PLANNER 2010

WWW.IMAGINGECONOMICS.COM



LEADING BUSINESS & TECHNOLOGY NEWS FOR MEDICAL IMAGING LEADERS

IMAGING ECONOMICS DELIVERS

- ▶ LEADING COVERAGE OF THE BUSINESS AND ECONOMIC TRENDS SHAPING MEDICAL IMAGING
- ▶ RESOURCEFUL AND INSIGHTFUL TECHNOLOGY INFORMATION
- ▶ COMPELLING ONLINE AND INTERACTIVE CONTENT

When it comes to the medical imaging industry, *Imaging Economics* delivers the business insights, technology intelligence, and trend analysis top-level radiology executives need to make strategic decisions. *Imaging Economics*' editorial focus is on the business of imaging including regulatory and reimbursement issues, new products and technology, ROI, business trends and marketing of services.

For advertisers, *Imaging Economics* provides a powerful marketing opportunity to build comprehensive advertising programs associated with strong, credible, and resource-driven content. The success of reaching decision-makers greatly depends on creating and developing integrated marketing approaches. *Imaging Economics* allows innovative marketers the ability to maximize their print and online investment by creating branding-powered and product-specific programs that ultimately influence more purchase decisions.

ADVERTISE WITH THE BUSINESS AND TECHNOLOGY LEADER.

GET MORE FROM YOUR INVESTMENT.

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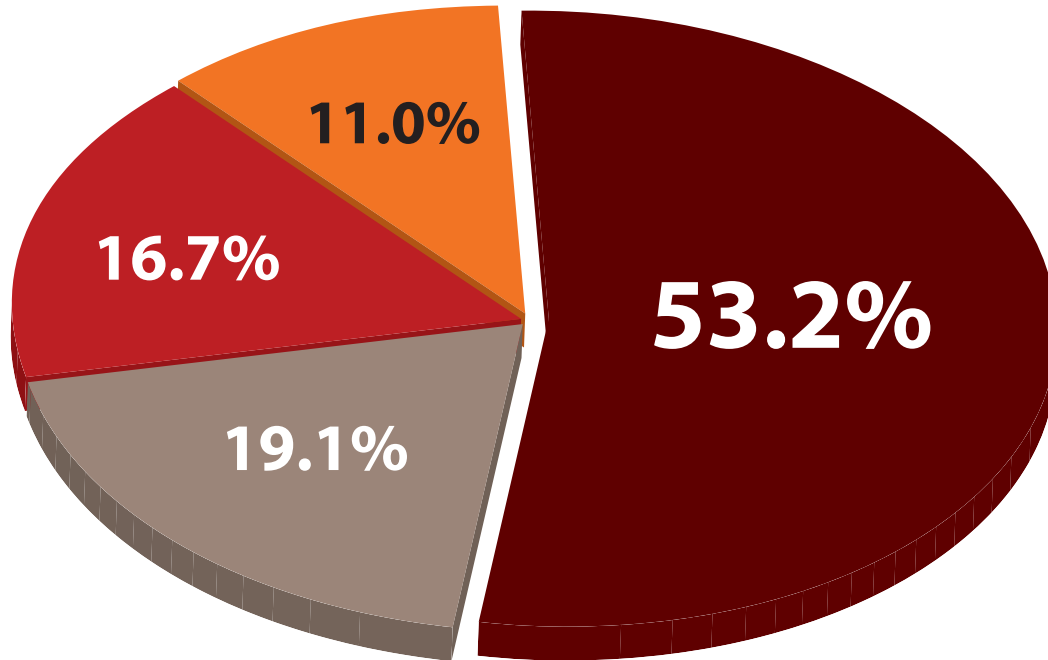
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IMAGING ECONOMICS DELIVERS POWERFUL REACH TO RADIOLOGY LEADERS

EACH MONTH, *IMAGING ECONOMICS* is delivered to 30,000 BPA-audited subscribers* in the medical imaging industry. *Imaging Economics* reaches the most important medical imaging and radiology professionals—those with leadership positions.



BPA Qualification by Business/Occupation*

TOTAL CIRCULATION: 30,000

15,944 Radiologist, Chief/Chairman of Radiology, Section Chief, Group Practice President/CEO

5,729 Radiology Admin/Dir/Mgr, Radiology Business Manager, Group Practice Manager

5,023 CIO, IT/IS Mgr/Dir/Administrator, PACS/RIS, Admin/Supv/Mgr

3,304 CEO/President/Exec Dir/Chairman, COO/VP/Asst Exec Dir, CFO/Dir of Finance, Dir Purchasing/Materials Mgmt/Buyer, Managed Care Executive



*Source: BPA Worldwide Circulation Statement June 2009, paragraph 3a

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IMAGING ECONOMICS DELIVERS LEADING BUSINESS INTELLIGENCE, LEADING TECHNOLOGY INSIGHTS



Marianne Matthews
Editor, *Imaging Economics*

▶ EDITORIAL LEADERSHIP:

IMAGING ECONOMICS EDITORIAL CONTENT is led by Marianne Matthews, editor and recognized industry expert. Under her leadership and guidance from the editorial advisory board, *Imaging Economics* offers readers timely, comprehensive, high-quality features and articles written by recognized experts, clinicians, and researchers.

INDUSTRY INSIGHTS: ▶

EACH ISSUE OF IMAGING ECONOMICS DELIVERS comprehensive coverage of the regulatory changes, technology advancements, clinical trials, diagnostics, and business trends impacting the business of medical imaging and ultimately the key strategic decisions made by our readers. The magazine departments include:

- ▶ **FEATURES:** in-depth look at diagnostics, technologies, developments, and trends
- ▶ **REGULATORY WATCH:** legislation affecting radiology, with an emphasis on the changing behavior of payors, particularly trendsetting CMS
- ▶ **BEST PRACTICES:** strategies and solutions to increase productivity and profitability for hospitals, imaging centers, and private practices
- ▶ **IMAGING INFORMATICS:** developments in both hardware and software for radiologists
- ▶ **TECHNOLOGY REVIEW:** emerging technology and new products
- ▶ **PRODUCT SPOTLIGHT:** new equipment and technologies—plus the latest research—across the spectrum of modalities

ADPLUS ADVERTISING EFFECTIVENESS STUDIES:

IMAGING ECONOMICS OFFERS powerful research that provides insights into the effectiveness of your advertising creative and how readers are responding to your marketing message. The study includes advertiser-specific perception data, competitive comparisons, and reader reactions and actions. This research is FREE to advertisers who run a display ad program in the June, July, and August issues.

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	January/ February	March	April	May	June	July	August	September & Buyer's Guide	October	November/ December
Feature	PACS/RIS Practice Management Monitors/ Displays	Teleradiology Contrast Media Men's Imaging	CR/DR Informatics RFID	Recruiting/ Training Speech Recognition Technology Laser Imagers/ Printers	Disaster Recovery 3D/ Advanced Visualization Radiology Benefit Managers	Oncology Health Care Reform Breast Imaging	Radiology Administration Ergonomic Furniture Thin Client Solutions	Service Contracts Nuclear Medicine Pediatric Imaging	Mammography Workflow Sports Medicine Workflow Efficiencies	Hybrid Modalities RSNA Preview/ Show Issue Equipment Financing
Product Spotlight	Storage/ Archiving	CT	Ultrasound	X-ray	Mammography	PET & SPECT	MRI	PACS/ RIS	CAD	Portable Equipment
Special Section	Imaging Centers	Radiology Career Strategies	Portable Technology		Interventional Radiology	Teleradiology	Community Hospitals		Women's Imaging	
AdPlus Study					AdPlus Study	AdPlus Study	AdPlus Study			
Bonus Distribution	HIMSS March 1-3 Atlanta, GA	SIR March 13-15 Tampa, FL		RBMA May 23-26 Colorado Springs, CO SIIM June 3-6 Minneapolis, MN			AHRA August 22-26 Washington, DC			RSNA November 28- December 3 Chicago, IL
Ad Close	January 4	February 1	March 1	April 5	May 3	June 1	July 6	August 2	August 30	October 4
Material Deadline	January 11	February 8	March 11	April 12	May 10	June 10	July 12	August 12	September 10	October 11

LEADING BUSINESS & TECHNOLOGY FOR MEDICAL IMAGING LEADERS

INTEGRATED MARKETING PROGRAMS

Extend your brand and reach decision-makers with results-oriented online programs.

LEAD GENERATION: RESULTS-DRIVEN ONLINE MARKETING PROGRAMS

Marketing budgets are tight but your sales team still needs qualified leads. Don't waste time and money going after dead-end prospects. Thousands of your potential buyers have a loyal, established relationship with *Imaging Economics*. Reach them with premium content at imageeconomics.com and get valuable registration data that connects you with actively interested customers and gives you insight into their needs.

E-NEWSLETTERS:

The Advisor and **Tech Edge** are weekly e-newsletters from the editors of *Imaging Economics*, delivering the latest news, product advancements, industry developments, and other stories to over 27,000 radiology and medical imaging readers. Advertising in *Imaging Economics'* e-newsletters delivers your message direct to the desktop of your target audience, building brand awareness and driving traffic to your Web site, research, or detailed product information.



MONTHLY REGULATORY WATCH PODCASTS:



Imaging Economics presents an ongoing Podcast series, **"Regulatory Watch."** Our podcasts keep you current on the latest state and federal legislative proposals, new regulations, and activities of oversight agencies.

WHITE PAPER PROGRAMS:

White papers are an effective way for you to reinforce thought-leadership and expertise in your field. You can capitalize on our powerful web presence and online marketing channel to host and promote them. You'll reach our full subscriber database and then get direct access to prospects with an active, immediate interest in learning more about your products.



WEBINARS:

Reach influential professionals seeking educational information delivered in a dynamic, digestible format. As a sponsor, you'll get powerful brand recognition on all Webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. Sponsor an editorial Webinar, or work with us to create something customized for your product message.



PREMIUM GATED CONTENT:

We can help you choose topics that fit your branding efforts when you sponsor premium content on imageeconomics.com. You'll get brand adjacency to some of the most highly valued and timely information on the site, and capture valuable registration data for those who signed up to view it.



Take advantage of all the interactive and engaging online opportunities from imageeconomics.com— and move your marketing campaign to the next level. We offer many online and interactive marketing opportunities, such as:

- Site Advertising
- Lead Generation Programs
- Gated Content
- Webinar Sponsorships
- White Paper Programs
- E-Newsletters
- Podcast Sponsorships
- Blog Sponsorships
- Expert Insights
- Online Videos
- Custom Programs

CLICK HERE TO ACCESS ALLIED MEDIA'S FULL ONLINE MEDIA KIT.

*Source: BPA Worldwide Publication Statement, June 2009



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INTEGRATED MARKETING PROGRAMS

HIGH-IMPACT PRINT SOLUTIONS

Stop! Don't even print that piece of collateral until you've worked with your advertising director. We often can print and provide your collateral to our audience for less than it would cost you to print and mail to your own list. Build awareness of your company, products, and services with high-impact print opportunities, such as:

- ▶ Inserts (including printing)
- ▶ Single-sponsored Supplements
- ▶ Bellybands
- ▶ Printed Polybags
- ▶ Cover Tips
- ▶ Gatefold Covers

TRADE SHOW PROGRAMS

Trade shows are an expensive, yet important venture. You need to make sure you are getting the most out of your trade show experience, but how can you drive people to your booth and create a buzz before and during key shows? *Imaging Economics'* event-focused marketing programs supplement your own traffic-building efforts for maximum reach and impact—before, during, and after key industry events.

CUSTOM PROGRAMS

If you want to engage your audience while creating a useful resource for the industry, *Imaging Economics* can create custom programs for your company. Custom programs allow you to open doors to new audiences, initiate discussions of topics that align with your core business message, and offer a nontraditional way to build your brand and gather leads. Whether it is a completely online project (such as a custom Webinar) or a joint online and print program, we can deliver turnkey, end-to-end creation from writing to design to marketing.

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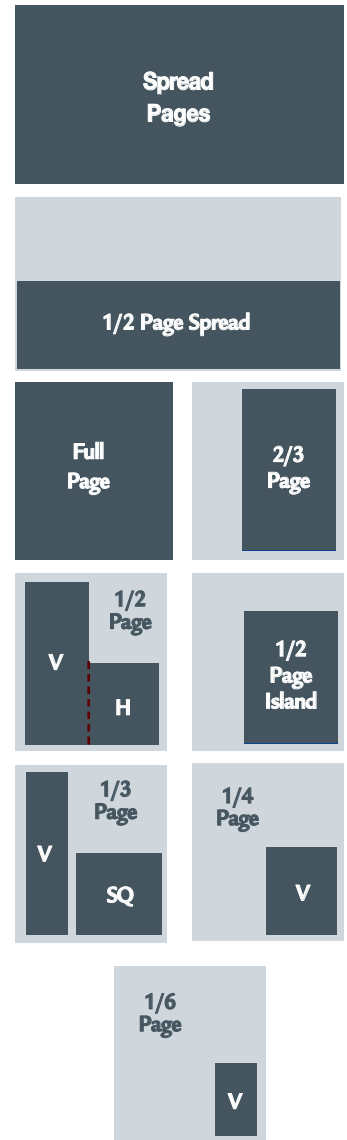
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Mechanical Requirements

	LIVE AREA	TRIM SIZE	BLEED SIZE
SPREAD	15 1/2" x 10 1/4"	15 3/4" x 10 3/4"	16" x 11"
1 PAGE	7 3/8" x 10 1/4"	7 7/8" x 10 3/4"	8 1/8" x 11"
2/3 PAGE	4 5/16" x 10"		
1/2 PAGE SPREAD	14 3/4" x 5"	15 3/4" x 5 1/2"	
1/2 PAGE ISLAND	4 5/16" x 7 1/2"		
1/2 PAGE VERTICAL	3 3/8" x 10"		
1/2 PAGE HORIZONTAL	7" x 4 7/8"		
1/3 PAGE VERTICAL	2 3/16" x 10"		
1/3 PAGE SQUARE	4 5/16" x 4 7/8"		
1/4 PAGE VERTICAL	3 3/8" x 4 7/8"		
1/6 PAGE VERTICAL	2 3/16" x 4 7/8"		



Rates

SIZE	1X	3X	6X	12X	18X	24X	30X
1 PAGE	\$5,735	\$5,585	\$5,425	\$5,315	\$5,250	\$5,095	\$4,825
2/3 PAGE	\$4,685	\$4,530	\$4,405	\$4,265	\$4,130	\$4,050	\$3,935
1/2 ISL	\$4,425	\$4,315	\$4,150	\$4,025	\$3,915	\$3,820	\$3,625
1/2 PAGE	\$4,025	\$3,890	\$3,775	\$3,665	\$3,535	\$3,490	\$3,330
1/3 PAGE	\$3,130	\$2,995	\$2,910	\$2,845	\$2,750	\$2,685	\$2,555
1/4 PAGE	\$2,575	\$2,485	\$2,420	\$2,355	\$2,260	\$2,215	\$2,110
1/6 PAGE	\$1,260	\$1,225	\$1,195	\$1,170	\$1,155	\$1,125	\$1,060

COLOR RATES	SPREAD	
STANDARD/MATCHED INKS	\$725	\$1,200
4-COLOR	\$1,000	\$1,500
5-COLOR PMS	\$1,200	\$1,900

PREFERRED POSITIONS

GUARANTEED POSITIONS	10% premium
INSIDE COVER	\$525
BACK COVER	\$605

SEND AD MATERIALS TO AD COORDINATOR:
JEROME ROSAL
 (310) 642-4400, EXT 275 | JROSAL@ALLIED360.COM

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PRODUCTION REQUIREMENTS

Preferred Ad Format: Press-ready PDF/PDFX-1a – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.

Color Proofs: For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

Production Charges: No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

AD MATERIALS POLICY

Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measures to contact the advertiser to promptly supply new materials. Or, the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

ISSUANCE, CLOSING DATE, AND CANCELLATION

Published 11 times per year. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

INSERTS

Check with advertising representative for ad space cost, plus bindery charge.

RATE ADJUSTMENTS

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

PAYMENT TERMS

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

GENERAL

All advertisements are accepted and published by the publisher based on the representations and warranties of the agency and/or the advertiser that such agency and/or advertiser have the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements. The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.

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