

Healthcare Marketing Report

==== The National Newspaper of Healthcare Marketing ====

MECHANICAL REQUIREMENTS

Printing:	By web offset on publication grade enamel.
Ad Materials:	Disk that is IBM compatible with copy of ad required.
Screens:	133 line screen.
Binding:	Saddle-stitched.
Columns:	3 Column width: 2-1/4" Column depth: 10"
Publication trim size:	8-1/2" x 11"

ISSUE AND CLOSING DATES: *Healthcare Marketing Report* is published 12 times a year. Space reservations are required by the 10th of the month prior to insertion. Camera-ready artwork must be received by the 15th.

MAILING REQUIREMENTS: All materials to--

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CIRCULATION INFORMATION: *Healthcare Marketing Report* is distributed worldwide to marketing, advertising and administrative professionals interested in promoting the field of healthcare. It is designed to report case studies about how healthcare institutions are marketing their products and services. Circulation is by subscription only and is available for \$235 per year.