

HEALTH

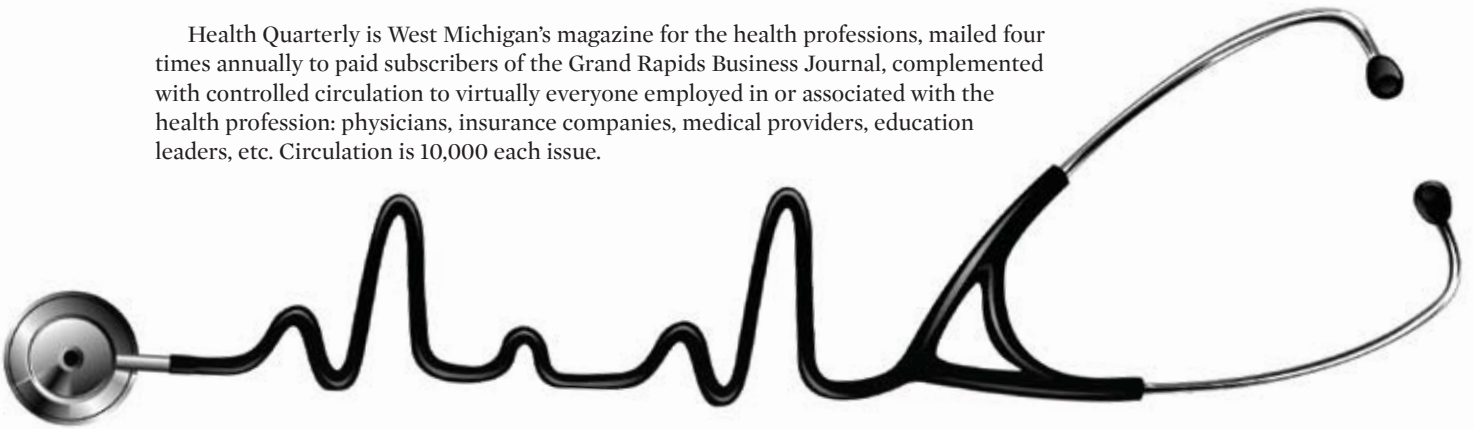
Q U A R T E R L Y

THE GRAND RAPIDS BUSINESS JOURNAL HEALTH QUARTERLY is published to provide greater reporting and depth of information in regard to the issues and business of health care. This growing sector of the local economy is so vast, Grand Rapids Business Journal is dedicating reporters specific to the topic of health and this new publication.

Health Quarterly reports and writes on the following subjects and topics:

- | | |
|--------------------------------|-------------------------|
| Medical specialties & products | Events |
| Education | New practices |
| Research | Certificates of need |
| Technology | Philanthropic endeavors |
| Insurance | New practices |
| State and federal issues | Construction news |

Health Quarterly is West Michigan's magazine for the health professions, mailed four times annually to paid subscribers of the Grand Rapids Business Journal, complemented with controlled circulation to virtually everyone employed in or associated with the health profession: physicians, insurance companies, medical providers, education leaders, etc. Circulation is 10,000 each issue.



2010 Publication Dates and Advertising Space Reservation Deadlines

January: 11.23.09, April: 2.22.10, July: 5.25.10, October: 8.30.10

Local Display Advertising Rates, Policies and Mechanical Requirements

Size	Black & White		Color	
	1-2X	3-4X	1-2X	3-4X
Full-page	\$2,200	\$1,940	\$2,750	\$2,420
1/2-page	\$1,590	\$1,400	\$1,980	\$1,750
1/4-page	\$1,160	\$1,020	\$1,450	\$1,280
1/6-page	\$770	\$680	\$960	\$850

All rates gross less 15% for print-ready materials. All positions sold on a first-served basis. Add 25% to full-page color for Cover 4 position. Add 20% to full-page color for Cover 2 position. Add 15% to full-page color for Cover 3 position. Discounts up to 20% available to frequency advertisers of the Grand Rapids Business Journal weekly publication

AD SIZES

Minimum depth in inches must be equal to or greater than the number of columns used. Bleed pages not available. Odd size ads less than full column height must allow at least 3" at top for publication use.

Page Size Unit	Col. Width	Col. Height	Co. Total
Full page	10" (10.0)	12 7/8" (12.875)	52"
1/2 page	10" (10.0)	6 3/8" (6.375)	26"
1/4 page	4 7/8" (4.875)	6 3/8" (6.375)	13"
1/6 page	2 3/8" (2.375)	8 3/8" (8.375)	8.5"