

HEALTH

Q U A R T E R L Y

Profiles of Leading
Health Professionals

Compelling Features

Insightful Columns

LIFE SCIENCES

Who's Who, New Practices
Industry News, Events

GRAND RAPIDS BUSINESS JOURNAL

October — January — April — July
10,000 copies each issue

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 will report and write on the following subjects and topics:

Medical specialties and types of care

Education

Research and Technology

Medical products

Insurance

State and federal issues

Events

New practices

Certificates of need

Philanthropic endeavors

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.



LOCAL DISPLAY ADVERTISING RATES, POLICIES, MECHANICAL REQUIREMENTS

2006 ADVERTISING RATES

Size	Black & White			Color		
	1-2x	3-4x	5x+	1-2x	3-4x	5x+
Full-page	\$2,240	\$1,990	\$1,740	\$2,690	\$2,390	\$2,090
³ / ₄ -page	\$2,010	\$1,780	\$1,560	\$2,480	\$2,210	\$1,930
¹ / ₂ -page	\$1,580	\$1,400	\$1,230	\$1,940	\$1,720	\$1,510
¹ / ₄ -page	\$1,250	\$1,110	\$970	\$1,520	\$1,350	\$1,180
¹ / ₆ -page	\$1,010	\$900	\$780	\$1,270	\$1,130	\$990

All rates gross less 15% for print-ready materials. All positions sold on a first-served basis. Add 25% to full-page color Cover 4 position. Add 20% to full-page color Cover 2 position. Add 15% to full-page color Cover 3 position. Follow mechanical and production requirements of the Grand Rapids Business Journal for ad size and media transfer. Ask your advertising sales consultant about closing date and print-ready materials due dates. Discounts up to 20% available to frequency advertisers of the Grand Rapids Business Journal.