



NEWS-Line Publishing
661 Moore Rd., Suite 100, King of Prussia, PA 19406

Call: 800-634-5463 or 610-337-1050
Fax: 610-337-1049
E-mail: advertising@news-line.com

www.news-line.com

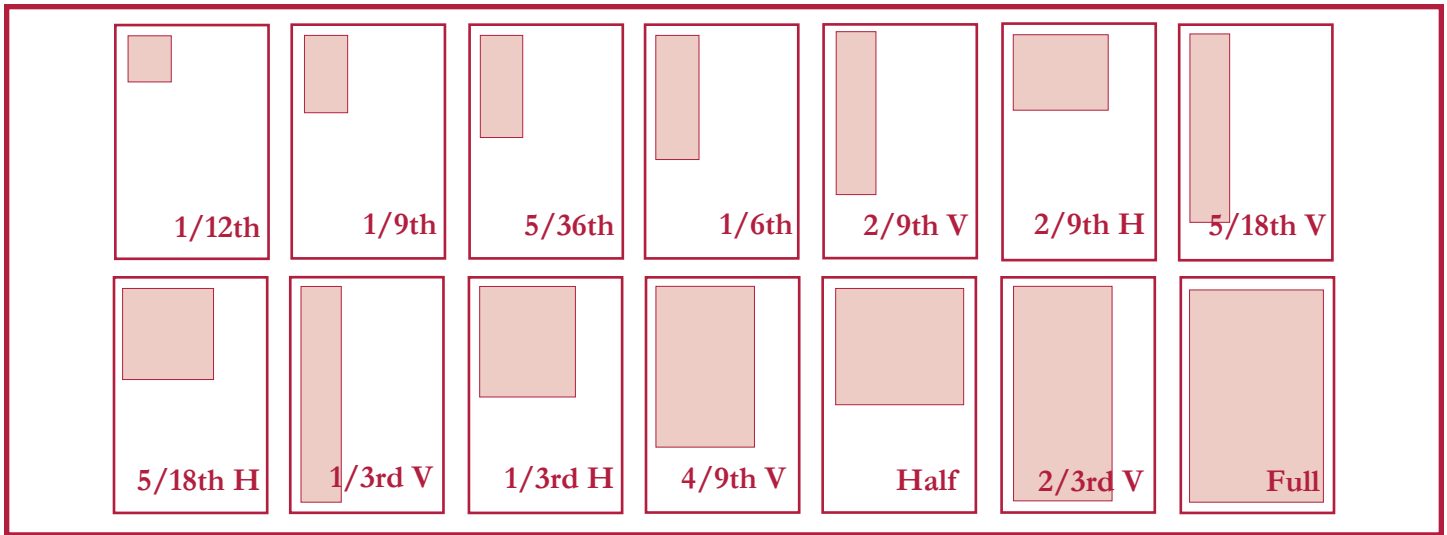
Career Opportunity/Recruitment Advertising Specifications & Rate Card Print and Online Media

Effective 01/01/09

- Twice Monthly:**
- Nurses
 - Physical Therapists & PT Assistants
 - Occupational Therapists & COTAs

- Monthly:**
- Pharmacists
 - Physician Assistants
 - Nurse Practitioners
 - Radiology Professionals
 - Respiratory Care Professionals
 - Speech-Language Pathologists & Audiologists
 - Laboratory Professionals

- Semi-annually:**
- Health Information Management Professionals
 - Health Care Professionals



Print, eMag and Online package rates

Size	Specifications	1 issue	3 for 2	6 for 4
1/12	2¼" x 2¼"	\$510	\$1020	\$2040
1/9	2¼" x 3"	\$645	\$1290	\$2580
5/36	2¼" x 3¾"	\$765	\$1530	\$3060
1/6	2¼" x 4½"	\$895	\$1790	\$3580
2/9v	2¼" x 6"	\$1030	\$2060	\$4120
2/9h	4⅝" x 3"	\$1030	\$2060	\$4120
5/18v	2¼" x 7½"	\$1250	\$2500	\$5000
5/18h	4⅝" x 3¾"	\$1250	\$2500	\$5000
1/3v	2¼" x 9⅛"	\$1400	\$2800	\$5600
1/3h	4⅝" x 4½"	\$1400	\$2800	\$5600
4/9	4⅝" x 6"	\$1540	\$3080	\$6160
1/2	7" x 4½"	\$1650	\$3300	\$6600
2/3	4⅝" x 9⅛"	\$2360	\$4720	\$9440
Full	7" x 9⅛"	\$2895	\$5790	\$11580

Rates listed are per each magazine. Call for multiple publication discounts and multi-media packages.

Free Copywriting and Ad Preparation

- Print rates are for Black & White in Career Opportunities section
- eMag distribution included with print ad
- Online posting of ad included free with print ad
- Spot Color available for an additional \$50/paid run
- 4-Color available for an additional \$100/paid run
- 4-Color covers available for an additional \$500/run
- Online posting ONLY - \$250 for set-up and first issue (\$100 for each consecutive issue)
- Banner Ads - \$500 per issue
- Weekly eNEWS e-mail sponsorship - \$500 per profession/week
- eJob Alert e-mail "blast" - \$1000 per profession/week
- Ad Agency Commissionable for Print Ready PDF Format

CLOSING DATES:

Twice Monthly magazines:

Second and fourth Thursday of each month preceding publication
Second Thursday for that month's News publications. Fourth Thursday for the following month's Feature publications. Call for specific deadline dates.

Monthly magazines:

Second or fourth Thursday of each month preceding publication

Semi-annual magazines:

Call for specific deadline dates

Online posting and eNews sponsorship:

Every Friday for the following week