

Greenhealth

The strong voice for sustainable health care that's good for the environment, good for patients and staff, and good for the bottom line.



Reach more than **3,000** health care professionals representing more than **1,200** health care organizations through **Greenhealth**



Greenhealth

is the official member publication of Practice Greenhealth, the nation's leading membership and networking organization for institutions in the health care community that have made a commitment to sustainable eco-friendly practices. Members include hospitals, health care systems, businesses and other stakeholders engaged in the greening of health care to improve the health of patients, staff and the environment.

www.practicegreenhealth.org

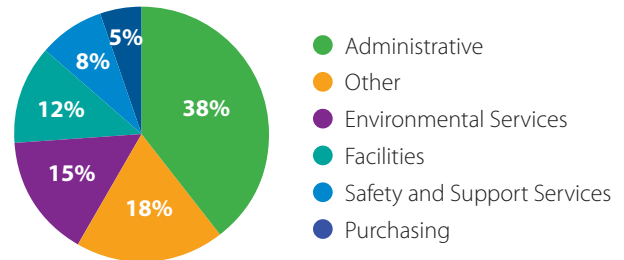


Greenhealth magazine gives you the immediate ability to grow your business potential.

Greenhealth offers unparalleled opportunities to reach your highly-defined market segment, put your brand in front of top decision makers, and maximize your marketing dollars. This is your opportunity to help the health-care community find products and services that will help them in their efforts to increase the sustainability of their operations.

Greenhealth readers influence decisions about purchasing sustainable products for health care facilities—your most qualified prospects.*

*Based on 2011 subscriber data.



“I think any company that’s interested in sustainability needs to engage with outside people such as Practice Greenhealth.”

—Jane Hart, Sustainability Leader & Senior Creative Manager, Kimberly Clark

GREENHEALTH EDITORIAL CALENDAR • 2012

February/March 2012 Sustainable Design

- Sustainable Architecture
- Green Buildings

Issue Date: 3/1/2012

Editorial & Ad Contract Close: 1/18/2012

Ad Materials Close: 1/31/2012



April/May 2012 CleanMed Conference Issue

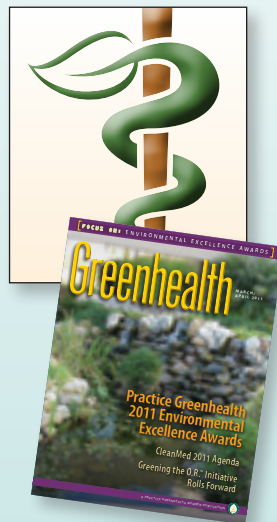
- Environmental Excellence Awards
- CleanMed Conference Program

This special issue is distributed onsite at the **2012 CleanMed Conference & Exposition** in Denver, Colorado. Advertise in this issue to increase your exposure and get the most bang for your buck!

Issue Date: 4/30/2012

Editorial & Ad Contract Close: 3/1/2012

Ad Materials Close: 4/2/2012



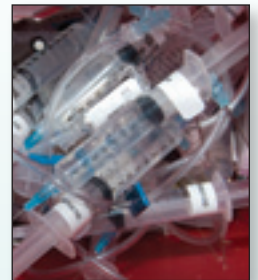
August/September 2012 Waste Reduction

- Greenhealth Tracker Tool
- Regulated Medical Waste
- Waste Minimization Strategies

Issue Date: 9/10/2012

Editorial & Ad Contract Close: 7/16/2012

Ad Materials Close: 8/1/2012



November/December 2012 Environmentally Preferable Purchasing/2012 Buyer's Guide

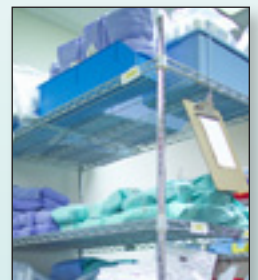
- Greening the Supply Chain
- Evaluating Product Attributes

The **2012 Annual Buyer's Guide** is your chance to promote products and services to health care decision makers in the issue they will save on their shelves. Practice Greenhealth members reference this important resource guide throughout the year for the products and services they need to purchase.

Issue Date: 12/3/2012

Editorial & Ad Contract Close: 10/15/2012

Ad Materials Close: 11/1/2012



Greenhealth is published four times a year

Circulation: 3,000

Practice Greenhealth offers the opportunity for advertisers to help the health community find products and services that will help them in their efforts to increase the sustainability of their operations. All advertisements are subject to approval by Practice Greenhealth at the sole discretion of the *Greenhealth* editorial staff.

ADVERTISING RATES

Rates effective as of October 2010 • All rates include Four-Color

Member	1x	4x
(A) 1/4 page	\$2,275	\$1,975
(B) 1/2 page	\$3,000	\$2,500
(C) Island half	\$3,180	\$2,630
(D or E) Full page	\$4,000	\$3,200
(D or E) Inside cover (full)	\$4,140	\$3,300
(D or E) Outside back cover	\$4,280	\$3,400

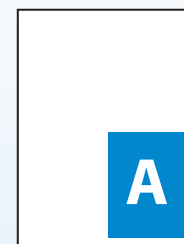
Non-Member	1x	4x
(A) 1/4 page	\$2,775	\$2,575
(B) 1/2 page	\$3,500	\$3,000
(C) Island half	\$3,730	\$3,180
(D or E) Full page	\$4,600	\$3,700

Inserts (available only to 4X+ contract advertisers): Applicable page rate plus 10%.

All rates shown are NET/non-commissionable.

4x advertisers also receive placement of their logo at the bottom of Practice Greenhealth's newsletter, *Greenhealth e-News*, e-mailed weekly to 8,000+ subscribers.

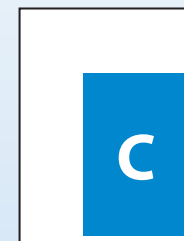
See Editorial Calendar (page 2) for artwork closing dates.



1/4 page
3.875" x 5.125"



1/2 page
8" x 5.125"



Island Half
5.125" x 8"



Full Page No Bleed
8" x 10.5"



Full Page w/Bleed
Bleed: 8.75" x 11.25"
(trims to 8.5" x 11")
Live content 1/4" from trim

ADVERTISING SPECIFICATIONS • 2012

PLEASE READ CAREFULLY.

Submissions that do not meet these guidelines may not be accepted OR may be returned for correction.

MATERIALS SUBMISSION:

- Publication Trim Size: 8.5" x 11"
Publication Bleed Size: 8.75" x 11.25"
- Copy Safe Area: Keep all copy at least .25" from edge of trim size for ads that bleed.
- Files must be submitted as a PDF or compressed ZIP archive via email. Your message must indicate the advertiser name, ad size, and publication issue month for placement.
- ONLY ACCEPTED FILE FORMATS:
Adobe PDF files (preferred): Files must be created at 100% of output size, with 0.125" bleed, and with crop marks offset by 0.125". Graphics must be optimized for printing output, with images at a minimum resolution of 300 dpi, and all fonts MUST be embedded.

Adobe InDesign Native Layout files:

Artwork must be saved as InDesign 4.0+ (CS3) for PC or Macintosh. All linked graphics and fonts used (screen & printer) MUST be included.

- Advertiser is encouraged to supply a printed proof produced at 100% of final size. *Greenhealth* is not responsible for printing errors on ads not accompanied by a printed proof.

ACCEPTANCE OF CONTRACTS:

1. No refund will be allowed for errors in submitted advertisements.
2. The advertiser and/or the advertiser's agency agree to indemnify the publisher against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringement in their advertisements.
3. An order may be cancelled by Practice Greenhealth if the agent(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
4. Cancellation policy: Client must cancel in writing, including reason for cancellation. Written notice must be received BEFORE the insertion order deadline of upcoming issue. Fax or e-mail is acceptable. Client will be billed the difference in rates times the number of issues run.
5. Advertiser must complete the total program of insertions to qualify for the frequency rate. If advertiser cancels any portion of this program prior to completion, it will result in a loss of any unearned discounts and billing at the advertiser's actual earned frequency rate.
6. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any errors will not exceed the cost of the advertisement.
7. All advertising rates and conditions are subject to change without notice.

To place your ad or for more information regarding technical specifications, contact:

Lara Sutherland

LSutherland@practicegreenhealth.org • 866-598-2210



ADVERTISING INSERTION ORDER FORM

Practice Greenhealth • 12355 Sunrise Valley Drive • Reston, VA 20191 • www.practicegreenhealth.org

Advertising Contact: Lara Sutherland • lsutherland@practicegreenhealth.org • P 866-598-2210 • F 866-598-2210

PLEASE FILL OUT FORM COMPLETELY. ALL ITEMS WITH AN ASTERISK (*) ARE REQUIRED.

Date* _____ Purchase Order # (if applicable) _____

Advertiser* _____

Agency _____

Contact Name* _____

Contact Name _____

Telephone* _____ Fax* _____

Telephone _____ Fax _____

Email* _____

Email _____

Mailing Address* _____

Mailing Address _____

City* _____ State* _____ Zip* _____

City _____ State _____ Zip _____

Contact for materials: Advertiser Ad Agency

Bill: Advertiser Ad Agency

Customer agrees to advertise in following issues:

Issue date*	Size*	Color*	Bleed*	Preferred Position	Cost* ¹
	<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> Full Pg	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed		
	<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> Full Pg	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed		
	<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> Full Pg	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed		
	<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> Full Pg	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed		
	<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> Full Pg	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed		

¹See rate card for pricing and discount structure.

Total cost insertion order*: \$ _____

Artwork*: Use same art for all ads
 Use new art for each ad (Use additional copies of this form for individual insertion instructions as required.)

Payment*: Bill full amount Bill each insertion

Special instructions:

AUTHORIZATION:

Advertiser/Agency Signature* _____

Date* _____

Greenhealth Signature _____

Date _____

SUBJECT TO TERMS OUTLINED IN OUR ADVERTISING SPECIFICATIONS

Submit electronically by clicking the button to the right, or by fax to 866-598-2210.

