

BAY AREA

BEST Practices

QUARTERLY



MEDIA KIT 2012

www.BestpracticesMD.com



“WE ARE THE VOICE OF LOCAL PHYSICIANS AND HEALTHCARE EXECUTIVES IN THE COMMUNITY”

Best Practices is published quarterly and features content both in print and online at our world class website. The publication serves as a valuable resource and referral vehicle for all healthcare physicians, doctors, case managers, administrators and consumers.

Best Practices is funded completely by advertising dollars and can be picked up for free at doctor and dentist offices, clinics, business parks, high end businesses, quality restaurants, yacht clubs, country clubs and ALL of the major hospitals in the region.

Published content is derived from local doctors, healthcare professionals and experts, nutritionists and our staff of excellent writers. The majority of our content specifically targets local physicians but also features pieces on nutrition, lifestyle and information that would interest any reader.



Best Practices Quarterly is a professional high gloss publication that promotes the world class healthcare and medical professionals available in the Bay Area Houston and Galveston County.

Content includes articles and discussion on the matters that most concern physicians, such as the business of running a practice, legal issues, academics, random clinical trials, evidence based medicine, research and technology, new procedures, lifestyles and the state of healthcare in America.

The main goal of **Best Practices** Quarterly is to promote the high quality of our local healthcare and further economically develop the region.



SERVICES

Best Practices offers your organization a variety of other services such as:

- Graphic Design
- Web Design
- Direct Mail
- Marketing & Consulting
- Advertising
- Webcasts & Video Production
- Business Management
- Medical Office Feng Shui Consultation

READERSHIP & DISTRIBUTION

Readership of **Best Practices** is estimated to be over 100,000 (*10 readers per copy*).

Each quarter we print 10,000 copies of our publication and distribute them directly to healthcare professionals and doctors, the offices of private practices, dentists, clinics, hospital eating and waiting areas, high end businesses, quality restaurants, yacht clubs and country clubs.

MAJOR HOSPITALS & HEALTHCARE CENTERS THAT RECEIVE OUR PUBLICATION

- 1 Bayshore Medical Center
- 2 CHRISTUS St. John Hospital
- 3 Clear Lake Regional Medical Center
- 4 Cornerstone Hospital
- 5 Devereux Texas Treatment Network
- 6 Houston Physicians' Hospital
- 7 Innovative Alternatives, Inc
- 8 M.D.Anderson Clinical Care Center
- 9 Kindred Healthcare
- 10 Memorial Hermann Southeast Hospital
- 12 Moody Health Center
- 13 New Dimensions Home Healthcare Plus, Inc
- 14 St. Luke's Patients Medical Center
- 15 Texas Oncology
- 16 The Eye Clinic of Texas
- 17 The University of Texas Medical Branch (Galveston) and their facilities (*Over 40 in the Bay Area*)



BEST PRACTICES IS THE PERFECT ADVERTISING VEHICLE FOR:

- Pharmaceutical Companies
- Medical Education & Schools
- Medical Supply Companies
- Commercial Real Estate/Leasing
- Office Space
- Medical Conferences
- Investment Companies
- Accounting & Bookkeeping Firms
- Travel & Vacation
- Insurance Companies
- Lawyers
- Tax Consultants
- Car & Boat Dealers

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ADVERTISING RATES AND INFORMATION

RATES PER QUARTER

	<i>One Year Contract</i>	<i>Open Rate</i>
Full page	\$2,195	\$4,200
Half page	\$1,995	\$2,900
Third page	\$995	\$1,900
Quarter page	\$795	\$1,000

ADVERTISEMENT DESIGN

Half/Full \$350, all other sizes \$250.

COVER PACKAGES AVAILABLE FOR \$12,000

This includes professional photography for the cover shots and centerspread. We will provide a professional writer for your article but you also have the option of using your own story (Limited to 1,000 words). Call or e-mail for pricing on two page spreads alone.

SPECIAL POSITIONING

\$150 monthly surcharge. Available on a reservation basis only. Non-cancelable. Non-commissionable.

CANCELLATION

Cancellations must be submitted in writing and received by the publisher 30 days before the print date. Cancellation of any portion voids all rate and position protection. Cancellation of a contract before contract has expired will include a \$500 surcharge.

SPECIFICATIONS AND REQUIREMENTS

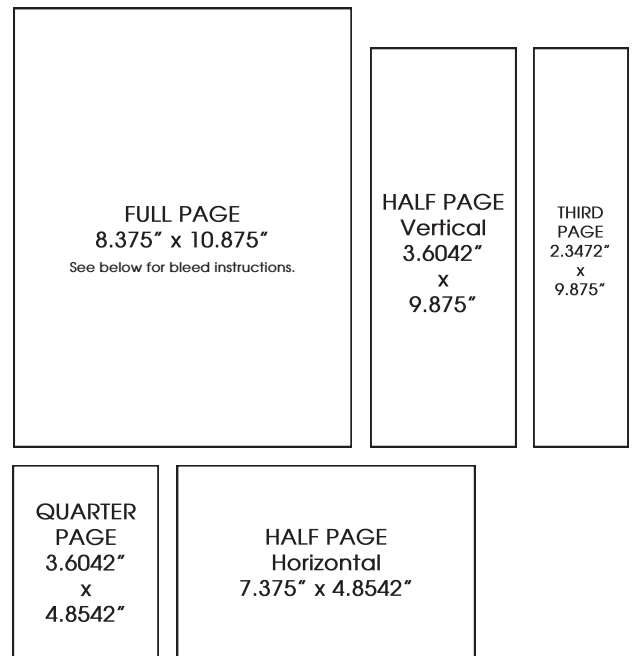
Best Practices is designed using the Adobe Creative Suite. We accept the following formats for camera ready ads:

- High Quality PDF, EPS and TIF files are preferred
- Files created in Publisher, Word or Powerpoint are not accepted

DESIGNING CAMERA READY ADVERTISEMENTS

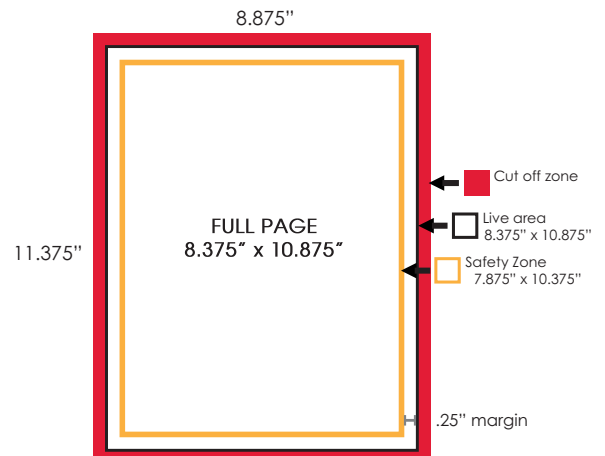
- Convert all exotic and unusual fonts to outlines
- All images must be saved as CMYK, NOT RGB
- Photos should be at a resolution of 300dpi
- Final file must be 300dpi
- Above all make certain your file is the correct size!

ADVERTISEMENT DIMENSIONS



FULL PAGE ADS REQUIRE A 1/4" BLEED

Our magazine prints on high gloss 8.375" x 10.875" paper. If you would like your advertisement to fill the entire page then we require a .25" bleed around all edges. We also ask that you keep all important text at least .25" away from the edge of the page or it may get lost in the binding.



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