

NATIONAL CLOSING DATES

| ISSUE | SPACE | ARTWORK | PUBLISHED | BONUS DISTRIBUTION/AD STUDY |
|------------------------|---------|----------|-----------|-----------------------------|
| January | 12/2/11 | 12/7/11 | 1/3/12 | |
| February | 1/6/12 | 1/11/12 | 2/7/12 | HIMSS |
| March | 2/3/12 | 2/8/12 | 3/1/12 | |
| April | 3/2/12 | 3/7/12 | 4/5/12 | |
| May | 4/6/12 | 4/11/12 | 5/3/12 | |
| June | 5/4/12 | 5/9/12 | 6/5/12 | |
| July/August/Tech Issue | 6/15/12 | 6/20/12 | 7/16/12 | |
| September | 8/3/12 | 8/8/12 | 9/4/12 | Readex Ad Study |
| October | 8/31/12 | 9/5/12 | 10/2/12 | MGMA |
| November/December | 10/5/12 | 10/10/12 | 11/5/12 | |



2012 RATES (Black and White)

| FREQUENCY | 1 PAGE | 1/2 PAGE | 1/3 PAGE |
|-----------|--------|----------|----------|
| 1x | 11,525 | 7,990 | 5,660 |
| 3x | 10,605 | 7,330 | 5,230 |
| 6x | 10,080 | 7,100 | 5,005 |
| 9x | 9,620 | 6,880 | 4,870 |
| 12x | 8,905 | 6,470 | 4,590 |
| 15x | 8,620 | 6,280 | 4,450 |
| 18x | 8,335 | 6,090 | 4,315 |
| 20x | 8,050 | 5,900 | 4,175 |
| 24x | 7,765 | 5,710 | 4,035 |

Color: In addition to earned B&W rates, color rates are per page and apply to full or partial pages. 4-color: \$1,400

RATES SUBJECT TO CHANGE WITH 90 DAYS NOTICE Contracts accepted with the understanding that rates will be guaranteed for three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

EFFECTIVE RATE DATE

January 2012

AGENCY DISCOUNT

15% gross billing on space, color, cover, and preferred position charges.

COVERS AND PREFERRED POSITIONS

| PREMIUM PLACEMENT | FEE TO EARNED B&W RATES |
|--------------------------|-------------------------|
| Inside Front Cover (C2) | Plus 45% |
| Inside Back Cover (C3) | Plus 20% |
| Back Cover (C4) | Plus 65% |
| Table of Contents | Plus 20% |
| Opposite Editor's Column | Plus 20% |
| Opposite Bigger Picture | Plus 20% |
| Pages 1, 2, and 3 | Plus 20% |
| Opposite Noteworthy | Plus 15% |
| Opposite Tech Doctor | Plus 15% |
| Opposite Technology | Plus 15% |
| Opposite Pearls | Plus 15% |
| Opposite Letters | Plus 15% |

All preferred positions must be requested in writing prior to the new contract year. A 60-day cancellation notice is required in writing and subject to short rate.

AD SIZES



NON-BLEED AD DIMENSIONS

| | WIDTH | X | HEIGHT |
|----------------|--------|---|---------|
| 1/2 Horizontal | 6.5" | X | 4.4375" |
| 1/2 Vertical | 4.275" | X | 7.125" |
| 1/3 Square | 4.275" | X | 4.275" |
| 1/3 Vertical | 2.05" | X | 9.6705" |

FULL-PAGE BLEED AD DIMENSIONS

| | WIDTH | X | HEIGHT |
|----------------|-------|---|--------|
| Trim Size | 7.75" | X | 10.5" |
| Live Area Size | 6.75" | X | 9.5" |
| Bleed Size | 8" | X | 10.75" |

Binding: Perfect Bound | Line Screen: 133

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PRODUCTION:

For complete mechanical specifications, visit <http://mediakit.ubmmedica.com/production-resources> or contact Carlos Yanez at 203 523 7072 carlos.yanez@ubm.com

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7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.
8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.
9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties, and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.