

McKnight's

LONG-TERM CARE NEWS



McKnight's Long-Term Care News is a business news magazine serving the institutional long-term care field. It reports on the events that affect the way care is delivered across the entire long-term care spectrum, ranging from the lower acuity assisted living setting, to the high acuity skilled nursing setting.

2012 CAREER FOCUS ADVERTISING

RATES EFFECTIVE JANUARY 2012 ISSUE

ADVERTISING RATES

FOUR COLOR	1X	2X*	6X*	9X*	12X*	18X*
1/2 Page	\$2,571	\$2,314	\$2,262	\$2,185	\$2,108	\$1,928
1/3 Page	\$1,714	\$1,543	\$1,508	\$1,457	\$1,405	\$1,286
1/4 Page	\$1,285	\$1,157	\$1,131	\$1,092	\$1,054	\$964
1/6 Page	\$857	\$771	\$754	\$728	\$703	\$643
1/9 Page	\$571	\$514	\$502	\$485	\$468	\$428
Inch	\$207	\$186	\$182	\$176	\$170	\$155

Black & White ads: 15% rate reduction

Column inch ads available in 1/4" increments over one inch

Combined advertising schedule with McKnight's Assisted Living earns frequency discount pricing.

AD DIMENSIONS	WIDTH	HEIGHT
1/2 Page (H)	7"	x 4.125"
1/3 Page (square)	4.625"	x 4.125"
1/4 Page	3.375	x 4.125"
1/6 Page	2.25	x 4.125"
1/9 Page	2.25	x 2.75"
Inch	2.25	x 1"

ClinicalJobAdvisor

Maximize your reach with Clinical Job Advisor advertising opportunities. Promote job openings and targeted messages on the online job board at:

www.ClinicalJobAdvisor.com

View a copy of our Online Advertising Rates or contact us for details.

*Print rates are per issue. Advertising cannot be cancelled after the closing date of each issue or ad upload. If advertising is cancelled prior to the expiration of all contracted dates, short rates may apply (earned frequency or if frequency rates not applicable - 10% penalty per issue not run) and will be billed accordingly. Prepaid cancelled digital advertising is not eligible for refunds after the initial ad-posting deadline has passed. All cancellations must be in writing.

CIRCULATION

TOTAL CIRCULATION.....40,000 qualified (BPA: June 2011)

Bonus circulation is achieved at several conferences throughout the year:

Issue Date	Conference
March	NIC Symposium
April	Leading Age Conference
May	ACHCA Convocation, ALFA Conference
June	WOCN Conference
July	NADONA Conference
September	NIC Conference, AHCA/NCAL Convention
October	Leading Age Annual Meeting

2012 ISSUE & CLOSING DATES

Issue	Closing	Materials Due
January	November 22, 2011	November 29, 2011
February	December 22	December 29
March	January 20, 2012	January 27, 2012
April	February 22	February 29
May	March 19	March 26
June	April 19	April 26
July	May 28	June 4
August	June 21	July 28
September	July 23	July 30
October	August 16	August 23
November	September 18	September 25
December	October 17	October 24

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or InDesign with all resource files (logo, graphics) and screen/ printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 727-445-9380 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

Clinical Job Advisor Online Advertising

Clinical Job Advisor, partnered with Russell Johns Associates, LLC, is a prime recruitment resource for those hiring for and seeking healthcare careers in the clinical care field. Clinical Job Advisor is dedicated to providing a single, full-service job board and career resource for healthcare professionals.

Clinical Job Advisor is partnered by targeted industry publications and online media including:

- The Clinical Advisor
- Journal of the American Academy of Physician Assistants (JAAPA)
- Monthly Prescribing Reference (MPR)
- Renal & Urology News
- McKnight's Assisted Living
- McKnight's Long-Term Care News
- Oncology Nurse Advisor
- myCME.com

Online Job Posting Rates

Job Type	1-3*	4-6*	7-9*	10+*
30 Day	\$280	\$265	\$250	\$225
60 Day	\$445	\$425	\$400	\$355
90 Day	\$630	\$600	\$565	\$505
365 Day	\$2,345			
Featured Job**	\$50 additional per posting			
Bolded Job**	\$15 additional per posting			

* Price per job
** Featured jobs will appear at the top of relevant search results and will be marked with an arrow. Bolded jobs have the title of the job bolded in relevant search results.

Online Banner Advertising Rates

Type	Zone Choice	30 Days	60 Days	365 Days
Leaderboard (728 x 90) or Skyscraper (160 x 600)	Employer or Job Seeker	\$799	\$1,278	\$6,712
	All Zones	\$1,199	\$1,918	\$10,067
Small Rectangle (180x150)	Employer or Job Seeker	\$249	\$398	\$2,092
	All Zones	\$374	\$598	\$3,137

Banner Ad Specs

Sizes: 728x90, 160x600, 180x150
File Type: gif/jpg/png/animated gif*/SWF**
File Size Max: 180x150 - 20K, All others - 40K
Max Looping for Animated Ads: 3, ending on branded frame.
Max Animation Time: 2:00.,
Max Speed: 18 FPS.**
 ClickTag command into GetURL action**
 Please allow 3 business days for ad creation.
 *Leaderboard or Skyscraper only
 **Flash Ads Only. Please also supply a back up GIF or JPG.

Ask us about Featured Employer Accounts Today!

Featured Employer Account Information:

Upgrading to a Featured Employer account can help you achieve your recruitment goals! Letting your job opening go unfilled for too long can cost your company time and money. Don't let the cost of an unfilled position bring you down, invest in the right recruitment resources.

3 Months.....	\$2,500
6 Months.....	\$4,500
12 Months.....	\$7,000

Want More Tools You can Use?

- Unlimited Job Postings
- Resume Database Access
- Company Profile Page
- Pre-screening questions
- Featured Job Status

The screenshot displays the ClinicalJobAdvisor website. At the top, there's a navigation bar with logos for participating media. The main header reads "ClinicalJobAdvisor Connecting you to Healthcare Jobs from the most trusted brands". Below this is a "Featured Jobs" section with a call to action: "Your Jobs Listed Here and at the TOP of Search Results". To the right is a search interface titled "Start Your Search Now!" with dropdown menus for "Category" (All Categories, Academics / Research / Faculty, Accounting / Financial, Administration / Executive) and "Location" (All Locations, Alabama, Alaska, Arizona). There are input fields for "Keywords" and a "Search Jobs" button. On the far right, there's a sidebar for "Job Seekers" (Sign Up, Login) and "Employers" (Pricing Plans, Sign Up, Login). Below the search area, there are sections for "Professional Development Resources" (myCME) and "Career Resources" (Locum tenens).

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MLTCN Career Focus Advertising Office • 1001 S. Myrtle Ave., Suite 7 • Clearwater, FL 33756-3930
(877) 394-1388 • (727) 443-7667 • Fax: (727) 445-9380 • MLTCN@russelljohns.com • www.russelljohns.com
Office Hours: Monday through Friday, 8:30 AM - 5:00 PM Eastern Time

BILLING AND CREDIT Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to MLTCN/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.

COMMISSION AND DISCOUNTS Advertising is commissionable at 15% to recognized agencies with publication-ready art. No cash discounts permitted.

COPY & CONTRACT POLICIES

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit

that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the January 2012 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.