

ORTODAY

Life in and out of the OR
VOL. 11, NO. 10 | OCTOBER 2011

MANAGING

Call



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ASCs Can Do More

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Emerging Infectious Disease: A Growing Threat in the U.S.

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How to Improve your Workout

DIGITAL VERSION AVAILABLE ONLINE!

ORTODAY

Life in and out of the OR

OR Today Advertising Rates - NET Rates per month

Ad Size	1x	3x	6x	12x
1/6 pg. (Marketplace)	\$450	\$395	\$345	\$295
1/4 pg.	\$620	\$535	\$485	\$420
1/3 pg.	\$870	\$755	\$670	\$595
1/2 pg.	\$1115	\$975	\$870	\$770
2/3 pg.	\$1555	\$1350	\$1265	\$1095
Full pg.	\$2100	\$1825	\$1595	\$1425

OR Today provides more than 15,000 OR nurses, nurse managers and surgical technologists information and resources that apply to life both in and out of the operating room. The publication blends lifestyle and career-focused articles to provide information and entertainment that is relevant to multiple aspects of readers' lives. The magazine provides continuing education, feature articles about relevant issues in the workplace, profiles of OR professionals, industry news and a healthy lifestyle section.

Distribution

Qualified Circulation

9,450	OR Nurse Managers/Supervisors
2,550	ASC Administrators
1,950	Surgery Equipment Dealers/Service
900	Surgeons
50	Other

"The first day that BioFit ran our first major ad in OR Today, we received a call from an important lead. When it comes to reaching a key part of our audience, OR Today has been an excellent resource!"

- Judy Kolo-Rose, Marketing Director, BioFit Engineered Products

Editorial

OR Today's experienced editorial staff provides the latest news and trends in the surgical industry. Monthly features include:

- New product reviews
- Revealing company profiles
- Informative product & market analyses
- Guest columns from the ASC Association and IAHCSSM
- Continuing education articles
- OR Living lifestyle features

Corporate Profile

Maximize your company's exposure by featuring your company on the COVER of OR Today, combined with a full-page advertisement and a Corporate Profile - a two-page editorial highlighting your corporation as well as your products and services.

Total Cost: \$3,495. Includes cover feature and one inside full-page advertisement, which runs next to your two-page editorial. Available once per company per year.

Company Showcase

A great alternative to the Corporate Profile is our Company Showcase. This is a unique opportunity to highlight your company in a special editorial section which allow industry professionals to learn more about your products and services.

Total Cost: \$2,495. Includes two-page article.

Editorial Calendar

JANUARY

Cover Story: Surgical conscience: Does it still exist today?

Editorial Focus: Sterile drapes

CE Article: HIPAA and confidentiality: Practice may change, but principles endure

Advertising Deadline: December 2

FEBRUARY

Cover Story: New techniques for preventing RSIs

Editorial Focus: Decontamination solutions

CE Article: Surviving and thriving with conflict on the job

Advertising Deadline: January 3

MARCH

Cover Story: A team approach to reducing HAIs

Editorial Focus: Surgical gloves

CE Article: The healthcare reform act: What it means to nurses

Bonus Distribution: (AORN) Assoc. for periOperative Registered Nurses

Advertising Deadline: February 1

APRIL

Cover Story: Men in Nursing

Editorial Focus: Surgical lasers

CE Article: The future of nursing report: A call for major changes

Bonus Distribution: MD Expo Spring '12

Advertising Deadline: March 1

MAY

Cover Story: Instrument care and handling

Editorial Focus: Temperature management

CE Article: Keeping colleagues - Nurse retention is everyone's responsibility

Bonus Distribution: IAHCSSM, ASCs 2012, AST

Advertising Deadline: April 2

JUNE

Cover Story: The role of the surgical technologist

Editorial Focus: Patient positioning

CE Article: Infection control: HIV/AIDS and other blood borne pathogens

Bonus Distribution: APIC

Advertising Deadline: May 2

JULY

Cover Story: OR integration

Editorial Focus: Surgical tables

CE Article: Nursing theory: At the heart of practice

Advertising Deadline: June 1

AUGUST

Cover Story: Preventing wrong-site surgery

Editorial Focus: Surgical lights and booms

CE Article: Improving your ability to think critically

Advertising Deadline: July 2

SEPTEMBER

Cover Story: Nursing uniform policies

Editorial Focus: Endoscopes

CE Article: Endoscopy

Advertising Deadline: August 1

OCTOBER

Cover Story: Sharps safety

Editorial Focus: Wound management

CE Article: Wounds: Nursing care and product selection - Part I

Advertising Deadline: September 4

NOVEMBER

Cover Story: Loaner instrumentation management

Editorial Focus: Skin prep

CE Article: Wounds: Nursing care and product selection - Part II

Advertising Deadline: October 1

DECEMBER

Cover Story: Survey preparedness

Editorial Focus: Anesthesia

CE Article: Caring for the post anesthesia patient

Advertising Deadline: November 1

Advertising Specifications

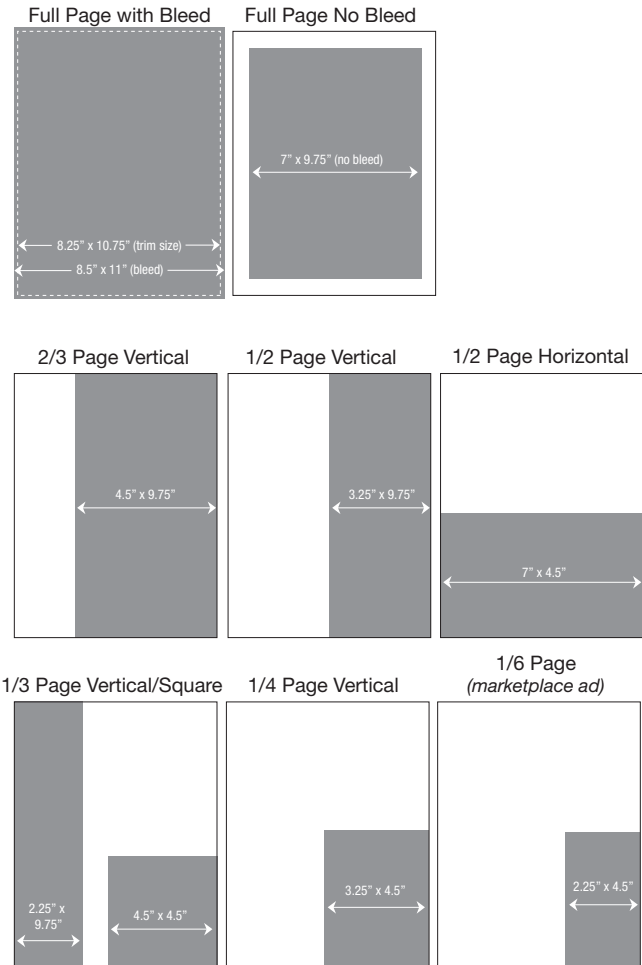
Publication Size

	Width	Height
PUBLICATION TRIM SIZE	8.25"	10.75"
PUBLICATION BLEED SIZE	8.5"	11"

Display Ad Sizes			
Full Page	including bleed	8.5"	11"
Full Page	no bleed	7"	9.75"
2/3 Page	vertical	4.5"	9.75"
1/2 Page	horizontal	7"	4.5"
	vertical	3.25"	9.75"
1/3 Page	vertical	2.25"	9.75"
	square	4.5"	4.5"
1/4 Page	vertical	3.25"	4.5"
1/6 Page <i>(marketplace ad)</i>	vertical	2.25"	4.5"

Ads that bleed need to have an extra 1/8" on all sides. Keep type, photos, and other ad elements that are not supposed to bleed 1/4" away from final trim line.

Ad Size Dimensions



File Submission Requirements

All files and images must be high-resolution (300 dpi). All color must be CMYK. No spot colors. Images downloaded from websites will not be accepted! Please do not include crop marks, registration marks or color bars.

Preferred Digital Format: High-resolution PDF, Flattened TIF and JPG files accepted. Email all files to art@mdpublishing.com. All artwork submitted must be the correct size.

Applications Accepted: Adobe Illustrator, Photoshop and high-resolution Adobe PDFs. Note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. Photoshop files have to be 300 dpi. All files must be CMYK. No spot colors.

Applications Not Accepted: WORD, PowerPoint, Publisher, PageMaker, CorelDraw or any other application NOT listed above. Images downloaded from websites will not be accepted.

Please call for individual specs and requirements. A proof must accompany digital files. MD Publishing will not be held responsible for errors upon output on the file if a proof is not supplied. Any variation between the file and the proof must be indicated.

Media Accepted: We can accept digital files through CD, DVD, email and FTP site upload. Digital files can be emailed to art@mdpublishing.com. Please include all support files and fonts with your document. For FTP site instructions, please call or email.

Custom Services, Typesetting and Repair Work: MD Publishing will make changes or deletions to your ad, provided the changes are submitted PRIOR to the materials close date. We cannot make changes to flattened/uneditable artwork.

Mailing Address for Artwork:
 MD Publishing
 Attn: Art Department
 18 Eastbrook Bend
 Peachtree City, GA 30269
 Ph: 800.906.3373 • Fax: 770.632.9090
 Email: art@mdpublishing.com