

Modern Healthcare

Your trusted source for healthcare news, insights, data and analysis.

2024

Creative
Specs

**Modern
Healthcare**

**Digital
Specs**



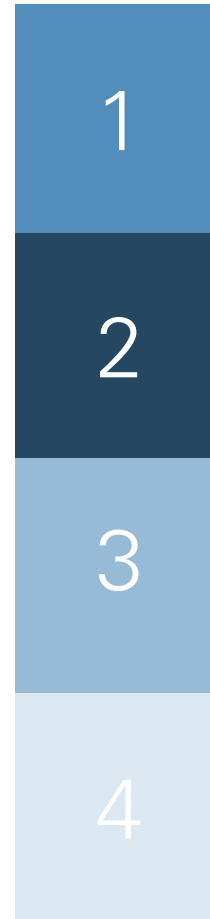
Creative Specifications - Digital

Ad Unit	Width (Required)	Height (Required)	Max Initial Load File Size (K)	HTML 5 Max Code Size	Max Animation Loops	Third-Party Tags Accepted	Third-Party Tracking Accepted	Expansion & Audio	Image Type
Top Position								Available for additional fee – See Account Executive for details and specs	
Desktop	728 px	90 px	80 kb	200 kb	3	Yes	Yes		.jpg, .gif, png, html5
Tablet	468 px	60 px	80 kb	200 kb	3	Yes	Yes		
Mobile	300 px	50 px	15 kb	15 kb	N/A	Yes	Yes		
Right Position #1									
Desktop	300 px	250 px	80 kb	200 kb	3	Yes	Yes		.jpg, .gif, png, html5
Tablet	120 px	240 px	80 kb	200 kb	3	Yes	Yes		
Mobile	300 px	100 px	15 kb	15 kb	N/A	Yes	Yes		
Right Position #2									
Desktop	300 px	600 px	80 kb	200 kb	3	Yes	Yes		.jpg, .gif, png, html5
Tablet	160 px	600 px	80 kb	200 kb	N/A	Yes	Yes		
Mobile	300 px	250 px	80 kb	30 kb					
End of Article									
Desktop	728 px	90 px	80 kb	200 kb	3	Yes	Yes	.jpg, .gif, png, html5	
Tablet	468 px	60 px	80 kb	200 kb	3	Yes	Yes		
Mobile	300 px	50 px	15 kb	15 kb	N/A	Yes	Yes		
Interstitial									
Desktop	640 px	480 px	80 kb	200 kb	3	Yes	Yes	.jpg, .gif, png, html5	
Tablet	640 px	480 px	80 kb	200 kb	3	Yes	Yes		
Mobile	300 px	250 px	80 kb	15 kb	N/A	Yes	Yes		

Implementation Details

- Ads with white backgrounds are required to have a dark, one-pixel border around each frame.
- HTML 5 ads must be third-party served.
- No Retargeting or Data Collection cookies or px are to be used without Modern Healthcare’s explicit permission. Violation of this policy will result in a \$10,000 fine or a 200% campaign surcharge – whichever fee is higher.

Creative Specifications - Digital



Top Position

D: 728w x 90h
T: 468w x 60h
M: 300w x 50h

Right Position #1

D: 300w x 250h
T: 120w x 240h
M: 300w x 100h

Right Position #2

D: 300w x 600h
T: 160w x 600h
M: 300w x 250h

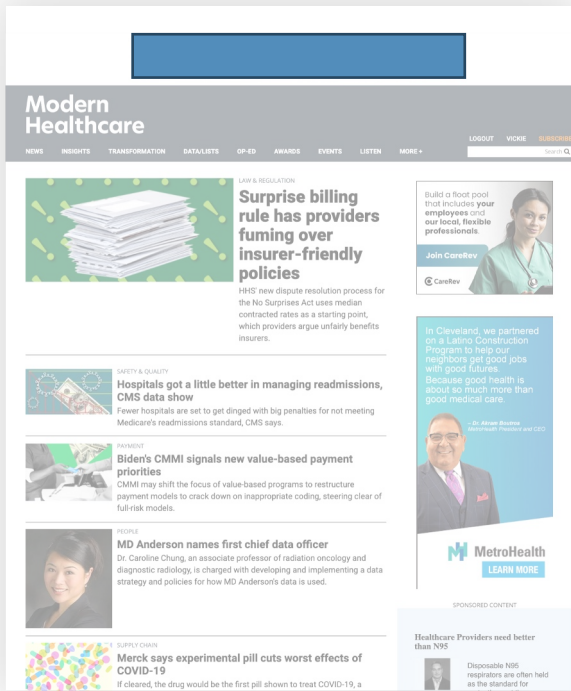
End of Article

D: 728w x 90h
T: 468w x 60h
M: 300w x 50h

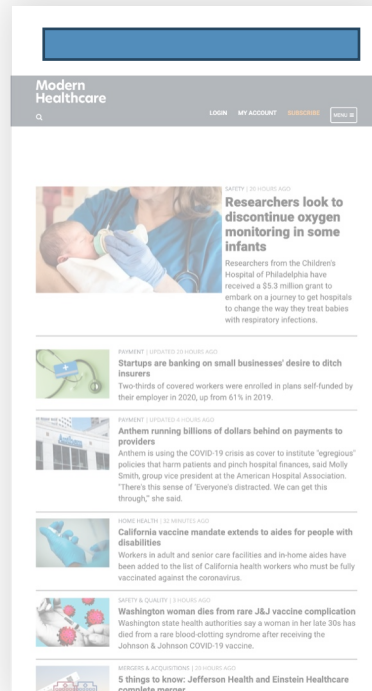
Creative Specifications – Digital Ad Layouts

- Top Position
 - D: 728W x 90H
 - T: 468W x 60H
 - M: 300W x 50H

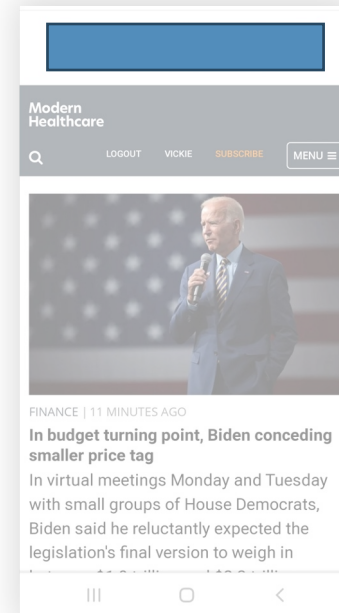
Desktop



Tablet



Mobile



Creative Specifications – Digital Ad Layouts

- Right Position #1
- D: 300W x 250H
- T: 120W x 240H
- M: 300W x 100H

Desktop

Tablet

Mobile

Creative Specifications – Digital Ad Layouts

- Right Position #2
- D: 300W x 600H
- T: 160W x 600H
- M: 300W x 250H

Desktop

The desktop layout features a top navigation bar with the Modern Healthcare logo and a search bar. Below the navigation is a main content area with several article teasers. A large blue rectangular area is overlaid on the right side of the page, representing the ad position. The layout is clean and professional, with a clear hierarchy of information.

Tablet

The tablet layout is a condensed version of the desktop site. The navigation bar is smaller, and the article teasers are arranged in a single column. The large blue rectangular area is positioned on the right side, maintaining its relative size and position. The overall design is responsive and user-friendly for tablet devices.

Mobile

The mobile layout is a further condensed version of the desktop site. The navigation bar is minimal, and the article teasers are arranged in a single column. The large blue rectangular area is positioned on the right side, maintaining its relative size and position. The overall design is responsive and user-friendly for mobile devices.

Creative Specifications – Digital Ad Layouts



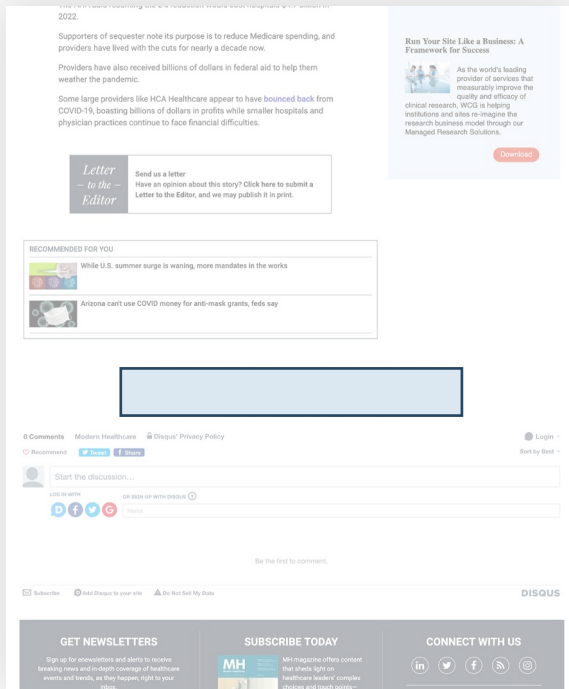
End of Article

D: 728W x 90H

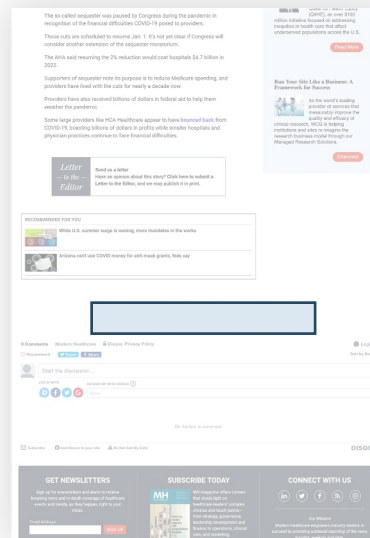
T: 468W x 60H

M: 300W x 50H

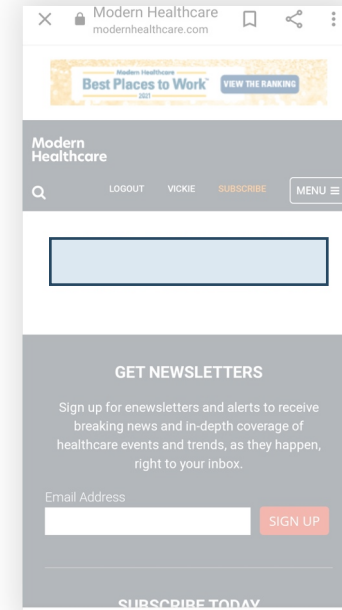
Desktop



Tablet

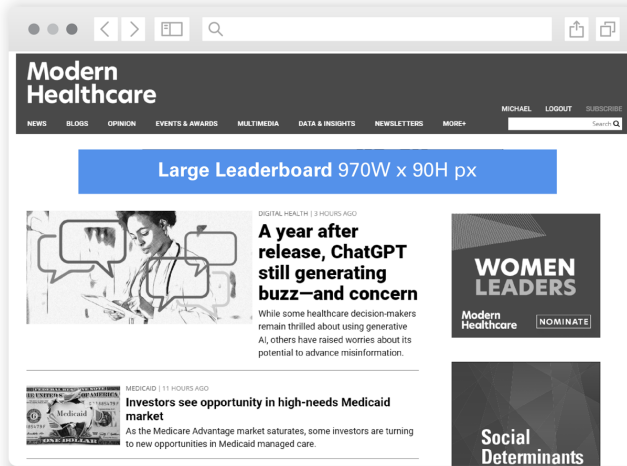


Mobile

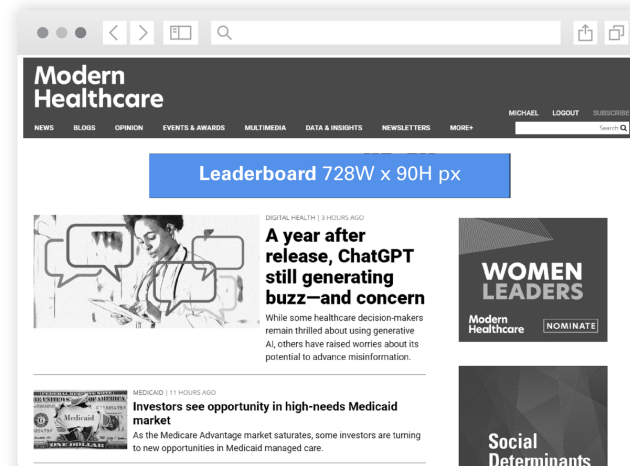


Digital Advertising: Display

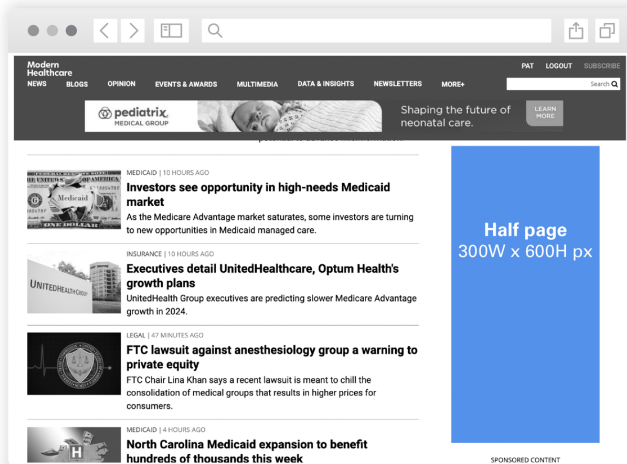
Large Leaderboard 970W x 90H px (desktop) 300Wx50H px (Mobile)



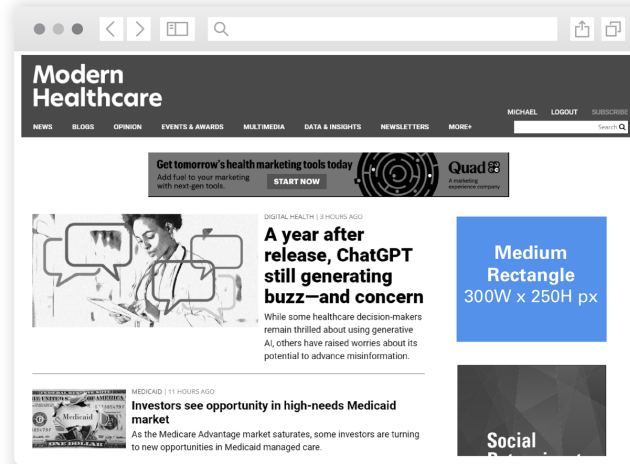
Leaderboard 728W x 90H px (desktop) 300W x 50H px (mobile)



Half Page 300W x 600H px (desktop and mobile)

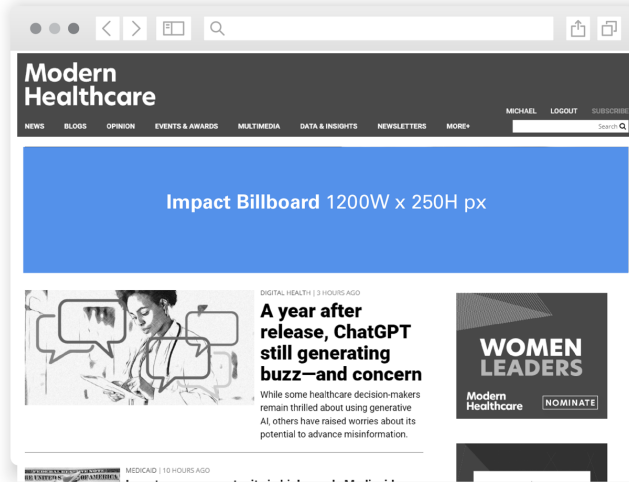


Medium Rectangle 300W x 250H px (desktop and mobile)

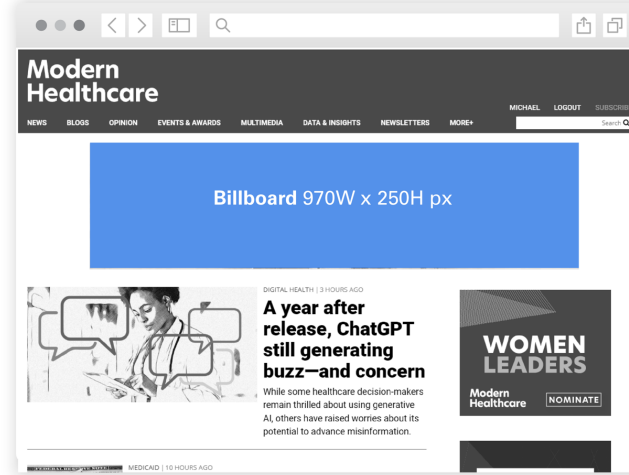


Digital Advertising: High impact

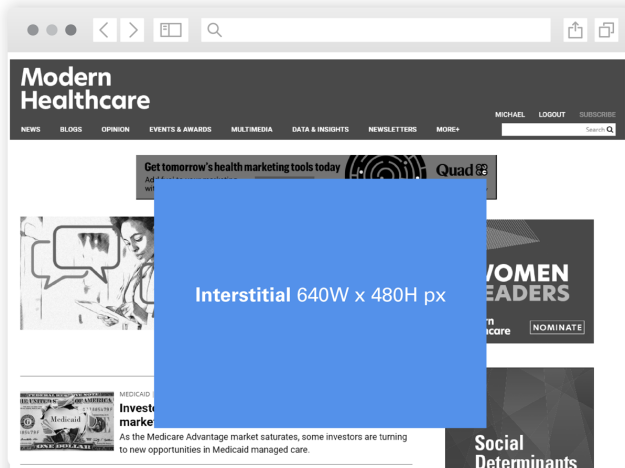
Impact Billboard 1200W x 250H px (desktop) 300W x 50H px (mobile)



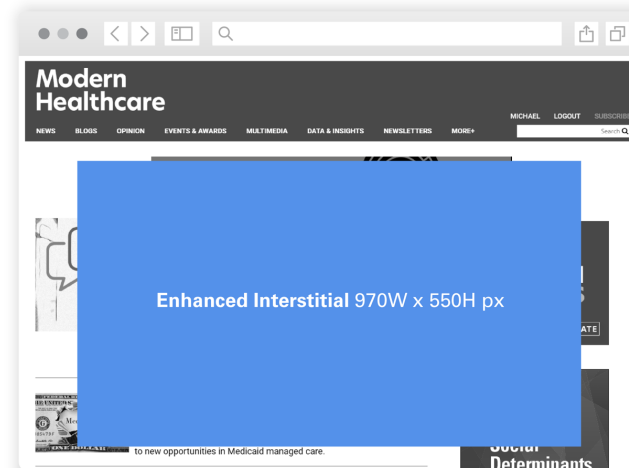
Billboard 970W x 250H px (desktop) 300W x 50H px (Mobile)



Interstitial 640W x 480H px (desktop) 300W x 250H px (Mobile)



Enhanced Interstitial 970W x 550H px (desktop) 300W x 100H px (Mobile)



Creative Specifications – Digital

Rich Media

We accept JavaScript, HTML and others (please inquire). All expenses related to serving third-party, rich media ads will be the responsibility of the advertiser. Some rich media banner formats require submission from an established rich media vendor in these situations additional fees will be applied to the advertiser.

Custom Content & Advertorial Specifications

For advertising that looks “editorial” in nature, the digital presentation will feature a “Sponsored Content” heading.

Pre-/Post Roll Video

File type	.mp4
Dimensions	Minimum 480x360 (4:3 full screen or 16:9 wide screen)
Max Time	15 seconds
Max File Size	10 MB

Creative Specifications – Digital

Desktop Home Page Sponsorship (Top Position Expansion Unit)

Serving	Must be third-party served
Dimensions	Collapsed 970W x 90H px Expanded 970W x 415 px
Max Polite Load	80 kb
Max File Size	50 kb
HTML5 Max Code	200 kb
Expand Button	“Expand” button must be clearly labeled in Arial font (min. font size of 8 pts)
Close Button	“Close” button must be clearly labeled in Arial font (min. font size of 8 pts)
Position	Position of the Expand & Close Buttons in the ad template are NOT allowed to be changed
Links Allowed	Multiple
Animation	Three loops max or 15 seconds, then stop
Lead Time	10 working days prior to campaign launch
Sound	Sound and video are not permitted

Creative Specifications – Digital

Implementation Details

- Static Images only .jpg, .gif, .png.
- Ads with white backgrounds are required to have a dark, one-pixel border around each frame.

Deadlines

All material, URLs and third-party login information must be submitted to AdOps-MH@crain.com and courtesy copied to your Account Executive at least five business days prior to start date. Third-party login info needs to be assigned to: AdOpsReporting@crain.com.

Ad Submissions

Send digital media and proofs to: AdOps-MH@crain.com

Email Newsletters

Ad unit	Width (Required)	Height (Required)	Max File Size (K)	Third-Party Tags Accepted	Third Party Tracking Accepted	Audio	Image Type
Leaderboard	728 px	90 px	80 kb	No	Click tracking	No	JPEG, PNG, GIF
Medium Rectangle	300 px	250 px	80 kb	No	Click tracking	No	JPEG, PNG, GIF

Modern
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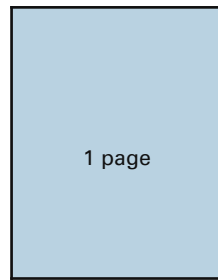
Magazine
Specs



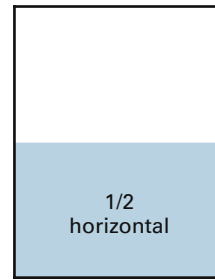
Creative Specifications – Print Advertising

Publication Trim Size	8 1/8 x 10 7/8 (width x height inches)
Untrimmed Size	8 3/8 x 11 1/8 (width x height inches)
Printing	Heat-Set Web Offset
Binding	Perfect
Paper Stock	45 lb. satin
Line Screen	120-Line Screen Recommended
Non-bleed Live Area	7 x 10
Column Width	Page 3 has 3 columns; each is 2 3/16 wide
Full-bleed Spread	16 1/2 x 11 1/8 (width x height inches)
Gutter-bleed Spread	15 1/8 x 10 (width x height inches)

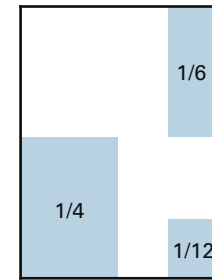
Live matter should be kept 1/4" from the trim and 1/8" from the gutter.
Allow 1/8" trim for head, foot and face bleed and 1/8" rough cut in the gutter for perfect binding.



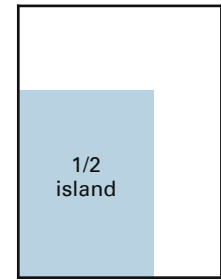
Full page trim size:
8 1/8 x 10 7/8
bleed size:
8 3/8 x 11 1/8
live area:
7 x 10



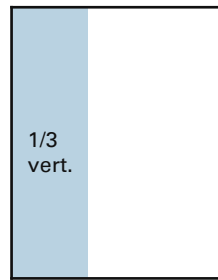
1/2 page horizontal size:
7 x 4 7/8



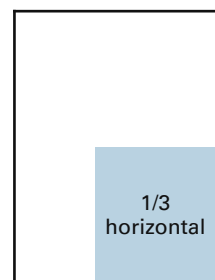
1/4-page size:
3 3/8 x 4 7/8
1/6-page size:
2 3/16 x 4 7/8
1/12-page size:
2 3/16 x 2 1/2



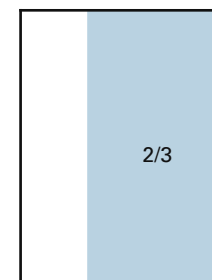
1/2-page island size:
4 1/2 x 7 1/2



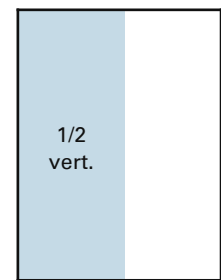
1/3-page vertical size:
2 3/16 x 10



1/3 page horizontal size:
4 1/2 x 4 7/8



2/3-page size:
4 1/2 x 10



1/2-page vertical size:
3 3/8 x 10

Creative Specifications – Print

Color Proofs

- Advertisements supplied to Modern Healthcare without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.
- Preferred proofs are Iris or Kodak. Approvals should be prepared 5%–7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low-quality ink-jet prints are not acceptable for color guidance.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

PMS Inks or Pre-Mixed Inks

PMS inks or pre-mixed inks require dedicated print units and will be billed at matched color rate.

Pre-Press Specifications

- All advertising should be provided in a digital format.
- Required format for black-and-white or four-color digital advertisement is high-resolution Adobe Acrobat PDF of PDF-X/1a file format with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (px per inch).
- Color images must be CMYK.
- All fonts (either PostScript or TrueType) must be embedded.
- Files containing RGB or LAB images will not be accepted.

Creative Specifications – Print

Four-Color Process

The reproduction quality of four-color advertisements printed in Modern Healthcare will depend largely on the quality of the supplied digital files and proofs. To assist our printer in obtaining a good press match on a web offset press, it is important to follow these general industry guidelines when preparing files and proofs:

- 120-line screen is recommended (not to exceed 133-line screen)
- Maximum density should not exceed 300% in any one area with one solid color
- Reverse lettering in four-color advertisements should be spread with the dominant color forming the shapes of the letters (thin lines, serifs, and small and midsize lettering should be restricted to one color only)
- Use AAAA / ABM / MPA – recommended standards for process ink color formulations
- Proofing progression of colors should correspond to the Modern Healthcare printing press: black, blue, red and yellow
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions

Custom Content & Advertorial Specifications

For advertising that looks “editorial” in nature, the type fonts must be substantially different from the fonts used in Modern Healthcare headlines, display type and body type. An editorial-looking ad requires a prominent heading at the top of the page identifying it as an ADVERTISEMENT or SPECIAL ADVERTISING SECTION / SUPPLEMENT or SPONSOR CONTENT. A border around the page is also suggested to help distinguish the ad from Modern Healthcare’s editorial content.

Insertion Orders / Space Reservation

Insertion orders should be sent via fax or email to your Account Executive or
Email: sales@modernhealthcare.com

Print Ad Submission

Ad submission upload: ads.crain.com

Send proofs to:
Bob Hedrick, Media Services Manager
130 East Randolph St. Suite 3200
Chicago, IL. 60601
Phone: 312.649.7836
Email: bhedrick@crain.com

Creative Specifications – Print

Insert Requirements

To ensure that furnished inserts meet the publication’s mechanical requirements and postal regulations, samples or mockup dummies must be submitted on the specified paper stock. Paper stock, mockup representing design and copy must be approved by Modern Healthcare’s production manager prior to scheduling insertion date. A minimum of 10% spoilage is also required.

For inclusion in the digital edition of Modern Healthcare, all advertisers who provide furnished inserts will also need to supply a PDF of insert to Robert Hedrick at bhedrick@crain.com.

Full-Size Insert Dimensions

Single page: 8 3/8" x 11 1/8"

This allows 1/8" trim on all sides. Printed matter should be positioned accordingly.

Tipped Inserts

Min. size: 5 1/2" x 6 1/2"

Max. size: 7 7/8" x 11 1/8"

Trim is taken on the top, facing edge and bottom on the maximum-size insert.

Insert Specifications

A full-size insert conforms to exact trim size of publication after trimming and does not include folds, attachments or die-cut areas. Undersized inserts should be supplied finished and pre-trimmed to desired size. If the insert’s type of paper, material or format creates mechanical difficulties that result in abnormal bindery expense, such additional expense will be billed to the advertiser. This charge will be quoted in advance and is not commissionable.

Maximum Paper Weight

Maximum paper weight limitations are imposed for the convenience of readers and to prevent problems that may occur in binding or mailing operations. Maximum paper weights are based on type of paper and number of pages. Weights to the right are 25" x 38" basis.

Insert Pages	Coated Text Max Weight	Uncoated Text Max Weight
1, 2 or 4 pages	80 lb.	80 lb.
5-8 pages	70 lb.	70 lb.
9-16 pages	70 lb.	60 lb.
17 pages or more	60 lb.	60 lb.

Modern
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Terms & Conditions

Terms and Conditions

Agency Commission

Fifteen percent of gross billing is provided to recognized agencies on space, color and position, provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or mechanical charges, and non-display classified advertising.

Short Rate and Rebates

Advertisers will be short-rated if the amount of space upon which billings were based is not used during the 12-month period from the date of the first insertion.

Frequency

Modern Healthcare Magazine: Frequency is determined by number of insertions used by advertiser within 12 months from date of first insertion order. One-sixth page is minimum size for earning frequency discount on larger space. Full-, half- and 1/3-page spread advertisements are charged at the rate of each individual unit on each facing page. Multiple units of space in one issue are charged at individual unit rates and are counted as individual insertions for the purpose of determining frequency discount.

ModernHealthcare.com: ModernHealthcare.com frequency is determined by the number of impressions used by an advertiser within 12 months from date of first insertion order.

Email Newsletters: Email newsletter frequency is determined by the number of insertions within 12 months from the date of first insertion order. Insertions for Daily Dose, Digital Health Intelligence, and Daily Finance count toward frequency for each other.

Terms and Conditions

Cancellations

Modern Healthcare Magazine: If, for any reason, an advertisement is cancelled after closing date, publisher reserves the right to repeat a former ad at full rate. If advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither advertiser nor agency may cancel an advertisement after closing date.

Digital: If advertising material is not received by materials deadline (five business days prior) of scheduled start date, advertiser will be charged for space beginning with original scheduled start date regardless of whether advertisement is live. Extensions for missed run dates are not provided unless Modern Healthcare receives notification prior to materials deadline. Rescheduling will be based on availability.

Events, Sponsorship and Custom Programs: including virtual briefings, webinars and sponsorships are non-cancellable once delivery has started.

Agency Commission

By issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in Modern Healthcare and, by their tendering such insertion order, the advertiser and/or agency shall indemnify and hold publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorneys' fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be a party all at the cost of the agency and the advertiser, who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates Modern Healthcare editorial material.

Terms and Conditions

Rate Protection Clause

Publisher reserves the right to change the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 60 days of the effective date of such change.

Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion for payment. However, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and that agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

Billing

Crain Communications, Inc | 29588 Network Place, Chicago, IL | 60673-1295

About Crain Communications

Crain Communications is one of the largest privately held media companies in the U.S. with 20 leading business, trade and consumer publications in North America, Europe and Asia. The organization's 650+ employees in 10 locations produce trusted and relevant news, lead generation, research and data products, custom publishing, and events that contribute to the success of its millions of readers and its clients.

For more information, visit crain.com

The Crain Code

Our Vision

We aspire to earn the trust and loyalty of our audiences by employing top talent to deliver exceptional journalism, information and solutions.

Our Purpose

We act as one team to serve our audiences. As experts in our field, we empower success through the indispensable content we create, solutions we develop and communities we cultivate.

Our Values

Collaboration: Openness to diversity of thought, ideas, background and experiences will drive shared success for all.

Respect: Create a safe, diverse and fun environment for all colleagues. Be both hungry and humble.

Accountability: Be a leader. Hold one another to high standards to continually improve performance, both company and individual.

Integrity: Do the right thing — be fair and unbiased.

Innovation: Be curious. Find ways to achieve our goals — and meet our audience needs — more effectively and efficiently.

Modern Healthcare Sales Information

National Advertising Sales Director

Mary Braunschneider

Telephone: 312.649.5311

mary.braunschneider@modernhealthcare.com

Midwest

Brian Lonergan

Telephone: 312.649.5379

blonergan@modernhealthcare.com

Illinois, Indiana, Kansas, Michigan,
Minnesota, Missouri, North Dakota,
Wisconsin

East

Cara Barrese

Telephone: 917.531.8188

cara.barrese@modernhealthcare.com

Connecticut, Delaware, Maine,
Maryland, Massachusetts, New
Hampshire, New Jersey, New York,
Rhode Island, Vermont, West
Virginia

West

Cheryl DeSimone

Telephone: 212.210.0193

cdesimone@modernhealthcare.com

Arizona, California, Colorado,
Hawaii, Idaho, New Mexico,
Nebraska, Nevada, Oregon, Utah
and Washington

South

David Baker

Telephone: 615.496.5201

dbaker@modernhealthcare.com

Kentucky, North Carolina, Ohio,
Pennsylvania, South Carolina,
Tennessee, Texas

Southwest

Carla Mutone

Telephone: 212.210.0192

carla.mutone@modernhealthcare.com

Alabama, Arkansas, Colorado, Florida,
Georgia, Iowa, Louisiana, Mississippi,
Oklahoma, South Dakota, Virginia

People on the Move and List Rental

Kathleen Cavalieri

Telephone: 847.912.5220

kcavalieri@modernhealthcare.com