

The logo for Facility Care, featuring the words "FACILITY" and "CARE" in a large, white, serif font with a blue outline. A registered trademark symbol (®) is located to the right of "FACILITY", and a plus sign (+) is positioned to the right of "CARE".

FACILITY CARE[®]+

Design, Operation & Maintenance of Healthcare Facilities

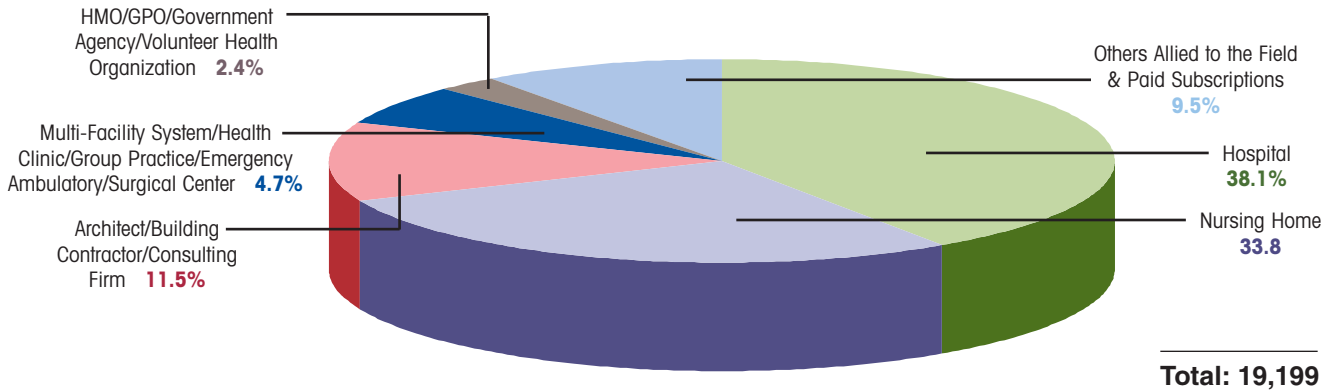
facilitycare.com



2011 MEDIA PLANNER

DEMOGRAPHICS

Delivering Qualified Circulation with Purchasing Power!



FacilityCare continues to deliver highly qualified circulation with purchasing power! Each month, subscribers turn to **FacilityCare** for quality editorial in an easy-to-read format, the latest in the healthcare facility industry presented through live events and monthly audio conferences as well continuing education credits in each issue. These diverse products and quality content ensure that you are reaching your most qualified prospects and a far more attentive audience.

Source: December 2009 BPA Statement

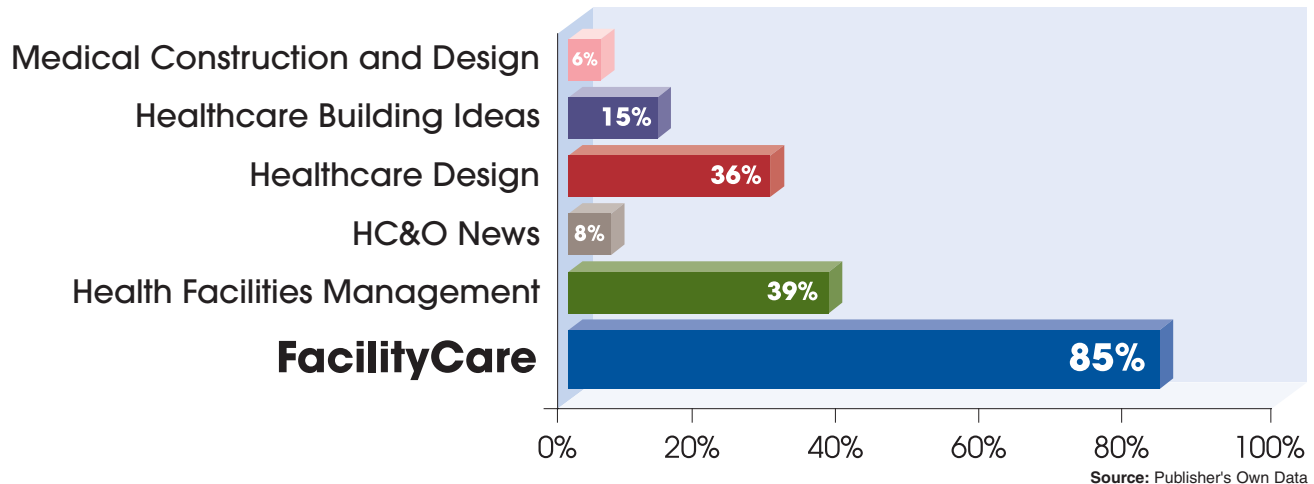


READER PROFILE

Reach Unduplicated Readership!

29% of survey respondents indicated that *FacilityCare* is the ONLY industry trade publication that they receive.

Which of the following trade publications do you read regularly, that is 3 out of 4 issues?



2011 EDITORIAL CALENDAR

January/February - ASHE PDC Issue

Ad Close: 1/12/11 - Materials Due: 1/19/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Environmental Services • Focus on Design: Interior Design Trends <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Continuing Education</p> <ul style="list-style-type: none"> • Facility Management Cont. Ed </div>	<ul style="list-style-type: none"> • Product Roundup: Wall and Floorcovering • Facility Solutions: Symposium Distinction Award Winner • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Flooring, Furnishing and Fixtures, Calming Colors, HVAC/IAQ, Signage 	<p>Bonus Distribution:</p> <ul style="list-style-type: none"> • International Conference & Exhibition on Healthcare Facility Planning, Design and Construction (ASHE/AIA PDC)  • National Facilities Management and Technology Conference (NFM&T)

March/April

Ad Close: 3/16/11 - Materials Due: 3/23/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Safety and Security • Focus On Design: Environmental Services <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Continuing Education</p> <ul style="list-style-type: none"> • Facility Management Cont. Ed </div>	<ul style="list-style-type: none"> • Product Roundup: Communications • Facility Solutions: Symposium Distinction Award Winner • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Maintenance Management, Water Conservation, Fire Protection, Infection Control 	<p>Bonus Distribution:</p> <ul style="list-style-type: none"> • Annual General Meeting of the International Association of Healthcare Safety and Security (IAHSS)

May/June - NeoCon Issue

Ad Close: 5/16/11 - Materials Due: 5/23/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Furnishings and Fixtures • Focus On Design: Lighting <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Continuing Education</p> <ul style="list-style-type: none"> • Facility Management Cont. Ed </div>	<ul style="list-style-type: none"> • Product Roundup: NeoCon Products • Facility Solutions: Symposium Distinction Award Winner • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Healing Art, Communications, Infection Control, Flooring 	<p>Bonus Distribution:</p> <ul style="list-style-type: none"> • NeoCon • Association for Professionals in Infection Control and Epidemiology (APIC)

July - ASHE Issue

Ad Close: 6/15/11 - Materials Due: 6/22/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Maintenance Management • Focus On Design: HVAC/Indoor Air Quality <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Continuing Education</p> <ul style="list-style-type: none"> • Facility Management Cont. Ed </div>	<ul style="list-style-type: none"> • Product Roundup: ASHE Products • Facility Solutions: Flooring • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Backup Energy, Televisions, Safety & Security, Signage 	<p>Bonus Distribution:</p> <ul style="list-style-type: none"> • American Society for Healthcare Engineering Conference and Exhibit (ASHE) 

Contacts:

Editorial

Emily Howard • (850) 936-0200
ehoward@briefingsmediagroup.com

Advertising

Andrew Dwyer • (719) 471-7230
adwyer@briefingsmediagroup.com

2011 EDITORIAL CALENDAR


August - Healthcare Facilities Symposium Issue

Ad Close: 7/21/11 - Materials Due: 7/28/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Energy Management • Focus On Design: Wallcoverings 	<ul style="list-style-type: none"> • Product Roundup: Sustainable Products • Facility Solutions: Signage • Greening Healthcare • Safety and Security Zone • Ask the Experts: Maintenance Management, Signage, Floorcoverings, Infection Control 	<ul style="list-style-type: none"> • Healthcare Facilities Symposium 

September - AHE Issue

Ad Close: 8/16/11 - Materials Due: 8/23/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Signage • Focus On Design: Environmental Services <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Continuing Education</p> <ul style="list-style-type: none"> • Facility Management Cont. Ed </div>	<ul style="list-style-type: none"> • Product Roundup: Housekeeping and Laundry • Facility Solutions: Infection Control • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Green Cleaning, Lighting, Safety and Security 	<p>Bonus Distribution:</p> <ul style="list-style-type: none"> • Association for the Healthcare Environment Annual Conference and Healthcare Marketplace. 

October

Ad Close: 9/15/11 - Materials Due: 9/22/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: IAQ • Focus On Design: Flooring 	<ul style="list-style-type: none"> • Product Roundup: Furnishings and Fixtures • Facility Solutions: Fire Protection • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Interior Design, Housekeeping and Laundry, Sustainable Design 	<ul style="list-style-type: none"> • World Workplace • Greenbuild • ISSA/Interclean

November/December

Ad Close: 11/14/11 - Materials Due: 11/21/11

Cover Stories	Editorial Highlights	Extra! Extra!
<ul style="list-style-type: none"> • FYI: Signage • Focus On Design: Maintenance Management <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Continuing Education</p> <ul style="list-style-type: none"> • Facility Management Cont. Ed </div>	<ul style="list-style-type: none"> • Product Roundup: Safety and Security • Facility Solutions: Green Design • Greening Healthcare • Safety and Security Zone • Regs and Resources • Ask the Experts: Infection Control, Fire Safety, Slips, Trips and Falls 	

Unique & Exceptional Editorial from the Experts



Ode Keil on The Joint Commission Accreditation Senior Editor Ode Keil shares his expertise on the many facets of complying with The Joint Commission standards in every issue.

Note: To ensure timely coverage, bonus distribution and topics are subject to change.

2011 ADVERTISING RATES & PROGRAMS

Black & White	1x	6x	8x
Standard Spread	\$10,500	\$9,940	\$9,530
Standard Page	\$5,275	\$4,970	\$4,775
2/3 Page	\$3,960	\$3,730	\$3,573
1/2 Page	\$3,158	\$2,978	\$2,865
1/3 Page	\$2,696	\$2,550	\$2,387
1/4 Page	\$2,387	\$2,225	\$2,135

Color	
2/C Standard	\$560
2/C PMS/Match	\$735
3/C or 4/C Page	\$1,360
Spread 4/C	\$2,053

Placements	1x	6x	8x
Back Cover	\$6,447	\$6,143	\$5,847
Cover 2	\$6,340	\$6,035	\$5,840
Cover 3	\$5,810	\$5,506	\$5,310

Manufacturer Showcase Ads	
1-3x	\$1,290 ea.
4-10x	\$1,095 ea.
8x	\$895 ea.

Other Guaranteed Placements: Add 10% of space charge

2011 BONUS PROGRAMS

New Advertiser Program

- Buy 4 get one free
- Buy 6 get two free

Added Value Program

Bonus Program for 8x Advertisers

- 20,000 list rental for 1x use
- 8 Free Showcase Ads
- 2 Free Secondary E-newsletter sponsorships
- Free 2 month Button Ad

Bonus Program for 6x Advertisers

- Free 10,000 list rental for 1x use
- 6 Free Showcase Ads
- Free Secondary E-newsletter sponsorship
- Free 1 month Button Ad

Bonus Program for 3x Advertisers

- 3 Free Showcase Ads

Sponsorship Program

HCC of IFMA Continuing Education

- Full page advertisement adjacent to each Continuing Education article
- Sponsorship identification on article
- Sponsorship identification and link on e-newsletter coverage of the continuing education article
- Sponsorship identification and link on Web site coverage of the continuing education article
- Monthly tracking reports of e-newsletter and Web site link

Investment: \$ 37,980 gross for year

(1/3-page display ad or larger required to qualify)

NOTE: Bonus Program discounts include agency discount. No other discounts apply. Program applies to 2011 rates. Cancellation will result in short-rating and loss of bonus program benefits. Advertisers waive program benefits they do not utilize.

ONLINE SOLUTIONS

Reach over **11,000*** healthcare facility managers, designers and architects on a monthly basis.

The **FacilityCare Monthly E-newsletter** is a valued source of news and resources, including leading news, industry expert Q&A, new products, links to articles, event calendar, and much more.

- Increase website traffic, clicks, leads
- Receive tracking results

Primary Sponsorship Rates:			Secondary Sponsorship Rates:		
12 Months (12x):	\$5,300	(\$441/issue)	12 Months (12x):	\$3,300	(\$275/issue)
6 Months (6x):	\$3,300	(\$550/issue)	6 Months (12x):	\$2,200	(\$366/issue)
3 Month (3x):	\$2,000	(\$666/issue)	3 Months (3x):	\$1,300	(\$433/issue)
1 Month (1x):	\$900	(\$900/issue)	1 Month (1x):	\$550	(\$550/issue)

FacilityCare Website:

For as little as \$300 per month, your company can place a button ad on every page of the **FacilityCare** Web site! www.facilitycare.com

Healthcare facility and design professionals log on to receive instant access to our content-rich site.

Your sponsorship includes monthly traffic reports with click-thru rates.

Button Ad Specs:

- 120 (wide) x 90 (high)
- 72 dpi
- File size = no more than 40kb
- We do accept animated gifs – same file size as above

Banner Ad Specs:

- 728 (wide) x 90 (high)
- 72 dpi
- File size = no more than 40kb
- We do accept animated gifs – same file size as above

Button Ad Sponsorship Rates:

12 Months:	\$300/month
6 Months:	\$400/month
3 Month:	\$500/month
1 Month:	\$600/month

Banner Ad Sponsorship Rates:

12 Months:	\$400/month
6 Months:	\$500/month
3 Month:	\$600/month
1 Month:	\$700/month

If you have a button that does not fit these requirements feel free to contact us, we can work with you to find a solution

Point/Counterpoint:



Point/Counterpoint features monthly discussions by two experts on opposing views of an issue. Website visitors weigh in through a comments section. An exclusive sponsorship is available each month for

the Point/Counterpoint page and the accompanying introductory e-mail to 11,000* *FacilityCare* readers. Sponsorship includes ad on the website and e-mail.

Rates:

12 Months:	\$5,400
6 Months:	\$3,000
3 Month:	\$1,625
1 Month:	\$600

Case Study and White Paper Edition:

Run your industry white paper or case study with *FacilityCare*. This is the perfect opportunity to tell visitors how your products or services impact the industry in a positive way. An “intro” message will be included in the *FacilityCare* Case Study/White Paper Edition of our E-newsletter to 11,000* industry professionals. Visitors click on the link to download your case study.

Rates:

12 Months:	\$8,400
6 Months:	\$4,800
3 Month:	\$2,700
1 Month:	\$1,000

* Publisher's own data.

For more information, contact Emily Howard at 850-936-0200 or ehoward@briefingsmediagroup.com.

MECHANICAL REQUIREMENTS

Publication Trim:	8.125"	10.875"
Publication Bleed:	8.375"	11.125"

Standard Advertisement Sizes:

Space may be used only in the following sizes:

	Width	Length
Full Page	8.375"	11.125"
2/3 Page	4.625"	10"
1/2 Page Vertical	3.375"	10"
1/2 Page Horizontal	7"	5"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.375"	10"
1/3 Page Square	4.625"	5"
1/3 Page Horizontal	7"	3.125"
1/4 Page	3.375"	5"
Business Response Card	6.125"	3.25"

Full-Bleed Specs:

	Width	Length
Single Page:	8.375"	11.125"
Spread	16.5"	11.125"
Spread, Gutter-Bleed Only	15.25"	10"
1/2 Page Spread, Bleed Bottom & Sides	16.5"	5.375"
1/2 Page Spread, Gutter-Bleed Only	15.25"	5"

E-mail materials to: llinhart@briefingsmediagroup.com or mail to:
**Production Department: FacilityCare magazine, 2807 N. Parham Road,
 Suite 200, Richmond, VA 23294, 804-762-9600 Ext. 227, Fax: 804-217-8997**

PRINTING METHOD: Web offset.

BINDING METHOD: Saddle-stitched.

ROTATION OF COLORS: Black, Cyan, Magenta, Yellow (CMYK).

COLOR PROOFS: One set of progressive proofs, a Chromalin or Matchprint prepared according to SWOP standards is required. If a SWOP-standard proof is not supplied, color cannot be matched. Laser proofs required for B/W ads.

LINE SCREEN: 4-color, 2-color or B/W ads: 133-line screen recommended.

SECOND COLOR SPECIFICATIONS: Advertisers purchasing two color may use black plus one of the following colors: cyan, magenta, yellow, standard red (process build of PMS 485 — 100% magenta + 91% yellow), standard blue (process build of PMS 2728 - 100% cyan + 69% magenta), standard green (process build of PMS 354 — 91% cyan + 83% yellow). All other colors will be charged as PMS exact ink match.

SUBMITTING ADVERTISING MATERIALS ON DISK OR BY EMAIL:

Press quality PDF files are preferred. Please be sure to embed all images and

fonts in the PDF. Other acceptable formats are JPG, TIFF and EPS files. All files must be high resolution (300 dpi). Images from Web pages will not be accepted. Acceptable media: CD or Zip disk; index or directory of disk/CD contents required. Ftp is available at request. Please note that we can not add, remove or change anything to your file besides reducing the size to fit within the ad specs.

OVERSIZE ADS: Publisher reserves the right to reduce material that is larger than the specified sizes and to charge for those services involved.

DEADLINES: Previous advertising copy will be repeated if new copy is not received by the ad materials due date.

BLUELINE CHARGES: A Blueline Charge of \$150.00 will be applied if preferred material is not received by the date listed for receipt of material.

STORAGE OF REPRODUCTION MATERIAL: Original reproduction material left in publisher's possession is destroyed 12 months from date of issue unless publisher is notified in writing as to its disposition.

Advertising Terms and Conditions

"Publisher" as used in the following means Briefings Media Group, LLC

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- Requests for specific position are not guaranteed unless position premium is paid.
- Advertisers will be charged for composition and other direct expenses for advertisements set but not used.
- Advertisers will be short-rated, consistent with the terms contained herein, if within any 12-month period from the date of first insertion they do not use the amount of space upon which the billings have been based. Failure to complete order as written to qualify for published Bonus Program for Frequency Advertisers will result in the loss of all discounts. Advertiser will be billed at published rates for space and for all items received through Bonus Program for Frequency Advertisers.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation. The advertising rates as listed herein are for issues published during the period January 1, 2011 to December 31, 2011 only. Orders must be received by the published Advertising Close Date consistent with said issues.
- A contract (except for cover, preferred and special positions or incentive plan) may be suspended or cancelled upon written notice received by the publisher prior to published Advertising Close Date for the appropriate issue, and rate will be adjusted to that earned by actual number of insertions.
- Payment terms are net 30 days. Overdue accounts may be charged a 1.5% per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices. Invoices are issued upon ad close. Tearsheets will be provided upon request after publication.
- Recognized advertising agencies providing complete preferred print materials are allowed a 15% commission on gross billing space, color and position, only if the account is paid within 30 days.
- In the event of non-payment or other breach, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher, and for reasonable collection costs, including court costs and attorneys fees.
- Publisher offers no cash discounts.
- Verbal agreements are not recognized.
- Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract, when they conflict with the terms and conditions herein or any amendment hereto.
- All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
- Advertisers and their agencies grant the publisher permission to communicate with them via available media including fax and e-mail.
- The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the Commonwealth of Virginia, USA.

FACILITYCARE CONTACTS

Emily Howard, Editor

Phone: (850) 936-0200

Fax: (850) 936-0206

E-mail: ehoward@briefingsmediagroup.com

Andrew Dwyer, Publisher

Phone: (719) 471-7230

Fax: (719) 471-7234

E-mail: adwyer@briefingsmediagroup.com

**Laura Linhart Daugherty,
Production Coordinator**

Phone: (804) 762-9600, ext. 227

Fax: (804) 217-8998

E-mail: llinhart@briefingsmediagroup.com

Amy Lehr, Reprints & List Sales

Phone: (800) 223-1797, ext. 212

Fax: (804) 217-8998

E-mail: alehr@briefingsmediagroup.com

Russell Lindsay, Sales Rep

Phone: (254) 829-3003

E-Mail: russell.lindsay7@gmail.com

