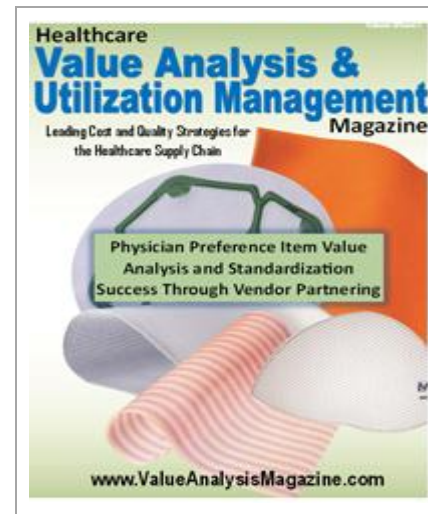


Everything you need to know about  
the Healthcare Value Analysis &  
Utilization Management Magazine

# Media and Advertiser Information



## HEALTHCARE VALUE ANALYSIS & UTILIZATION MANAGEMENT MAGAZINE

Insights, Best Practices, and Advanced Strategies You Can  
Use to Up Your Value Analysis Game

### Who we are

HVA&UM Magazine is the only periodical focusing exclusively on value analysis and utilization management in the healthcare industry. Since value analysis practitioners are the gatekeepers and influencers for almost all clinical purchases at their hospitals, systems, and IDNs, it's important to keep your name and products in front of them. We believe that the Healthcare Value Analysis & Utilization Management Magazine reaches this segment of the healthcare marketplace with timely information that these individuals require to up their value analysis game. Call us for more information on advertising with us.

### Contact Us

For information on placing ads, please contact Robert W. Yokl, Publisher, at 610-327-4820 or [ryokl@valueanalysismagazine.com](mailto:ryokl@valueanalysismagazine.com).

Box 939  
Skippack, PA 19474  
[www.valueanalysismagazine.com](http://www.valueanalysismagazine.com)

Phone: 610-327-4820  
Email: [ryokl@valueanalysismagazine.com](mailto:ryokl@valueanalysismagazine.com)  
Web: [www.valueanalysismagazine.com](http://www.valueanalysismagazine.com)



### Healthcare Value Analysis & Utilization Management Magazine

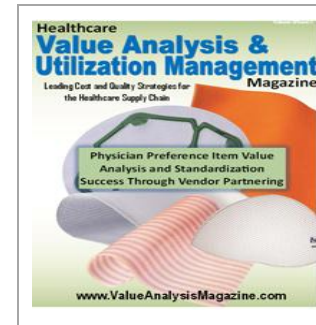
Box 939  
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# Table of Contents

Benefits To Advertisers .....	1
Our Mission .....	4
Why Another Magazine.....	4
You Too Can Be Part Of This Evolution .....	2
Advertising Rates .....	3
Website Banners.....	2
Website White Papers .....	2
Online Magazine Rates .....	2
Our Products and Services .....	5

# Our Products & Services

## Magazine



HVA&UM is the only periodical focusing exclusively on value analysis & supply utilization management in the healthcare industry. Since value analysis practitioners are the gatekeepers for almost all purchases at their hospitals, systems, and IDNs, it's important to keep your name and products in front of them. We can help make this a reality!

## Awards



Being the acknowledged leader in value analysis & supply utilization information, we anticipate having a number of awards each year: Value Analysis Program of the Year, Value Analysis Team Leader of the Year, and Value Analysis Big Idea of the Year. All to promote and reward practitioners in this important discipline.

## Software



We offer a number of value analysis software products such as Clinitrack™ Value Analysis Manager and Utilizer® Dashboard to make VA managers' job easier & more productive.

# Our Mission

Our mission with Healthcare Value Analysis & Utilization Management Magazine is to help promote the best of the best strategies and methods in value analysis & supply utilization management and then to pass them along to our value analysis community, thus benefiting everyone in the healthcare value analysis & supply utilization world.

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*Promote the best strategies and methods in VA and SUM  
and then pass them on to the VA community.*

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## Why Another Supply Chain Magazine?

Value analysis has high name recognition in our healthcare industry but there are many fundamental differences in philosophy, methods, and practices that we believe need a helpful voice to bring everything into perspective. We want to explore new vistas and go boldly where no other supply chain magazine has gone before in order to bring our readers the best savings strategies and practices that will help their hospital, system, or IDN's value analysis teams and committees move to the next level of performance. Our magazine scope is endless when you think about the multitudes of savings opportunities that we can talk about on the hundreds of thousands of products, services, and technologies purchased on a daily basis by each and every healthcare organization in the country.

## You Too Can Be Part of This Evolution

As an advertiser in our magazine, you too can be part of this evolution in healthcare value analysis management. **Let us show you how!**

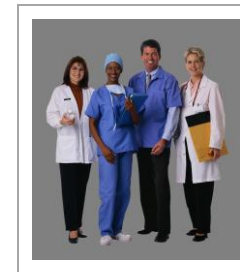
# Benefits to Advertisers

## Reach A Hard to Reach Market



Value analysis practitioners are often hidden in their hospital, system, or IDN. They go by many titles, but they all have one thing in common; they decide on the best products, services, and technologies for their healthcare organizations. We can help you find these individuals at the lowest cost per contact.

## Talk Directly To Your Customers



Value analysis teams and committees are made up of key department heads and managers who influence the buying of your products, services, and technologies. Wouldn't you like to talk to these individuals directly about how you can make their jobs easier and more productive?

## Become A True Partner



Through our awards, honorable mentions, and recognition programs, your company can participate as a sponsor or partner for these events. What better way to get to know your target market and your customers.

# Advertising Rates

## Website Banners

Prominently place an online banner ad (with links) on our HVA&UM's home page at the following rates per month:

Location	Size	1x	2x	3x	4x
Middle Page	1 x 3	\$750.00	\$682.00	\$621.00	\$565.00
Anchor of Page	1 x 3	\$500.00	\$455.00	\$414.00	\$376.00
Right Hand Column	2-1/2 x 1	\$375.00	\$341.00	\$310.00	\$282.00
Right Hand Column	1 x 1	\$225.00	\$204.00	\$186.00	\$169.00

## Website White Papers (Billed Monthly)

You can post your company's white papers on our HVA&UM's website for a monthly fee or \$1,000 per month. It's the easiest way to get your message across to thousands of supply chain/value analysis practitioners each month. Now, we have 8,000 hits a month on our website.

## Online Magazine Advertising (Billed Quarterly)

All online advertising will be billed quarterly and due and payable within 15 days of receipt of our invoice. Banner and magazine ads are sold on a first come, first served basis and billed monthly. Annual Discounted Rates are based on the number of insertions. **To qualify, an advertiser must sign a binding agreement.** For more information, call or e-mail Robert W. Yokl at 610-327-4820 or [ryokl@valueanalysismagazine.com](mailto:ryokl@valueanalysismagazine.com).

Ad Size	1x	2x	3x	4x
Full Page	\$1,150.00	\$1,050.00	\$950.00	\$850.00
2/3 Page	\$975.00	\$875.00	\$775.00	\$676.00
Half Page	\$775.00	\$725.00	\$675.00	\$625.00
Third Page	\$626.00	\$575.00	\$525.00	\$475.00
Quarter Page	\$460.00	\$410.00	\$360.00	\$320.00

Ad Specifications	With x Height
Full Page	8" x 10-3/8"
2/3 Page	5 x 9-5/8
Half Page (Vertical)	3 1/2 x 9-5/8
Half Page (Horizon)	7-1/2 x 4 3/4
Third Page	2-3/8 x 8-5/8
Quarter Page	2-3/8 x 9-5/8

## Cover Positions

Inside Front Cover	Add 20% to the size
Inside Back Cover	Add 15% to the size
Back Cover	Add 25% to the size
Guaranteed Position	Add 10% to the size

## Production Requirements

High-resolution (300 dpi or higher at publication size) pdf, jpg, or tif files. E-mail to Robert W. Yokl @ [ryokl@valueanalysismagazine.com](mailto:ryokl@valueanalysismagazine.com) 30 days prior to publication. Please don't send Microsoft PowerPoint or Publisher layouts, since we can't place them in our layout file. If you have questions, please call 610-327-4820.

## Sponsored or Staff Written Articles

Call 610-327-4820 or email [Ryokl@valueanalysismagazine.com](mailto:Ryokl@valueanalysismagazine.com) for a quote.

