

GENERAL INFORMATION

ESTABLISHED IN 1979

EDITORIAL PRODUCT

Journal for Healthcare Quality (JHQ) is the official journal of the National Association for Healthcare Quality. Its audience is the quality professional in healthcare responsible for promoting and monitoring safe, cost-effective, evidence-based healthcare.

JHQ editorial features focus on quality and performance improvement, risk management, utilization management, and the latest in accreditation standards and regulations. *JHQ* gives comprehensive coverage of

- new research in the art and science of quality management
- state-of-the-science technology
- quality management principles and techniques
- utilization of quality improvement tools
- quality management innovations.

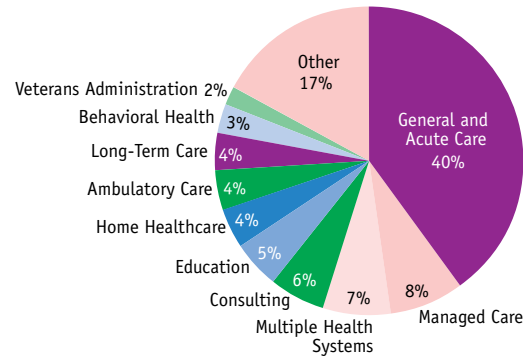
JHQ is written by and for professionals practicing in the diverse field of healthcare quality management. Each year, *JHQ's* roster of authors includes nationally known authorities on every aspect of quality. Case histories of successful quality programs stress pragmatic applications that can transform organizations. In a recent reader survey, many NAHQ members reported that *JHQ* was their primary reason for joining the organization. An overwhelming number of readers read all the articles in every issue.

PUBLISHER'S COPY PROTECTIVE CLAUSE

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of printed advertisements and also assume responsibility for any claim arising therefrom made against the publisher. The publisher reserves the right to reject at any time any advertising that is not in keeping with the publication's standards. The publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.

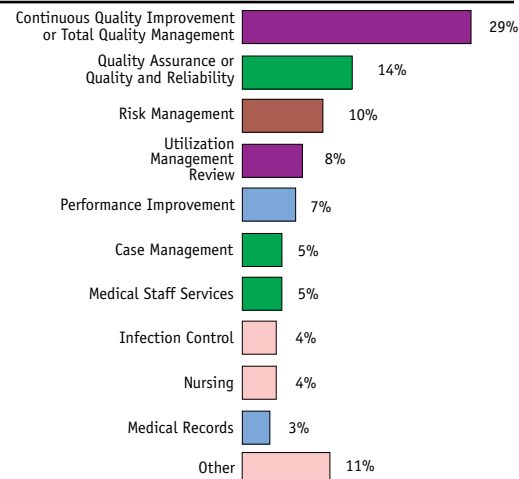
NAHQ MEMBERSHIP PROFILE

Job Setting



Primary Responsibility

(more than one area represented)



NAHQ OPPORTUNITIES

NAHQ CONFERENCE

- Exhibit at NAHQ's annual educational conference and reach more than 1,000 quality professionals in healthcare. The prices for commercial exhibit space are listed below.

Single space (10' x 10')	\$1,375
Double space (10' x 20')	\$2,500

- Advertise in the conference program book to maximize your exposure.

NAHQ DIRECT MAIL

Purchasing mailing labels will give you an opportunity to reach the quality professional in healthcare through the mail.

Price for commercial entities: **\$175 per 1,000.**

Contact the NAHQ Membership Services Group at 800/966-9392 for details on mailing labels.

Journal for HEALTHCARE QUALITY

PROMOTING EXCELLENCE IN HEALTHCARE

Rate Card

NAHQ
NATIONAL ASSOCIATION FOR HEALTHCARE QUALITY

RATES

Space	1 Time	3 Times	6 Times
1 page	\$1,420	\$1,305	\$1,205
1/2 page	1,060	975	905
1/4 page	620	580	535

Color Rates

Four-color process additional \$930 per page

Covers* (includes 4-color process)	1 Time	6 Times
Back cover	\$3,065	\$2,495
Inside front cover	2,915	2,380
Inside back cover	2,795	2,280

*Covers are sold on a 6-time contract basis or as a 1-time opportunity.

Inserts

2 page — 3 times earned black & white rates

4 page — 5 times earned black & white rates

Bleed

No charge

Preferred Positions

Add 10% to cost of space. The publisher reserves the right to determine what position can be reserved.

Career Center Ads, Journal (noncommissionable)

Recruitment ad 1/4 page \$425

Career Center Ads, Web Site (noncommissionable)

Posting of 200 words or fewer \$425

Job posting plus 1/4 page recruitment ad in *JHQ* \$800

Job posting must be submitted via e-mail.

Only text ads will be accepted (no logos or graphics).

Note: Ad rates are subject to change.

TERMS

Invoices are due net within 30 days, with 1 1/2% per month added to account balance after 30 days. No discounts or agency commission will be given on a new billing period if previous balance is unpaid for more than 50 days.

Agency Commission

15% for accounts paid within 30 days

Cash Discount

2% within 10 days

Short Rates and Rebates

Rates are earned by the total number of insertions used within 1 year of the first insertion. Advertisers will be short rated if within a 12-month period from the date of the first insertion they do not use the amount of space on which their billings have been based. Advertisers will be given a rebate if within a 12-month period from the first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Rate Protection Policy

When new rates are announced, advertisers will be protected at their contract rates for 90 days after the effective date of the new rate.

REQUIREMENTS

Mechanical Requirements

1 page	7" x 10"
1/2 page (horizontal)	7" x 4 3/4"
1/2 page (vertical)	3 3/8" x 9 5/8"
1/4 page	3 3/8" x 4 3/4"
Trim size	8 1/2" x 11"
Bleed size	8 3/4" x 11 1/4"
Live area	7" x 10"

Reproduction Requirements

Electronic art: EPS file with fonts converted to outlines; TIFF file at 1,200 ppi resolution; PDF created on a Macintosh computer with fonts and images embedded

Film: 133 line screen; film negatives, right reading, emulsion side down; proof required at 100% of ad size (color proof for 4-color ads)

Camera-ready artwork: 133 line screen if there are halftones; black and white ads only

Web transfer site instructions: Ad files can be uploaded to <http://ads.amcleaders.com>. Log in using same ID and password: upload. Select NAHQ and follow prompts to complete your upload.

Note: The file name must include the advertising company's name.

Disposition of reproduction materials: Reproduction materials will be held for 1 year from date of the last insertion and then destroyed.

Issue and Closing Dates

Issue	Publication Date	Space Closing	Material Closing	Special Issues*
Jan/Feb	Jan 8	Nov 9	Nov 16	
Mar/Apr	Mar 10	Jan 23	Jan 30	
May/June	May 7	Mar 21	Mar 28	
Jul/Aug	July 8	May 20	May 28	
Sept/Oct	Sept 1	July 10	July 17	Conference
Nov/Dec	Nov 7	Sept 23	Sept 30	

*Call for details on special issues.

No cancellations will be accepted after the space-closing date.

Mailing and Shipping

Send contracts, insertion orders, and printing materials to

Journal for Healthcare Quality

Sales Department

4700 W. Lake Avenue

Glenview, IL 60025-1485

847/375-4848

Fax: 847/375-6457

E-mail: info@nahq.org

Web site: www.nahq.org

CIRCULATION

Circulation

Guaranteed circulation is 5,000.

Circulation Verification

Sworn statement and U.S. Post Office records, second-class mail.

Coverage and Market Coverage: National

Market Served

5,000 issues are mailed—more than 4,500 to members of the National Association for Healthcare Quality. These members are professionals representing every aspect of quality in healthcare, including utilization and risk management, managed and ambulatory care, quality improvement, and other healthcare quality specialties.

Subscription Prices

An annual subscription rate for members is included in NAHQ dues. One-year subscription rate in U.S.: \$150 individual, \$205 institutional; international: \$225 individual and institutional.

EDITORIAL CONTENT

Accreditation issues and successes

Administration and management

Behavioral healthcare quality compliance

Conceptual articles

Continuum focus

Education's move to quality

Evidence-based practice

Global and international issues

Government affairs and policy making

Information systems and management

Innovations in healthcare

Knowledge management

Medical management, utilization management, care management, demand management

Pain management

Patient and staff safety

Performance measurement and improvement

Research in healthcare quality