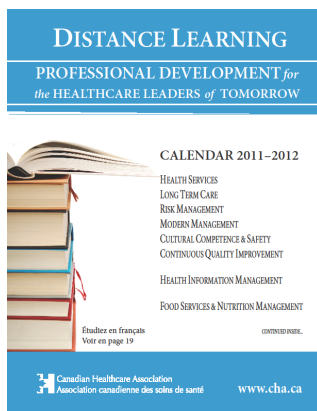


ADVERTISE WITH CHA

Two options to meet your advertising needs:

CHA's Distance Learning Course Calendar

For more than 55 years, CHA Learning has provided professional development opportunities to healthcare professionals from across Canada.



**Advertise in the
Distance Learning Course Calendar and your
 brand will reach thousands of:**

- CEOs in acute care organizations
- long term care administrators
- food service and nutrition managers
- quality improvement directors
- nursing staff
- laboratory directors

Take advantage of our exclusive **BUNDLE OFFER** to reach the **widest possible** healthcare audience.

Choose to advertise in the *Distance Learning Course Calendar* and the *Guide to Canadian Healthcare Facilities*, and your brand will reach **18,000+** of Canada's healthcare leaders.

Guide to Canadian Healthcare Facilities

Containing almost **7,000 healthcare facilities** and **23,000+ key contacts**, the Guide is an invaluable tool for any healthcare professional.

Use the *Guide* to find information on regionalization, bed counts, annual admissions, staffing figures, health care products and services, and much more.

Thanks to our **100% paid** annual circulation, advertising in the *Guide to Canadian Healthcare Facilities* will expose your brand to a highly influential and targeted audience, including CEOs, medical professionals, manufacturers and distributors, and employees in hundreds of Canada's:

- healthcare facilities
- associations and allied organizations
- government departments
- regional health authorities



Brand recognition

With only a select number of ad spaces available, you're guaranteed to receive maximum awareness and ad visibility, giving your brand the attention it deserves.



For more information, please contact:

Claire Samuelson, Editorial Assistant: 613-241-8005 ext. 226 or marketing@cha.ca



Canadian Healthcare Association

Association canadienne des soins de santé

80 years of excellence * 80 ans d'excellence

2011 RATE CARD

CHA's Distance Learning Course Calendar, 2012-2013

2012 Guide to Canadian Healthcare Facilities, Volume 19

CHA's Distance Learning Course Calendar

AD SIZE:	Colour	B&W
FULL PAGE: 6.9" x 9.7" – Inside Page	\$ 1450	-
HALF PAGE (HORIZONTAL): 6.9" x 4.7"	\$ 1050	-
ONE-QUARTER PAGE: 3.3" x 4.7"	\$ 850	-
FULL PAGE: 6.9" x 9.7"	-	\$ 1050
HALF PAGE (HORIZONTAL): 6.9" x 4.7"	-	\$ 850
ONE-QUARTER PAGE: 3.3" x 4.7"	-	\$ 650

For full artwork specifications and submission details, please visit www.cha.ca

Guide to Canadian Healthcare Facilities

AD SIZE:	Colour	B&W
FULL PAGE (BLEED) – Inside Front Cover*	\$ 1250	-
FULL PAGE (BLEED) – Inside Back Cover*	\$ 1250	-
FULL PAGE (BLEED) – Outside Back Cover*	\$ 1250	-
*8.75" x 11.25" (Carry all background art to these dimensions) Book Trim Size – 8.5" X 11" Text Area – 8.0" X 10.5" (Leave a 0.25" margin beyond text) Colour (if applicable) proof required with your artwork.		
FULL PAGE: 6.9" x 9.7" – Inside Page	-	\$ 850
HALF PAGE (HORIZONTAL): 6.9" x 4.7"	-	\$ 650
HALF PAGE (VERTICAL): 3.3" x 9.7"	-	\$ 650
ONE-QUARTER PAGE: 3.3" x 4.7"	-	\$ 500

Take advantage of our exclusive **BUNDLE OFFER** and receive:

- One full page colour ad in the *Guide to Canadian Healthcare Facilities, Vol. 19*
- One ¼ page ad in *CHA's Distance Learning Course Calendar, 2012-2013*

for only **\$1500** (\$400 savings)

Introductory Offer

Display your company logo in our buyer's guide for only **\$250**

CONFIRMATION DEADLINE: August 31, 2011

ARTWORK SUBMISSION DEADLINE: September 30, 2011

For more information, please contact:

Claire Samuelson, Editorial Assistant: 613-241-8005 ext. 226 or marketing@cha.ca

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