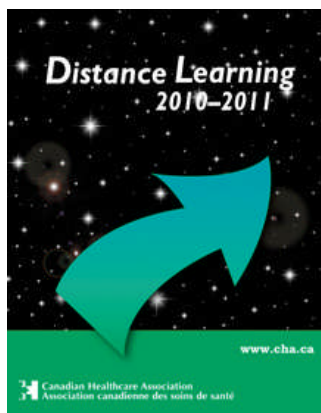


ADVERTISE WITH CHA

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 be exposed to 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 be exposed to **15,000+** of Canada's healthcare leaders.

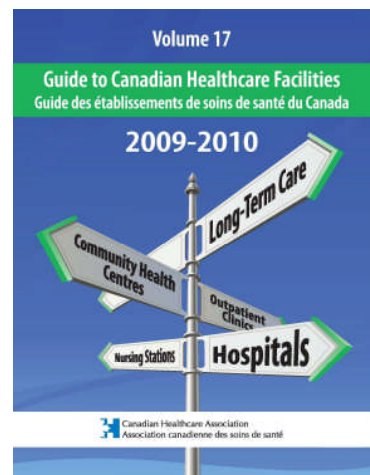
Guide to Canadian Healthcare Facilities

Containing over **6,500 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.

***Distance Learning Course Calendar* 15,000+** annual circulation
***Guide to Canadian Healthcare Facilities* 800+** annual circulation



RATE CARD

CHA's Distance Learning Course Calendar, 2011-2012 ***2011 Guide to Canadian Healthcare Facilities, Volume 18***

CHA's Distance Learning Course Calendar

Guide to Canadian Healthcare Facilities

AD SIZE:	B&W	AD SIZE:	Colour	B&W
FULL PAGE: 6.9" x 9.7"	\$ 1025	FULL PAGE (BLEED) – Inside Front Cover*	\$ 1125	-
HALF PAGE (HORIZONTAL): 6.9" x 4.7"	\$ 850	FULL PAGE (BLEED) – Inside Back Cover*	\$ 1125	-
ONE-QUARTER PAGE: 3.3" x 4.7"	\$ 650	FULL PAGE (BLEED) – Outside Back Cover*	\$ 1125	-

*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.

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

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. 18*
- One ¼ page ad in *CHA's Distance Learning Course Calendar, 2011-2012*

for only **\$1500** (\$275 savings)

CONFIRMATION DEADLINE: August 15, 2010
ARTWORK SUBMISSION DEADLINE: September 15, 2010

For more information, please contact:
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