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NORTH CENTRAL FLORIDA

gainesville, lake city & ocala

HEALTHCARE GUIDE MEDIA KIT



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Jacksonville, FL 32256
www.heritagepublishinginc.com



DIRECTORY CONTENTS

4-Color Editorial and Pictorial Section

The Green Pages™

- Table of Contents
- Medical Societies & Associations
- Physicians' FYI
- Health Care Today Editorials
- Legislative News
- Managed Care/Insurance Companies' Information Provided by the Health Planning Council of Northeast Florida
- Profiles of Area Hospitals

- Physicians & Surgeons Index
- Alphabetical Listing of Physicians & Surgeons with Page Number Reference
- Categorical Listing of Physicians & Surgeons by Specialty
- Comprehensive A-Z Listing of Other Healthcare Services Available in North Central Florida
- Locator Maps
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork	August 15, 2011
Advertiser's Camera-Ready Artwork	September 30, 2011
Date to Printer.....	October 31, 2011
Publication Date	November 18, 2011

SPECIAL ADVERTISING RATES

- Agency discount is 15%. To qualify for an agency discount, your advertising agency must provide "camera ready" artwork in an acceptable file format as specified in the Printing Specifications & Artwork Submissions section below and include a bona fide Agency Insertion Order. **This discount excludes Tab Inserts.**
- A discount of 5% is available to all advertisers who prepay upon contract.
- All Tab Inserts will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. A 10% charge is added to the total sale for guaranteed insert placement in a specific category.

PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 8.5" x 11"
- Submit artwork to: art@heritagepublishinginc.com



"As a specialist, the healthcare guide makes us more accessible to our referral base of physicians so they know just where to send their patients."

— Vivynne Agrios, Practice Manager,
All About Women, Obstetrics and Gynecology

"We find the Healthcare Guide to be an invaluable communication tool and resource for coordinating patient care & to inform others about our specialized clinical & research offerings."

— Les R. Jebson, MHA, CHE, Associate Director,
The University of Florida Orthopaedics
and Sports Medicine Institute

"... it has become our 'bible' in our office. It is, literally, at my fingertips because I consult it so much ... sort of one-stop shopping"

— Merry Lynn Brown, Practice Manager,
Gainesville ENT and Allergy Associates, PA

"The Healthcare Guide is a wonderful referral tool for all of us health care professionals. The ease of using the alphabetical listing of physicians and their specialties makes this referral guide a quick and efficient reference source."

— Lynn James, External Operations Director,
ReQuest Physical Therapy

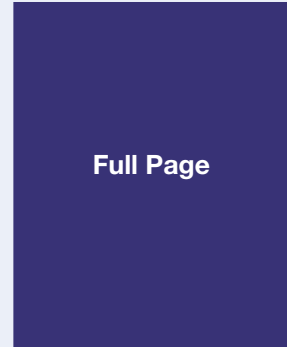
"I want to commend you on the quality of this publication. It has the information that I use on a daily basis, all neatly contained in one manual."

— M. Shaw, Area Patient Service Representative,
American Cancer Society



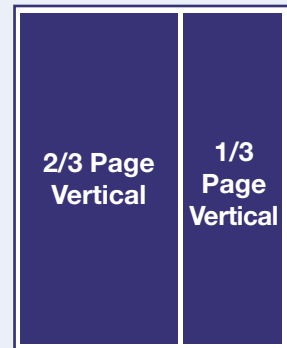
2011-2012 ADVERTISING RATES

	<i>Type of Advertisement</i>	<i>Rate</i>
Premium Positions	Outside Back Cover.....	\$7,695
	Inside Front Cover	\$5,795
	Inside Back Cover.....	\$4,895
	Tab Insert	\$7,000
4-Color	Full Pages 1-7.....	\$4,395
	Full Page with or without Bleed.....	\$4,095
	2/3 Page Vertical.....	\$3,595
	1/2 Page Horizontal	\$3,295
	1/2 Page Island.....	\$3,295
Black & White	Full Page.....	\$3,495
	Full Page with Bleed	\$3,495
	2/3 Page Vertical.....	\$2,995
	1/2 Page Horizontal	\$2,795
	1/2 Page Island.....	\$2,795
	1/3 Page Horizontal	\$2,195
	1/3 Page Vertical.....	\$2,195
	1/3 Page Square	\$2,195
	1/6 Page Horizontal	\$1,195
	1/6 Page Vertical.....	\$1,195
Column Listing	3" Listing With Logo	\$995
	2" Listing.....	\$795
	Bold Listing.....	\$350
	Web Address Listing.....	\$175
Additional Line(s) 20 Character Limit - Approved Content Only.....		\$95



Full Page

Trim Size: 8.5 x 11
Live Area: 7.125 x 9.875
Bleed: 8.75 x 11.25



2/3 Page Vertical

1/3 Page Vertical

2/3 Page Vertical
4.694 x 9.875

1/3 Page Vertical
2.264 x 9.875

3" Listing with Logo

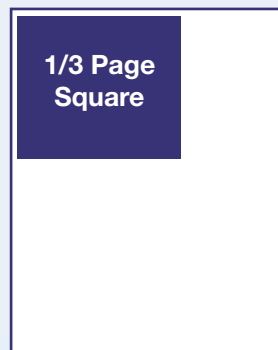
2.26 x 3

2" Listing

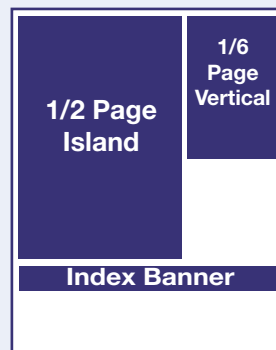
2.26 x 2

Camera-ready artwork cannot be submitted for 2" and 3" Listings. They are all designed in house.

All measurements are listed in inches.



1/3 Page Square
4.694 x 4.854



1/2 Page Island

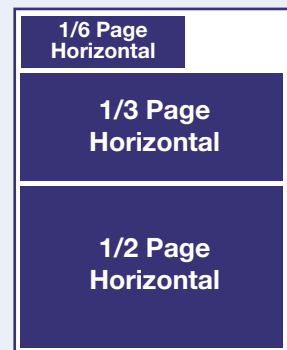
1/6 Page Vertical

Index Banner

1/2 Page Island
4.694 x 7.375

1/6 Page Vertical
2.264 x 4.854

Index Banner
7.125 x 1



1/6 Page Horizontal

1/3 Page Horizontal

1/2 Page Horizontal

1/2 Page Horizontal
7.125 x 4.854

1/3 Page Horizontal
7.125 x 3.18

1/6 Page Horizontal
4.694 x 2.34

If you have any questions regarding ad design or artwork submissions, please contact us at art@heritagepublishinginc.com

DISTRIBUTION: 10,000 COPIES

PHYSICIAN AND OTHER HEALTHCARE PROVIDERS

All Physicians, Dentists, Chiropractors, Diagnostic Centers, Home Health Care Agencies, Laboratories, Medical Equipment & Supplies, Optometrists, Physical Therapy, Podiatrists, Psychologists, etc.

AREA HOSPITALS

Kindred Hospital Ocala
Lake Butler Hospital Hand Surgery Center
Lake City Medical Center
Lake City VA Medical Center
Malcom Randall VA Medical Center (Gainesville VAMC)
Munroe Regional Medical Center
North Florida Regional Medical Center
Ocala Regional Medical Center
Putnam Community Medical Center
Select Specialty Hospital of Gainesville
Shands at the University of Florida
Shands Cancer Hospital at UF
Shands Lake Shore
Shands Live Oak
Shands Rehab Hospital
Shands Starke
Shands Vista
The Centers, Inc.
The Vines Hospital
West Marion Community Hospital

HEALTH CARE PLANS

Aetna Health
AvMed Health Plans
Blue Cross and Blue Shield of Florida
Cigna Healthcare of Florida
Florida Health Care Plans
HealthEase
Humana North Central Florida
UnitedHealthcare of Florida
Vista Health Plans
WellCare of Florida

CHILDREN'S MEDICAL SERVICES

Alachua County Health System
Florida KidCare
Florida Department of Children & Families
Healthy Start

PHARMACIES AND PHARMACEUTICAL COMPANIES

All Local Pharmacies

HEALTH AGENCIES AND ORGANIZATIONS

Alachua County Health Department
Bradford County Health Department
Columbia County Health Department
Dixie County Health Department
Gilchrist County Health Department
Marion County Health Department
North Central Florida Health Planning Council
Putnam County Health Department
Suwannee County Health Department
Union County Health Department

SENIOR HOUSING COMMUNITIES

Assisted Living Facilities
Retirement & Continuing Care Communities
Senior Centers throughout North Central Florida
Skilled Nursing Facilities

SENIOR AGENCIES AND ORGANIZATIONS

Alachua County Social Services
Area Councils on Elder Affairs (COEA)
Beneficiary and Education Department of Medicare
Blue Cross Blue Shield Medicare
Elder Options (Area Agency on Aging)
Home Health Agencies

SOCIAL SERVICE AGENCIES

Alzheimer's Association of North Central Florida
National Association of Senior Friends
Numerous other area agencies

NEWCOMERS

North Central Florida Chambers of Commerce
Gainesville, Ocala & Lake City
Real Estate Relocation Companies
Century 21, Prudential Network Realty, Re/Max, Watson Realty Corp.

OTHER POINTS OF DISTRIBUTION IN THE NORTH CENTRAL FLORIDA AREA

All Advertisers in NCFHCG
Area Case Managers
Area Hospital Discharge Planners
Area Health Fairs (Including 7th Annual Ocala Senior Expo)
Area Nurses (Advanced Practice Nurses, Inc.)
Area Social Workers
Attorney's Offices
Major Employers
Nutrition Stores
Hospital Libraries
Public Libraries
Area Public School Systems
City Halls



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