



**distinction
style
excellence
class
character**

Providing **Quality Publications** for
Jacksonville, Gainesville, Orlando,
Daytona, Tallahassee & Southeast Georgia
for 17 Years!



2012-2013

JACKSONVILLE healthcare guide

Covering Baker, Clay,
Duval, Nassau and
St. Johns counties



MEDIA KIT

HPI **HERITAGE**
PUBLISHING, INC.

(904) 296-1304 | Fax: (904) 296-9913
6620 Southpoint Dr. S., Ste. 310
Jacksonville, FL 32216
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 Company 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 the Northeast Florida area
- Locator Maps
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork	February 17, 2012
Advertiser's Camera-Ready Artwork	May 25, 2012
Date to Printer	July 6, 2012
Publication Date	August 6, 2012

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.
Tab Inserts excluded.
- A discount of 5% is available to all advertisers who prepay upon contract.
- 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; however, if the artwork exceeds 10 MB it should be uploaded to our FTP site: <http://hpi.myftp.biz/>, with log on name: client and password: client123.

"Your Healthcare Guide has allowed us the opportunity to introduce our clients to various doctors and link them to an array of community resources and services as listed in your very helpful Guide Book. Your book is utilized daily by our Healthy Start staff made up of nurses, clerical staff, support workers and counselors."

— Bobbie Neale, SSC
Healthy Start

"This is the most comprehensive reference source of health care providers in the city!"

— Mark Sanford, Beaches Open MRI

"We are a Home Health Agency as well as a Long Term Care Diversion Program and would use the books to direct our members/patients to the doctors/services they need."

— Carolyn Pafford, Office Coordinator
American Eldercare

"I have found this publication very helpful in my daily activities. This resource is very easy in researching [physicians] and with the physicians categorized by specialty it reduces the time spent researching."

— Karl Mader, RN OHNA
US Postal Service Medical Unit

"I sincerely appreciate your sending us copies. It is a valuable tool for us at Focus!!"

— Scott Crawley, PT, Focus Physical Therapy

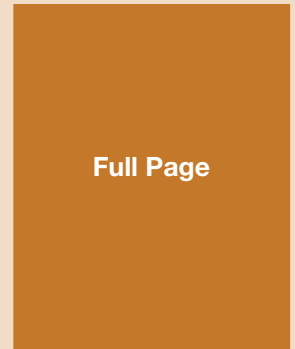
"The best resource available for information concerning all types of Healthcare Providers in Jacksonville & surrounding areas."

— Jeanne Muse, RN, BSN, Location Director
PSA Healthcare



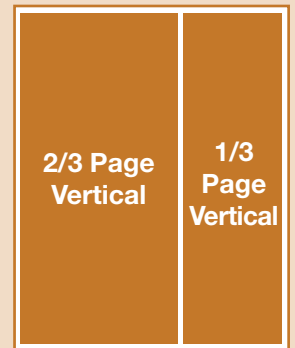
2012-2013 ADVERTISING RATES

	Type of Advertisement	Rate	Cost per book
Premium Positions	Outside Back Cover	\$13,995	0.39
	Inside Front Cover	\$8,295	0.23
	Inside Back Cover	\$6,795	0.19
	Tab Insert	\$8,500	0.24
	Index Banner Ad (Double Truck)	\$2,895	0.08
	Front Cover Magnet	\$14,995	0.42
4-Color	Full Pages 1-7	\$6,195	0.17
	Full Page with or without Bleed	\$5,795	0.16
	2/3 Page Vertical	\$4,795	0.13
	1/2 Page Horizontal	\$4,595	0.13
	1/2 Page Island	\$4,595	0.13
Black & White	Full Page with or without Bleed	\$4,895	0.14
	2/3 Page Vertical	\$4,295	0.12
	1/2 Page Horizontal	\$3,845	0.11
	1/2 Page Island	\$3,845	0.11
	1/3 Page Horizontal	\$2,845	0.08
	1/3 Page Vertical	\$2,845	0.08
	1/3 Page Square	\$2,845	0.08
	1/6 Page Horizontal	\$1,795	0.05
	1/6 Page Vertical	\$1,795	0.05
Column Listing	3" Listing With Logo	\$1,345	0.04
	2" Listing	\$995	0.03
	Bold Listing	\$425	0.01
	Web Address Listing	\$225	
Additional Line(s) 20 Character Limit - Approved Content Only		\$125	



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

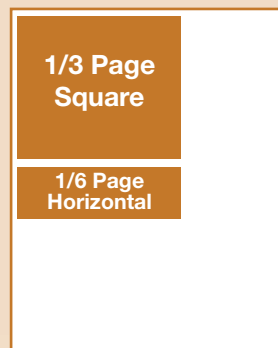
1/3 Page Vertical
2.264 x 9.875

3" Listing with Logo
2.26 x 3

2" Listing
2.26 x 2

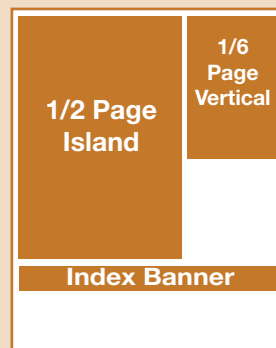
Camera-ready artwork cannot be submitted for 2" and 3" Listings. They are all designed in house.

All measurements are listed in inches.



1/3 Page Square
4.694 x 4.854

1/6 Page Horizontal
4.694 x 2.34



1/2 Page Island

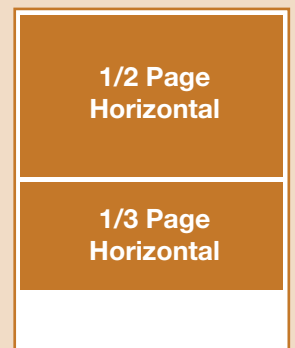
1/6 Page Vertical

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



1/2 Page Horizontal

1/3 Page Horizontal

1/2 Page Horizontal
7.125 x 4.854

1/3 Page Horizontal
7.125 x 3.18

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



DISTRIBUTION: 36,000 COPIES

PHYSICIANS AND OTHER HEALTHCARE PROVIDERS

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

HOSPITALS AND CLINICS

All Surgery Centers
Baptist Medical Center Downtown
Baptist Medical Center Beaches
Baptist Medical Center Nassau
Baptist Medical Center South
Brooks Rehabilitation Hospital
Flagler Hospital
Kindred Hospital North Florida
Mayo Clinic Jacksonville
Mayport Branch Health Clinic
Memorial Hospital
Naval Hospital Jacksonville
Nemours Children's Clinic
Orange Park Medical Center
River Point Behavioral Health
Saint Simons By-The-Sea
Shands Jacksonville
Specialty Hospital
St. Luke's Hospital
St. Vincent's Medical Center
Wolfson Children's Hospital

HEALTH CARE PLANS

Aetna Health
AvMed Health Plans
Blue Cross and Blue Shield of Florida
Cigna Healthcare of Florida
Humana MarketPOINT
Humana Northeast Florida
United Healthcare of Florida
WellCare of Florida

MILITARY INSTALLATIONS

Family Service Centers at all Area Bases
Health Benefits Advisors at all Area Bases
N.A.S. Jacksonville
N.S.B. Kings Bay
N.S. Mayport
Jacksonville Area TRICARE Centers

CHILDREN'S MEDICAL SERVICES

Duval County Health Department
Florida Department of Children & Families
Florida KidCare
Healthy Start

PHARMACIES AND PHARMACEUTICAL COMPANIES

All Local Pharmacies
Pharmaceuticals Representative
Association of North Florida

HEALTH AGENCIES AND ORGANIZATIONS

Agency for Healthcare Administration (AHCA)
Clay County Health Department
Duval County Health Department
Health Planning Council of Northeast Florida
St. Johns County Health Department

SENIOR HOUSING COMMUNITIES

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

SENIOR AGENCIES AND ORGANIZATIONS

Adult Services Division, City of Jacksonville
Beneficiary and Education
Department of Medicare
Blue Cross and Blue Shield MEDICARE
Clay County Council on Aging
Duval County Council on Elder Affairs
ElderSource

Flagler County Senior Services Division
Home Health Agencies
Special Events Advisory Council (SEAC)
St. Johns County Council on Aging

SOCIAL SERVICE AGENCIES

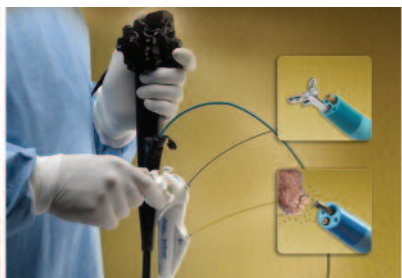
Alzheimer's Association, NE FL Chapter
Club 55+ at St. Vincent's
Memorial Hospital H2U
National Association of Senior Friends
Ronald McDonald House of Jacksonville

NEWCOMERS

Northeast Florida Chambers of Commerce
Jacksonville, Beaches, Ponte Vedra,
Clay County, St. Augustine
Real Estate Relocation Companies
Watson Realty Corp., Prudential Network
Realty, Century 21, Re/Max, etc.

OTHER POINTS OF DISTRIBUTION IN THE NORTHEAST FLORIDA AREA

All Advertisers in JHCG
Area Case Managers & Discharge Planners
Area Health Fairs (Including 15th Annual Jacksonville's Senior Expo)
Area Nurses (Northeast Florida Council of A.R.N.P.'s)
Area Social Workers
Attorneys' Offices
Major Employers
Nutrition Stores
Public Libraries, Hospital Libraries
Public School Systems
St. James Building (City Hall)



**HERITAGE
PUBLISHING, INC.**

(904) 296-1304 | Fax: (904) 296-9913
6620 Southpoint Dr. S., Ste. 310
Jacksonville, FL 32216
www.heritagepublishinginc.com

