



Naval Branch Health Clinic
Jacksonville



Naval Branch Health Clinic
Mayport



Naval Branch Health Clinic
Kings Bay



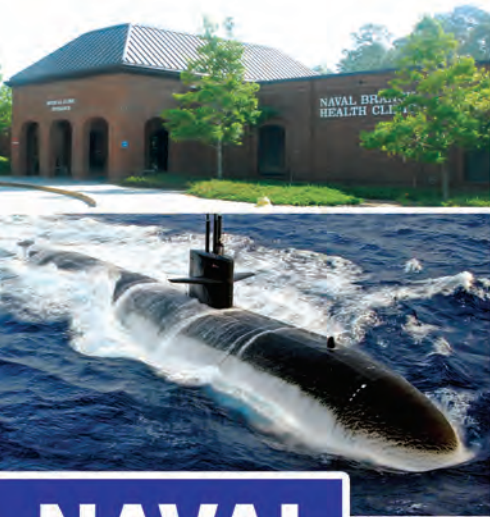
Naval Branch Health Clinic
Key West



Naval Branch Health Clinic
Albany

**distinction
style
excellence
class
character**

Providing **Quality Publications** for
Jacksonville, Gainesville, Orlando,
Daytona & Southeast Georgia
for more than 15 Years!



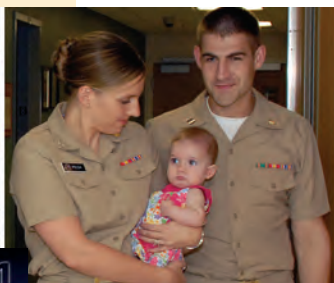
NAVAL

hospital jacksonville, branch health clinics - mayport, kings bay, key west & albany

PATIENT GUIDE MEDIA KIT



(904) 296-1304 | Fax: (904) 296-9913
7563 Philips Hwy., Bldg. 100, Ste. 208
Jacksonville, FL 32256
www.heritagepublishinginc.com



QUICK NAVY FACTS

The Publications

- Naval Hospital Jacksonville Patient Guide
- Naval Branch Health Clinic Mayport Patient Guide
- Naval Branch Health Clinic Kings Bay Patient Guide
- Naval Branch Health Clinic Key West Patient Guide
- Naval Branch Health Clinic Albany Patient Guide

The Market

These five guides are utilized by Jacksonville area Active Duty Personnel, Civilian Personnel, Retirees and their families. Approximately 140,000 people are eligible for military health care (TRICARE, United Concordia and Delta Dental).

The Distribution

- 15,000 Copies of Each Via Official Navy Channels
- NAS Naval Hospital - Jacksonville
- Branch Health Clinic - Mayport, Kings Bay, Key West & Albany
- Family Service Centers

- Health Benefits Advisors at all area bases
- Military Health Briefings
- Provided to military families reporting/relocating to all five area bases
- Military Retiree groups
- Access online at <http://navalhospitaljax.med.navy.mil> & www.heritagepublishinginc.com

The Benefits

- Access to a significant segment of the Jacksonville and Southeast Georgia population
- Access to military newcomers and their families
- Access to over 67% of TRICARE recipients who are allowed to seek medical care from any physician who is TRICARE authorized
- Only printed version of TRICARE, United Concordia & Delta Dental health care providers

DIRECTORY INFORMATION & ADVERTISING DEADLINES:

Ad CopyOctober 3, 2011

Publication Dates

- Naval Hospital Jacksonville Patient GuideJanuary 16, 2012
- Naval Branch Health Clinics Mayport, Kings Bay, Key West, Albany Patient GuideFebruary 24, 2012
- Space reservations and contracts will be accepted immediately.
- Advertising placement is based upon size and seniority.

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.
- We accept all major credit cards.

PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Pre-designed 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: 6" x 9" (Add .25 inch for bleed ads)
- Submit artwork to: art@heritagepublishinginc.com



2012 ADVERTISING RATES - *Naval Hospital Jacksonville Patient Guide*

	<i>Type of Advertisement</i>	<i>Rate</i>
4-Color Premium Positions	Outside Back Cover.....	\$5,695
	Inside Front Cover	\$4,595
	Inside Back Cover.....	\$4,095
	Tab Insert* (2 Sides/Full Bleed)	\$6,500
Black & White	Full Page with or without Bleed	\$3,395
	1/2 Page Vertical.....	\$2,595
	1/2 Page Horizontal	\$2,595
	1/4 Page Vertical.....	\$1,695
	1/4 Page Horizontal	\$1,695
	1/8 Page Vertical.....	\$995
	1/8 Page Horizontal	\$995
	Bold Listing	\$325

* Tabs are placed between the following pages:
64-65, 72-73, 88-89 and 96-97. There are only 4 Tabs available.

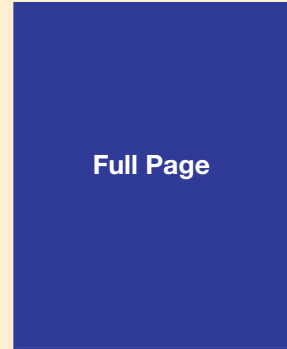
**2012 ADVERTISING RATES - *Naval Branch Health Clinic Mayport Patient Guide or
Naval Branch Health Clinic Key West Patient Guide***

4-Color Premium Positions	Outside Back Cover.....	\$4,995
	Inside Front Cover	\$4,295
	Inside Back Cover.....	\$3,895
4-Color	Full Page with or without Bleed	\$3,395
	1/2 Page Vertical.....	\$2,595
	1/2 Page Horizontal	\$2,595
	1/4 Page Vertical.....	\$1,595
	1/4 Page Horizontal	\$1,595
	1/8 Page Vertical.....	\$995
	1/8 Page Horizontal	\$995
	Bold Listing	\$325

**2012 ADVERTISING RATES - *Naval Branch Health Clinic Kings Bay Patient Guide or
Naval Branch Health Clinic Albany Patient Guide***

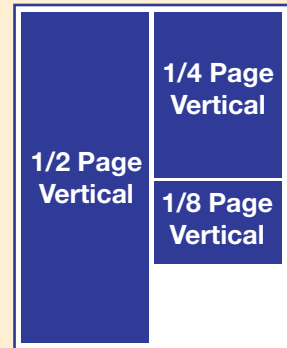
4-Color Premium Positions	Outside Back Cover.....	\$4,995
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	1/8 Page Vertical.....	\$995
	1/8 Page Horizontal	\$995
	Bold Listing	\$325

All measurements are listed in inches.



Full Page

Trim Size: 6 x 9
Live Area: 5.25 x 8.2
Bleed: 6.25 x 9.25



**1/2 Page
Vertical**

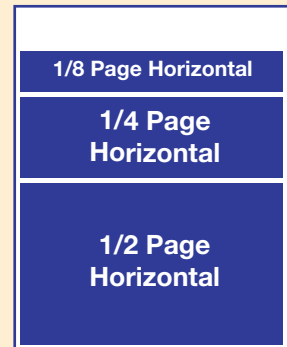
**1/4 Page
Vertical**

**1/8 Page
Vertical**

1/2 Page Vertical
2.542 x 8.2

1/4 Page Vertical
2.542 x 4.038

1/8 Page Vertical
2.542 x 1.956



1/8 Page Horizontal

**1/4 Page
Horizontal**

**1/2 Page
Horizontal**

1/2 Page Horizontal
5.25 x 4.038

1/4 Page Horizontal
5.25 x 1.956

1/8 Page Horizontal
5.25 x 0.913

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

DID YOU KNOW?

The total combined **Active Military Personnel** at NAS Jacksonville, Naval Station Mayport & Kings Bay Submarine Base is over **60,000**.

The total combined number of **Civilian Employees** at NAS Jacksonville, Naval Station Mayport & Kings Bay Submarine Base is over **30,000**.

- **140,000** are eligible for Military Health Care (TRICARE, United Concordia and Delta Dental).
- **80,000** are enrolled in **TRICARE Prime**, of which **56%** use the Naval Hospital Jacksonville for their Primary Care Manager.
- **44%** choose a Primary Care Manager outside of the Naval Hospital.
- **60,000** are enrolled in TRICARE Standard/Extra and seek their care off base.
- **50,000** are eligible for Military Health Care in the Mayport & Beaches area, of which **12,000** are enrolled in TRICARE Prime, leaving **38,000** on Standard/Extra and receiving their care off base.
- **50%** of Naval Hospital Jacksonville & N.S. Mayport patients are turned away because of non-availability – they must seek health care outside of the Naval Hospital and clinics.
- **\$70 Million** is spent in health care in the local market by TRICARE enrollees.
- **2,500** prescriptions are dispensed Daily at the Naval Hospital Jacksonville pharmacy.
- **20,000** prescriptions are dispensed Monthly at Naval Station Mayport.
- **34%** of all active military personnel are Transferred Annually.
- **54%** of all active military personnel are Married & **71%** have Children.
- **56%** of military families Own Their Own Homes & More than **9,000** plan to buy a home locally within the next 12 months.
- **85%** of all Active Duty personnel, family members and civilians live off base.
- **3rd Largest Navy Complex in the free world.**
- The U.S. Navy is the Largest Employer in the Jacksonville and Northeast Florida market.
- The 3 bases have a **\$2.04 Billion per year** regional payroll & \$810 Million per year retiree payroll
- The U.S. Navy has a **\$7.83 Billion per year** regional economic impact.
- **230,856** people make up the **Military Community** - 1 in every 5 residents is affiliated with the military.

The Department of the Navy, Naval Hospital Jacksonville has contracted Heritage Publishing, Inc. to produce the 15th Annual Naval Hospital Jacksonville Patient Guide, the 11th Annual Naval Branch Health Clinic Mayport Patient Guide and the 6th Annual Naval Branch Health Clinic Kings Bay Patient Guide, which will be ready for distribution on January 16, 2012 and February 24, 2012.



TM
HERITAGE
PUBLISHING, INC.

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