UC+BG URGENT CARE Buyer's Guide®

2024/2025 RATE CARD

Reach over 25,000 interested buyers via our print edition and the UrgentCareBuyersGuide.com website

Reservations and Materials Due August 2, 2024

Print Edition:

- Reach clinic owners, business and administrative personnel, and clinicians working in our exclusive list of over 14,000 urgent care clinics nationwide. A printed copy is sent to 19,000 potential buyers. Published in September 2024.

- Bonus copies of the Guide will be distributed in the participant registration bags at the national UCA Spring convention.

Online Website:

- The stand-alone site www.UrgentCareBuyersGuide.com offers buyers instant access to your ad and listing for a full year, with the opportunity for additional high-visibility tactics, if desired.

Advertising Listings & Sales

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2024/2025 RATE CARD

Urgent Care Buyer's Guide Categories

Associations & Societies

Clinical Services

Accreditation

Accreditation Management Systems

Education, Training: Board Certification

Education, Training: Breath Alcohol Technician Training/Certification

Education, Training: Certification, Specialty

Education, Training: Coding Reference, Classes

Education, Training: Compliance OSHA

Education, Training: Continuing Medical Education, CME

Education, Training: Credentialing

Education, Training: Training Models (anatomical)

Laboratory Testing Facilities

Telemedicine

Teleradiology

Travel Medicine

EMR and Revenue Cycle Management

Billing Software

Collection Services

Electronic Medical Records (EMR)

Practice Management Software

Revenue Cycle Management

Medical Equipment

AED

Capital Equipment: Exam Tables

Capital Equipment: Office Furniture

Diagnostic Equipment: Chemistry Analyzer

Diagnostic Equipment: EKG

Diagnostic Equipment: Hematology Systems

Diagnostic Equipment: Oximetry

Diagnostic Equipment: Point of Care Testing

Diagnostic Equipment: Spirometry

Equipment Dealers, Refurbished

Equipment Management Software

Equipment Repair

Imaging Equipment: PACS

Imaging Equipment: Ultrasound

Imaging Equipment: X-Ray

Medical Supplies/Disposables

Breath Alcohol Testing Devices

Dental Emergency Supplies

Drug Screen Supplies

Emergency/Crash Cart Supplies

General Medical Supplies/Disposables

Infection Control Products

Medical Waste

Orthopedic Supplies/Disposables

Over the Counter Product Retail Sales

Patient Incentives

Pharmaceutical Dispensing Systems

Surgical Instruments

Uniforms

Vaccines

Wound Care Supplies

Practice Management Services

Business Analytics and Reporting Software

Consulting Services, Laboratory

Consulting Services: Occupational Medicine

Consulting Services: Practice Management

Dictation Products

Employee Benefits Services

Facility Cleaning Services

Facility Management Services

Facility Security Services

Group Purchasing Services

Insurance: Medical Liability

Laboratory Information Systems (LIS)

Laboratory Management Systems (LMS)

Legal Services

Marketing: Advertising Services

Marketing: Consulting Services

Marketing: Patient Engagement

Marketing: Website Development & SEO

Office Furniture

Patient Assistance Programs

Patient Referral Programs

Patient Registration & Wait Time

Practice Management Software

Provider Staffing/Locum Tenens

Staff Scheduling Software

Translation Services

Practice Start Up, Financing & Sales

Architecture/Design & Build Services

Consulting Services: New Clinic Startup

Financial Services

Franchises

Practice Acquisition/Broker

Real Estate Services

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Reservations and Materials Due August 2

Rates and Specifications:

Description	Free Listing	Boxed Listing	1/3 Page Display	1/2 Page Display	Full Page Display
Company Name / Website URL	X	X	X	X	X
Address and Phone Number	X	X	X	X	X
email Address		X	X	X	X
50-Word Description		X	X	X	X
Corporate Logo		X	X	X	X
UCBG website: Up to 5 Pictures on your listing			X	X	X
UCBG website: Homepage Product Showcase rotating panel ad—300x250			1 month	2 months	3 months
UCBG website: Banner ad on website— 728x90 banner or 300x250 big box ad					2 months
UCBG website: Featured product listing in product category of your					1 year
Early Bird Net Cost	Runs if space is available	~~$835~~ $560	~~$3,060~~ $2,050	~~$3,775~~ $2,530	~~$4,880~~ $3,270

UrgentCareBuyersGuide.com website-only regular pricing:

Description	Monthly Net Cost	Annual Net Cost
Product Showcase ad on homepage carousel — 300x250	$300	$2,100
Monthly Promotions Listing on homepage — text and logo	$150	$1,050
Product Pictures on listing — up to 5 pictures		$250
Featured Listing on category page — your listing sorted to the top		$250
Big Box Ad runs sitewide — 300x250	$400	
Leaderboard Ad runs site wide — 728x90	$500	

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Print Ad Sizes		
Ad	**Standard Page**	**Bleed Page**
Cover	6.625" x 9.312"	8.25" x 11"
Full Page	6.625" x 9.312"	8.25" x 11"
1/2 Page	6.625" x 4.312"	
1/3 Page	2.25" x 9.312"	

Digital Ad Sizes	
Product Showcase banner	300 x 250 pixels
Featured Listing—Homepage & Category	Auto Generates from Listing & Logo
Big Box ad banner—RH Side	300 x 250 pixels
Leaderboard ad banner—Top	728 x 90 pixels
Company Listing page ads	Logo: 150 x 105 pixels, product images: 600 x 480 pixels

General Information:

Acceptance of Advertising
Advertising is subject to approval by the publisher, which reserves the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher and Editor of the Journal from and against any loss, expense, claim, or liability resulting from their advertisement.

Digital File Specifications:

Online Art Guidelines are Available Here:
https://www.kwglobal.com/digital-art-support

File formats
PDF is the preferred file format. We accept PDF/X-1a+ files that adhere to the page geometry requirements (next column). Single-page PDF files are the standard for production and are required for certain types of automation processes. If you must send multiple-page PDF files, please discuss this with your Cenveo account manager. Pages contained in each multiple-page PDF file must be contiguous. Do not merge multiple PDF files into a single PDF file. This can create font ID conflicts and cause type characters in the merged file to drop unexpectedly.

Submitting PDF Files
We accept native page-layout application files created in Adobe InDesign for Macintosh (up to and including Adobe InDesign CC 2014) and Adobe InDesign for Windows (up to and including Adobe InDesign CS5.5). We accept native page-layout application files created in QuarkXPress for Macintosh (up to and including QuarkXPress 10) and Windows (up to and including QuarkXPress 8.5).

FILE CONSTRUCTION CONSIDERATIONS

Imported Image Files
• Industry standard is for continuous-tone-type images to be saved to CMYK or Grayscale mode. Optimum resolution of continuous tone-type images is 2 times the line screen at which the publication will be produced. Minimum recommended resolution is 1.5 times the line screen at which the publication will be produced.
• Line-art scans should be saved to Bitmap mode and should have an effective resolution no lower than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
• Apply custom effects (colorizing, rotation, and other special effects) in the photo-retouching program.
• Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
• Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.

Page Geometry Requirements

PAGE-LAYOUT APPLICATION FILE DIMENSIONS
The page-layout file must be set up to the true-trim size of the publication. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides.

PDF FILE DIMENSIONS
The originating page-layout application file must be set to the true-trim size of the publication. The overall (Media Box) size of the PDF file must be exactly trim-size-plus-one-inch with exactly one-half inch of space on each side of
the trim to accommodate bleed and marks. This PDF file must include a valid TrimBox and crop/registration marks. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides, and crop marks must fall completely outside of the bleed area.

Imported Art Files
• Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
• Select all text and convert to outlines before saving to import into the page layout.
• Be sure that the colors are specified properly in your files. Make sure that colors are set to CMYK rather than RGB. If elements are to print in a spot color, be sure the spot color name matches exactly to the spot color name for the same color used in the page-layout application. Make sure that spot colors are correctly designated as "Spot" and that process colors are correctly designated as "CMYK" or "Process Separation".
• Be aware of effects that can be caused by transparency and flattener settings. We recommend that all transparency be flattened in the final page file that is submitted for processing.
• We accept native page-layout application files that are created in QuarkXPress and Adobe InDesign. If you are sending application files (rather than PDF files), it is important that you supply all of the elements that went into the building of those files: fonts, art files, and high-resolution image files.
• Avoid use of third-party XTensions or Plug-Ins in your page-layout application if you are supplying native files.
• Avoid font menu styling to create type effects. Avoid use of TrueType fonts.
• Be sure colors are specified properly in your files. If you've created any custom colors or are using Pantone colors, be sure they're designated as "Process Separation" or "Spot" depending on the intent. Delete any unused colors from the palette. Make sure all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name.

Coloring Black Elements
• All text that are to be black must be only colored as 100% black or a screen of black. Do not use Registration or a
Process build to define the black element.
• All barcodes must to be black and colored as 100% black. Do not use Registration or a Process build to define the barcode.
• Rich Black elements should be built as C=30% M=30% Y=30% K=100%, Do not use for text.

Confirmation
• Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
• Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.