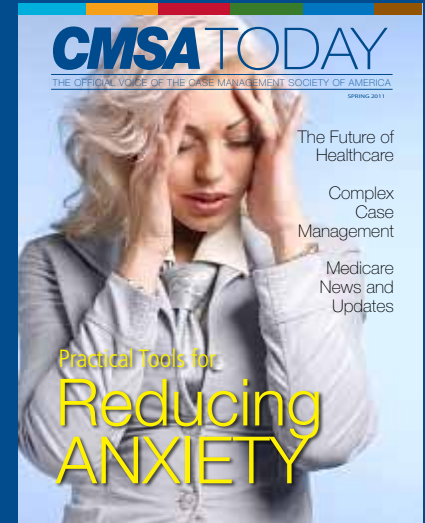


CMSA TODAY

THE OFFICIAL VOICE OF THE
CASE MANAGEMENT SOCIETY OF AMERICA



2011 MEDIA PLANNER

CONTACT:

Anthony Land

Naylor, LLC

Phone: 800-369-6220 x3454

Fax: 352-331-3525

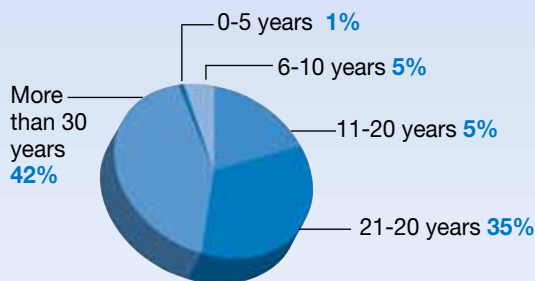
aland@naylor.com

CMSA BY THE NUMBERS

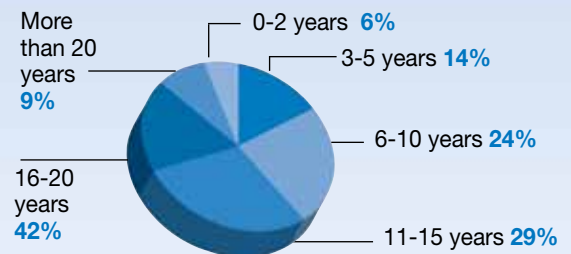
- More than **11,000 members**
- **20,000 subscribers**
- Over **200 company members**
- **75 geographic chapters** with international exposure
- **56% of CMSA members** have been in the case management industry for more than 10 years
- More than **42% of CMSA members** have been in the industry for over 30 years



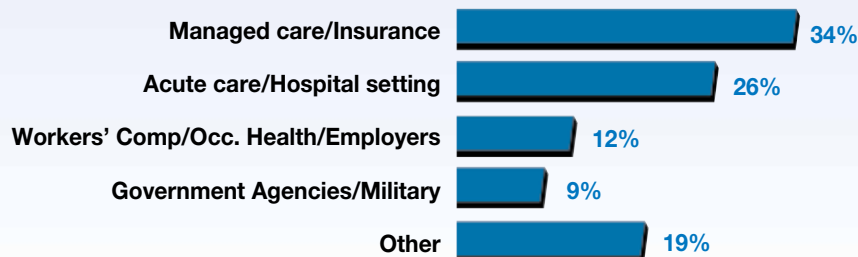
YEARS IN HEALTHCARE



YEARS IN CASE MANAGEMENT



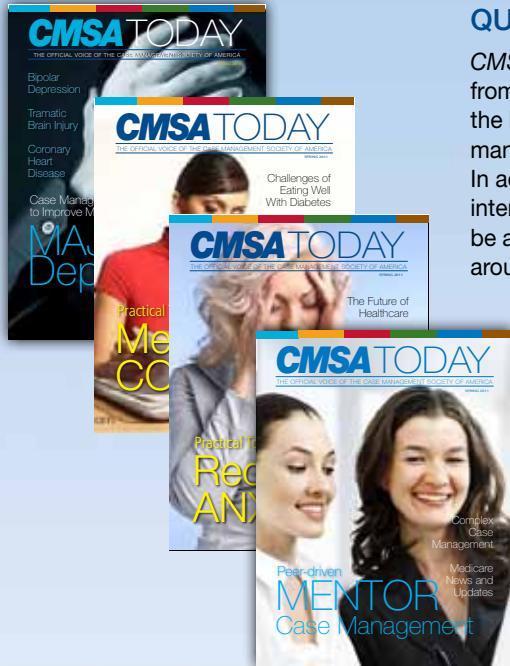
PRIMARY WORK SETTING



HEALTHCARE ISSUES IMPACTING CASE MANAGEMENT:

- Aging populations
- Spiraling healthcare costs and limited reimbursement
- Fragmentation within the profession
- Patients are medically and behaviorally complex
- Lack of objective outcome data
- Limited/unavailable resources

PRODUCTS MENU



QUARTERLY PRINT AND DIGITAL MAGAZINE

CMSA Today delivers important news and information direct from the Case Management Society of America (CMSA) – the largest and oldest non-profit, multi-disciplinary care management professional association in the United States. In addition to print, *CMSA Today* is also available in a fully interactive digital version. Each edition of *CMSA Today* will be archived in an online database for research and reference around the clock.

E-NEWSLETTER

Whether in the office or on the go, subscribers can stay informed about the latest CMSA happenings. Delivered directly to our members' inboxes, our monthly interactive eNewsletter provides updates on association and industry news, events and more.



QUARTERLY DIGITAL E-MAGAZINE

Published four times a year on an alternating basis with the print edition of the magazine, *CMSA Today* will be offered in a digital-only format. Advertisers will have the opportunity to create unique, interactive animation designs that link directly to their company website from the digital edition when clicked.

Each issue of the digital version of *CMSA Today* will be archived in an online database for research and reference 365 days a year.

DAILY CONFERENCE E-NEWSLETTER

Prepared especially for CMSA's 21st Annual Conference and Expo, the Daily Conference eNewsletter will be e-mailed out throughout the course of the conference to provide timely updates and news about the show. This opportunity allows you to promote your exhibitor booth and get in front of the members and conference attendees who make purchasing decisions on behalf of their companies. Advertising in the Daily Conference eNewsletter will ensure your business has continued exposure throughout the course of the conference.



WEBSITE

CMSAToday.org is the online gateway for information about the association and the industry. Position your company in front of an influential group of case management professionals.

PRINT MAGAZINE RATES



Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

FULL COLOR RATES		1-2 X	3-4 X
Double Page Spread		\$6,289.50	\$5,979.50
Outside Back Cover		\$4,749.50	\$4,549.50
Inside Front or Inside Back Cover		\$4,599.50	\$4,399.50
Full Page		\$3,999.50	\$3,799.50
2/3 page		\$3,449.50	\$3,279.50
1/2 page		\$2,539.50	\$2,409.50
1/3 page		\$1,919.50	\$1,819.50
1/4 page		\$1,469.50	\$1,399.50

BLACK AND WHITE RATES		1-2 X	3-4 X
Full Page		\$3,049.50	\$2,899.50
2/3 page		\$2,629.50	\$2,499.50
1/2 page		\$1,939.50	\$1,839.50
1/3 page		\$1,459.50	\$1,389.50
1/4 page		\$1,119.50	\$1,059.50

- All rates include a direct link from your company's ad to your website in the digital edition of *CMSA TODAY*.
- 5% discount for exhibitors.
- 10% discount for corporate partners.
- All advertisers on contract for four issues of the print magazine will receive 10% off the digital rates.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



DIGITAL MAGAZINE RATES

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

FULL COLOR RATES	1-2 X	3-4 X
DPS	\$2,000.00	\$1,800.00
OBC	\$1,750.00	\$1,575.00
IFC/IBC	\$1,600.00	\$1,440.00
Full Page	\$1,450.00	\$1,305.00
2/3 page	\$1,100.00	\$990.00
1/2 page	\$950.00	\$855.00
1/3 page	\$650.00	\$585.00
1/4 page	\$500.00	\$450.00

BLACK AND WHITE RATES	1-2 X	3-4 X
Full Page	\$1,250.00	\$1,125.00
2/3 page	\$1,000.00	\$900.00
1/2 page	\$750.00	\$675.00
1/3 page	\$500.00	\$450.00
1/4 page	\$350.00	\$315.00

DIGITAL SPONSORSHIP RATES	1-2 X	3-4 X
eSkyscraper:	\$2,499.50	\$2,249.50
eSponsorship:	\$2,499.50	\$2,249.50
eToolbar:	\$1,899.50	\$1,709.50

- All rates include a direct link from your company's ad to your website in the digital edition of *CMSA TODAY*.
- 5% discount for exhibitors.
- 10% discount for corporate partners.
- All advertisers on contract for four issues of the print magazine will receive 10% off the digital rates.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Direct-Mail Opportunities - Only Five Spots Available

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *CMSA Today* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
1 page (2 surfaces)	<input type="checkbox"/> \$4,499.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$4,699.50
Postcard	<input type="checkbox"/> \$4,499.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CMS-Q0111)

Please sign and return to:

Anthony Land
Naylor, LLC
Phone: 800-369-6220 x3454
Fax: 352-331-3525
aland@naylor.com

DIGITAL EDITION



In addition to print, **CMSA TODAY**

is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertisers' website. Extend your print advertising investment with the unique benefits of digital media:

- **Link your ad to the landing page of your choice.**
- **Increase traffic to your website.**
- **Interact with viewers to facilitate the buying process.**
- **Generate an immediate response from customers.**

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.



eSponsorship

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

one to two issues | **\$2,499.50**

three to four issues | **\$2,249.50**

eToolbar

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

one to two issues | **\$1,899.50**

three to four issues | **\$1,709.50**

eSkyscraper

The skyscraper allows your company to be in front of readers the entire time they are browsing the digital edition of *CMSA TODAY* magazine. Your company's information will appear directly to the right of the magazine content.

one to two issues | **\$2,499.50**

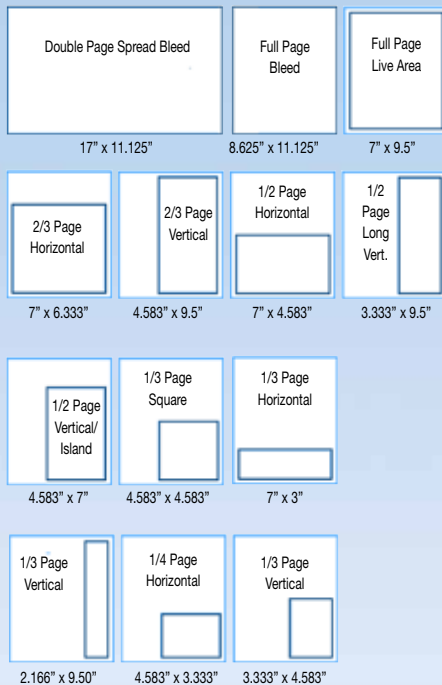
three to four issues | **\$2,249.50**

Ad "Jolt" Upgrade

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

\$299.50 | PER ISSUE

ADVERTISING SPECIFICATIONS



Trim Size: 8.375" x 10.875"

DPS Live Area: 15.417" x 9.5"

Text placed outside the live area within any full page or DPS ad may be cut off. Please keep text within the live area at all times.

MAGAZINE SPECIFICATIONS

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. **IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.** All color artwork must be in CMYK mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

PRODUCTION SERVICES

Naylor provides professional ad assembly and layout to non-agency clients at no charge.

PLACEMENT GUARANTEE

15% premium.

PROOFS

Proofs of ads produced by Naylor, LLC, are available upon request at a charge of \$50.

REVISIONS

Revisions are rework for Naylor, LLC, and are subject to a \$50 surcharge.

AD AGENCY COMMISSIONS

All prices are net. Ad agency commissions are not included in quoted price.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:
Naylor, LLC
5950 NW 1st Place
Gainesville, FL 32607
Toll Free: 800-369-6220
Fax: 352-332-1252

ONLINE SPECIFICATIONS

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar:

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add any Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.