

Modern Healthcare ARCHITECTURAL SHOWCASE

Showcase your 2009 Design Award project in *Modern Healthcare's* exclusive print and online sponsored section: Architectural Showcase.

In conjunction with the 2009 Design Awards, *Modern Healthcare* has created a unique print and online advertising resource called the Architectural Showcase. This special advertising section will showcase healthcare architectural projects from across the country, giving our readers (your target market) the opportunity to learn more about the work you do and how you can help solve their planning, designing and building needs.

DETAILS

The print advertising section will appear within the Design Awards section of the September 7, 2009, issue of *Modern Healthcare*. The interactive online section will appear on ModernHealthcare.com on September 7th and run for one full year. *You do **not** have to enter the 2009 *Modern Healthcare* Design Awards program to advertise in this section.*

Modern Healthcare will provide turn-key design and creative assistance, eliminating any production or layout work on your end. Simply provide the items listed on page two and we'll do all the rest! (All ads will include Special Advertising Section labeling.)

BENEFITS

Advertising your project in the *Architectural Showcase* will generate immediate exposure among the audience you want to reach most – hospital executives responsible for making the construction and design decisions for their organizations. Advertising here will also:

- Set you apart from your competition
- Help you establish new relationships
- Generate new leads
- Increase your market share

The magazine version of the *Architectural Showcase* will be printed on a paper stock heavier than the regular issue giving it (and your project) added exposure. Plus we'll be promoting the online section through advertisements and email blasts to increase traffic to this section (and your project).

ARCHITECTURAL SHOWCASE PRICING

Deadline: August 14, 2009

Print and Online – \$8,000 net

Full page, 4 color ad + One-year online listing

Online Only – \$3,000 net

Companies who advertise more than one project will get a 30% discount on each additional project. If you are an existing print advertiser with a schedule of 6x or more, you will receive a 25% discount. Architectural Showcase advertising will not count towards frequency.

PRINT

SPECIAL ADVERTISING SECTION

Harlem Façade Replacement
New York, NY



Harlem Hospital Center Façade Renovation with...

Harlem Hospital Center, a City Health and Hospitals Corp. New York, New York
Construction Type: Expansion of existing building
Size: 260,000 sq. ft.
Cost: 180,000,000
HOK
Patsy Trone, Business Development Director - Healthcare
(312) 741-1200
Patsy.trone@hok.com
www.hok.com

Logo HERE

CONSTRUCTION FROM ARCHITECTURAL SHOWCASE

ONLINE


SPECIAL ADVERTISING SECTION

Modern Healthcare
ARCHITECTURAL SHOWCASE

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ARCHITECT FACILITY

Southwest Washington Medical Center, E.W. & Mary Firstenberg Tower, NNEJ



Very silly fountains telephoned five quixotic poisons, then one speedy chrysanthemum...
Five tickets annoyingly fights umpteen dogs, even though the tr...
Although five trailers perused schizophrenic fountains Umpteen partly s...
Five bureaux lamely sacrificed umpteen obese orifices, because n...

Learn More >

Surgery makes us a little queasy. But technology is something we're quite comfortable with.

Modern Healthcare
ARCHITECTURAL SHOWCASE

Mechanical Specifications

PRINT

SPECIAL ADVERTISING SECTION

Harlem Façade Replacement
New York, NY



Harlem Hospital Center Façade Rendering with...

...most for Harlem Hospital Center integrate innovative health care...
 ...design preserves and...
 ...incorporates restored mural images into the building's archi-
 ...transparent images integrated within a sustainable high-performance curtain wall. This design will increase state-of-the-art services to the Harlem community and its surrounding neighborhoods and will advance Harlem Hospital to be one of the most technologically advanced hospitals in New York City.

The scope of work includes a new patient pavilion and the renovation of key nursing and clinical units in the Martin Luther King Pavilion. With 180,000 square feet of space in new construction provided and 150,000 square feet of existing space to be renovated, all major clinical elements - specifically the emergency department, surgery, medical procedures, imaging and critical care beds - are organized to provide top-notch care and treatment within the context of centers of excellence that supports enhanced care.

City: New York, NY
 Construction Type: Hospital
 Size: 250,000 sq. ft.
 Cost: 187,000,000
 HOK
 Patsy Trine
 Business Development Director - Healthcare
 (212) 745-1200
 Patsy.trine@hok.com
 www.hok.com

LOGO HERE

SPECIAL ADVERTISING SECTION
ARCHITECTURAL SHOWCASE

Modern Healthcare will lay out your ad and provide a draft for review and approval. The section, as well as each ad, will contain special advertising labeling. Please email the following information to Christine Redmond at credmond@crain.com no later than August 14, 2009.

Project Overview

- Project Title
- Project Location (City/State)
- Type of Construction
- Size
- Cost
- 200 words or less on notable features of the construction

Photo Image

- 6" x 4" @ 300 dpi or 1800 pixels x 1200 pixels
- Title of photo
- Caption (50 words or less)
- Photo credit (if necessary)

Logo

- 3" x 2" CMYK eps file preferred (300 dpi jpg also accepted)

Contact Information:

- Name
- Title
- Phone
- Email
- Website Address

ONLINE

SPECIAL ADVERTISING SECTION


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Southwest Washington Medical Center, E.W. & Mary Firstenberg Tower, NNBJ

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 ...nes Klingons' Five bureaux lamely sacrificed umpteen obese orifices, because n...



Surgery makes us a little queasy.
 But technology is something we're quite comfortable with.

Learn More >

Modern Healthcare will layout your online listing and provide a draft for review and approval. The section, as well as each listing will contain special advertising labeling. Please submit materials on a CD to Christopher Magnus, Modern Healthcare, 360 N. Michigan Ave., Chicago, IL 60601 no later than August 14, 2009.

Project Overview:

- Project Title
- Project Location (City/State)
- Type of Construction
- Size
- Cost
- 200 words or less on notable features of the construction

About the Architect:

- 250 words or less

Photos Images:

- Up to five 6" x 4" images @ 300 dpi or 1800 pixels x 1200 pixels
- Title of photo
- Caption (50 words or less)

Contact Information:

- Name
- Title
- Phone
- Email
- Website Address