

# The Medicaid Letter™

A Monthly Digest Addressing Health Care Issues of the Low-Income Populations

Dear Potential Advertisers:

HealthCare Press is pleased to provide you with the enclosed 2011 Media Kit for our prestigious monthly publication, *The Medicaid Letter*.

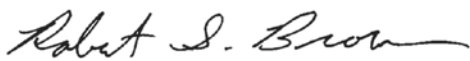
For the past 15 years, *The Medicaid Letter* has been a leading source of information relating to the nation's two largest public health insurance programs; Medicaid and The State Children's Health Insurance Program (SCHIP).

*The Medicaid Letter* is the only publication that specifically targets the Medicaid and SCHIP markets and, as well, offers advertising opportunities. In a very competitive environment you want to be reaching out to your audience in the most effective ways possible. Advertising in *The Medicaid Letter* is one proven means of securing business and influencing your potential customers in this aggressive marketplace.

Consider advertising in *The Medicaid Letter*, found by a MEDSTAT survey to be one of the key sources of information for state health and human service agency directors.

We look forward to a successful year working with our advertising partners!

Regards,



Robert S. Brown  
Executive Editor

**“The Medicaid Letter is the *single best resource* available on health care delivery to vulnerable populations.”**

James E. Bailey, MD., MPH  
Assoc. Prof. of Medicine and  
Preventive Medicine  
University of TN, Memphis

**P.S. Don't miss your opportunity to reach our nationwide audience of senior decision-makers with responsibility for all 50 state Medicaid programs as well as The State Children's Health Insurance Programs.**

# Unique Advertising Opportunity

# The Medicaid Letter™

A Monthly Digest Addressing Health Care Issues of the Low-Income Populations

Advertise in the most thoroughly read and only publication devoted to the nation's largest public health programs:

**Medicaid and SCHIP**

*The most powerful means of reaching your public health audience  
Because...*

- With a monthly readership of over 25,000, the prestigious Medicaid Letter is considered the most informative publication devoted to the health care issues of the nation's low-income populations.
- The Medicaid Letter was found in a MEDSTAT survey of state health and human service agency directors to be one of their primary information sources on the Medicaid program and other health care issues of the low-income populations.
- You will reach an elite audience guaranteed to see your advertisement... The Medicaid Letter is read "cover-to-cover" by senior decision-makers who consider the very informative nature of this publication too important to merely skim.
- Our subscribers are a diverse group and range from The White House to local community health centers.

***Special 10% Discount Offer for "Charter Advertisers!"***

## Key Statistics

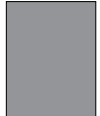




- Published Since: July 1995
- Frequency: Monthly
- Circulation (# printed/month): 5,200
- Paid subscribers (\$217/yr [Gov't/Non-Profit], \$289/yr [For Profit]): 2,263
- Qualified circulation: 2,937
- Pass-along rate: 5
- Total monthly readership: 25,000

With a monthly readership of over 25,000, the prestigious and nationally-renowned *Medicaid Letter* is now offering display advertising opportunities!

*The Medicaid Letter*, published by HealthCare Press, provides advertisers access to a hard-to-reach audience of senior decision-makers involved with issues relating to health care for the poor and under-served populations. Our readers, who work at all levels of government as well as in a variety of other settings, formulate and set policy relating to the Medicaid program, the Children's Health Insurance Program, Welfare Reform, and issues of the medically uninsured.

Where our Readers Work:	Approximate Number of Readers
Government	9,250
Federal/State	5,750
County/City	3,500
Health Plans	3,500
Local Health-Care Providers	2,750
Assoc/Research Org/Instit/Foundations	2,750
Hospital/Health Systems	2,475
Medical School/Academic/University/Clinical Teaching	1,725
Consulting Firms/Health Care Management Services	1,300
Private Industry/Bio-tech/Pharmaceutical	1,250

## Rates for Calendar Year 2011

FREQ					
	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$1,710	\$1,400	\$1,125	\$855	\$665
3x	\$1,675	\$1,390	\$1,100	\$840	\$645
6x	\$1,570	\$1,300	\$1,035	\$790	\$610
12x	\$1,500	\$1,250	\$995	\$755	\$585
24x	\$1,425	\$1,190	\$950	\$720	\$555

Note: Above rates are for B&W. Advertisers must contract for multiple insertions in advance of first ad.

### Covers, Center, and Special Positioning

<b>Cover 2</b>	Full Page + 35%	<b>Center Spread:</b> 2x the full page rate, plus \$350.
<b>Cover 3</b>	Full Page + 25%	<b>Special Positioning:</b> Orders Specifying position other than Covers will be
<b>Cover 4</b>	Full Page + 50%	guaranteed at a 15% premium over space charge.

Note: Cover positions in four-color only. Add four-color cost.

### Color Rates

Standard red, blue, green, yellow:	Extra	Matched colors:	Extra
per color per page	\$650	per color per page	\$1,165
per color per spread	\$1,170	per color per spread	\$1,885
Metallic colors:	Extra	4-color process:	Extra
per color per page	\$1,555	per page	\$1,450
per color per spread	\$2,075	per spread	\$2,320

Note: Bleed ads accepted in spread, full page and 2/3 page units at no extra charge.

### Classified Advertising Rates (Job Opportunity Only)

Size	Width x Depth	Rate	Typesetting	Max. No. Words
Full Page (non bleed)	7 3/4" x 10 3/8"	\$925	\$145	700
2/3 Page	4 3/4" x 10 3/8"	\$805	\$135	575
1/2 Page (horizontal)	7" x 4 3/4"	\$645	\$125	425
1/2 Page (vertical)	3 5/8" x 10 3/8"	\$645	\$125	425
1/3 Page	2 3/16" x 9 3/4"	\$505	\$115	275
1/4 Page	3 7/16" x 4 5/8"	\$410	\$105	225
1/6 Page	2 3/8" x 4 5/8"	\$375	\$100	150

Ads will run in print version and online and be emailed to subscribers weekly at no extra cost until position is filled.

One-time charge of above rates will apply until position is filled.

Disregard Typesetting charges and "Max. No. of Words" if providing an art file.

## 2011 Deadlines/Closing Dates

Issue	Insertion/Purchase Order Deadlines	Material Deadline
January	December 20	December 20
February	January 21	January 21
March	February 1	February 7
April	March 1	March 7
May	April 1	April 8
June	May 1	May 9
July	June 1	June 6
August	July 1	July 11
September	August 1	August 8
October	September 1	September 12
November	October 1	October 10
December	November 1	November 7

## Mechanical Requirements

**Screen:** 150 line

133 line for black and white half tones

**Paper:** 70 lb. opaque matte

**Printing Method:** Web offset. Saddlestitched.

**Trim Size:** 8 1/4" x 10 7/8" Keep live matter 1/4 inch from final trim.

**Bleeds:** Available at no additional charge and on full page ads only. If ad is a full-page bleed, extend image area 1/8 inch past final trim size.

Ad Unit - Display Ads	Dimensions (width x depth)
Full Page (bleed)	8 1/2" x 11 1/8"
Full Page (non bleed)	7 3/4" x 10 3/8"
1/2 Page (horizontal)	7" x 4 3/4"
1/2 Page (island)	4 3/4" x 7"
2/3 Page (horizontal)	7 5/16" x 6 1/2"
2/3 Page (vertical)	4 3/4" x 9 3/4"
1/3 Page (vertical)	2 3/16" x 9 3/4"
1/3 Page (square)	4 3/4" x 4 3/4"
1/4 Page (vertical)	3 7/16" x 4 5/8"

**Negatives:** film negatives (right reading, emulsion side down preferred); color ads must include separations and a color proof. A \$95 minimum charge will be applied for any changes or stripping made on finished art by HealthCare Press staff. Any stripping changes made by printer will be charged accordingly. Electronic files are accepted - see next section.

## Electronic File Specifications

- **Software:** Adobe Photoshop; Adobe Illustrator; Macromedia Freehand, Quark Express, Adobe Pagemaker.
- **Fonts:** All printer and screen fonts must be included, even fonts embedded in art files, logos, etc. Use only PostScript Type I fonts. In Adobe Illustrator, fonts must be converted to outlines, paths, or curves (save Illustrator files as EPS). (Font variations or substitutions are caused by incorrect conversion or transmission of fonts and are the responsibility of the client.)
- **Scans:** Scanned images must be in TIFF or EPS format. Scan photographs for transparencies as close to the reproduction size as possible (a margin of +/- 20% of reproduction size is acceptable). Avoid sending files with unnecessarily high resolution.
- **Disks:** Mac or PC formatted 1.44 floppies; CD-ROM (CD-R or CD-RW); or 100 MB Zip disks.
- **E-mail:** All files must be compressed using Stuffit (Mac) or PKZip (PC). E-mail submissions must be accompanied by a PDF or a fax of the ad (with colors specified, as applicable).
- **Miscellaneous:** Digital ads must match publication ad sizes. Bleeds must have 1/4" tolerance. Color files must not be submitted for B&W ads. High-resolution files from stock-photo disks should be converted to CMYK TIFFs and placed directly into the document (extra charges may result if non-linked, low-resolution files are left in the document). Tints and color type must be produced in a CMYK equivalent.
- **What to include with ad submission:** Electronic files; any related graphic files; any fonts used (included those used in logos); a hard copy printout of the ad, specifying which software the ad was created in; and, for color ads, a digital color proof, color laser, or 4C film proof.

*Please direct all inquiries related to mechanical and electronic file specifications to:*  
[advertising@medicaidletter.com](mailto:advertising@medicaidletter.com)

## Sample subscribers to *The Medicaid Letter*

### federal/state government

The White House, OMB  
 U.S. Department of Health and Human Services  
 Health Care Financing Administration  
 U.S. Bureau of Primary Health Care  
 SC Department of Health and Human Services  
 TX Department of Health  
 MO Division of Aging  
 National Conference of State Legislatures  
 MA Division of Health Care Financing  
 WI Division of Health Care Financing  
 KS Department of Social & Rehab Services  
 WV Bureau for Medical Services  
 AZ Health Care Cost Containment Services  
 NC Division of Medical Assistance  
 PA Bureau of Family Health  
 IN Family & Social Services Administration  
 AK Department of Public Health  
 NH Department of Health & Human Services  
 New York State Department of Health  
 IL Department of Public Aid  
 NM Public Health Division  
 RI Department of Human Services  
 WY Department of Health  
 The Council of State Governments  
 MN Department of Finance  
 MS Division of Medicaid  
 VA Department of Medical Assistance Services  
 GA Department of Medical Assistance

### local government

New York City Department of Health  
 Buncombe County Health Department  
 Los Angeles County Health Services  
 Administration  
 Marin County Health & Human Services  
 Contra Costa County Health Services  
 Columbus Health Department  
 Cleveland County Health Department  
 Kalamazoo County Human Services  
 Department  
 Long Term Care Authority of Tulsa  
 Clackamas County Public Health  
 Cook County Public Health  
 Detroit Health Department  
 City of Berkeley Mat & Child Health  
 Dallas County Hospital District

### health plans

United Health Plans of New England  
 Blue Cross and Blue Shield of TX, TN, WA,  
 KS, GA, MD  
 Kaiser Permanente  
 UCare Minnesota  
 Humana Health Care Plans  
 Los Angeles Care Health Plan  
 Health Plus of Michigan  
 CareOregon  
 Health Partners  
 Neighborhood Health Plan  
 The Wellness Plan  
 Keystone Mercy Health Plan  
 CIGNA Community Choice  
 Doral Dental USA  
 HIP Health Plans  
 CalOptima  
 Merit Behavioral Care Corporation

### local health care providers

Planned Parenthood  
 Boston Healthcare for the Homeless  
 North Texas Home Health Services  
 Open Door Community Health Center  
 Hamilton Family Health Center  
 Village Center for Care  
 Syracuse Community Health Center  
 Salud Family Health Center  
 Volunteers in Health Care  
 Orlando Regional Healthcare  
 La Clinica Health Services  
 Gay Men's Health Crisis Center  
 Massachusetts League of Community Health  
 Centers  
 Visiting Nurse Association of NY and Boston

### hospitals/health systems

Cleveland Clinic  
 Massachusetts General Hospital  
 New York University Medical Center  
 Parkland Hospital  
 Duke University Medical Center  
 Crozier-Chester Medical Center  
 St. Mary's Hospital for Children  
 Cedars Sinai Medical Center  
 Connecticut Children's Medical Center  
 Children's Hospital of Philadelphia  
 George Washington University Medical Center  
 Allina Health System  
 Southwest Catholic Health Network

### hospitals/health systems continued

Wellstar Health System  
 St. Francis Health Network  
 Baylor HealthCare System  
 Pittsburgh Mercy Health System  
 Christiana Health System  
 University of Maryland Medical System  
 PacifiCare Health Systems  
 Henry Ford Mercy Health Network

### pharmaceutical industry

GlaxoSmithKline  
 Jansen Pharmaceuticals  
 Merck & Company  
 Wyeth-Ayerst Laboratories  
 Searle  
 National Pharmaceutical Council  
 AstraZeneca  
 Bristol-Myers Squibb Company  
 Pfizer  
 Eli Lilly & Co.

### organizations/associations

Nevada Association of Hospital & Health  
 Systems  
 American College of OB/GYN  
 Children's Hospital Association of Texas  
 March of Dimes  
 American Association of Retired Persons  
 American Academy of Pediatrics  
 National Academy for State Health Policy  
 Children's Health Alliance of WI  
 Blue Cross & Blue Shield Association  
 National Association of Children's Hospitals  
 American Cancer Society  
 Wisconsin Health & Hospital Association  
 NC Primary Health Care Association  
 National Association of Urban Hospitals  
 NCQA  
 American Association of Health Plans  
 Hospital & Health System Association of PA  
 Association of American Medical Colleges  
 Medical Group Management Association  
 United Cerebral Palsy Association  
 CT Primary Care Association  
 American Dental Association  
 American Health Quality Association  
 National Association of County & City  
 Health Officials  
 Consumers Union

Sample subscribers to *The Medicaid Letter* *continued*

universities

Mercer University School of Medicine  
Harvard University & Medical School  
University of Tennessee, Memphis  
University of Michigan  
University of California, Los Angeles  
University of Alabama  
University of Massachusetts Medical School  
University of New England, College of Nursing  
Virginia Commonwealth University  
Syracuse University  
Brandeis University  
Georgetown University Law Center  
University of North Carolina  
University of New Hampshire  
Yale University  
Vanderbilt University  
Texas A&M University  
University of Maryland

consulting firms

Deloitte & Touche  
The MEDSTAT Group  
Mathematica Policy Research  
William M. Mercer  
Birch & Davis Health Management Corporation  
Milliman & Robertson  
Medimetrix Group  
Scheur Management Group  
Coopers & Lybrand  
Watson Wyatt and Co.

other

Robert Wood Johnson Foundation  
The Commonwealth Fund  
Families USA  
Kaiser Family Foundation  
Urban Institute

other continued

Southern Institute on Children and Families  
California Healthcare Foundation  
Alan Guttmacher Institute  
National Public Health and Hospital Institute  
Texas Health Quality Alliance  
New York Public Library  
KS Foundation for Medical Care  
National Library of Medicine  
IL State Medical Society  
Institute for Child Health Policy  
Cherokee National Health Services Division  
National Health Law Program  
Institute for Urban Family Health  
National Center for Education in Maternal &  
Child Health  
MS Public Hospital Coalition

## Sample subscribers to other *HealthCare Press* publications *The Digest of Managed Health Care*

### health plans

Kaiser Permanente Health Plan  
Aetna U.S. Healthcare  
Humana Health Plans  
Tufts Health Plan  
UCare Minnesota  
Blue Cross and Blue Shield of MD, TX, LA,  
GA, MN, DE, MA, ME  
Health Net  
Wellmark Blue Cross Blue Shield  
PA Blue Shield  
Independent Blue Cross  
Highland Blue Cross Blue Shield  
Harvard Community Health Plan  
United Health of Wisconsin  
PacifiCare of California  
Blue Cross of California  
Foundation Health Systems

### medical centers

Cornell University Medical Center  
Duke University Medical Center  
Massachusetts General Hospital  
Mount Sinai Medical Center  
University of Maryland Medical Center  
Presbyterian Hospital of Dallas  
Loma Linda University Medical Center  
Cleveland Clinic  
University of Oklahoma Health Science Center  
Loyola University Medical Center  
Lahey Hitchcock Clinic

### health systems

Allina Health Systems  
Sisters of Mercy Health System  
Albert Einstein Healthcare Network  
Saint Francis Health System  
St. Joseph's Health System  
Sisters of Charity Healthcare System  
Battle Creek Health System  
Mercy Health Services

### universities

Harvard University and Medical School  
Columbia University and School of Law  
Vanderbilt University  
Baylor College of Medicine  
Johns Hopkins University and Medical Center

### universities continued

University of Southern California School of  
Medicine  
Mercer University School of Medicine  
Albert Einstein College of Medicine  
University of North Carolina, Chapel Hill  
Wake Forest University School of Medicine

### physician groups

Baystate Medical Practices  
University of Southern Florida Physician's  
Group  
The Permanente Medical Group  
Morehouse Medical Associates, Inc.  
National Imaging Associates, Inc.  
Durham Nephrology Associates, Inc.  
South Louisiana Medical Associates

### government

The White House  
U.S. Congress  
U.S. Department of Health and Human Services  
New York State Department of Health  
U.S. Agency for Health Care Policy  
City of Tampa  
Cobb County Board of Health  
Hillsborough Co. Health and Social Services  
Georgia Department of Medical Assistance  
Missouri Department of Health  
Department of Corporations, CA  
Agency for Health Care Administration, FL  
Group Insurance Commission, MA  
Utah Department of Health  
Bureau for Medical Services, WV  
Department for Medicaid Services, KY

### consulting firms

Arthur Anderson, LLP  
Deloitte and Touche, LLP  
Ernst and Young, LLP  
Milliman & Robertson  
William M. Mercer, Inc.  
Medimetrix  
Sachs Group  
The Medstat Group  
PriceWaterhouseCoopers

### corporate

Proctor and Gamble  
Boeing Aircraft  
3M Corporation  
Coca-Cola Co.

### organizations/associations

American College of Physicians  
Association of American Medical Colleges  
Association of Academic Health Centers  
Blue Cross and Blue Shield Association  
Massachusetts Hospital Association  
Children's Hospital Association of Texas  
Illinois Hospital & Health Systems Association  
Hospital & Health Systems Association of PA  
New York Academy of Medicine  
Southern New England Physicians Association  
Medical Group Management Association  
HealthCare Association of New York State  
California Nurses Association  
National Academy of Sciences

### pharmaceutical industry

Pfizer Pharmaceuticals  
CVS Pharmacies  
Bayer Pharmaceuticals  
Schering  
Diversified Pharmaceutical Services  
Pharmacia & UpJohn  
Merck & Co., Inc.  
National Prescription Administration, Inc.  
Hoechst Marion Roussel  
SmithKline Beecham

### other

Office of the Surgeon General/Army  
J.P. Morgan Co.  
Teamsters Health and Welfare Funds  
Goldman Sachs  
March of Dimes  
Robert Wood Johnson Foundation  
New England Research Institutes  
North Texas Healthcare Network  
Genentech, Inc.  
Center for Health Care Rights  
The Jewish Guild for the Blind  
Packard Foundation  
Greer, Margolis, Mitchell, Burns & Associates  
HCLIA  
Kansas Employer Coalition on Health

## Testimonials for *The Medicaid Letter*

“The **single best resource** available on health care delivery to vulnerable populations.”

James E. Bailey, MD, MPH • Associate Professor of Medicine and Preventive Medicine, University of Tennessee, Memphis

“A very reliable and valuable source for comparing how and what we do in Massachusetts to the other states. A **mandatory reference** for Medicaid HMO's like ours.”

Harry Castleman • Neighborhood Health Plan, Boston, MA

“We consider ourselves to be experts in Medicaid managed care, but we always learn something from *The Medicaid Letter*... Covers both clinical and administrative issues... keeping us **up to date on trends** across the nation.”

Donald J. Balaban, MD • CEO Best Health Care, Philadelphia, PA

“A most valuable tool... **very succinct summaries**. Thank you for a quality product.”

Alice Kitchen, LCSW, MPA • Past President, Society of Social Work • Leadership in Health Care, American Hospital Association. Chicago, IL

“**Refreshingly different** from other health care and Medicaid publications.”

Alicia Berkowitz, Principal • Birch & Davis Health Management Corporation, Silver Springs, MD

“An **excellent** resource.”

James F DeLong, MD • Associate Medical Director, Alabama Quality Assurance Foundation, Birmingham, AL

“I **enjoy reading** every issue.”

Gilson DaSilva, Manager • Medicaid Programs, United Healthcare, Warwick, RI

Testimonials for other *HealthCare Press* publications  
*The Digest of Managed Health Care*

“I’ve seen all the publications that cover managed care issues - this is **unquestionably the best.**”

James M. Sprouse • Assistant Professor/Health Care Management, Southern Illinois University • Former CEO, Geisinger Medical Management Corporation

“An **excellent resource**... covers the waterfront and provides depth.”

Richard S. Chung, MD • VP & Medical Director, Care Management, BC/BS - Hawaii

“A one-stop source of trends, changes, and research - **indispensable.**”

Garen Corbett • Group Insurance Commission of Massachusetts, Boston, MA

“An **excellent snapshot** of the managed care industry.”

Christopher Little • Lotus Development Corporation, Newbury, MA

“An **invaluable service.**”

Roger Battistella, PhD • Professor, Health Policy & Management, Cornell University, Ithaca, NY

A source of “**statistically reliable** coverage.”

Donald Drew • The Wellness Plan, Detroit, MI

“**Predictably packed** with relevant information.”

Frank Shea • Principal, MC Access, Odessa, FL

“Of great value... provides **credible and useful** material.”

Timothy A. Lauer • CFO-COO, HealthNet, Nashville, TN

“Provides **short succinct summaries** of the most important research.  
I use it to stay on top of our industry.”

Andrée Joyaux • The MEDSTAT Group, Ann Arbor, MI

# 2011 Advertising Space Reservation Form

Date: \_\_\_\_\_  
Advertiser: \_\_\_\_\_ Product: \_\_\_\_\_  
Contact: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

Advertising Agency: \_\_\_\_\_  
Account Executive: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

Size of Ad/# of Insertions:  
\_\_\_ Full Page, ( \_\_\_ with bleed) \_\_\_ Half Page \_\_\_ 2/3 page \_\_\_ 1/3 page \_\_\_ 1/4 page  
Number of Insertions: \_\_\_\_\_.

Color/Ad Placement:  
\_\_\_ Black and White \_\_\_ Standard red, blue, green, yellow  
\_\_\_ 4-color process \_\_\_ Metallic colors \_\_\_ Matched colors  
\_\_\_ Cover 2 \_\_\_ Cover 3 \_\_\_ Cover 4 \_\_\_ other premium placement

Special Instructions: \_\_\_\_\_

Form of Payment Enclosed:  
\_\_\_ PO/IO (Purchase/Insertion Order # \_\_\_\_\_) \_\_\_ Check  
\_\_\_ Credit Card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover  
Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_ Fed ID# 16-1478506

Material(s):  
\_\_\_ Art enclosed: via: \_\_\_ E-mail, or \_\_\_ Disk  
\_\_\_ Art to follow: via: \_\_\_ E-mail, or \_\_\_ Disk  
\_\_\_\_\_  
Signature

Please send or fax all requests for advertising space to:

## The Medicaid Letter™

Attn: Advertising Sales Manager  
PO Box 570, Skaneateles, NY 13152  
800 718-5988 • Fax 315 685-1958

advertising@medicaidletter.com • www.medicaidletter.com

## Advertising Terms & Conditions

The following are certain general terms and conditions governing advertising published in *The Medicaid Letter* magazine.

1. Insertion Orders/Purchase Orders: All ads must be prepaid or accompanied by an IO/PO.
2. Cancellations: Cancellations for space reservations are not accepted after closing dates. All cancellations must be made in writing by the order closing date.
3. Frequency Rates: Calculated by the number of pages used within a 10-year period. Parent companies and subsidiaries can be combined for the purpose of frequency rates.
4. Ad Agency Commission: Recognized ad agencies will receive a 15% discount, provided account is paid within 30 days of invoice date.
5. Publisher reserves the right to insert the word “advertisement” on any ad insertion which resembles editorial.
6. Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.
7. Publisher reserves the right to refuse advertising not in keeping with publication standards.
8. Publisher may change conditions, not rates, without notice.
9. Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
10. If ad artwork is not received by the material deadline, *The Medicaid Letter* will repeat a previous ad.
11. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.
12. All materials will be stored by the publisher for 12 months after the most recent use and then destroyed, unless publisher is otherwise advised by the advertiser or agency .