

## Description

*Cath Lab Digest* first launched in 1993 and addressed two previously unfulfilled needs: 1. It provided a path through which companies could reach cath lab administrators, managers, directors, supervisors, nurses, and technologists; and 2. It offered cath lab professionals information of practical and clinical use in their working lives. Today, *Cath Lab Digest* has not only undergone a steady increase in popularity, but remains the sole publication focused on cardiac cath lab professionals.

## Issuance & Circulation

**Frequency:** 12 times per year  
17,011 (qualified and controlled)

## Coverage & Market

Cath lab administrators, directors, managers, supervisors, nurses, and technologists

## Bonus Distribution

**January:** International Symposium on Endovascular Therapy (ISET)  
**March:** American College of Cardiology Scientific Sessions (ACC)  
**April:** Society for Cardiovascular Angiography and Interventions (SCAI)  
**May:** New Cardiovascular Horizons  
**June:** C3: Complex Cardiovascular Catheter Therapeutics  
**August:** Amputation Prevention Symposium  
**September:** Transcatheter Cardiovascular Therapeutics (TCT)  
**October:** Vascular Interventional Advances (VIVA)  
**November:** VEITH Symposium

## E-News

Classifieds available; contact representative for details.

## E-Blasts

State-by-state \$0.95  
Contact representative for counts and costs.

## Staff

**Classified Sales Associate**  
Stephanie Cabral  
610-560-0500, ext. 4268; fax: (610) 560-4146  
scabral@hmpglobal.com



Healthcare  
made  
practical

70 E. Swedesford Road, Suite 100  
Malvern, PA 19355

## Column Sizes, Specs and Net Rates

1/8-page	4.75" x 3"	\$813
1/4-page	4.75" x 6.25"	\$1,571
1/2-page horizontal	9.75" x 6.25"	\$2,702
1/2-page vertical	4.8" x 12.875"	\$2,702
Full page	9.75" x 12.875"	\$4,741
Live link in tablet edition		\$200

*Note: All prices are net. All ad sizes are non-bleed.*

## Color Rates

Three-color/four-color \$400

PDF (Acrobat 4.0 or later) preferred. Other formats include .EPS and .TIFF. Resolution must be 300 dpi for four-color or grayscale images. Resolution must be 1200 dpi or higher for bitmap images.

## Internet Opportunities

[www.cathlabdigest.com](http://www.cathlabdigest.com) | Run: 30 or 90 days  
All prices are net.

### Online Rate

30 days	\$770
90 days	\$1,520
365 days	\$6,600

### Online/Journal Rate\*

30 days	\$620
90 days	\$1,120

### Banner Advertising

Main page	\$3,000
Classified page	\$2,000

### Title Advertising

Main page	\$2,000
Classified page	\$1,250

\*When added to the purchase of a journal classified ad.

Note: HMP Communications online services require at least 5 business days' lead time to schedule your online advertising. Files must arrive in electronic form and be web-ready or in PDF format.

## 2018 Closing Dates

Issue	Ad Close	Materials Due
January	Dec 8	Dec 13
February	Jan 11	Jan 17
March	Feb 5	Feb 9
April	March 12	March 19
May	April 9	April 16
June	May 10	May 16
July	June 8	June 14
August	June 28	July 3
September	Aug 10	Aug 17
October	Sept 10	Sept 17
November	Oct 9	Oct 15
December	Nov 5	Nov 12