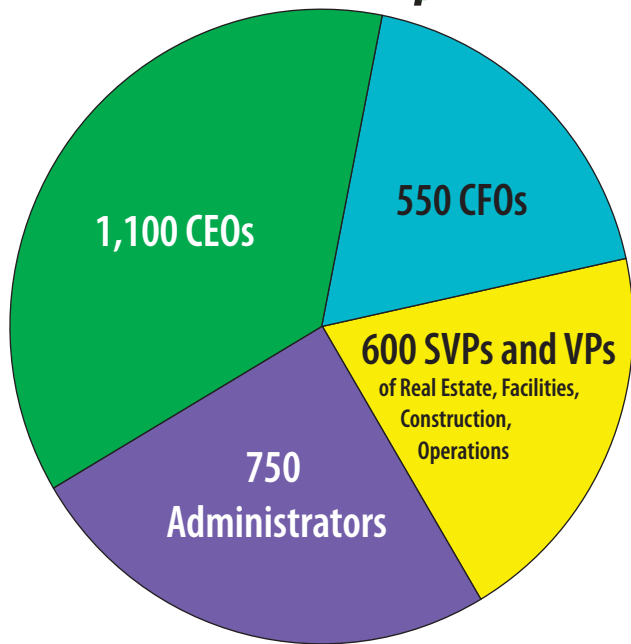


*Ads and custom inserts are available to promote your business.*

# Advertising in HREI™ Executive Briefing is the most cost-effective way to reach 3,000 hospital and health system executives responsible



for facilities and real estate.



## health system executives responsible

### Rate Comparison

Publication	# of Issues	Cost Per 1/2-Pg. Ad
Modern Healthcare	52x	\$8,765
Health Facilities Management	12x	\$5,090
hfm (Healthcare Financial Management)	12x	\$4,775
HREI™ Executive Briefing™	12x	\$2,775

*Look at our competition and compare to see how cost-effective our rates are.*

**“With its highly targeted audience and its low cost relative to other publications, we have found HREI Executive Briefing™ to be a great value.”**

*-Ray Lewis • SVP & Chief Investment Officer • Ventas, Inc.*

**“We have advertised in every edition of HREI Executive Briefing™ since the newsletter was launched and it remains a key element of our marketing strategy.”**

*Philip J. Camp • Managing Director Shattuck Hammond Partners*

## **“HREI Executive Briefing™ is the best way to reach busy healthcare executives.”**

- Busy executives like our concise news and trend information.
- Our easy-to-read format is limited to 4 or 5 pages of content.
- Readers can choose hard copies or online access.

### **Reach qualified prospects.**

HREI Executive Briefing™ is distributed to our proprietary database compiled of healthcare executives with facilities and real estate responsibility. Because only qualified healthcare executives may subscribe, we target exactly the audience you want to reach.

### **Limited number of ads**

We limit the number of ads to four pages per issue. When you run an ad in our publication it is much more likely to be read and your message noticed.

### **Added Value:**

**We will send a free 3-month gift subscription to your targeted mailing list when you advertise for three consecutive months.**

When you run three consecutive ads with us, you have the option to provide us with a list of up to 1,000 of your best business prospects. We will send a free 3-month trial subscription of HREI Executive Briefing™ to everyone on your list and include your customized cover letter printed on your letterhead. This is a great way to foster good will with your prospects and ensure that your target audience sees your ad.

### **Added Value:**

**Discounted subscriptions are available for your best clients and prospects.**

Contact us for details regarding discounted subscriptions for your clients and top prospects.

### **Added Value:**

**Custom publishing options are available.**

We can create a customized print or electronic newsletter or magazine for your clients, prospects, employees, suppliers and other VIPs.

### **Added Value:**

**Your possibilities are endless when you reserve a space for a custom insert.**

Inserts are a great alternative to display ads. We can take a standard 8 ½" x 11", two-sided insert, a small brochure or a booklet and insert it into our mailing envelope.

**To advertise in HREI™ Executive Briefing™ please call us toll free at 1-800-613-8731 or email us at [info@hreinsights.com](mailto:info@hreinsights.com).**

Reach the nation's top healthcare real estate decision makers.

**3,000**

Guaranteed minimum monthly distribution, including:

**750**

Administrators

**1,100**

CEOs

**550**

CFOs

**600**

SVPs and VPs of real estate, construction, operations and other similar titles, all with responsibility for or influence over real estate or facilities decisions.

We are the ideal advertising vehicle for companies involved in healthcare real estate:

- Developers
- Lenders
- Investors
- Investment Banks
- Advisors
- Consultants
- Attorneys
- Accounting Firms
- Brokers
- Securities Analysts
- Architects
- Engineers
- General Contractors
- Equipment Planners
- Property Managers
- Suppliers

**“The fact that I can send in a list of our top prospects and have them each receive a free three-month subscription is a unique opportunity that no other publication offers and one that I have already taken advantage of.”**

*-Carla Lyons • VP Marketing and Business Development • Lillibridge*

**“With its focus on healthcare real estate, HREI Executive Briefing™ enables us to deliver our marketing message directly to hospital and health system executives efficiently and with a minimum of waster reach.”**

*-Angela Barbosa • Marketing Director • NexCore Group LP*



Healthcare Real Estate Insights™

# Executive Briefing™

Dear Healthcare Real Estate Professional:

When we launched Healthcare Real Estate Insights™ in January 2003, we knew we were tapping into a tremendous unmet demand for news and analysis regarding the real estate issues associated with medical facilities. But even we were unprepared for the extraordinarily enthusiastic response HREI™ has received – and continues to receive – from healthcare real estate professionals nationwide.

The number of subscribers has increased every single month, and the response to our Webinars, audio conferences and other initiatives has been extremely gratifying. We work hard to deliver high-quality products and services, and the response from the industry during the past five years proves that those efforts are succeeding.

Indeed, HREI™ has become the leading news and information source for healthcare real estate professionals. Yet we realized early on that busy hospital and health system executives – your clients and best prospects – prefer a more concise publication. At the same time, and companies like yours want a cost-effective way to those healthcare VIPs.

That's why we launched HREI™ Executive Briefing™ in January 2005.

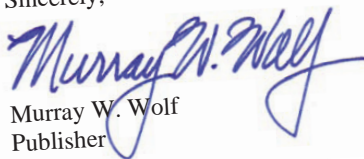
With its concise, executive summary-style format, HREI™ Executive Briefing™ satisfies the more general healthcare real estate news and information needs of healthcare executives. And because HREI™ Executive Briefing™ accepts paid advertising, it also meets the marketing objectives of healthcare real estate professionals like you who need to reach those influential executives.

HREI™ Executive Briefing™ is delivered monthly to more than 3,000 executives at hospitals and health systems nationwide – the most highly qualified list of healthcare real estate prospects that is available anywhere. Our compiled database includes only healthcare executives who we have determined have responsibility for or influence regarding real estate and facilities decisions.

For a fraction of the cost of a handful of insertions in mainstream healthcare publications like "Modern Healthcare" or "hfm," you can showcase your organization in HREI™ Executive Briefing™ every single month, all year. Better yet, you won't waste money advertising to the large portion of the readership of those other publications who have little or no interest in real estate. HREI™ Executive Briefing™ readers count on our publication to be all healthcare real estate, all the time.

If you need to reach the decision makers who call the shots when it comes to healthcare real estate development, financing, brokerage and investment, I urge you to make HREI™ Executive Briefing™ part of your 2008 marketing plans.

Sincerely,



Murray W. Wolf  
Publisher

P.S. Don't forget to ask about our special program that enables advertisers like you to send a complimentary subscription to HREI™ Executive Briefing™ – with **your** cover letter on **your** letterhead – to your own list of your best clients and prospects at absolutely **no additional cost!**

Medical Real Estate and Facilities Trends and Strategies for Hospital, Health System and Medical Practice Group Executives™

Healthcare Real Estate Insights™ Executive Briefing™ is a publication of WOLF MARKETING & MEDIA LLC  
P.O. Box 1467, Minnetonka, MN 55345-0467  
Phone: (952) 960-1423 • Fax: (952) 960-1426 • E-Mail: editor@hreinights.com  
[www.hreinights.com](http://www.hreinights.com)



Healthcare Real Estate Insights™

# Executive Briefing™

## 2008 EDITORIAL CALENDAR

(Updated 10/1/07)

*All topics are subject to possible change*

Month	Product/Special Focus	Market Focus
January 2008	Orthopedic Centers	Las Vegas
February	MOB Transactions Report	Phoenix
March	Senior Living	Boston
April	Cardiac Care Centers	Miami/South Florida
May	MOB Transactions Report	San Francisco
June	Healthcare Real Estate Financing	Houston
July	BOMA MOB Conference	Washington, D.C.
August	MOB Transactions Report	Denver
September	Senior Living	Los Angeles
October	Fitness and Wellness Centers	Atlanta
November	MOB Transactions Report	New York
December	Financing & Investment	Chicago

Space permitting, each monthly issue will also contain some or all of the following:

- News & Analysis (breaking news and industry reaction)
- Transactions (recent sales and leasing transactions, and market data)
- Outpatient Projects (news on MOBs and other outpatient projects)
- Inpatient Projects (news on hospitals and other inpatient projects)
- Financing & Investment (news regarding capital markets, healthcare REITs, public healthcare companies, etc.)
- Companies (organizational news from healthcare real estate companies)
- People (personnel news from healthcare real estate companies)
- Project Case Study (same type of project/topic as Product/Special Focus)
- Company Profile (profile of one of the leading developers, REITs, contractors, etc.) or Provider Profile (profile of one of the leading hospitals, health systems or medical practice groups)
- Q&A (one-on-one interviews with industry leaders)

Medical Real Estate and Facilities Trends and Strategies for Hospital, Health System and Medical Practice Group Executives™

Mail: P.O. Box 1467, Minnetonka, MN 55345-0467 • Street Address: 18300 Minnetonka Blvd., Suite 102, Deephaven, MN 55391-3272  
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# HREI™ Executive Briefing™

## 2008 Advertising Display Rates

**Number of Issues Per Year:** 12 (Monthly)  
**Monthly Distribution:** 3,000 (Guaranteed Minimum)  
**Minimum Advertiser Commitment:** 4 Ads Per Year

### Black & White Gross Ad Rates (Effective Jan. 1, 2008)

Ad Size\Frequency	4x	6x	9x	12x
full page (8.5" w x 11" h)	\$5,890	\$4,900	\$4,080	\$3,400
1/2-page horizontal (8.5" w x 5.5" h)	\$3,820	\$3,190	\$2,660	\$2,220
1/4-page horizontal (8.5" w x 2.75" h)	\$2,350	\$1,960	\$1,640	\$1,370
1/4-page vertical (2.75" w x 8.5" h)	\$2,350	\$1,960	\$1,640	\$1,370
1/8-page horizontal (7.5" w x 1.25" h)*	\$1,470	\$1,230	\$1,020	\$850
1/8-page vertical (2.75" w x 4.25" h)	\$1,470	\$1,230	\$1,020	\$850

**Color Rates:** For each spot color, add: \$285 For 4-color, add: \$555

**Premium Positioning:** Add 25% for front, inside front or back cover.

\* Front cover ads can be only 1/8-page horizontal, non-bleed.

### Mechanical Specifications

**Publication Trim Size:** 8-1/2" x 11"

**Live Area:** 8-1/2" x 11" (full bleed)

**Printing Method:** Web Offset, 4-Color Process

**Binding Method:** Folded

**Paper Stock:** 60# Plainfield Opaque

### Pre-Press Specifications

**Format:** High-resolution Adobe Acrobat PDF files (Acrobat 4 PDF 1.3 minimum) required with all fonts and images embedded

**Images:** 300 dpi minimum recommended. Color images must be CMYK.

**Space Reservation Deadline:** 30 days prior to 1st day of issue month

**Materials Deadline:** 15 days prior to 1st day of issue month

To advertise in HREI™ Executive Briefing™ in 2008, please call  
**1-800-613-8731**. But, please hurry. Space is limited.



Healthcare Real Estate Insights™

# Executive Briefing™

## 2008 ADVERTISING DEADLINES

(Updated 10/1/07)

Month	Space Reservation Deadline	Materials Deadline
January 2008	12/3/07	12/17/07
February	1/2/08	1/15/08
March	2/1	2/15
April	3/3	3/17
May	4/1	4/15
June	5/1	5/15
July	6/2	6/16
August	7/1	7/15
September	8/1	8/15
October	9/1	9/15
November	10/1	10/15
December	11/3	11/17

Preferred format: PDF files with all graphic elements in the intended color space/format. 300 dpi minimum.

Complete InDesign files also accepted.

Medical Real Estate and Facilities Trends and Strategies for Hospital, Health System and Medical Practice Group Executives™

Mail: P.O. Box 1467, Minnetonka, MN 55345-0467 • Street Address: 14545 Hwy. 7, Suite 115, Minnetonka, MN 55345-3705  
Phone: (952) 960-1423 • Fax: (952) 960-1426 • E-Mail: [info@hreinsights.com](mailto:info@hreinsights.com) • Web: [www.hreinsights.com](http://www.hreinsights.com)

**ADVERTISER**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Advertiser Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**AGENCY (if any)**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Agency Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Issue	Year	Size/Shape	Color	Gross Rate	Discount	Net Rate
January	2008					
February	2008					
March	2008					
April	2008					
May	2008					
June	2008					
July	2008					
August	2008					
September	2008					
October	2008					
November	2008					
December	2008					
<b>TOTAL</b>	<b>2008</b>					

I, the undersigned, have the authority to execute this Advertising Agreement on behalf of the above-named Advertiser and, with my signature hereon, authorize Wolf Marketing & Media, for and on behalf of the Advertiser, to publish advertising in HREI™ **Executive Briefing™** during 2008 as specified above. This Agreement is a legally binding contract and is subject to all of the Publisher's associated terms and conditions. Advertising Agency commissions must be approved in advance and will be given only to recognized third-party advertising agencies. All advertising submitted is subject to the approval of the Publisher. The Publisher reserves the right to refuse any advertising that does not meet the standards of Wolf Marketing & Media.

**Terms:** The Advertiser acknowledges that any changes in the above specifications and/or schedule or cancellations must be in writing and must arrive at the Wolf Marketing & Media office 30 days prior to the space closing date for the issue in which the next insertion is scheduled to run. If this contract is not fulfilled for any reason, the Advertiser will be "short rated" – charged the lowest applicable earned rate on past and subsequent insertions to conform with the actual insertion rate when it is less than the number of insertions originally agreed upon by the Advertiser. The Advertiser agrees that payment for advertising will be made in advance on a quarterly basis and, should Wolf Marketing publish the advertising without advance payment by the Advertiser, the Advertiser will be responsible for all amounts payable, including all costs, attorneys' fees and expenses incurred in collection thereof, without relief from evaluation and appraisal laws. A 1.6 percent service charge (18 percent Annual Percentage Rate) will be added to account balances not paid within 30 days of statement date.

**Approved By:**

\_\_\_\_\_

Organization \_\_\_\_\_

Date \_\_\_\_\_

**Submitted By:**



WOLF MARKETING & MEDIA LLC

October 1, 2007

*Upon acceptance, please return one copy of the signed agreement by fax or mail to:*  
**WOLF MARKETING & MEDIA LLC, P.O. BOX 1467, MINNETONKA, MN 55345-0467**  
**TOLL FREE: 1-800-613-8731 ♦ FAX: (952) 960-1426 ♦ WWW.WOLFMARKETING.COM**