



# McKnight's

## LONG-TERM CARE NEWS

### *2016 Print Media Kit*



# Industry Leader

Our readers, your customers ... the industry decision makers  
Our 40,000+ readers are the purchasing engine for the \$150 billion-plus nursing home market.

They are:

- The owners and top executives who determine business strategies and policies
- The executive directors/administrators who oversee and carry out day-to-day operations
- The directors of nursing (DONs) and their assistants who oversee resident care

What we deliver ... the most dedicated and engaged readers in the industry

- 100% of *McKnight's Long-Term Care News* subscribers personally request receiving the magazine each year.
- More providers prefer to read *McKnight's* than its other competitors combined.\*
- *McKnight's* is # 1 with over 50% in market share.\*\*
- *McKnight's* was rated #1 in every subject area in the Readex study of industry reading habits.\*

\*Source: Readex Reader Preference Survey

\*\*Source: IMS

**McKnight's**  
LONG-TERM CARE NEWS

Print Media Kit

“

*McKnight's does a wonderful job of elevating their partners as thought leaders and true solution providers.*

”

**Katherine Johnson**  
HealthStream

SEPTEMBER 2015 • VOL. 36, NO. 9 • [www.mcknight.com](http://www.mcknight.com)

## McKnight's

LONG-TERM CARE NEWS

**Country strong**  
Tom Cagle, 301-200-0400  
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**Feds trim pay bump from prior estimate**  
By Emily Morgan  
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**Administrator salaries rising**  
By Elizabeth Newman  
Nursing home administrators are averaging \$113,971 in annual salaries, nearly a 2.5% increase over last year, according to the "Nursing Home Salary & Benefits Report 2015-2016." Assistant administrators saw a 1.68% salary increase. Directors of nursing saw an increase of \$19,290 on average, an increase of 1.5%. Assistant directors of nursing saw a more significant increase of \$20,750, for example, while one in Baltimore would earn \$25,822.

**What's driving the dealmakers**  
Why is this a hot time for transactions in the seniors housing and care sector? Give credit to favorable market conditions, along with proven performance by operators.

**Funding streams are widening**  
These days, there doesn't seem to be any shortage of capital providers with a willingness to invest in the sector. That's great news for anyone looking to borrow.

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**MS requires tech savvy**  
More training needed  
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**Resident care**  
Nursing  
Payment & Policy  
Compliance  
Technology  
Legal Matters  
Design Solutions  
O'Connell  
Webinar

McKnight's

## Dealmaker's Handbook

2015

The essential guide to capital in the senior living market

**Just getting started**  
Kramer sees changes ahead  
Page 12

**Healthy or unhealthy growth?**  
Seniors housing is in an enviable position, given the favorable financing terms and continued growth taking place. It's safe to say times are good. But are they too good?  
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2015 Guide

## McKnight's Professional Development

SUPPLEMENT TO  
McKnight's  
Long-Term Care News  
ON/SHIFT

**Staffing needs accelerate**  
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Proactive strategies are giving some managers a leg up when it comes to finding qualified employees  
Page 9

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More colleges are tailoring programs to meet the growing needs of the field's future leaders  
Page 14

**What you'll earn**  
Modest growth appears to be the current normal for salaries, as a new report makes clear  
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# INDUSTRY Directory

SUPPLEMENT TO  
McKnight's  
LONG-TERM CARE NEWS

The Complete Source for Long-Term Care Products and Services

## 2016

Sponsored in part by

**Omnicare**  
Liaison, Terra Care Group



## What customers say



*TheWorxHub is proud to have worked with McKnight's this year. The reach in both print and digitally is unparalleled. What really stands out is how the team works with your organization to make sure what you commit to will help you to reach your specific goals. They are constantly working towards improving, changing and adapting to the industry so they can continue to add value to their partners. We are very proud to call McKnight's a partner in our success!*



**Wendy Mallon**  
Healthcare Marketing Program Manager  
WorxHub



*Time and time again, the team at McKnight's Long-Term Care News delivers on their promises through a high level of professionalism and perfection in the strategic programs they offer to this market.*



**Pam Selker Rak, President**  
CommuniTech, LLC

### Publication reader would select

(if they could only choose one)\*

**We're  
#1**

McKnight's  
Long-Term  
Care News  
**56%**

Provider  
**16%**

Advance for  
Long-Term Care  
Management  
**7%**

Long-Term Living  
**7%**

Answered multiple  
None of these  
**2%**

No answer  
**8%**

# McKnight's Long-Term Care News

McKnight's is the industry's trusted source for news that matters. Each issue delivers actionable information and updates in top-of-mind areas. These include regulatory developments, new legislation, workplace shifts, resident care breakthroughs, marketplace changes – and more. Since 1980, our flagship publication has been the go-to source for skilled care owners, operators, administrators, nursing directors and others who make purchasing decisions.

## Why advertise?

- McKnight's has 125 national awards — more than all competitors combined.
- Blind Readex survey shows McKnight's is preferred overall by readers, with higher percentage than all competitors combined.
- Our circulation of 40,200 reaches top decision makers monthly
- All 40,200 personally request receiving our publication. We do not utilize any list rentals or bulk mailings. We are BPA audited.
- We are privately held. This allows us the unique advantage to take a long view and invest accordingly.

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# McKnight's

LONG-TERM CARE NEWS



**Country strong**  
Tom Coble, set to chair AHCA  
Page 38



**Study doubts 3-day waivers**  
By Emily Mongan  
Skilled nursing facility admissions don't increase when Medicare Advantage plans waive the three-day stay rule, new research asserts. Researchers from Brown University compared hospital and SNF use among Medicare Advantage enrollees in plans that kept the three-day stay requirement against those that did not. Investigators found eliminating the three-day requirement resulted in a 10% decrease in hospital stay lengths, but had no association with rehospitalizations or SNF admissions, or with longer SNF stays. One reason behind the study was to determine whether a three-day stay requirement "still makes sense in 2015," Amal Trivedi, M.D., an associate professor at Brown University, told McKnight's. ■

**Feds trim pay bump from prior estimate**  
By John O'Connor  
The Centers for Medicare & Medicaid Services has lowered a pay increase for fiscal 2016, which means operators will see a \$70 million reduction. CMS also finalized adoption of three measures called for in the SNF Quality Reporting Program that is mandated in the IMPACT Act. The measures come in these domains: skin integrity and changes in skin integrity; incidence of major falls; and functional status, cognitive function, and changes in function and cognitive function. The law establishes a quality reporting program for skilled care operators. ■  
For more, see page 4



**Administrator salaries rising**  
By Elizabeth Newman  
Nursing home administrators are averaging \$119,197 in annual salary, nearly a 2.5% increase over last year, according to the "Nursing Home Salary & Benefits Report 2015-2016." Assistant administrators saw a 1.68% salary increase. Directors of nursing now earn \$93,290 on average, an increase of close to 1.5%. Assistant directors of nursing saw a more significant boost, making an average of \$69,003. The report, published by the Hospital & Healthcare Compensation Service, with an endorsement from LeadingAge, also breaks down averages for major cities. An assistant director of nursing in Kansas City makes an average of \$50,556, for example, while one in Baltimore would earn \$76,872. Nursing supervisors, who directly oversee residents' clinical care, saw the largest boost in salary among nursing home employees this year, with a 3.24% increase. That brings the average salary for nursing supervisors to \$66,109. The 2015-2016 report included data from more than 175,300 workers employed in 2,089 participating nursing homes. ■

**MDS requires tech savvy**  
More training needed  
Pages 30-31



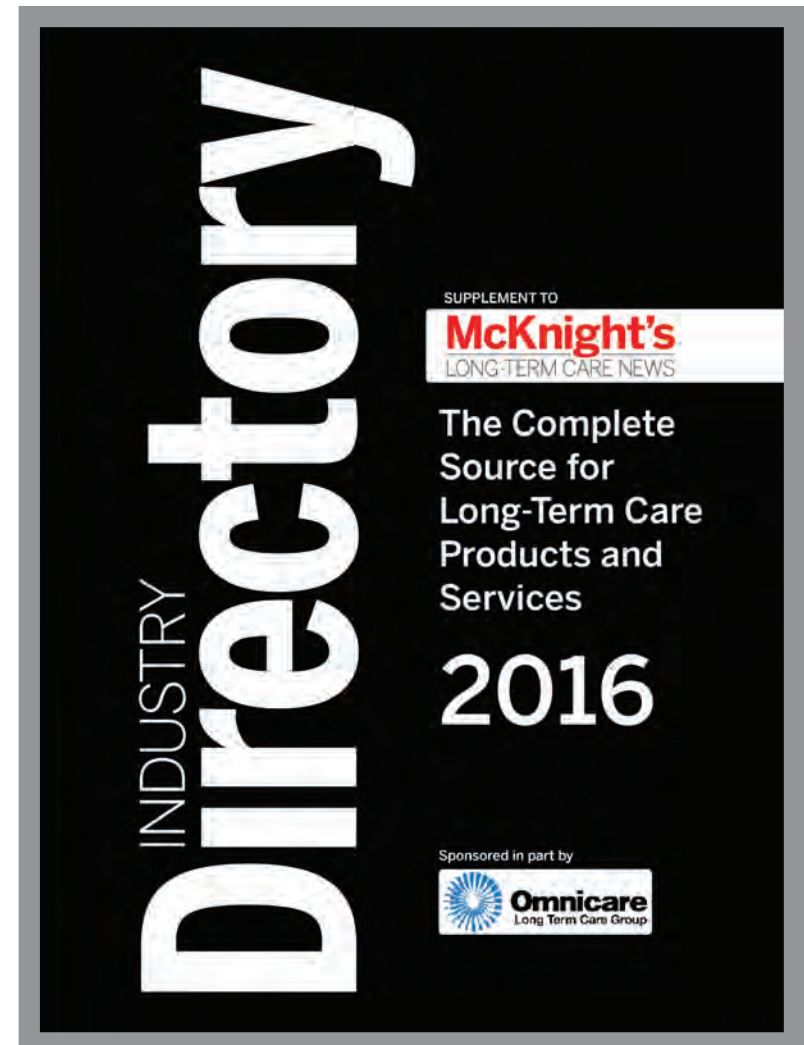
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# *McKnight's Industry Directory*

The *McKnight's* Industry Directory is the only standalone supplement published in the field! Readers count on this annual sourcebook for important industry data and information, and includes over 275 vendors with contact information in over 200 categories. The *McKnight's* Industry Directory also offers unique marketing opportunities. Your company can be featured both in our products/services directory – and online.

## *Why advertise?*

- Most comprehensive Buyer's Guide in skilled nursing sector
- Industry information highlighting trends, associations, product purchasing report pages and general information
- Long shelf life — facilities reference information throughout the year
- Your message will be seen all year long by your target audience
- All listings available in print and online for 12 months
- Distributed at national trade shows throughout the year for additional exposure
- Your company will be featured in the print edition and online



# McKnight's Professional Development Guide

Few workplaces are changing as fast as senior living. The *McKnight's Professional Development Guide* gives eldercare professionals the knowledge and insight they need to succeed! From marketplace changes to emerging roles, the PDG covers the gamut. Best of all, this annual supplement is loaded with valuable marketing opportunities that can help your firm stand out.

## Why advertise?

- Only workforce development coverage in senior care
- Focus on staffing, hiring, training, retention, continuing education, e-learning
- Included in both of our *Long-Term Care News* and *Senior Living* publications, distributed to our digital readers and distributed at the major trade shows throughout the year ... this resource receives amazing exposure!



*Advertising in McKnight's Professional Development Guide was a no-brainer for us. Because our mission is to assess and develop the people who deliver care, placing our advertisement in a guide that provides such high-quality information aimed at enriching and advancing the careers of long-term care employees just made sense. McKnight's does a wonderful job of elevating their partners as thought leaders and true solution providers. This is evident in the feedback we heard from numerous customers who stated that seeing our profile and ad within this guide solidified their opinion of us as their workforce development partner.*

**Katherine Johnson**  
HealthStream



# McKnight's Dealmaker's Handbook

Since 2006, we have been teaming up with NIC to publish the *McKnight's Dealmaker's Handbook*. This annual supplement helps readers better understand the interplay between those providing capital and those seeking it. It also offers insight and perspective into market forces that are constantly changing the look and feel of eldercare services. Providers count on the Dealmaker's Handbook to get quickly up to speed on capital-related matters.

## Why advertise?

- Editorial content focused on financial issues affecting senior care
- Your message reaches the C-Suite titles along with the top decision makers in the market
- Included in all attendees' totebags at the NIC National Conference
- Inserted in the October issue of *McKnight's Long-Term Care News* and *McKnight's Senior Living* and emailed to our digital audience
- Distributed at AHCA, LeadingAge, NIC and ALFA trade shows for additional exposure throughout the year

**McKnight's**  
**Dealmaker's Handbook**  
2015

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**A whole new philosophy**  
Eden Alternative is different  
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A SUPPLEMENT TO  
**McKnight's**  
LONG-TERM CARE NEWS

IN PARTNERSHIP WITH  
**NIC**  
National Investment Center  
for Seniors Housing & Care

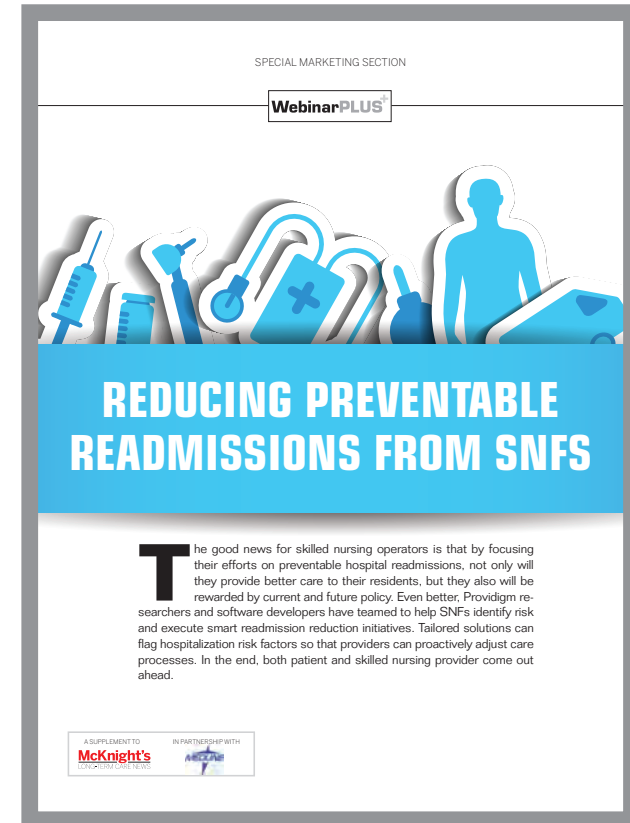


## Custom publishing



### Co-branded custom supplement

- Stand-alone custom supplement inserted into *McKnight's*
- Custom piece showcasing your company
- Streamlined process that offers third-party objectivity



### Custom Webinar Plus

- A recap of your webinar to be distributed to our entire print and digital audience
- One of our editors recaps the highlights of this event and formats in a 3-page article



# Awards/Trade shows/Directory

## 2016 Calendar of Events

### NIC Skilled Nursing Investment Forum & Seniors Housing Regional Symposium

March 9-11  
Dallas, TX

### LeadingAge Peak Conference

March 14-16  
Washington, DC

### ACHCA Annual Convocation & Exposition

April 16-20  
Philadelphia, PA

### ALFA Spring Conference

May 9-12  
Denver, CO

### LTPAC HIT Summit

June 21-23  
Baltimore, MD

### NADONA Annual Conference

June 24-29  
Austin, TX

### NIC National Conference

September 14-16  
Washington, DC

### AHCA/NCAL Annual Convention & Expo

October 16-19  
Nashville, TN

### LeadingAge Annual Meeting

October 30-November 2  
Indianapolis, IN



ASHPE — American Society of Healthcare Publication Editors • ASBPE — American Society of Business Publication Editors • APEX — Awards for Publication Excellence

## Staff List

**Vice President, Publisher:** *Karmen Maurer*  
Tel: (970) 689-3813  
email: karmen.maurer@mcknights.com

**VP/Associate Publisher/**  
**Editorial Director:** *John O'Connor*  
Tel: (847) 559-2884, Ext. 202  
email: john.oconnor@mcknights.com

**Editor:** *James M. Berklan*  
Tel: (847) 559-2884, Ext. 203  
email: jim.berklan@mcknights.com

**Senior Editor:** *Elizabeth Newman*  
Tel: (847) 559-2884, Ext. 204  
email: elizabeth.newman@mcknights.com

**Staff Writer:** *Emily Mongan*  
Tel: (847) 559-2884, Ext. 205  
email: emily.mongan@mcknights.com

**Art Director:** *Mark Speakman*  
Tel: (847) 559-2884, Ext. 206  
email: mark.speakman@mcknights.com

**Production Director:** *Ada Figueroa*  
Tel: (646) 638-6065  
email: ada.figueroa@haymarketmedia.com

**Group Circulation Manager:** *Paul Silver*  
Tel: (646) 638-6063  
email: paul.silver@haymarketmedia.com

**Publishing Coordinator:** *Kathryn Fallucco*  
Tel: (847) 559-2884, Ext. 201  
email: kathryn.fallucco@mcknights.com

**East Coast Account Manager:**  
*Denise De Vito*  
Tel: (847) 559-2884, Ext. 214  
email: denise.devito@mcknights.com

**Midwest/West Coast Account Manager:**  
*Ginger Kost*  
Tel: (630) 406-1376  
email: ginger.kost@mcknights.com

# 2016 Editorial Calendar

Issue and Deadlines	Special Feature	Special Report	How To	Buyers Guide	Product Focus/Events/ Value Added
<b>Industry Directory</b> Space 11/1/15 Material 11/15/15					
<b>January</b> Space 11/16/15 Material 12/1/15	Finance	Information Technology	Furnishings/Design	Bathing/Lifts	Resident Security
<b>February</b> Space 12/10/15 Material 12/23/15	Medication Management	Rehabilitation	Infection Control	Rehabilitation/Therapy	Professional Development
<b>March</b> Space 1/8/16 Material 1/22/16	Laundry/Housekeeping	Skin Care/Incontinence	Information Technology	Design: Furnishings & Furniture	Fall Prevention/Resident Monitoring NIC Symposium LeadingAge Peak Conference
<b>April</b> Space 2/9/16 Material 2/25/16	Information Technology <b>Professional Development Guide</b>	Rehabilitation/Therapy	Resident Security	Laundry/Housekeeping	Design: Furnishings & Furniture LeadingAge Conference
<b>May</b> Space 3/10/16 Material 3/23/16	Renovation/Design	Bathing/Lifts	Finance	Wound Care	Bathing/Lifts
<b>June</b> Space 4/12/16 Material 4/25/16	Wound Care	Infection Control	Medication Management	Medication Management	Wound Care Products ACHCA Convocation LTC HIT Summit WOCN & NADONA Conferences
<b>July</b> Space 5/16/16 Material 5/27/16	Skin Care/Incontinence	Furniture & Furnishings	Wound Care	Software Source	Laundry/Housekeeping
<b>August</b> Space 6/13/16 Material 6/24/16	Rehabilitation	Laundry/Housekeeping/ Chemical	Resident Security	Lender Source	Infection Control
<b>September</b> Space 7/13/16 Material 7/26/16	MDS <b>Dealmaker's Handbook</b>	Information Technology	Bathing/Lifts	Resident Security	Skin Care & Incontinence NIC Conference
<b>October</b> Space 8/8/16 Material 8/19/16	Resident Security	Medication Management	Rehabilitation	Infection Control	Beds AHCA/NCAL Convention
<b>November</b> Space 9/2/16 Material 9/16/16	Finance	Wound Care	Professional Development/ Online Education	Continuing Education	Medication Services & Delivery LeadingAge Annual Meeting
<b>December</b> Space 10/11/16 Material 10/24/16	Information Technology	Infection Control	Design	Skin Care & Incontinence	Information Management/ Software

\* Information subject to change

# Advertising Rate Card

## Display Black and White Rates (Gross)

	1x	3x	6x	12x	25x	36x
<b>Page</b>	7,575	6,910	5,775	5,459	5,300	5,150
<b>Island 1/2 page</b>	5,585	5,075	4,300	4,075	3,975	3,850
<b>1/2 page</b>	5,225	4,725	3,925	3,760	3,600	3,485
<b>1/3 page</b>	4,725	4,300	3,565	3,350	3,275	2,695
<b>1/4 page</b>	3,660	3,325	2,805	2,655	2,495	2,350
<b>Bottom Line</b>	2,295	1,865	1,650	1,425	1,275	1,145

## Position Charges (Gross)

Cover 4	960	4 color per page	1,800
Cover 3	630	4 color per spread	2,685
Cover 2	825	2 color standard per page	735
Center spread (4C only)	675	2 color standard per spread	1,080
Editorial page	285	PMS color	880
Page 5	545	PMS color per spread	1,215

## Color Charges (Gross)

4 color per page	1,800
4 color per spread	2,685
2 color standard per page	735
2 color standard per spread	1,080
PMS color	880
PMS color per spread	1,215

Haymarket Media utilizes only US printing plants and US paper mills in the production of its magazines, journals and digests which have earned Chain of Custody certification from FSC® (Forest Stewardship Council®), SFI (Sustainable Forestry Initiative) and from PEFC (Programme for the Endorsement of Forest Certification Schemes), all of which are third party certified forest sustainability standards.

## Display Ad Size Specifications



Full Page Trim  
7 3/4" w x 10 1/2" h

**Issue trims at: 7.75" x 10.50"**

**Full page bleed: 8.00" x 10.75"**

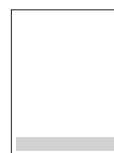
**Full page non-bleed: 7.25" x 10.00"**

**Set trim marks to: 7.75" x 10.50"**

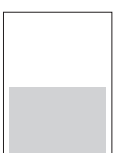


Double Page  
15 1/2" w x 10 1/2" h  
(Live Area: 15" w x 10" h)

**PLEASE NOTE:**  
When supplying a spread,  
please supply PDF as  
**TWO SEPARATE FILES**



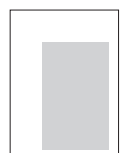
Bottom Line  
7" w x 1 1/8" h



1/2 Horizontal  
7" w x 4 1/2" h



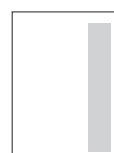
1/2 Vertical  
3 3/4" w x 9 1/2" h



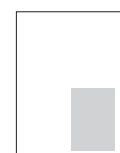
1/2 Square Island  
5" w x 6 3/4" h



1/4 Horizontal  
7" w x 2 1/4" h



1/4 Vertical  
1 5/8" w x 9 1/2" h



1/4 Square Island  
3 3/8" w x 5" h



1/3 Horizontal  
7" w x 3" h

## Classified Sales Contact

*Neil Swager*  
**Tel:** (866) 376-0949 x7067  
**e-mail:**  
nswager@associationcareernetwork.com

## Classified Black and White Rates (Gross)

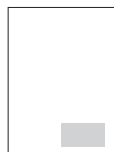
	1x	4x	12x
<b>2 column x 2"</b> or <b>1 column x 4"</b>	990	950	890

<b>Quarter Page</b>	1,340	1,300	1,210
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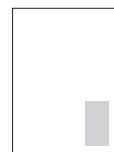
<b>Half Page</b>	2,130	2,070	2,000
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**Color Rates: Add \$95 for 2-color or \$235 for 4-color**

## Classified Ad Size Specifications



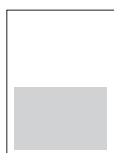
2 column x 2"  
3.42" w x 2" h



1 column x 4"  
2" w x 3.42" h



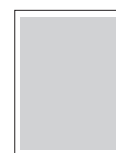
Quarter Page  
3.42" w x 4.125" h



Half-Horizontal  
7" w x 4.125" h



Half-Vertical  
3.42" w x 8.65" h



Full Page Trim  
7 3/4" w x 10 1/2" h

## Digital File Formats

**Requested file format:** High-Resolution PDFX1a

**Mechanical Specifications:** Accepted Materials: Electronic Digital File. A SWOP standard proof of the file supplied at 100% size is required for all ads. Typesetting, camera work, stripping, scanning, film conversion and file manipulation will be billed at cost when required to convert to a useable electronic digital file.

**Line Screen (B/W, 2/C, 4/C):** Maximum 133; acceptable 120

**Density:** B/W, 2/C maximum 160% to 170%; 4/C maximum 260% to 280%

**Standard Colors:** Red (100% magenta and 100% process yellow), magenta, process yellow, cyan and green (100% cyan and 100% process yellow). Colors conform to Standard Web Offset Printing (SWOP) specifications.

**Tips and Reminders for Preparing Digital Creatives:**

- 1) NO RGB, INDEX or LAB colors in graphics.
- 2) All spot colors must be converted to process CMYK. We print 4-color.
- 3) DPI for Halftones should be between 266-304.
- 4) Raster images cannot be enlarged more than 125%.
- 5) Please do not use PDF Writer, as it is not suitable for printing.
- 6) When submitting a pdf, please make sure all fonts are embedded within document. TrueType, Multi-Master and Composite fonts are not recommended.
- 7) Please place crop marks on documents only if submitting a full page ad with bleed. Bleeds should be set to .25" from trim size. **Trim size for full page is 7.75" X 10.50".**

**Proofs:** B/W, 2/C, 3/C ads require a digital proof at 100% size of the file supplied. 4/C ads require a Kodak Approval or equivalent SWOP standard color proof at 100% size of the file supplied. In order to ensure that everything runs smoothly, we require SWOP-certified or Kodak Approval hard copy color proofs for new ads. If ads are supplied without a color guide, 100% of actual ad size, then McKnight's cannot accept responsibility for final printed color and content. Haymarket Media will not be held responsible if no proof is provided.

**Paper Stock:** 45# Grade 4 Stock  
**Inserts and Postcards:** Contact sales representative.

**Shipping Instructions:** Printing materials and instructions to:  
Ad Production Department  
McKnight's Long-Term Care News  
Ada Figueroa  
114 W. 26th Street, 4th Floor  
New York, NY 10001  
Phone: (646) 638-6065  
Fax: (646) 638-6120  
E-mail: ada.figueroa@haymarketmedia.com