

MEDIA PLANNING GUIDE 2014



HEALTH FACILITIES[®] MANAGEMENT

ISSUED SEPTEMBER 2013
RATES EFFECTIVE JANUARY 2014

www.HFMmagazine.com

American Hospital Association

HEALTH

FORUM[®]

MEDIA | EDUCATION | DATA

Taking notice

With all of the competition in health care journalism, it can be easy to get lost in the crowd. *Health Facilities Management* has a way of standing out. *HFM*, an American Hospital Association publication, is the proud recipient of the following awards:

GOLD AWARD

Best Special Report/Section

American Society of
Healthcare Publication
Editors



BUILDING VALUE
Trends in
Health Care
DECEMBER 2012

GOLD AWARD

Editorial Excellence, Organizational Profile

American Society of
Business Press Editors



WELL-SCRIPTED SUCCESS
2012 ES Department
of the Year
SEPTEMBER 2012

SILVER AWARD

Best Original Research

American Society of
Healthcare Publication
Editors



TIME TO BUILD?
2012 Hospital
Construction Survey
FEBRUARY 2012

» Read these special reports at www.hfmmagazine.com

HEALTH FACILITIES
MANAGEMENT


American Hospital
Association

TABLE OF CONTENTS



HFM EDITORIAL INFORMATION

Introduction to <i>Health Facilities Management</i>	2
In-Depth Editorial Research	3
<i>HFM</i> Subscriber Snapshot	4
Editorial Calendar	5
2014 Survey Sponsorship Opportunities	7
Readership Studies	8

PRINT

Print Edition Rates	10
Print Edition Ad Programs	11
Print Specifications	14
Classified Advertising	16

ELECTRONIC

E-Newsletters	17
Editorial Spotlights — Email	19
Digital Edition	20
Health Forum Advertising	21

EDUCATION

Sponsorships and Conferences	23
Rural Health Care Leadership Conference	23
AHA Annual Membership Meeting	24
Health Forum/AHA Leadership Summit	25
Speakers Express	26

CONTENT MARKETING

White Papers	28
Web Seminars	29
Tweets	29
Health Forum Original Content	30

SPONSORSHIP

Most Wired Survey	31
Hard Card Issue Brief Pullout Series (<i>H&HN</i> only)	31
Executive Feature Roundtable Reports (<i>H&HN</i> and <i>HFM</i> only)	31
Custom Media Products	31

DATA

Data and List Rental	32
----------------------------	----

THE FINE PRINT & CONTACTS

The Fine Print	33
Health Forum Sales Contacts	34



“I use it for up to date knowledge of items, products and agencies. I enjoy learning about the new items that are in the market and keeping up on the latest trends.”

Signet Readership Survey

INTRODUCTION TO **HEALTH FACILITIES MANAGEMENT**

The resource for designing, building and maintaining safe, efficient and sustainable health care environments, *Health Facilities Management* delivers comprehensive, strategic reporting and analysis on the trends and issues that impact hospital designers, builders, engineers and environmental services professionals. Readers rely on *HFM* for timely, accurate updates and analyses on regulatory issues such as codes and standards covering the built environment.



American Hospital Association

STRATEGIC ALLIANCES

HFM, a publication of the American Hospital Association (AHA), is the leading magazine for decision-makers who design, build and maintain health care facilities. *HFM* enjoys exclusive content relationships with these industry-leading organizations:

- American Society for Healthcare Engineering (ASHE)
- Association for the Healthcare Environment (AHE)
- American College of Healthcare Architects (ACHA)
- American Academy of Healthcare Interior Designers (AAHID)

“Provides information on healthcare related design and construction issues, including codes and standards.”

Signet Readership Survey



IN-DEPTH EDITORIAL RESEARCH

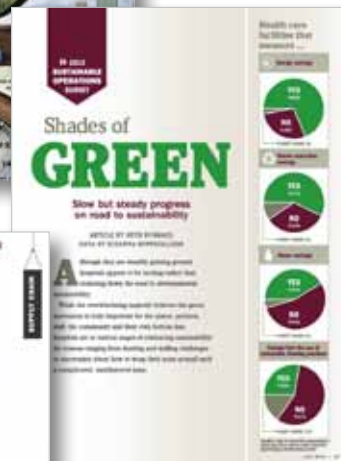
EACH ISSUE OF *HFM* HIGHLIGHTS:

- Architecture
- Codes and Standards
- Construction
- Engineering
- Environmental Services
- Equipment Trends
- New Facilities
- New Products

SURVEYS

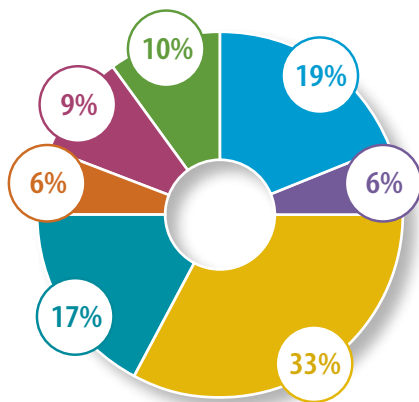
HFM partners with other organizations to produce landmark industry surveys. These include:

- Hospital Construction Survey
- Energy Survey
- Engineer and Environmental Services Salary Survey
- Hospital Sustainability Survey





HFM SUBSCRIBER SNAPSHOT



41,000 Subscribers

VPs, Directors, Managers in:

- **19%** Facilities Management, Operations, Engineering, Maintenance, Support Services
- **6%** Security, Safety, Risk Management, Infection Control
- **33%** Architecture, Interior Design, Construction, Project Management, Planning & Development, Business Development
- **17%** Executive Management (CEO, President, Administrator, VP)
- **6%** Environmental Services, Housekeeping, Laundry
- **9%** Purchasing, Materials Management
- **10%** Other

Source: BPA Data, June, 2013

	January Ad Close 12/02/13 Mat'l Due 12/10/13 Shipped 01/02/14	February Ad Close 01/02/14 Mat'l Due 01/10/14 Shipped 01/27/14	March Ad Close 02/03/14 Mat'l Due 02/11/14 Shipped 02/24/14	April Ad Close 03/03/14 Mat'l Due 03/11/14 Shipped 03/31/14	May Ad Close 04/01/14 Mat'l Due 04/09/14 Shipped 04/28/14	June Ad Close 05/01/14 Mat'l Due 05/09/14 Shipped 06/02/14
Architecture, Planning & Construction	<ul style="list-style-type: none"> Health Care Building Trends Capital Planning Analyses 	<ul style="list-style-type: none"> HFM/ASHE Annual Hospital Construction Survey² 	<ul style="list-style-type: none"> ASHE Vista Awards Regulations and Health Care Architecture¹ 	<ul style="list-style-type: none"> Health Care Building Trends 	<ul style="list-style-type: none"> Health Care Building Trends 	<ul style="list-style-type: none"> Health Care Building Trends Lean Concepts in Health Care Architecture¹
Interior Design		<ul style="list-style-type: none"> Designing Collaborative Environments⁴ 		<ul style="list-style-type: none"> Interior Design Lessons from Overseas⁴ 	<ul style="list-style-type: none"> Interiors Supplement: Focus on Sustainability 	
Engineered Systems & Equipment	<ul style="list-style-type: none"> Selling the Maintenance Mission ASHE Perspective² 	<ul style="list-style-type: none"> The Move Toward Universal Codes² Infrastructures to Help Manage Clinical Alarms ASHE Perspective² 	<ul style="list-style-type: none"> Alternative Energy Options for Hospitals ASHE Perspective² 	<ul style="list-style-type: none"> Strategies for Central Plants ASHE Perspective² 	<ul style="list-style-type: none"> CMS Medical Equipment Regulations² ASHE Perspective² 	<ul style="list-style-type: none"> Benchmarking Chiller and Boiler Efficiency Wireless Infrastructure for Hospitals ASHE Perspective²
Environmental Services	<ul style="list-style-type: none"> Improving Quality of Services³ AHE Perspective³ 	<ul style="list-style-type: none"> AHE Perspective³ 	<ul style="list-style-type: none"> Floor Care and Maintenance³ AHE Perspective³ 	<ul style="list-style-type: none"> AHE Perspective³ 	<ul style="list-style-type: none"> ES Organization and Effectiveness³ AHE Perspective³ 	<ul style="list-style-type: none"> How Design Impacts Cleaning and Maintenance³ AHE Perspective³
Marketplace Feature	<ul style="list-style-type: none"> Security Systems 	<ul style="list-style-type: none"> Plumbing Fixtures 	<ul style="list-style-type: none"> HVAC Systems 	<ul style="list-style-type: none"> Floor Cleaning Equipment 	<ul style="list-style-type: none"> Lighting Systems 	<ul style="list-style-type: none"> Furnishings
Solutions (Product Coverage)	<ul style="list-style-type: none"> HVAC Cleaning Products 	<ul style="list-style-type: none"> Power & Electrical Equipment Wayfinding & Signage 	<ul style="list-style-type: none"> Lighting Furniture 	<ul style="list-style-type: none"> Security & Access Control Hand Hygiene Monitoring 	<ul style="list-style-type: none"> Fire Safety Laundry Products & Equipment 	<ul style="list-style-type: none"> Cleaning Equipment Building Controls
Sponsorships & Special Ad Opportunities		<ul style="list-style-type: none"> HFM/ASHE Annual Hospital Construction Survey² 				
Advertiser Options	AD STUDY ISSUE					
Conference & Exhibition Magazine Distribution Bonus Distribution*	<ul style="list-style-type: none"> * Health Forum/ AHA Annual Rural Health Care Leadership Conference: February 9-12, Phoenix 	<ul style="list-style-type: none"> * Center for Healthcare Governance Symposium on Governing and Leading Health Care Organizations: February 23-26, Naples, Fla. * Healthcare Information and Management Systems Society Annual Conference: February 23-27, Orlando, Fla. 	<ul style="list-style-type: none"> * ASHE International Summit and Exhibition on Health Facility Planning, Design and Construction: March 16 -19, Orlando, Fla. 	<ul style="list-style-type: none"> * AHA Annual Membership Meeting: May 4-7, Washington D.C. 	<ul style="list-style-type: none"> * CleanMed 2014: June 2-5, Cleveland, Ohio * Neocon World's Trade Fair: June 9-11, Chicago 	<ul style="list-style-type: none"> * Healthcare Financial Management Association Annual National Institute: June 22-25, Las Vegas

* Subject to change

	July	August	September	October	November	December
	Ad Close 06/02/14 Mat'l Due 06/10/14 Shipped 06/30/14	Ad Close 07/01/14 Mat'l Due 07/10/14 Shipped 07/28/14	Ad Close 08/01/14 Mat'l Due 08/11/14 Shipped 09/02/14	Ad Close 09/02/14 Mat'l Due 09/10/14 Shipped 09/29/14	Ad Close 10/01/14 Mat'l Due 10/09/14 Shipped 10/27/14	Ad Close 11/03/14 Mat'l Due 11/11/14 Shipped 12/02/14
Architecture, Planning & Construction	<ul style="list-style-type: none"> HFM/ASHE/AHE Emergency Management Survey^{2,3} Advances in Modular Hospital Construction 	<ul style="list-style-type: none"> Health Care Building Trends Conducting a Facilities Assessment 	<ul style="list-style-type: none"> Health Care Building Trends Flexibility in Health Care Architecture¹ 	<ul style="list-style-type: none"> HFM/ASHE Facility Planning Survey² 	<ul style="list-style-type: none"> Health Care Building Trends Technology and Health Care Architecture¹ 	<p>Trends in Health Care Data Reference Issue</p> <p>Annual reference guide packed with industry data.</p> <p>Topics include:</p> <ul style="list-style-type: none"> Construction: Data on new construction, renovation and top performing firms. Green operations: Major trends in energy and waste management, water conservation and green cleaning. Infection prevention: Health care-associated infection challenges and solutions. Technology: Top innovations for improving the environment of care. Also in this issue: Compliance and Environmental Services features.
Interior Design	<ul style="list-style-type: none"> Selecting the Right Finishes⁴ 		<ul style="list-style-type: none"> Interiors for Behavioral Health⁴ 	<ul style="list-style-type: none"> Interiors Supplement: Focus on Innovation 		
Engineered Systems & Equipment	<ul style="list-style-type: none"> HFM/ASHE/AHE Emergency Management Survey^{2,3} Training Contractors for Hospital Work² ASHE Perspective² 	<ul style="list-style-type: none"> Electrical System Maintenance Ambulatory Surgery Center Technologies ASHE Perspective² 	<ul style="list-style-type: none"> Update on the AHA's Sustainability Roadmap² ASHE Perspective² 	<ul style="list-style-type: none"> HFM/ASHE Facility Planning Survey² Managing a Medical Equipment Budget ASHE Perspective² 	<ul style="list-style-type: none"> Succession Planning for Facilities Managers² ASHE Perspective² 	
Environmental Services	<ul style="list-style-type: none"> HFM/ASHE/AHE Emergency Management Survey^{2,3} AHE Perspective³ 	<ul style="list-style-type: none"> AHE Perspective³ 	<ul style="list-style-type: none"> ES Department of the Year³ AHE Perspective³ 	<ul style="list-style-type: none"> Increasing ES Productivity³ AHE Perspective³ 	<ul style="list-style-type: none"> ES Customer Service Excellence³ AHE Perspective³ 	
Marketplace Feature	<ul style="list-style-type: none"> Cleaning Products 	<ul style="list-style-type: none"> Infection Prevention 	<ul style="list-style-type: none"> Patient Education & Entertainment Systems 	<ul style="list-style-type: none"> Flooring Products 	<ul style="list-style-type: none"> Building Controls 	
Solutions (Product Coverage)	<ul style="list-style-type: none"> Plumbing Fixtures Hard Flooring 	<ul style="list-style-type: none"> Furniture Real-time Location Systems 	<ul style="list-style-type: none"> Carpeting Security & Access Control 	<ul style="list-style-type: none"> Lighting Automated Disinfection Systems 	<ul style="list-style-type: none"> Power & Electrical Equipment Cleaning Products 	
Sponsorships & Special Ad Opportunities	<ul style="list-style-type: none"> HFM/ASHE/AHE Emergency Management Survey^{2,3} 			<ul style="list-style-type: none"> HFM/ASHE Facility Planning Survey² 		
Advertiser Options	AD STUDY ISSUE					

Conference & Exhibition Magazine Distribution	<ul style="list-style-type: none"> * Health Forum / AHA Leadership Summit: July 20-22, San Diego * ASHE Annual Conference and Exhibition: August 3-6, Chicago 	<ul style="list-style-type: none"> * AHE EXCHANGE 2014: September 21-24, Tampa, Fla. * CONSTRUCT: September 25-27, Nashville, Tenn. * Healthcare Facilities Symposium & Expo 2014: Sept. 30-Oct. 2, Chicago 	<ul style="list-style-type: none"> * Healthcare Design Conference: November, San Diego
Bonus Distribution*			

Footnotes:
 1. In partnership with the American College of Healthcare Architects.
 2. In partnership with the American Society for Healthcare Engineering.
 3. In partnership with the Association for the Healthcare Environment.
 4. In partnership with the American Academy of Healthcare Interior Designers.

• Subject to change

2014 SURVEY SPONSORSHIP OPPORTUNITIES



HOSPITAL CONSTRUCTION SURVEY

FEBRUARY 2014

The hospital construction market has been in flux. But now that health care organizations better understand the new reimbursement models, will they be more willing to replace aging facilities? Will renovation outpace facility replacement? And how will hospitals change patient rooms and other areas to improve safety and quality?

This survey, conducted jointly by HFM and the American Society for Healthcare Engineering, will address these issues and more. Topics covered include:

- Construction budgeting (current and historical analysis)
- How the Affordable Care Act is impacting available capital for building
- Patient room design trends
- Infrastructure and major equipment purchasing



EMERGENCY MANAGEMENT SURVEY

JULY 2014

Whether it's hurricanes, floods, tornadoes or other natural disasters, hospitals and health systems across the country have more than enough stark reminders of the need to develop, test and implement comprehensive emergency management plans.

This survey will explore the specific strategies, tactics and equipment purchases hospitals and health systems are undertaking to ensure safety even in the most dire of situations. Co-sponsored by HFM, the American Society for Healthcare Engineering, and the Association for the Healthcare Environment, this survey will assess emergency preparedness in areas such as:

- Emergency power
- Evacuation
- Facilities management
- Environmental services
- Supply chain



FACILITY PLANNING SURVEY

OCTOBER 2014

Hospitals and health systems are now deep into their post-reform planning on how to meet community needs and the rising number of covered patients under the Affordable Care Act.

In many cases, organizations are taking a hard look at their facilities to decide whether they will move more services out into the community, to meet patients closer to where they live. Likewise, health providers are examining how to best utilize existing spaces in light of projected decreases in the number of in-patient stays. This joint survey conducted by HFM and the American Society for Healthcare Engineering will address:

- Current and projected changes to existing facilities
- Plans for decentralization of acute care and ambulatory care services
- Telehealth programs
- Facility planning to improve care coordination

Contact your sales representative for sponsorship rates and benefits.

READERSHIP STUDIES

Twice a year (April and October issues), Signet Research Inc. conducts a complimentary study for *HFM* advertisers. Studies reveal the percentage of surveyed readers who rate the ads on one of four attributes: Noticeability, Informative Content, AdProbe™ Score, and Action Taken. Respondents rate the ads as Excellent, Good, Fair or Poor.

Advertisers use this opportunity to test new ads as well as gain significant reader insights on current campaigns. *HFM*'s audience doesn't just read the magazine — they take action:

84% of *HFM* readers are involved in one or more purchasing decisions

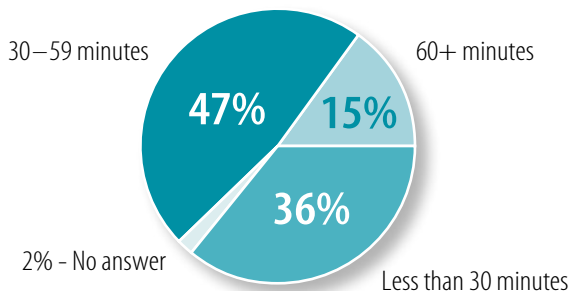
82% took action as a result of reading the publication

HFM readers are interested in articles and advertising:

- Sixty percent of *HFM* readers believe "The advertising in *Health Facilities Management* educates and is an important part of the publication."
- Nearly half are reading *HFM* as much for the advertising as for the articles.
- Seventy-three percent of readers read three out of four issues.

Source: Signet Readership Study

Readers spend about 50 minutes reading each issue:



"HFM focuses on important planning and design considerations that are highly beneficial to our architectural practice and is my favorite go-to publication for client-side information, issues and priorities. It helps our team create spaces that enhance the human experience directly benefiting the patient, caregivers and staff!"

Joseph G. Sprague, FAIA, FACHA, FHFJ
Principal and Senior Vice President
HKS, Dallas

"HFM is a valuable resource to the health care industry. It provides a well-rounded perspective on topics that address design, infection prevention, engineering, environmental services and operations. It is this perspective that informs sound decision-making by interior design professionals and improves the overall quality of the health care environment."

Jocelyn M. Stroupe, AAHID, EDAC, IIDA, ASID
Principal, Director of Healthcare Interiors
Cannon Design, Chicago

"If not for HFM, crucial information about new codes and standards that affect patient safety and well-being would never reach the majority of hospitals and their engineering staffs. HFM is our number one choice for disseminating information about emergency power and energy savings through strategic and tactical planning."

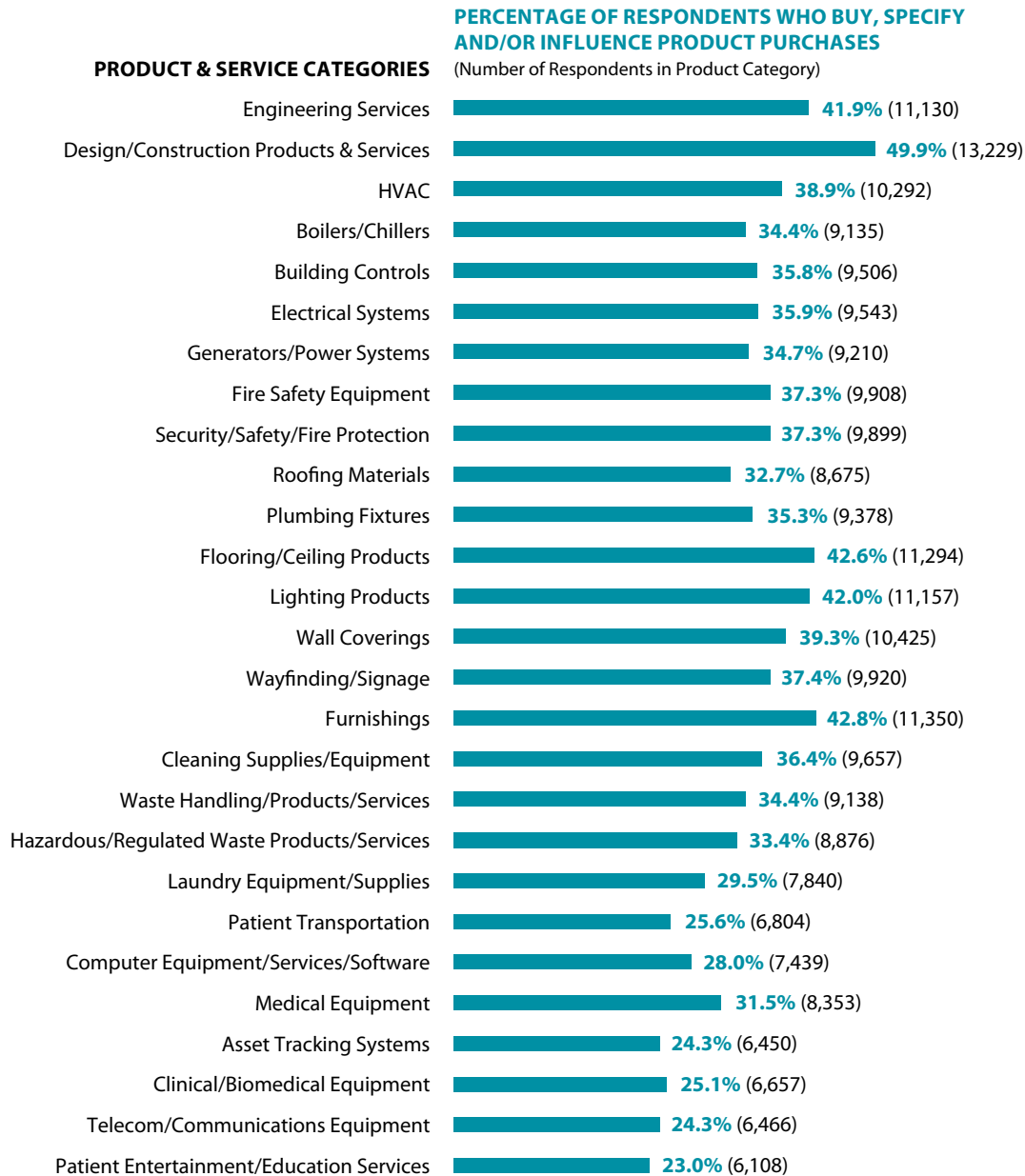
Dan Chisholm Sr.
Principal
MGI Consulting Inc., Winter Park, Fla.

Reader Purchase Behavior Research

No other health care facility publication has deeper access to industry information and collects more information about your customers. *HFM* undertakes ongoing surveys of reader purchase responsibilities and intentions by title, organization, bed size, anticipated expenditure level and product category. *HFM* can identify which of its readers are involved in purchasing, specifying and influencing products and services. *HFM* readers are your customers and only *HFM* can identify them by job title, number of beds and level of anticipated expenditures.

HFM Purchasing Survey

Who Will Buy, Specify and/or Influence Purchases of the Following in the Next 12 Months (August, 2013)



SOURCE: *HFM* Circulation Survey, August, 2013. Total survey question respondents excluding "no answer" responses = 26,511. Responses to individual product category cells are indicated.

PRINT EDITION RATES

PRINT

HFM print editions include original articles and commentaries that keep health care executives informed about issues impacting their industry. *HFM* goes out to more than 41,000 senior hospital executives; to reach this targeted audience, there are several opportunities available.

Closing and Ad Material Due Dates

Ad closing date is the first of the preceding month. If the date falls on a holiday or weekend, closing is on the first workday thereafter. Material due date is two working days after ad closing date. The digital edition is released up to two weeks prior to print edition.

Color Print Display Advertising Rates (Gross)

All display advertising in the print edition automatically will be included in the digital edition of *HFM* at no additional charge.

Size	1x	3x	6x	12x	18x
Full Page	\$ 8,230	7,985	7,735	7,240	7,080
2/3	5,985	5,805	5,625	5,265	5,145
1/2*	4,945	4,795	4,650	4,350	4,255
1/3**	3,605	3,500	3,390	3,175	3,100
1/4	2,910	2,820	2,735	2,560	2,500
1/6	2,160	2,095	2,030	1,900	1,855

* Please specify horizontal or island per the mechanical specifications.

** Please specify vertical or square per the mechanical specifications.

Black and White Print Display Advertising Rates (Gross)

All display advertising in the print edition automatically will be included in the digital edition of *HFM* at no additional charge.

Size	1x	3x	6x	12x	18x
Full Page	\$ 6,680	6,480	6,280	5,880	5,745
2/3	4,950	4,800	4,655	4,355	4,255
1/2*	4,170	4,045	3,920	3,670	3,585
1/3**	3,090	2,995	2,905	2,720	2,655
1/4	2,520	2,445	2,370	2,220	2,165
1/6	1,900	1,845	1,785	1,670	1,635

* Please specify horizontal or island per the mechanical specifications.

** Please specify vertical or square per the mechanical specifications.

Cover and Special Position Rates

2013 advertisers have the right of first refusal for special advertising positions. Once reserved, preferred positions cannot be canceled. Customers reserving special positions who cancel those positions later in the year will be contractually obligated to pay all premiums for all unused positions if those positions are not sold. Special positions only can be guaranteed with a paid premium. Rates include the earned page rate plus the following additional charges:

Position	Additional Charge
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%
Table of Contents	10%
Opposite "Inside <i>HFM</i> "	10%



Health Facilities Management is audited by BPA Worldwide. For the most current audit statement, please contact your Account Manager.

PRINT EDITION AD PROGRAMS



Interiors Design Supplement

Interiors provides detailed looks at the latest design trends. It delivers beautiful images and instructive descriptions of unique, new-generation hospital interior design projects. It covers distinctive health care interior design strategies, materials and cutting-edge products. Interiors provides clear reporting on the marriage of beauty and performance — the heart of successful design. Contact your [account manager](#) for pricing details.

Benefits for Advertising in HFM

Complimentary Digital Edition for Print Advertisers

All *HFM* print display ads are automatically included in a digital edition of *HFM* at no charge. The digital magazine mirrors the content of the print edition and is offered as an alternative format to the print subscription. Subscriptions are free and allow readers 24/7 access from any computer to current and archived issues of *HFM*. A major advantage of digital edition advertising is the real-time trackability of reader viewership of the ad and their click-through involvement. Capturing the email addresses of readers who are prime prospects is invaluable.



Free Ad Study Issues

Advertisers can evaluate their ad's performance and compare it with other advertisers in two ad study issues:

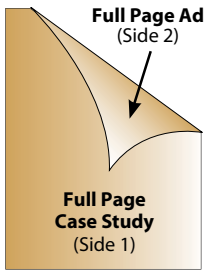
- April
- October

Ad studies are conducted by Signet Research Inc., an independent research firm. The studies are conducted on full circulation display ads only and reveal the percentage of surveyed readers who rated the ads on:

- AdProbe™ score (a measure of performance)
- Action taken
- Information content
- Noticeability



PRINT



Case Study/Display Ad Hard Card Insert

This unique offering of a card stock, 4-color, 2-sided insert features a company case study article on one side and a company image/product display ad on the reverse side. Each case study features advertorial devoted to company product or service applications used in hospitals or health systems.

The company provides text and

photographs/illustrations detailing product/service use and performance, company name, name and title of company contact. This insert, printed on 7-point book matte stock, is designed to create a natural break in the magazine for maximum reader awareness. As a bonus, 500 copies of the insert are printed for use as company collateral literature and shipped to a single address provided by the advertiser. The case study is also featured for six months in a case study section on www.HealthForum.com. Case study/display ad hard card pages do not count toward earned frequency display ad rate. Materials must be received two weeks prior to normal ad material due date. The case study/display ad hard card is priced at \$9,900 (net).



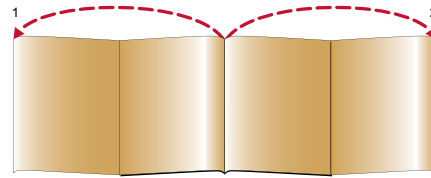
No Picture: 500 words

Small Picture: 400 words

Large Picture: 300 words

Add HFM Double-Gatefold Insert

Health Facilities Management monthly gatefolds are packed with data and strategic insights on contemporary management issues. Each 8-page gatefold is printed on heavier stock and inserted in *HFM*. These monthly inserts in *HFM* provide a unique sponsorship opportunity.



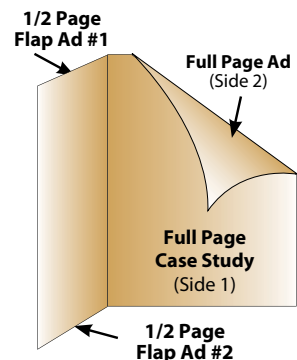
Double Gatefold Insert

The gatefolds are a reader favorite and a frequently requested reprint item for presentation handouts at management meetings. Each gatefold includes the sponsor's logo on the front cover, a 2-page spread ad across the gatefold center pages, a full-page ad on the gatefold back cover, an ad on the website for one month on the gatefold landing page plus a Web presence for 11 months. It also includes 1,000 reprints and bonus distribution at national trade shows. Reservations are first-come, first-served and must be accompanied with a 50% deposit. Each sponsorship earns three pages toward earned frequency display ad rates. Inserts may be placed in additional *Health Forum* publications at additional cost. Contact your [account manager](#) for additional information.

H&HN Only.....	\$32,500 (net)
ADD: <i>Trustee</i>	\$21,750 (net)
ADD: <i>HFM</i>	\$19,000 (net)

Optional Case Study Binding Flap Ad

When space is available, case study advertisers have the option of using the 3.5" x 10" binding flap that extends past the saddle-stitched form. The binding flap can be used to promote the featured case study or another product. This is an exceptional opportunity that allows the purchaser to double the awareness and exposure of the case study/display ad combination. Advertisers can prepare their own half-page, 4-color ad (placed on both sides of the binding flap) or provide text and a company logo that refers readers to the case study/display ad. The binding flap ad option is only available on a first-come, first-served basis. All materials must be received two weeks prior to normal ad material due date. Optional flap ad pricing: add \$600 (net).



Optional Hardcard Binding Flap



PRINT

H&HN/HFM Combination Buy Program

Extend your advertising message with a combination buy in *Hospitals & Health Networks* and enjoy a significant discount. *Health Facilities Management* advertisers are eligible to purchase a full-page ad in *H&HN* for \$5,000 (net) if they concurrently run a full-page ad in *HFM* within the contract year.

Joint Frequency Discounts

Maximize advertising exposure to reach health care management audiences by utilizing the coverage provided through Health Forum publications. Advertisers earn a joint-frequency discount when purchasing space in *HFM* and any other publication:

Hospitals & Health Networks (H&HN)

Annual Frequency: 12x

Approximate Circulation: 74,000

Audience Profile: “C-title” executives, departmental and professional executives in hospitals and integrated delivery networks and HMOs, PPOs, medical clinics and group practices.

Trustee

Annual Frequency: 10x

Approximate Circulation: 23,000

Audience Profile: governing board presidents, chairmen, vice chairmen, treasurers and other board members in health care institutions.

PRINT SPECIFICATIONS



Display Ad Specifications

Printing: Web Offset

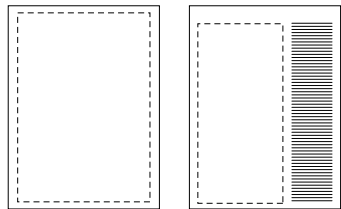
Method of Binding: Saddle-stitched

Publication Trim Size: 8" x 10.75"

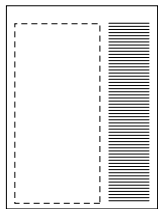
Publication Stock: 40 lb. coated

Space Unit	Inches Wide	Inches Deep
2/3 Page	4.5	9.5
1/2 Page island	4.5	7.5
1/2 Page horizontal	7	4.875
1/3 Page square	4.5	4.875
1/3 Page vertical	2.1875	9.5
1/4 Page	3.375	4.875
1/6 Page	2.1875	4.875

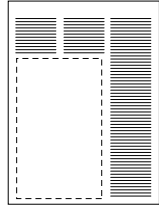
Size	Trim	Bleed
Full-page	8 x 10.75	8.25 x 11
Spread	16 x 10.75	16.5 x 11



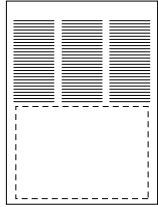
Full Page



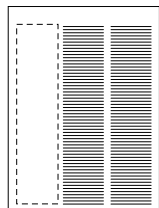
2/3 Page



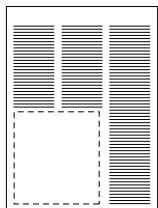
1/2 Page Island



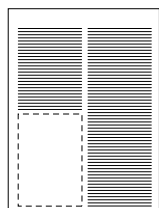
1/2 Page Horizontal



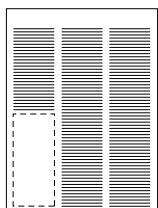
1/3 Vertical



1/3 Horizontal



1/4 Page



1/6 Page

Set up full-page and spread ad documents to the trim size, and allow for bleeds to be pulled out .125" on all sides. Keep all live matter .25" from the trim edges.

Ad Requirements

- Digital files are required.
- PDF/X1-a is the preferred file format.
- Ads should be sized to 100% of mechanical requirements.
- Only CMYK color files are accepted.
- Files containing RGB, PMS or other spot colors must be converted to CMYK prior to submitting the file for publication.
- The publisher is not responsible for errors due to low-resolution images or improper file preparation.
- The publisher assumes all advertising files submitted for publication will reproduce in a satisfactory manner without any additional work required. The advertiser, or its agency, will be notified if materials submitted do not pass preflight and corrective action is required for publication.

FTP Information

Access the server through your Internet browser. A dedicated FTP client is not necessary, but can be used if desired.

Server address <http://ftp1.pgifilevault.com>
User name HF_Guest
Password hfads50

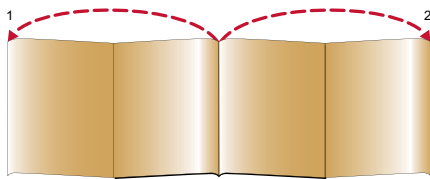
You must select and open the appropriate publication folder to upload a file.

When transfer is complete:

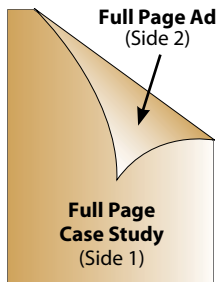
Please notify Martin Weitzel, production manager, via email at mweitzel@healthforum.com. Include the file name in your message and attach a lo-res PDF proof for reference.

Please practice good FTP etiquette by uploading zipped or stuffed files only. Keep file names simple, using alphanumeric characters — no symbols. Dashes and underscores are acceptable.

PRINT



Double Gatefold Insert

Case Study/Display Ad
Hard Card Insert

Double Gatefold Insert Specifications

Prepare center spread as two individual pages set up to the page trim dimension of 7.5" x 10.75", with bleeds extended .125" on all sides. Spread pages will open out, require a .25" gutter safety, and will not abut. Type should not cross the gutter. Back page trim dimension is 7.75" x 10.75" with bleeds extended .125" on all sides. Stock is 70 lb. gloss text.

Case Study/Display Ad Specifications

All case study/display ad materials are due two weeks prior to published materials' due date. Case study insertions must be accompanied with a signed case study insertion order form — contact your [account manager](#) for a copy. Case study copy, photos and illustration materials should be sent in the following file format: descriptive copy in Microsoft Word text-only; photo/illustration saved as a 5" x 7" 300 dpi CMYK TIFF or EPS file. Images embedded in MS Word documents or RGB images are not acceptable. To copy fit the page, word counts should be closely followed: 500 words for a full-page case study based on a 2-column format; 400 words with one small photo or illustration; 300 words with one large image. Email all files as an attachment to: mweitzel@healthforum.com.

Or, mail all files on disk to:

HFM Case Study
Health Forum Inc., Attn: Martin Weitzel
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725

Production Contacts

Display Ad Materials, Proofs:

Martin Weitzel
Phone: (312) 893-6831
Fax: (312) 278-0566
Email: mweitzel@healthforum.com

Space Insertion Orders:

Email: adsale_HF@aha.org

PRINT

CLASSIFIED ADVERTISING



Classified Advertising Page

- Employment Registries
- Educational Opportunities
- For Sale (used equipment)
- Learning Place – Meetings and Events
- Miscellaneous
- New Books for Health Care Managers
- Positions Open
- Positions Wanted (payment must accompany ad)
- Publications
- Services

Receive online classified advertising as a bonus with the purchase of print classified advertising. Your online ad will be placed on the magazine website when the issue goes live and will remain until the next issue replaces it in the digital edition of *HFM*.

	1x	3x	6x	12x
Rate Per Inch:	\$260	\$250	\$230	\$210

Based on supplied camera-ready material. Digital ad files are required.

Column width: 2.1875"

Column depth: 9.5"

Type	Characters Per Line	Charge
9-point	34	\$32

Contract Rates (no copy change)	Discount
12 insertions	5%

Cancellation Policy: Written notice must be received no later than closing date.

Classified Advertising Contact

Send insertion orders, ad materials, proofs and correspondence to:

Aggie Abbinanti
 Health Forum Inc.
 155 North Wacker Drive, 4th Floor
 Chicago, IL 60606-1725
 Phone: (800) 621-6902
 Fax: (312) 278-0602
 Email: aabbinanti@healthforum.com



E-NEWSLETTERS

**HFM Insider Rates (net)**

Unit Size	300 x 250
Open	\$1,250
6x*	\$1,187
12x*	\$1,100
24x*	\$1,000

**HFM News Rates (net)**

Unit Size	300 x 250
Open	\$1,250
6x*	\$1,187
12x*	\$1,100
24x*	\$1,000

HFM Insider

Delivered at the beginning of each month, before readers receive their print edition in the mail, *HFM Insider* gives readers access to Web-exclusive and other features on construction, design, planning, maintenance, infrastructure, codes and standards, technology and environmental services. These reports are authored by top experts in the field and provide insights found only in *HFM*. In addition, *HFM Insider* subscribers get access to in-depth features before the print edition lands. These information-rich articles are highly valued by our core audience of architects, interior designers, engineers, plant operations directors, facilities managers, CFOs and other executive titles, environmental services directors, infection prevention specialists, supply chain directors and more. In all, each edition of *HFM Insider* connects readers with about a dozen articles created exclusively for our audience by the most respected authorities in the health care design, construction and maintenance fields.

Frequency: Monthly

Circulation: 41,000 health facility operations, architecture, construction and environmental services professionals

HFM News

Midmonth, *HFM* editors send out a value-added newsletter packed with original reporting from *HFM* and links to breaking news and important changes in regulatory codes and standards. This most current and “extra” information has been evaluated and organized and serves as a quick-read of topline information for facility managers, engineers, building designers, architects, and others who need to keep abreast of industry issues, changes in regulations and new innovations.

This new monthly newsletter is organized into three sections:

- **Upfront** — original news and trends briefs from *HFM* editors with links to feature story content on the website.
- **Construction Zone** — brief overviews of latest health care construction activity and relevant stories with Web links to information in *HFM*.
- **Regulatory and Compliance Checklist** — short summaries of the latest directives and regulatory updates on codes and standards, infection control and other news of interest to facilities managers, supply chain executives, engineers and environmental services directors. Checklist items have Web links to *HFM* and there will be links to three construction stories not included in the magazine or the *HFM* website.

Frequency: Monthly

Circulation: 41,000 health facility operations, architecture, construction and environmental services professionals

*** HFM Insider, HFM News and HFM ES News
Joint Frequency Discount Option**

Maximize your advertising exposure and budget by reaching the core *HFM* e-Newsletter readership twice a month with both e-Newsletters. Combine your insertions for the lowest rate.



HFM ES News Rates (net)

Four 300 x 250 units are available in each addition.

Unit Size	300 x 250
Per unit	\$1,250

Single sponsor exclusivity is available for \$6,250 which includes a 300 x 600 skyscraper, a 728 x 90 leaderboard, and exclusive sponsorship mention at the top beneath the *ES News* branded logo.



H&HN Daily e-Newsletter Rates (net)

Unit Size	300 x 250
Open	\$1,725
6x	\$1,650
12x	\$1,500
24x	\$1,325
36x	\$1,150



Inside Trustee e-Newsletter Rates (net)

Unit Size	300 x 250
Open	\$1,725
6x	\$1,650
12x	\$1,500
24x	\$1,325
36x	\$1,150

Deadlines

All material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.

HFM ES News

HFM's ES News offers original reporting and expert guidance from the profession's top thought leaders in environmental services and infection prevention. Each edition will include in-depth coverage of topics such as:

- Industry research
- Cleaning and disinfection protocols
- Staff training and education
- Sustainability
- Technology
- Trends in health care

ES directors, infection control specialists, facilities managers and others with a stake in environmental safety are kept up-to-date on the latest trends in health care. In addition, *ES News* provides readers with access to *HFM's* original surveys, multimedia reports, columns and commentaries about the keys to providing patients, visitors and staff with a clean and safe environment.

Frequency:	Bimonthly
Circulation:	16,000 environmental services professionals, infection control specialists and facilities managers

H&HN Daily

H&HN Daily extends the conversation with readers. Each daily e-Newsletter contains at least two topics with exclusive insights from high-visibility, recognized industry experts like Joe Flower, John Glaser, Dan Beckham, Emily Friedman, Ian Morrison, David Weber, David Ellis and Sita Ananth; video, podcast and blog coverage from the award-winning *H&HN* editorial team; and links to in-depth background material.

Frequency:	Daily
Circulation:	80,000-plus hospital executives and senior management

Inside Trustee

Delivered at the beginning of each month, before readers receive their print edition, *Inside Trustee* e-Newsletter gives readers access to Web-exclusive features on critical health care and governance issues.

Frequency:	Monthly
Circulation:	65,000 governing bodies, C-suite executive vice presidents, directors and department managers

E-Newsletter Specifications

File size should not exceed 40k and must be 72 ppi (pixels per inch). Animated ads can contain up to 3 frames and have a 3-loop max. Animated advertisements are not recommended, as certain browsers do not allow viewing of animation in emails. Creative must be GIF or JPEG. Image maps, JavaScript and Flash ads are not accepted. A 100-word max text version of the ad must also be submitted. URLs must include dot and extension; ad tags are not accepted. Working links must be live by test on Monday at 10 a.m.

EDITORIAL SPOTLIGHTS – EMAIL

Attach your message to a custom direct email, branded with one of the Health Forum magazine titles, delivering content relevant to your line of business. Health Forum can develop a single-sponsor, custom direct email transmission that can be sent to our total database of senior-level health care executives, or to a preselected target audience, on a date of your choice.

The e-mail would include two ad units: 300 x 250 at the top right margin and a text/logo ad showcased between two headline articles — based on your selected topic — from a previous issue of a Health Forum publication. There is an exclusive sponsorship mention at the top of the page (“*H&HN Editorial Spotlight: sponsored by ...*”).

Editorial Spotlight Rates

- Health Facilities Management Leadership Database (16,200): \$4,750 Net
- Hospital and Healthcare Network Leadership Database (47,000): \$7,150 Net
- Patient Safety and Quality Leadership Database (19,000): \$4,950 Net
- Physician and Clinical Leadership Database (16,000): \$4,500 Net
- Marketing (12,000): \$3,500 Net
- Total Health Forum Database (91,000): \$12,500 Net

Various database combination rates are available. Please contact your sales representative.

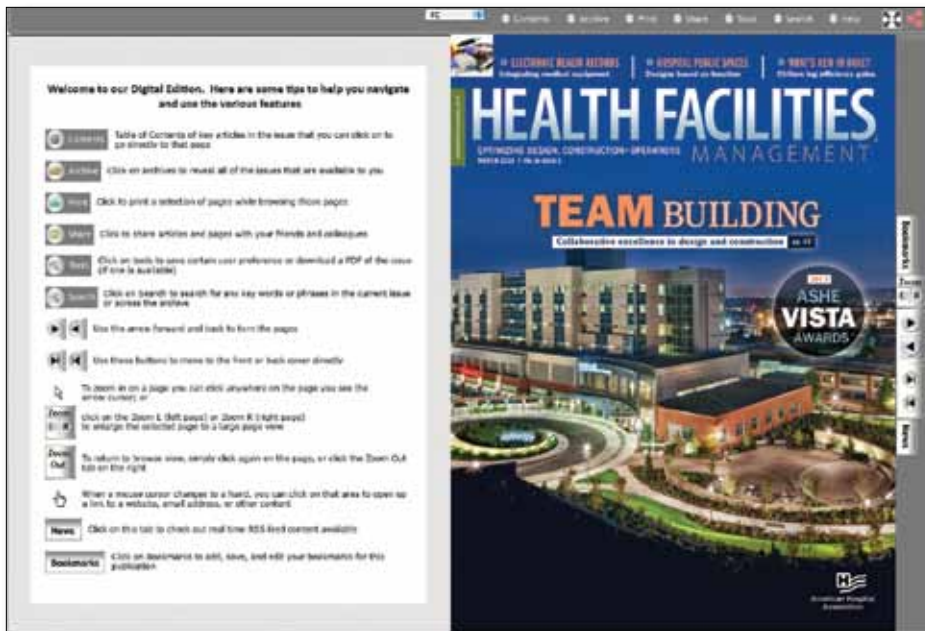


Editorial Spotlight Specifications

Client will provide 300 x 250 ad in GIF or JPG format with links, a company logo in EPS format, and 75-word text ad. Graphic ad file size should not exceed 40k and must be 72 ppi (pixels per inch). Image maps, JavaScript and Flash ads are not accepted.

Deadlines

Topic area will be submitted to production at least two weeks in advance of transmission. All creative material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.



DIGITAL EDITION

Options for PRINT DISPLAY Advertisers

Each digital edition of *HFM* allows many enhancements to ads that appear in *HFM*. Advertisers can add audio and “rich media” characteristics to generate more visibility and marketing sizzle. Below is a list of examples. Pricing is subject to change.

- **Audio:** Overlay sound onto your ad and expand your marketing message beyond the printed text. \$800 per ad/per insertion (net)
- **Video:** Add a flash video overlay to your ad and capture reader attention and interest in an entirely new dimension. \$1,000 per ad/per insertion (net)
- **Interactive Ad Query:** Overlay a question(s) onto your ad and get immediate, direct feedback from active prospects — an inexpensive way to collect research data on specific issues. \$525 per ad/per insertion (net)

Guidelines: Native video in WMV or AVI formats (3 minutes or less play time). Best quality: 24 frames per second or higher, 640 x 480 pixels or higher, (no less than 300). Standard players available. Custom player and background can be accommodated (design for background provided in PSD and JPEG formats).

HEALTH FACILITIES MANAGEMENT[®]



HEALTH FORUM ADVERTISING

Health Forum Media Network Websites

The Health Forum Media Network provides marketers with the opportunity to target the nation's largest hospital administration and senior management marketplace. With more than 220,000 subscribers to its suite of publications, the Health Forum Media Network can help you reach this audience easily with our various online advertising offerings. These websites have nearly 1.75 million visitors each year. Campaigns are fully customizable.

Hospitals & Health Networks

www.HHNmag.com

The leading publication for senior- and department-level management in hospitals and health systems.

Trustee

www.Trusteemag.com

The only magazine written specifically for trustees and board members of the nation's hospitals and health systems.

Health Facilities Management

www.HFMmagazine.com

The leading journal for health care facility designers and managers, environmental services and plant operations directors.

Website Banner Advertising

\$80 cpm (net)

Advertisers specify which site(s) they would like to purchase. It requires a minimum of 10,000 impressions and must include each of the following ad unit sizes:

- 300 x 250
- 728 x 90 (header & footer)

Health Forum

www.HealthForum.com
www.ahadataviewer.com

The official websites of Health Forum, a subsidiary of the American Hospital Association, provide communications, information, education and research, products and services that advance health leadership.

Education Website

www.healthforum-edu.com

This site highlights the two major educational conferences, Health Forum/AHA Leadership Summit and the Rural Health Care Leadership Conference. It also includes Speakers Express, a health care exclusive speakers' bureau. Placement on this site helps you reach the C-suite.

Most Wired

www.HHNmostwired.com

Hospital CIOs and other executives frequent the Most Wired site to participate in the Most Wired survey. Those hospitals that achieve the designation of Most Wired are also highlighted on the site.

Website Banner Advertising

Health Forum, Education and Most Wired sites:

Top Banner (728 x 90)

- One-month buy \$2,250
- Three-month buy \$2,050
- Six-month buy \$1,825
- One-year buy \$1,640

Medium Rectangle (300 x 250)

- One-month buy \$800
- Three-month buy \$720
- Six-month buy \$650
- One-year buy \$580

Bottom Leaderboard (728 x 90)

- One-month buy \$1,500
- Three-month buy \$1,350
- Six-month buy \$1,200
- One-year buy \$1,000

Corporate News

Provide our readership with your company's corporate news by advertising in our Corporate News section, which appears on the home pages of all the Health Forum Media Network publication sites. It includes a logo (max width: 125 pixels per inch) and 15-word text blurb with a link to your site. \$1,450/month (net).

The image shows a screenshot of the Health Forum website with several advertising spots highlighted. At the top, a 728 x 90 web ad is shown. On the right side, two 300 x 250 web ads are shown. At the bottom, a Corporate News section is highlighted. The website content includes a 'Common ground' article, 'INSIDE HFM', 'LAST DETAIL', 'UPFRONT', and 'VISTA AWARD'.

Health Forum Web Advertising Specifications

File size should not exceed 40k. All must be 72 ppi (pixels per inch). Animated ads should have a 3-frame max and may loop continuously. We accept creative from most major third-party, ad-serving networks (please inquire). Flash ads must be modified (see SWF document).

Rich Media

We accept Flash, JavaScript, HTML and others (please inquire). Flash ads must be modified (see above) and in version 6 or greater. Flash frame rate must be less than 18 frames per second; frame rate of 12 frames per second is preferred. All expenses related to serving third-party, rich-media ads will be the responsibility of the advertiser.

Deadlines

All material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.

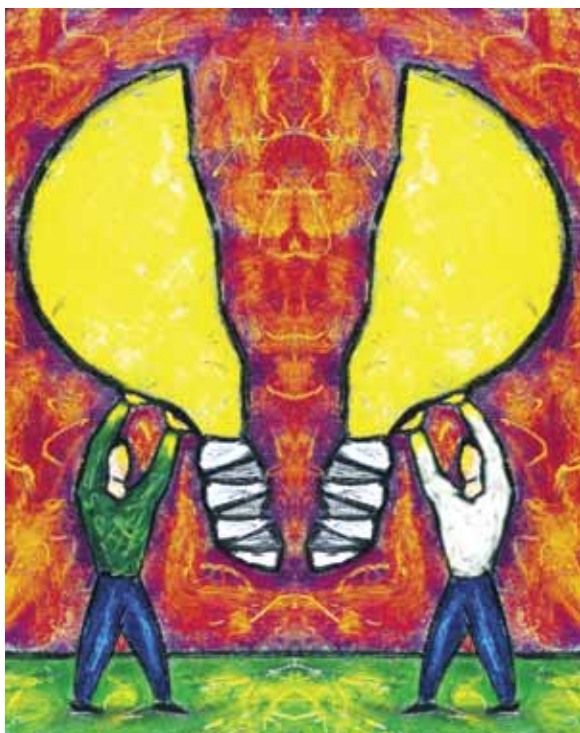
SPONSORSHIPS AND CONFERENCES

Companies targeting the health care market can gain exclusive visibility at national conferences hosted by the American Hospital Association and Health Forum. Not all of the three major AHA conferences offer the same options; however, each provides a unique exposure to hard-to-reach audiences. Underwriters who commit six to eight months before the start of the conference enjoy maximum exposure by being included in all attendee promotional materials.

Total Promotional Campaign Audience Impressions

Rural Health Care Leadership Conference: 1,000,000

Leadership Summit: 2,818,000



Rural Health Care Leadership Conference

www.HealthForum.com/Rural

February 9–12, 2014, Phoenix

The annual Rural Health Care Leadership Conference is a meeting place for top leaders from hospitals and major health care systems with a strong presence in rural communities. Since 1987, this conference has been the core educational event for those who want to learn from top thinkers and practitioners who stimulate thinking and explore the skills and competencies needed to advance their organizations. With an audience of administrators, senior leaders and trustees, this conference is a key event where strategies for accelerating performance and improving the sustainability of small and rural hospitals are explored.

Advertising: January issue

www.healthforum.com/Rural for more information.

Corporate Sponsor Investment Levels

- Platinum package \$21,000
- Gold package \$16,500
- Silver package \$12,000
- Supporting Underwriter package \$7,500

EDUCATION

AHA Annual Membership Meeting

www.AHA.org

May 4–7, 2013, Washington, D.C.

The AHA annual membership meeting draws CEOs, board members, and senior executives from the nation's hospitals and health systems to the AHA's only membership-wide gathering. The meeting highlights national leaders and insiders discussing the advocacy, regulatory and legislative issues that affect hospitals, patients and communities. It is the nation's largest assembly of hospital top executives and board members and national, state and metropolitan hospital association leaders.

Exhibit Booth: Not available

Advertising: April issue

Corporate Sponsorships

General underwriter package **\$12,000**

- Underwriting opportunities offer broad exposure and interaction with senior hospital executives.
- Underwriters are encouraged to participate in all conference sessions and events, enjoy high visibility throughout the conference, and have several opportunities to network with top hospital executives.

Benefits of sponsorship

(based upon commitment level)

- Conference and meeting registrations
- Company name/logo on marketing communication pieces (up to 1,500,000 impressions)
- Company name/logo appears on e-blasts and ads
- Pre- and post-attendee list

Additional opportunities

(e.g., hotel key cards, tote bags, mobile apps) are available and range in price from: \$12,500 to \$30,000



AHA/Health Forum Conferences Contacts

Corporate Sponsorships

Mark Colucci (East)
312-893-6886
mcolucci@healthforum.com

Lisa Schulte (West)
636-227-2841
lschulte@healthforum.com

Health Forum/AHA Leadership Summit

www.HealthForum.com/LeadershipSummit

July 20–22, 2014, San Diego



The annual Leadership Summit draws attendees to an idea-sharing conference for the nation’s hospital and health system senior leaders. Senior health care executives and industry experts come to the largest and most important health care strategy meeting in the country to address the most compelling issues facing hospitals and health systems. They also come to share thoughts and renew dialogues with peers. Exhibitors and corporate underwriters attend the event as full participants. This congenial meeting provides unparalleled access to senior-level hospital executives and has proven to be an exceptional learning forum for understanding the management and operating realities within the health care field. The Summit is the AHA’s premier business development and leadership-focused event, and is the only AHA C-suite event allowing exhibit booths.

Exhibit Booth: 8' x 10' booth each \$3,900

Advertising: July issue

Discounted offers available for exhibitors and corporate underwriters.

Corporate Sponsor Investment Levels

- Track \$30,000
- Keynote \$25,000
- General \$12,000
- Additional opportunities \$8,500 to \$30,000
(e.g., hotel key cards, tote bags, conference app) are available and range in price.



Sponsorships

Leadership Summit Conference Guide Display Advertising Specifications

Follow normal *HFM* display ad specifications and ensure materials are marked for conference guide placement. One-sixth page display ads for corporate underwriters and exhibitors may be black-and-white or 4-color process. PMS inks or matched colors are not permitted. One-sixth page ads must be accompanied with payment check.

Ad Close: May 5, 2014

Materials Due: May 8, 2014

Mail ad materials and payments to:

Health Forum, Attn: Aggie Abbinanti
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
(312) 893-6844



SPEAKERS EXPRESS

Advertisers that need a keynote or content expert speaker on health care issues at their corporate events or retreats are offered a discounted rate on Speakers Express services. Speakers Express staff can create a first-class educational event with their placement and program design service. Speakers are leading thinkers who are highly skilled at delivering inspirational and thought-provoking presentations at corporate staff workshops and management retreats. For more information, visit www.speakers-express.com.

American Hospital Association



Speakers Express

David Parlin
312-422-2749
dparlin@aha.org

CONTENT MARKETING

Content marketing helps you connect with your target audience while differentiating you from your competitors.

Health Forum publications offer two content marketing alternatives: Sponsored Content and Original Content. Sponsored content is provided by you and promoted by us in print, online, and through social media channels. Original content is developed by Health Forum’s award-winning senior editors and writers who understand the complex health care marketplace. They are the “trusted source” for health care information.

Partnering with Health Forum gives you a unique opportunity to create multimedia content that reaches your audience online, in print, on YouTube or through other social media.





WHITE PAPERS

Health Forum can help to present your success stories to a targeted audience of hospital senior executives actively seeking the latest information on proven products and services in the health care market. With our white paper program, we can put case studies, research and educational resources in front of an incredibly valuable audience and track exactly who is looking at those posted documents. Here's how it works:

- We post your white paper online.
- Site visitors who are interested in downloading fill out a registration form and the white paper is then made available in PDF format. Leads are provided to the sponsor.
- Additionally, a bimonthly email promoting the white papers (“White Papers Update”, brought to you by Health Forum”) will be transmitted to our opt-in database of 91,000 — again, registration is required for downloading the white paper.
- Up to four additional questions from the sponsor can be included to further qualify the recipient's purchase authority, etc.
- Your white paper will be promoted through in-house ads (online and in the magazines) and e-newsletters as well as in social media. Monthly advertisements for white papers will appear in *H&HN Daily* and a white paper link will be on Health Forum websites.

In addition to promoting market leadership, this will provide direct access to our exclusive audience of senior-level hospital executives while generating valuable qualified leads. See white papers currently hosted online at: www.HealthForum.com.

Pricing

\$8,250 net for 3 months
 \$14,850 net for 6 months
 \$26,400 net per year

White Paper Specifications

Paper must be submitted as a PDF file and not exceed 3 MB. Client will also provide a company logo in EPS format and a 150-word abstract in Microsoft Word.

Deadlines

All material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.

WEB SEMINARS

The prerecorded presentation consists of an audio stream accompanied by a PowerPoint presentation accessible from the Health Forum website. The sessions are available on the website from at least three months to a full year and are supported by print ads and electronic media (banner ads, email blasts, etc.). Health Forum provides a turnkey package with the necessary promotional support, all required coordination and production, backed by our experience in producing multiplatform programming for the hospital management field.

Basic (On Demand) Package

The basic package is an entirely prerecorded Web seminar with no live component (i.e., no Q&A, polling). The event has a scheduled launch date and is promoted with dedicated email transmissions, Website advertising across the Health Forum Media Network suite of websites, e-newsletters and print advertising. \$11,250 net per event.

Underwriting receives:

- Complete list of all registrants for the event, with demographics.
- Complete list of all attendees.
- Event archived online for 6 months.
- Leads turned over to the sponsor.
- CD-ROM recording of the event available for additional fee.



Simu-Live Package

This package includes a simulated live event that affords interaction with the audience via a Q&A session directed by the moderator after the presentation. Additionally, customized reporting is included that ranks the leads based on predefined criteria. \$14,750 net per event (frequency discounts apply).

Simu-Live Package Sponsors receive:

- Complete list of all registrants for the event, with demographics.
- Complete list of all attendees.
- Results of any polling questions, with participants' responses.
- List of questions from the Q&A portion of the Web seminar.
- Event archived online for 12 months.
- Leads turned over to the sponsor.
- Customized reporting.
- CD-ROM recording of event.

TWEETS

If you have original content designed to spur a conversation, we can Tweet it to our Health Forum twitter account which includes many state hospital associations, vendors and hospital executives.

MARKETING

HEALTH FORUM ORIGINAL CONTENT

Blogs

H&HN Daily produces blogs on current health care topics. With more than 600 to select from, these blogs can be sponsored or are available for reuse on your website.

Series

Each year *Health Facilities Management* creates topical series on the most pressing issues in health care facilities management. The topics for 2014 are the: 'Hospital Construction Survey,' 'Emergency Management Survey' and 'Facility Planning Survey.' Again we have specialized sponsorship packages that allow you to use this critical content to start a dialogue with your targeted clients. Series include print, video and online components enabling you to reach clients on YouTube, tablets, phones, etc.

Events

Health Forum has a vast array of speaking resources available. We can help you plan an event for your desired clients and promote accordingly.

Videos

Health Forum produces a minimum of 15 videos per month, the majority of them interviews with industry thought leaders. These videos associate your marketing message with industry leaders and are available for your use on your Website or YouTube channel.

Repurposed articles

Health Forum's publications, videos, digital magazines, e-Newsletters and websites are unique in the industry. They contain only original content — which is then available for your use either through links or placement on your distribution channels. Because of the wealth of original content created, you can design custom packages that would appeal to your customers. Whether it is reporting from the top conferences or discussing ACOs or environmental design standards, you can be confident that the content is exclusive.



SPONSORSHIP OPPORTUNITIES



Most Wired Survey

An Exclusive Health Care IT Benchmarking and Recognition Program

Since 1999, *Hospitals & Health Networks* in cooperation with corporate sponsors has surveyed hospitals and health systems to determine how they use information technology. The Most Wired Survey not only recognizes those organizations that demonstrate excellence in IT implementation and innovation, but also serves as an invaluable tool to aid all participating organizations in planning and developing future IT projects.

Major Sponsor

2 years: \$135,000/yr

3 years: \$120,000/yr

Award Sponsors

2 years: \$67,500/yr

3 years: \$60,000/yr

Supporting Sponsor

1 year: \$35,000/yr

Hard Card Issue Brief Pullout Series (H&HN only)

The editors can plan a hard card tear-out series focused on a theme of sponsor and reader interest. (The theme is finalized in consultation with the sponsor.) The series runs in the magazine for six successive months with each hard card focusing on one topic related to the overarching theme. Pullouts are designed for high-impact thought leadership and also appear in the publication's digital edition and Health Forum websites as downloadable PDFs. The sponsor also receives PDFs for its own website.

Executive Feature Roundtable Reports (H&HN and HFM only) Executive Dialogue Roundtable Reports

Roundtable reports cover topics of strategic interest to *HFM* readers. Custom, 8- to 12-page reports feature closed-door dialogues with senior facility operations executives, as well as a representative from the sponsoring company.

The sponsor of each roundtable panel will receive:

- A seat at the table and networking lunch with four to seven hospital executives.
- Visibility in the roundtable special report in *HFM* as a panelist, including name and photo.
- Opportunity to be quoted in the roundtable report.
- Company logo on front cover of the roundtable report.
- Company name listed on back cover of the roundtable report.
- 250 reprints of the roundtable report.

Contact your [account manager](#) for pricing



Custom Media Products

Our custom media products help you reach your target audience using a mix of both traditional and new media. We will deliver custom publishing content based on your topic of choice taking advantage of advertorial or sponsored editorial opportunities within our family of magazines and websites. Media options include special inserts, microsites, customized email programs or a compilation of content chosen especially for your audience.

SPONSORSHIP



AHA DATA AND LIST RENTALS

Contact information and data collected from AHA's annual survey of U.S. hospitals and health systems are available for rent. For information, please contact:

Data Sales
155 N. Wacker Drive Suite 400
Chicago IL 60606-1725
866-375-3633
AHAdatainfo@healthforum.com

Mailing List Rentals

Health Forum magazine circulation lists, with the exception of *Trustee*, are available for rental. (Email circulation lists are not available for any publication.) Please contact Statistics for more information:

Statistics, Marge Fernbach
m.fernbach@Statistics.com
203-778-8700
www.Statistics.com



THE FINE PRINT

Earned Rates

Frequency discounts are earned on the basis of total advertising placed within a 12-month contract period. The earned rate is determined by the number of pages, each page of an ad unit, each side of a full-run insert or each fractional page counted as one page unit.

Agency Commission

15% of gross billing allowed. Agency commission does not apply to accounts paid later than 30 days of invoice date.

Payment of Invoices

Payment terms for e-commerce companies are payment in advance. Payment terms for other companies are net 30. It is understood that the advertiser and the agency are jointly and severally liable for the payment of invoices for advertising published hereunder. Advertising will not be placed if invoices are more than 60 days past due.

Publisher Approval

All advertising is subject to publisher approval. The publisher reserves the right to reject or cancel any advertisement, insertion order or contract at any time. The American Hospital Association and its publications will not endorse advertising in any manner. Use of *HFM*-excerpted editorial in advertising copy is subject to approval by the publisher.

Advertising Acceptance

Advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend and hold harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter or libelous statement in connection with advertising purchased according to the terms of this rate card.

Copy Regulations

Use of *Health Facilities Management* editorial material in advertising copy must be approved by the publisher and the contributing author. The American Hospital Association will not endorse advertising. Publisher may reject advertising that is not suitable for publication. Advertising that simulates editorial content must carry the word "Advertisement" in 12-point type.

Publisher Liability

Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher. Publisher shall not be liable for errors made in key numbers, or Advertisers' Index or for costs and damages if for any reason publisher fails to publish an advertisement.

Rate Definition

Rates are based on the number of insertions of one page or fewer used in a 12-month contract period.

Short-Rate

Advertisers will be short-rated if they do not use the amount of space on which their advertising has been billed during their 12-month contract period.

Ad Format and Placement Policy

Advertising is fully interspersed throughout the magazine. Advertising is rotated throughout.

Cancellation Policy

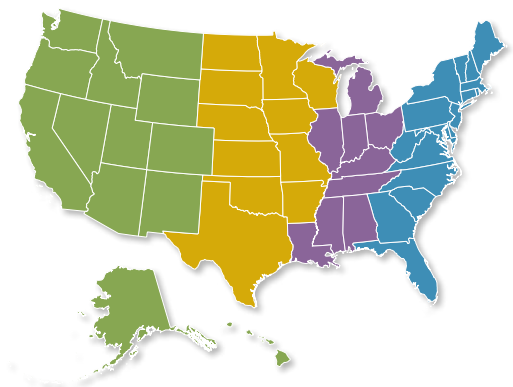
Contracts and orders for insertions are due by the closing date of the issue and cannot be canceled after that date.

Other Conditions

No conditions, printed or otherwise, appearing on contracts, order, or copy instructions that conflict with the provisions of this rate card will be binding on the publisher.

THE FINE PRINT

HEALTH FORUM SALES CONTACTS

**HEALTH FORUM HELPS YOU...**

Understand Your Market, Reach Your Market,
Influence Your Market, CAPTURE Your Market.

**Executive Management
Media Products**

PUBLICATIONS: *H&HN, Trustee and AHA News*

WEBSITES: *H&HN, Trustee, AHA News, and Health Forum*

E-NEWSLETTERS: *H&HN Daily and Inside Trustee*

CENTRAL WEST

Cheryl Barr
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6843
Fax: 312-278-0686
cbarr@healthforum.com

CENTRAL EAST

Jim Siebert
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6815
Fax: 312-278-0594
jsiebert@healthforum.com

EAST

M.J. Mrvica Associates Inc.
2 West Taunton Avenue
Berlin, NJ 08009-1442
856-768-9360
Fax: 856-753-0064
mjmrvica@mrvica.com

WEST

Janis Mason
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6823
Fax: 312-268-5267
jmason@healthforum.com

**Departmental
Management Media
Products**

PUBLICATIONS: *Health Facilities Management*

WEBSITES: *Health Facilities Management, and AHRMM*

E-NEWSLETTERS: *HFM Insider, HFM News and HFM ES News*

CENTRAL EAST

Cheryl Barr
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6843
Fax: 312-278-0686
cbarr@healthforum.com

EAST

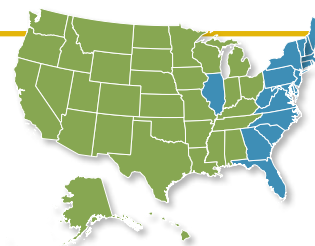
M.J. Mrvica Associates Inc.
2 West Taunton Ave.
Berlin, NJ 08009-1442
856-768-9360
Fax: 856-753-0064
mjmrvica@mrvica.com

CENTRAL WEST

Janis Mason
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6823
Fax: 312-268-5267
jmason@healthforum.com

WEST

Janis Mason
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6823
Fax: 312-268-5267
jmason@healthforum.com

**Corporate
Underwriting/
Sponsorship Products****NATIONAL ACCOUNT
EXECUTIVE (EAST)**

Mark Colucci
Health Forum
155 North Wacker Drive,
4th Floor
Chicago, IL 60606-1725
312-893-6886
Fax: 312-278-0563
mcolucci@healthforum.com

**NATIONAL ACCOUNT
EXECUTIVE (WEST)**

Lisa Schulte
1062 Dutch Mill Drive
Manchester, MO 63011-3681
636-227-2841
Fax: 636-227-8892
lschulte@healthforum.com

National Leadership**NATIONAL ADVERTISING SALES MANAGER**

Jim Siebert
312-893-6815
Fax: 312-278-0594
jsiebert@healthforum.com

**EXECUTIVE DIRECTOR, SALES & ACCOUNT
MANAGEMENT**

Carl Aiello
312-893-6894
caiello@healthforum.com

CONTACTS