

2012 MEDIA Planning Guide

American Hospital Association

HEALTH

FORUM®

MEDIA | EDUCATION | DATA

Issued September 2011

Rates Effective January 2012



HEALTH FACILITIES
MANAGEMENT®

www.HFMmagazine.com

NEW FROM Health Facilities Management

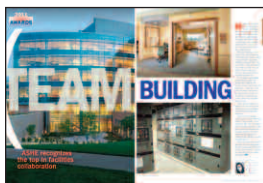
HEALTH FACILITIES MANAGEMENT

HFM offers special advertising and underwriting opportunities

HFM advertisers and sponsors have exclusive ways to reach the most decision-makers in health care facilities management as well as design and maintenance. These include:



Marketplace Features — These monthly reports, featuring interviews with key vendors and other experts, examine trends in product sectors of high interest to hospital design, construction and maintenance professionals. Advertisers can select issues of importance ranging from green design products to security systems and hand hygiene to HVAC.



Surveys — *HFM* partners with industry leaders to survey the marketplace and produce comprehensive benchmark research. Survey sponsorship provides exposure in the magazine, online, and through press and social media outreach. The 2012 surveys cover:

- Construction (in partnership with American Society for Healthcare Engineering — ASHE)
- Salaries (in partnership with ASHE and the Association for the Healthcare Environment — AHE)



New! ASHE Advocacy Update — Each quarter the American Society for Healthcare Engineering writes an exclusive feature about regulatory issues of vital importance for hospital facility managers and engineers. These reports appear in print and online.



Trends in Health Care Issue — This award-winning and eagerly anticipated annual issue focuses on major market trends in hospital design, construction, infection control and prevention, supply chain and sustainability. Advertisers can participate in print and online.



American Hospital
Association

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“The best, most understandable and current professional magazine in the trade.”

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 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.

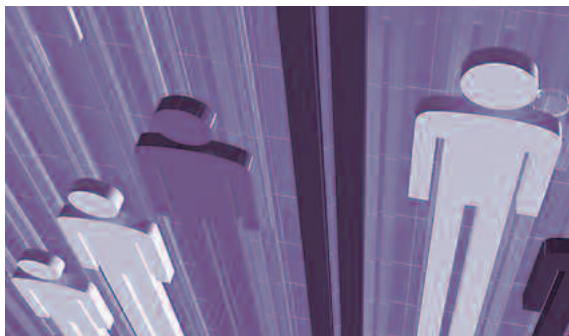
Strategic Alliances

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)

“Extremely useful for content and advertising information.”

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 Security Survey

“It provides an EXCELLENT source of new regulatory & codes and standards information.”

Signet Readership Survey



“I like to see what the expertise is throughout the sectors that service the health care industry. There’s a lot of innovative thinking and application of ideas from across the service spectrum.”

Signet Readership Survey

Readership Studies

Twice a year (April and October issues), Signet Research Inc. conducts a complimentary ad study for *HFM*. 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.

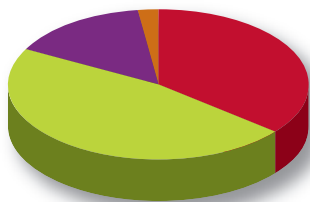
Advertisers use this opportunity to test new ads as well as gain significant reader insights on current campaigns. *HFM's* audience doesn't just read the magazine — they take action:

- 85% of *HFM* readers are involved in one or more purchasing decisions
- 84% took action as a result of reading the publication

HFM readers are interested in articles and advertising:

- More than two-thirds 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-five percent of readers read three out of four issues.

Source: Signet Readership Study



**Readers spend about
41 minutes
reading each issue...**

- **36%** Less than 30 minutes
- **47%** 30-59 minutes
- **15%** 60+ minutes
- **2%** No answer



Awards for Excellence

Leading journalism organizations consistently recognize *HFM* for content excellence and design. *HFM* has recently won national editorial excellence awards for its reader focus and content:

American Society of Healthcare Publication Editors 2011 awards:

- Best Special Report "Trends in Health Care," Gold Award
- Best Original Research, Bronze Award
- Best Organizational Profile, Bronze Award

American Society of Business Publication Editors 2011 awards:

- Best Special Section "Trends in Health Care," National Award, Gold
- Best Organizational Profile, National Award, Bronze
- Best Original Research, Regional Award

"Great resource, easy to understand and keeps me up to date on current issues."

Signet Readership Survey

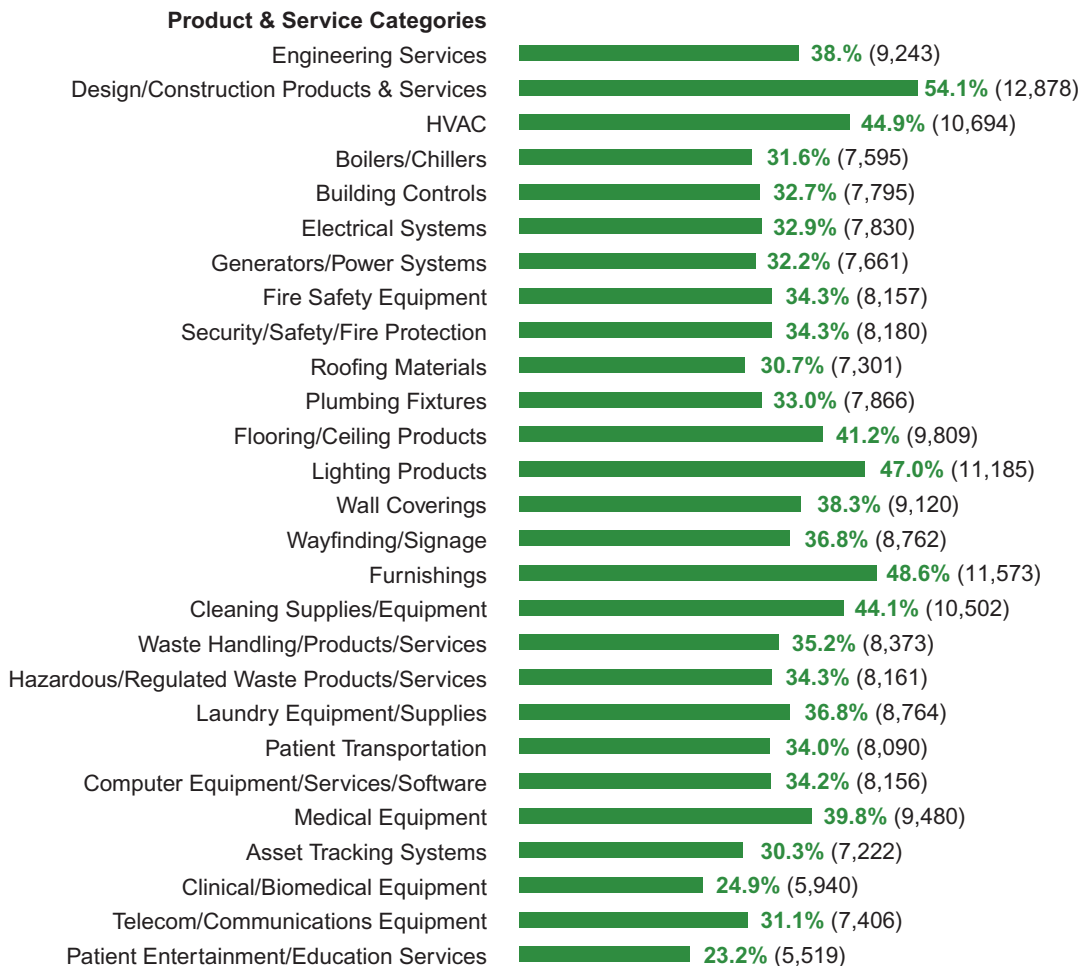
Reader Purchase Behavior Research

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, hospital bed size and level of anticipated expenditures.



HFM Purchasing Survey

Who Will Buy, Specify and/or Influence Purchases of the Following in the Next 12 Months (as of 8/15/11)



Percentage Respondents Who Buy, Specify and/or Influence Product Purchases
(Number of Respondents in Product Category)

SOURCE: *HFM* Circulation Survey, 8/15/2011. Total survey question respondents excluding "no answer" responses = 23,814. Responses to individual product category cells are indicated.

	January Ad Close 12/1/11 Mat'l Due 12/9/11 Shipped 1/4/12	February Ad Close 1/3/12 Mat'l Due 1/11/12 Shipped 1/30/12	March Ad Close 2/1/12 Mat'l Due 2/9/12 Shipped 2/27/12	April Ad Close 3/1/12 Mat'l Due 3/9/12 Shipped 4/2/12	May Ad Close 4/2/12 Mat'l Due 4/10/12 Shipped 4/30/12	June Ad Close 5/1/12 Mat'l Due 5/9/12 Shipped 6/4/12
Architecture, Planning & Construction	<ul style="list-style-type: none"> • Facility Profile • Accountable Care and Facility Design 	<ul style="list-style-type: none"> • HFM/ASHE Annual Hospital Building Report Survey² 	<ul style="list-style-type: none"> • ASHE Vista Award Winners² • Hospital Construction Quarterly • BIM Technology for Health Care Facilities¹ 	<ul style="list-style-type: none"> • Facility Profile 	<ul style="list-style-type: none"> • Facility Profile 	<ul style="list-style-type: none"> • Facility Profile • Hospital Construction Quarterly • Designing for Patient Visibility¹
Interior Design		<ul style="list-style-type: none"> • A Lean Process in Design⁴ 		<ul style="list-style-type: none"> • Designing for an Aging Population⁴ 	<ul style="list-style-type: none"> • Interiors Supplement 	
Engineered Systems & Equipment	<ul style="list-style-type: none"> • Evidence-based Facilities Management • ASHE Perspective² 	<ul style="list-style-type: none"> • ASHRAE Legionella Standard² • ASHE Perspective² 	<ul style="list-style-type: none"> • Retooling Biomedical Engineering Operations • ASHE Perspective² 	<ul style="list-style-type: none"> • ASHE Perspective² 	<ul style="list-style-type: none"> • FGI Guidelines Update² • ASHE Perspective² 	<ul style="list-style-type: none"> • Medical Equipment Replacement Projects • ASHE Perspective²
Environmental Services	<ul style="list-style-type: none"> • AHE Perspective³ 	<ul style="list-style-type: none"> • ES Department Leadership³ • AHE Perspective³ 	<ul style="list-style-type: none"> • AHE Perspective³ 	<ul style="list-style-type: none"> • ES and C. difficile Prevention³ • AHE Perspective³ 	<ul style="list-style-type: none"> • AHE Perspective³ 	<ul style="list-style-type: none"> • Spearheading Change Initiatives³ • AHE Perspective³
Marketplace Feature	<ul style="list-style-type: none"> • Security Systems 	<ul style="list-style-type: none"> • Green Design Products 	<ul style="list-style-type: none"> • IAQ and Air Handling 	<ul style="list-style-type: none"> • Hand Hygiene Devices 	<ul style="list-style-type: none"> • Lighting Products 	<ul style="list-style-type: none"> • Furnishings
Solutions (Product Section)	<ul style="list-style-type: none"> • HVAC • Cleaning Equipment and Supplies 	<ul style="list-style-type: none"> • Power and Electrical Equipment • Wayfinding and Signage 	<ul style="list-style-type: none"> • Lighting • Furniture 	<ul style="list-style-type: none"> • Security • Waste Disposal and Recycling 	<ul style="list-style-type: none"> • Fire Safety • Power and Electrical Equipment 	<ul style="list-style-type: none"> • Infection Prevention • Interior Finishes
Sponsorships & Special Ad Opportunities*		<ul style="list-style-type: none"> • HFM/ASHE Annual Hospital Building Report Survey² 			<ul style="list-style-type: none"> • Interiors Supplement 	

Ad Study	Ad Study Issue
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Conference & Exhibition Magazine Distribution*	<ul style="list-style-type: none"> • Center for Healthcare Governance Symposium on Governing and Leading Health Care Organizations: January 22-25, Naples, FL 	<ul style="list-style-type: none"> • Health Forum / American Hospital Association's Annual Rural Health Care Leadership Conference: February 5-8, Phoenix, AZ <i>(January issue will be available at the conference)</i> • Healthcare Information and Management Systems Society (HIMSS) Annual Conference: February 21-23, Las Vegas, NV 	<ul style="list-style-type: none"> • ASHE International Summit and Exhibition on Health Facility Planning, Design and Construction (PDC) March 4-7, Phoenix AZ <i>(February issue will be available at the conference)</i> 	<ul style="list-style-type: none"> • AHA Annual Membership Meeting: May 6-9, Washington D.C. <i>(April issue will be available at the conference)</i> 	<ul style="list-style-type: none"> • Neocon World's Trade Fair: June 11-13, Chicago IL • Healthcare Financial Management Association (HFMA) Annual National Institute: June 24-27, Las Vegas, NV
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* Subject to change

July	August	September	October	November	December
Ad Close 6/1/12 Mat'l Due 6/11/12 Shipped 7/2/12	Ad Close 7/2/12 Mat'l Due 7/10/12 Shipped 7/30/12	Ad Close 8/1/12 Mat'l Due 8/9/12 Shipped 9/4/12	Ad Close 9/4/12 Mat'l Due 9/12/12 Shipped 10/1/12	Ad Close 10/1/12 Mat'l Due 10/9/12 Shipped 10/29/12	Ad Close 11/1/12 Mat'l Due 11/9/12 Shipped 12/3/12

Architecture, Planning & Construction

- Planning the Smart OR of the Future
- Building Code Reform²
- Facility Profile
- Design Tips for Safe Patient Handling
- Facility Profile
- Hospital Construction Quarterly
- Patient Bathroom Design¹
- 2012 Hospital Security Survey
- Facility Profile
- Designing for Patients with Dementia¹
- Technology Planning for Simulation Centers

Interior Design

- A "Retail" Approach to Health Care Design⁴
- Flexibility in Health Care Interiors⁴
- Interiors Supplement

Engineered Systems & Equipment

- 2012 HFM/ASHE Salary Survey²
- ASHE Perspective²
- Managing Electrical System Shutdowns
- ASHE Perspective²
- ASHE Perspective²
- NEC/NFPA 99 Requirements²
- ASHE Perspective²
- Emergency Water Systems
- ASHE Perspective²

Environmental Services

- 2012 HFM/AHE Salary Survey³
- AHE Perspective³
- Sustainability in Health Care³
- AHE Perspective³
- ES Department of the Year³
- AHE Perspective³
- Improving Hospital HCAHPS Scores³
- AHE Perspective³
- Infection Prevention and Laundry Ops³
- AHE Perspective³

Marketplace Feature

- Power and Electrical Systems
- Infection Prevention
- Wayfinding and Signage
- Building Automation
- Flooring and Floor Coverings

Solutions (Product Section)

- HVAC
- Plumbing Fixtures
- Flooring
- Wayfinding and Signage
- Cleaning Equipment and Supplies
- Access Control and Door Locks
- Lighting
- Infection Prevention
- HVAC
- Interior Finishes

Sponsorships & Special Ad Opportunities*

- 2012 HFM/ASHE/AHE Salary Survey^{2,3}
- Interiors Supplement

Ad Study

Ad Study Issue

Conference & Exhibition Magazine Distribution*

- American Society for Healthcare Engineering (ASHE) Annual Conference and Exhibition: July 15-18, San Antonio, TX
- Health Forum / American Hospital Association's Leadership Summit: July 19-21, San Francisco, CA
- CONSTRUCT: September 12-14, Phoenix, AZ (*August issue will be available at the conference*)
- Healthcare Facilities Symposium & Expo 2012
- Association for the Healthcare Environment (AHE) Annual Conference: September
- Healthcare Design Conference: November 13-16

Trends in Health Care Data Reference Issue

Annual reference guide packed with the latest surveys and data. Topics include:

- **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.
- **Supply chain:** Key issues, pricing trends and quality challenges.
- **Also in this issue:** Codes & Standards and Environmental Services features.

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

Print Edition Rates

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 33,000 senior hospital executives to reach this targeted audience and there are several print opportunities available.

Closing and Materials Due Dates

Ad closing date is the 1st of the preceding month. If the date falls on a holiday or weekend, closing is on the 1st workday thereafter. Materials 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 will automatically 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 Island	5,365	5,205	5,045	4,720	4,615
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

Black & White Print Display Advertising Rates (Gross)

All display advertising in the print edition will automatically 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 Island	4,590	4,450	4,315	4,040	3,945
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

Cover and Special Position Rates

2012 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 can only 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.



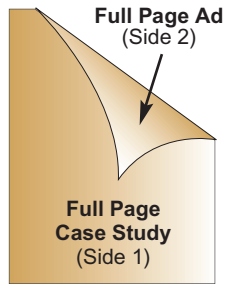
Free Ad Study Issues

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



Case Study/Display Ad Hardcard Insert

Case Study/Display Ad Hardcard 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 2-sided 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.HealthForumLeadershipCenter.com. Case Study/Display Ad Hardcard 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 hardcard is priced at \$9,900 (net).



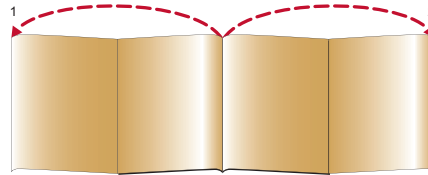
No Picture: 500 words

Small Picture: 400 words

Large Picture: 300 words

Add H&HN Double-Gatefold Insert

Hospitals and Health Network 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 H&HN. These monthly inserts in H&HN provide a unique sponsorship opportunity.



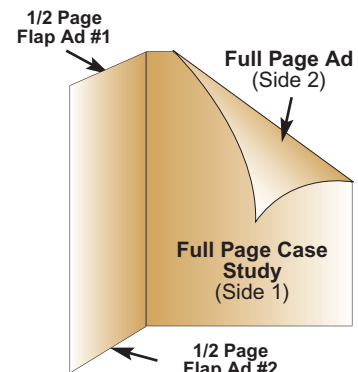
Double Gatefold Insert

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, 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	\$35,000 (gross)
ADD: Trustee	\$25,000 (gross)
ADD: HFM	\$20,000 (gross)

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



Optional Hardcard Binding Flap



H&HN/HFM Combination Buy Program

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

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

Annual Frequency: 12x *Approximate Circulation:* 70,000
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:* 24,000
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

Publication Trim Size: 8" x 10.75"

Method of Binding: Saddle-stitched

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"
1/2 Page vertical	3.375"	9.5"
1/3 Page horizontal	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"

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.

Required Material:

Digital files are required.

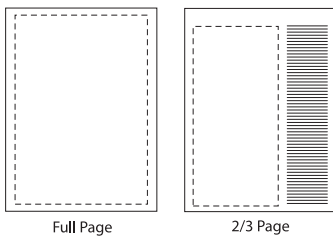
File Formats:

PDF /X-1a is the preferred file format. Adobe Illustrator or Adobe PhotoShop files are acceptable (266 dpi for CT scans, and 1200 dpi for LW). Macintosh format is preferred and PC format files are acceptable if cross-platform compatible. Publisher is not responsible for color shifts, low-resolution photos or unreadable type.

Requirements:

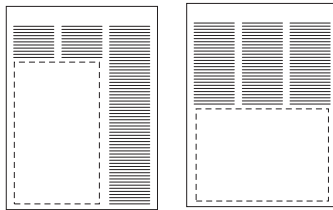
Ads should be sized to 100% of mechanical requirements. Only CMYK files will be accepted. RGB and PMS matched colors must be converted to CMYK before submission. Metallic colors are not available. When distilling PDF files, save using the "Press" settings in order to save the continuous tone images as CMYK.

The publisher is not responsible for shifts in color due to differences between the file and a supplied proof, or errors due to improper file preparation. The publisher assumes all digital advertising files submitted for publication will perform 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 corrected file will be required for publication.



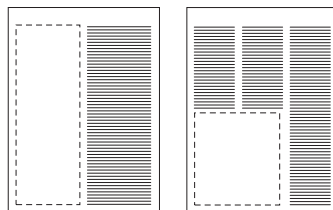
Full Page

2/3 Page



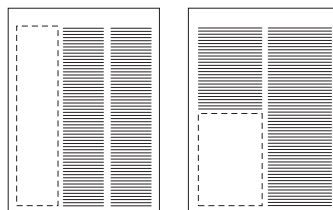
1/2 Page Island

1/2 Page Horizontal



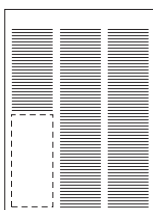
1/2 Page Vertical

1/3 Horizontal

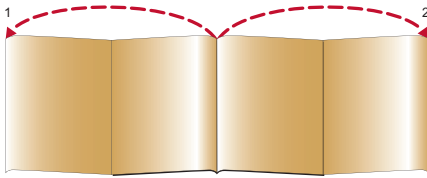


1/3 Vertical

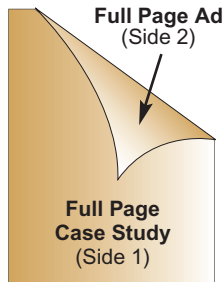
1/4 Page



1/6 Page



Double Gatefold Insert

Case Study/Display Ad
Hardcard 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. Set up back cover to page trim dimension of 7.75" x 10.75" with bleeds extended .125" on all sides. Stock is 70 lb. gloss coated offset.

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. In order 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. E-mail 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
E-mail: mweitzel@healthforum.com

Space Insertion Orders:

Chris Zarth
Phone: (312) 893-6832
Fax: (312) 278-0607
E-mail: czarth@healthforum.com

Please note two-week advance material due date. We will email a PDF proof of your case study page(s) for your approval. Approvals must be received within two (2) working days after receipt. Pages will not be run without signed approval. Email your signed PDF approval or questions to: mweitzel@healthforum.com.

FTP Information

Mac OS X Users:

Connect via CONNECT TO SERVER in the finder GO menu.

Server address:

files.pgiworldwide.com

User name: hfads

Password: hfads50

Open the appropriate publication folder before placing your file in the folder.

PC Users:

The most reliable way to connect to our Macintosh-based FTP volumes is with WINDOWS EXPLORER – NOT to be confused with INTERNET Explorer. You can launch Windows Explorer by double-clicking on the My Computer or My Documents icons.

In the address bar type the following address and click enter:
<ftp://hfads:hfads50@ftp.pgiworldwide.com>

Open the folder for the appropriate publication folder before placing your file in the folder.

FTP Client Software Users:

Server address:

files.pgiworldwide.com

User name: hfads

Password: hfads50

Open the appropriate publication folder before placing your file in the folder.

Please email notification to mweitzel@healthforum.com when the file has been sent. Include the file name and a lo-res PDF proof for reference.



Classified Advertising Page

Classified Advertising

- Employment Registries
- Educational Opportunities
- For Sale (used equipment)
- Learning Place – Meetings & 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 Web 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"			

	Characters	
Type	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

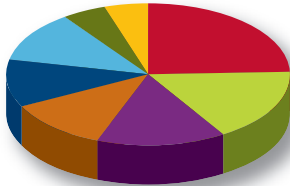


E-Newsletters



HFM Insider Rates (net)

Unit Size	250x250
Open	\$1,250
6x*	\$1,187
12x*	\$1,100
24x*	\$1,000



HFM Insider Subscriber Snapshot

18,100 Subscribers

VPs, Directors, Managers in:

- **25%** Facilities Management, Operations, Engineering, Maintenance, Support Services
- **17%** Architecture, Interior Design, Construction, Project Management, Planning & Development, Business Development
- **15%** Executive Management (CEO, President, Administrator, VP)
- **12%** Environmental Services, Housekeeping, Laundry
- **11%** Purchasing, Materials Management
- **12%** Security, Safety, Risk Management, Infection Control
- **4%** Consultants
- **4%** Operations, Finance, IT, Telecommunications

* HFM Insider and HFM 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 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 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: 18,100 health facility operations, architecture, construction, and environmental services professionals



HFM News

In the middle of each month, *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 in three sections:

- **Upfront** — original news and trends briefs from *HFM* editors with links to feature story content on 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 will have Web links to *HFM* and there will be links to three construction zone news stories not included in the magazine or the *HFM* website.

Frequency: Monthly

Circulation: 18,100 health facility operations, architecture, construction, and environmental services professionals

HFM News Rates (net)

Unit Size	Open	6x*	12x*	24x*
250x250	\$1,250	\$1,187	\$1,100	\$1,000



H&HN Daily & Inside Trustee

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: 55,000 plus hospital executives and senior management

H&HN Daily and Inside Trustee e-newsletter Rates (net)

Unit Size	250x250	468x60	728x90
Open	\$1,500	\$1,200	\$1,200
6x	\$1,425	\$1,140	\$1,140
12x	\$1,320	\$1,056	\$1,056
24x	\$1,155	\$924	\$924
36x	\$960	\$768	\$768
52x	\$870	\$696	\$696

Inside Trustee



Inside Trustee e-newsletter coming in January 2012

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

Editorial Spotlight — Email

Attach your message to a custom-direct e-mail, 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 e-mail transmission that can be sent to our total database of senior-level health care executives, or to a pre-selected target audience, on a date of your choosing.

The e-mail would include two ad units: 250x250 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

- Hospital & Healthcare Network Leadership Database (38,000): \$6,500 Net
- Patient Safety & Quality Leadership Database (15,000): \$4,500 Net
- Physician & Clinical Leadership Database (13,000): \$4,000 Net
- Health Facilities Management Leadership Database (13,000): \$4,000 Net
- Total Health Forum Database (65,000): \$11,500 Net

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



Editorial Spotlights Specifications

Client will provide 250x250 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 Chris Zarth at czarth@healthforum.com at least 5 business days prior to start date.

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.

Deadlines

All material must be submitted to Chris Zarth at czarth@healthforum.com at least 5 business days prior to the release date.



Electronic

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, 640x480 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

Digital Edition

Options for DIGITAL-EDITION-ONLY Advertisers

There are exclusive “digital-edition-only” options that can enhance your visibility among readers of the electronic magazine. For additional information on advertising options and pricing, please contact your [Account Manager](#).

- **Email Alert:** Shortly before each monthly issue of *HFM* becomes available, an email message is sent to *HFM* subscribers and other hospital and health system executives. Each alert message contains a 468x60 pixel ad. These ads are available on a per-issue basis. Guidelines: 468x60 pixels maximum size; JPEG, GIF, or animated GIF file formats only. \$1,050 per ad/per insertion (net)
- **Log-in Page:** All digital edition viewers must first visit the log-in page. This page contains a 250x250 pixel ad. This ad position guarantees visibility among all visitors to the most recent monthly edition. Guidelines: 250 x 250 pixels maximum size; JPEG, GIF, or animated GIF file formats only. \$600 per ad/per insertion (net)
- **Cover Tip-On:** An electronic ad similar to a print ad overlaid on a magazine cover. The tip-on cannot overlay the magazine masthead. The ad size and placement can vary according to your message needs. It would be viewed by all readers of that monthly issue. Guidelines: height is 5 inches; width is 8 inches, 300 dpi PDF format. \$600 per ad/per insertion (net)
- **Belly Band:** The belly band is an electronic ad similar to a paper wrap-around band found on magazines distributed at trade shows. The ad size and placement can vary according to your message needs. It would be viewed by all readers of that monthly issue. Guidelines: Sizing width consistent with magazine; height flexible, PDF format, but cannot overlay the magazine masthead on the opposite cover page. \$600 per ad/per insertion (net)



- **Navigation Bar Logo:** All viewers use the navigation bar at the top of each digital edition. Advertisers can place their company logo or company name in type next to the *HFM* logo at the top of the bar. Guidelines: 31 pixels high x 100-150 pixels wide. Background is gray, if creative is transparent. PSD, high-resolution JPEG formats. \$600 per ad/per insertion (net)
- **Opposite Cover Page:** Each digital edition presents itself with the monthly issue cover on the right-hand side. The opposite page normally contains instructions that help readers navigate through the issue. The space is available for a full-page display ad that runs through the life of the issue — the monthly edition and the archived issue. Guidelines: Same size as magazine page file; high-resolution PDF file format only. \$3,000 per ad/per insertion (net)
- **Archived Issue Sponsorships:** All archived issues that do not have a paid display ad opposite the cover are available for sponsorship. Placing an ad retroactively in archived issues without paid ads opposite the cover offers the unique opportunity to acquire brand recognition on topics associated with your company or products (e.g., IT, quality, patient safety or construction).

Pricing Schedule

6 issues:	\$10,500
Each issue +6:	\$1,225



Web Solutions

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 1.5 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.

AHA News

www.AHAnews.com

The biweekly newspaper for senior executives whose organizations are members of the American Hospital Association.

Hospital Connect Search

www.HospitalConnectSearch.com

HospitalConnectSearch.com™ is the leading source for information about the hospital industry. From governance to facility operations, visitors will find high-quality information, organized by specific area of interest.

Health Forum

www.HealthForum.com

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

Banner Advertising

Standard Network Package – \$55 cpm (net)

A standard network buy includes all of the Health Forum Media Network sites. It requires a minimum of 10,000 impressions and must include all of the following ad unit sizes:

- 468x60
- 250x250
- 150x120

H&HN Network Package – \$60 cpm (net)

An H&HN Network buy includes hnmag.com and any combination of the sites listed on page 20, depending on advertiser's specifications. It requires a minimum of 10,000 impressions and must include all of the following ad unit sizes:

- 468x60
- 250x250
- 150x120

Single-Site Rate – \$80 cpm (net)

Advertisers specify which one site they would like to purchase. Requires a minimum of 10,000 impressions and the following ad unit sizes:

- 468x60
- 250x250
- 150x120

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 Chris Zarth at czarth@healthforum.com at least 5 business days prior to start date.



Web Poll

Advertise in this section where we ask our readers about relevant health care topics making news. The Web Poll appears on the home pages of each of the Health Forum Media Network publication sites. It includes your logo on the question panel and a 468x60 Banner Ad on the results page. Advertisers can help develop the topic or product category selected for the Web poll. \$1,950/month (net)

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 back to your site. \$1,450/month (net)

Vertical Search Engine

HospitalConnectSearch.com™

The American Hospital Association's deeply focused search engine, HospitalConnectSearch.com deftly reaches out to your prospects like no other platform.

Harness the Power of Vertical Search

Search technology is used by 80% of 550 million Internet users. Your prospects rely on at least one search engine to connect with the products and the services they need. But instead of providing relevant information, general engines like Google or Yahoo search the entire Web. Their strategy frequently leads to irrelevant results. In contrast, HospitalConnectSearch.com ranks and categorizes nothing but the highly specialized, authoritative content health care professionals demand. When you sponsor HospitalConnectSearch.com content, you reach your prospects in an extremely targeted environment.



HospitalConnectSearch Marketing

Benefits Include:

- Your message targeted to the top hospital personnel at the right time.
- An industrywide platform to promote your company and its brand.
- Lower lead management costs due to focus on quality, not quantity.
- Opportunity to sponsor content categories.

Charter Sponsor Program

\$10,000 per month (net)

Banner ad (468x60) in rotation at top of search engine results page. Ad performance reports are prepared monthly.

Category Sponsor Package

\$1,500 per month (net)

Sponsor packages offer a unique opportunity to dominate a specific information category. There are two package options to choose from:

- 1) Banner ad (468x60) at the top of results for all searches in a category.
- 2) Alternatively, a rotating box ad on right side (250x250).

A category has up to four sponsors: a banner and three box ads.

Categories available for sponsorship include:

Administration & Governance	Patient Care & Safety
Advocacy & Public Policy	Nursing Management
All Content	Research & Data
Content Specific to One AHA Property	Revenue Cycle
Facility Management	Supply Chain
ICD-10	Table of Contents
Industry News	Technology
Infection Control	Workforce Management
Information	

How the AHA is Promoting HospitalConnectSearch.com

The AHA is investing heavily in creating awareness and use of its search engine by:

- Partnering with AHA Professional Membership Groups such as the Association for the Healthcare Environment, Association for Healthcare Resource & Materials Management, as well as Google, Yahoo and MSN.
- Advertising on e-news properties and AHA network sites.
- Directing e-mail to marketing and strategy directors, webmasters and CIOs.
- Placing print ads in AHA magazines.



Buyers' Guide

HealthForumBuyersGuide.com

A valuable resource for health care professionals who want to locate products and services.

HealthForumBuyersGuide.com uses powerful search technology that indexes the content of participating supplier websites. Site visitors can perform key word searches that mirror traditional search engines, or category-specific searches.

Each listing features a company logo, a corporate description, links to the company's website and specified email addresses, and placement in predefined product headings. There is a full range of pricing and placement options, plus banner ads are available. Visit www.healthforumbuyersguide.com, call 972-402-7000 or email AHA@multiview.com for additional information.



www.HealthForumBuyersGuide.com

Sample banner ad on HealthForumBuyersGuide.com

Underwriting 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. Sponsors 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 5–8, 2012, Phoenix, AZ

The 25th 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.

Exhibit Booth: Not available

Advertising: January issue

www.healthforum.com/Rural for more information.

Corporate Underwriter Investment Levels:

- Platinum package: \$20,000
- Gold package: \$15,000
- Silver package: \$10,000
- Supporting Underwriter package: \$6,000

AHA Annual Membership Meeting

www.AHA.org

May 6–9, 2012, 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 Underwriter 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 underwriting

(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, Internet stations) are available and range in price from: \$12,500 to \$30,000



AHA/Health Forum Conferences Contacts

Corporate Underwriting:

Mark Colucci (East)

312-893-6886

mcolucci@healthforum.com

Lisa Schulte (West)

636-227-2841

lschulte@healthforum.com

Display Advertising:

Leslie Vloedman

312-893-6846

lvloedman@healthforum.com

Health Forum/AHA Leadership Summit

www.HealthForum.com/LeadershipSummit

July 19–21, 2012, San Francisco, CA



The 20th 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 \$3,800

Advertising: July issue.

Discounted offers available for exhibitors and corporate underwriters.

Corporate Underwriter Sponsorship Levels:

- Track (exclusive): \$40,000
- Track (shared): \$25,000
- Keynote: \$25,000
- General: \$12,000
- Additional opportunities (e.g., hotel key cards, tote bags, Internet stations) \$8,500 to \$30,000 are available and range in price from:

Sponsorships

Leadership Summit Conference Guide

Display Advertising Specifications

Follow normal *H&HN* 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 10, 2012

Materials Due: May 15, 2012

Mail ad materials and payments to:

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





American Hospital Association



Speakers Express

Advertisers that have a need for keynote or content expert speakers 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.healthforum.com/speakersexpress.

Speakers Express:

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

White Papers

Health Forum can help 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 bi-monthly email promoting the white papers ("White Papers Update", brought to you by Health Forum) will be transmitted to our opt-in database of 70,000—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. Monthly advertisements for white papers will appear in HHN Daily and a white paper button 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.HealthForumLeadershipCenter.com.

Pricing:

\$7,500 net for 3 months
\$13,500 net for 6 months
\$24,000 net per year

White Paper Specifications

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

Deadlines

All material must be submitted to Chris Zarth at czarth@healthforum.com at least 5 business days prior to start date.

Education

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, Web site 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

The following details 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.



Custom Research

Health Forum editors can work directly with corporate partners on research of interest to senior executives. The level of involvement ranges from fast-and-simple, topic-specific probes to major research initiatives that require considerable involvement and result in national media coverage and high-visibility findings.

Examples of research studies include:

- ASHE/*HFM* Hospital Building Report Survey
- ASHE/AHE/*HFM* Salary Survey



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

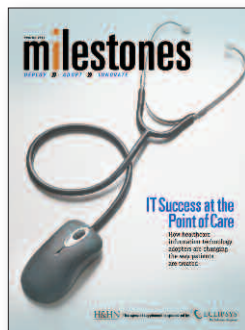
1 years: \$35,000/yr
2 years: \$30,000/yr
3 years: \$25,000/yr

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 compilations 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:

Mary Jane Oxenden
Channel Accounts Executive
155 N. Wacker Drive Suite 400
Chicago IL 60606-1725
312-893-6893
moxenden@healthforum.com

Mailing List Rentals

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

Statistics, Marge Fernbach
m.fernbach@Statlistics.com
203-778-8700
www.Statlistics.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 less used in a 12-month contract period.

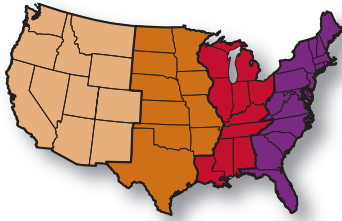
Short-Rate: Advertisers will be short-rated if they do not use the amount of space on which their advertising has been billed during their 12-month contract period.

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 Helps You...

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

Health Forum Sales Contacts

**Executive Management
Media Products**

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

Web sites: *H&HN, Trustee, AHA News, HospitalConnectSearch* 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
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, HospitalConnectSearch* and *AHRMM*

E-newsletters: *HFM Insider* and *HFM 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
856-768-9360
Fax: 856-753-0064
mjmrvica@mrvica.com

Central West

Fox Associates, Inc.
1445 E. Los Angeles Ave., Suite 301
Simi Valley, CA 93065
805-522-0501
Fax-805-522-0504

West

Fox Associates, Inc.
1445 E. Los Angeles Ave., Suite 301
Simi Valley, CA 93065
805-522-0501
Fax-805-522-0504

**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
636-227-2841
Fax: 636-227-8892
lschulte@healthforum.com

National Leadership

National Advertising Sales Manager

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

Executive Director, Sales

Jerry Stoeckigt
312-893-6839
Fax: 312-278-0574
jstoeckigt@healthforum.com

Contacts