The AHE Audience

Connect with health care environmental services professionals through AHE!

The Association for the Health Care Environment (AHE) members are seasoned professionals in health care environmental services. They are influencers with purchasing authority.

AHE is the organization of choice for over 2,300 professionals responsible for committed to pathogen free, healing environments across all care settings. Suppliers engaged with AHE help advance the profession’s ability to establish and maintain care environments free of surface contamination and support safety, service efficient and effective operations.

AHE members are directly responsible for budgets related to:

- Cleaning and surface disinfection
- Waste management operations
- Laundry processing/linen, laundry contract management, distribution/textile processing
- Pest control management
- Safety and security
- Selection of interior design/finishes/textiles/furniture
- Flooring/carpets/tile
- Selection of restroom fixtures
- Infection prevention
- Hospitality services
- Grounds management
- Guest relations
- Patient transport and flow
- Construction/plant operations/maintenance
- Carts/moving systems
- Environmental sustainability

AHE Members' Purchasing Authority

- 68% work for acute care hospitals.
- 77% represent multiple facilities, with a median number of beds being 209.
- 74% of AHE members are in leadership positions, including 36% directors and 38% managers.
- 70% sit on their facility’s or health care system’s infection control committee.
- 98% would recommend AHE membership.

Source: 2018 AHE Annual Trend Data Survey
Corporate Champion Sponsorship

As an AHE Corporate Champion, companies gain greater visibility with health care environmental services professionals and increased access to AHE members throughout the year.

Corporate Champion benefits include branding, impactful leadership interaction, as well as access to critical data and information. AHE also offers a variety of customizable opportunities.*

Contact us to learn more: $30,000 minimum contribution

Customizable Opportunities

Access
Leverage exclusive access to information unique to the health care environmental services field.

Interaction
Acquire valuable insights from a truly unique collection of dedicated and engaged professionals.

Branding
Strengthen brand visibility throughout 2020 across multiple points of contact.

*Note: Additional fees may apply.
Corporate Champion Sponsorship

Support exclusive education, networking and other key opportunities and generate mutually beneficial value.

AHE thanks its 2020 corporate strategic champions. Join other industry leaders as a 2020 Corporate Champion.
AHE Advertising and Marketing

Membership Mailing List Rental

AHE Associate Member Company | $2,000

AHE represents more than 2,300 leaders responsible for the health care environment and can assist your company in reaching these influential decision-makers. Our mailing lists include members’ names, titles and mailing addresses. Electronic lists will only be provided to companies using a mail house and will be sent directly to the mail house. Preprinted mailing labels will be sent to companies not using a mail house. (At members’ request, email addresses are not available.*

Regional Lists

Regional mailing lists are available upon request. Individual state mailing labels are available for $1.00 per label.

*AHE reserves the right to refuse list rental at its discretion

For more information contact
312-422-3860 or ahe@aha.org | ahe.org
AHE members rate their magazine as a top membership benefit — and now it’s bigger than ever.

Readers count on Health Facilities Management magazine for the latest trends, best practices, research, and association news. You’ll reach a full range of professionals in the health facility design, construction, and operations communities.

Now your advertising dollar goes even further!

✔ Circulation: **36,600** (up from 12,000)

✔ Published **10 times a year** (vs. quarterly)

✔ Distributed in print (**36,600**) plus an interactive digital format (**16,812**)  

**Reader Profile**

**Primary Responsibility**

- **42%** Facilities management/operations/engineering
- **11%** Construction and projects
- **7%** Environmental services
- **7%** Support services
- **6%** Architecture and design
- **2%** Maintenance
- **1%** Hospitality management

**Purchasing Power**

**Top 7 areas of purchasing influence:**
- Design/construction products and services (**67%**)
- Engineering services (**59%**)
- Fire safety equipment (**57%**)
- Security/safety/fire protection (**57%**)
- HVAC (**54%**)
- Flooring/ceiling products (**54%**)
- Plumbing fixtures (**51%**)

84% OF READERS ARE INVOLVED IN ONE OR MORE BUYING DECISIONS

73% Took Action as a Result of Seeing an Ad In HFM

Source: 2018 Health Facilities Management magazine readership survey
Digital Edition Sponsorship

As a sponsor of the digital version of Health Facilities Management magazine, your message is prominently displayed on the cover of the magazine.

Fully interactive, the digital version allows viewers to flip through the pages, click on content and ads, and forward articles of interest to colleagues. Subscribers receive each issue via email, and issues are posted on hfmmagazine.com. A full archive of past issues is available, ensuring longevity for your online presence.

Net Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
<th>Rate with print ad purchase – SAVE 10%!</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$3,800</td>
<td>$3,420</td>
</tr>
<tr>
<td>Quarter (3 issues)</td>
<td>$3,230</td>
<td>$2,907</td>
</tr>
<tr>
<td>Year</td>
<td>$2,660</td>
<td>$2,394</td>
</tr>
</tbody>
</table>

Specs

**Full-Page Ad**
- Size: 8” x 10.75” (full-page trim)
- Preferred file format: PDF/X-1a
- Ads should be sized to 100% of mechanical requirements.

**Banner for Digital Edition Website Landing Page**
- Size: 300 x 250 pixels
- File format: JPG or animated GIF file only. Size should not exceed 40KB and must be 72 pixels per inch. Animated ads should have a 3-frame max and may loop continuously.

**Company Logo for Digital Edition Email**
- Size: 193 x 100 pixels
- File format: JPG or PNG; 30KB max file size

---

“HFM delivers new information to me, sometimes before I even know I need it. HFM is one of my historical ‘go-to’ reference resources.”

– HFM Reader
Print Advertising
Your print ad in Health Facilities Management magazine puts your message front and center with influential readers.

All print ads include an eLink in the digital edition of the magazine.

Net Rates

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
<th>2-5x</th>
<th>6+x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,136</td>
<td>$6,923</td>
<td>$6,300</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,189</td>
<td>$5,033</td>
<td>$4,877</td>
</tr>
<tr>
<td>1/2 Page*</td>
<td>$4,287</td>
<td>$4,157</td>
<td>$4,032</td>
</tr>
<tr>
<td>1/3 Page**</td>
<td>$3,125</td>
<td>$3,035</td>
<td>$2,939</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,523</td>
<td>$2,445</td>
<td>$2,372</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,873</td>
<td>$1,816</td>
<td>$1,760</td>
</tr>
</tbody>
</table>

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

Revisions and Proofs: $50.00
Position Guarantee: 15% Premium

Cover and Special Positions
Earned rate plus additional charges:
Back Cover + 15% premium
Inside Front Cover + 10% premium
Inside Back Cover + 10% premium
Opposite Table of Contents, “Inside HFM” + 10% premium

Case Study/Display Ad Hard Card
$8,500 (net)

Custom Gatefolds
$22,500 (net)

Please note: ASHE reserves the right to decline or remove any ads.
Print Display Ad Specifications

**Publication Trim Size:** 8” x 10.75”  
**Printing:** Web Offset

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Inches Wide</th>
<th>Inches Deep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 Page</td>
<td>4.5</td>
<td>9.5</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5</td>
<td>7.5</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7</td>
<td>4.875</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>4.5</td>
<td>4.875</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.1875</td>
<td>9.5</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375</td>
<td>4.875</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.1875</td>
<td>4.875</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8” x 10.75”</td>
<td>8.25” x 11”</td>
</tr>
<tr>
<td>Spread</td>
<td>16” x 10.75”</td>
<td>16.25” x 11”</td>
</tr>
</tbody>
</table>

Recommended live area for full page is 7.5” x 10.25”; spread is 15.5” x 10.25.”

**Required Materials**

- Digital files are required — PDF/X1-a (2001) is the preferred file format — sized to 100% of mechanical requirements, with bleeds set at .125” (0p9) on all sides for full-page and spread ads.
- Downsampling color and grayscale images to 250 ppi for all images over 250 ppi.
- Files are to be cropped at the bleed edge — do not include color bars, page information, registration, crop or bleed marks when distilling the final PDF.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required.

For more information on HFM contact Nick Schuette, 312-673-4974 or nschuette@smithbucklin.com
With a presence on Health Facilities Management magazine website, you’ll reach more than 41,000 readers who rely on the site for the most up-to-date and credible information in the field.

Align your ad with content in any area of health care facility management, including environmental, safety, security, and facility operations.

**Net Rates**

<table>
<thead>
<tr>
<th>Website Banner Ads</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10,000 Impressions</td>
<td>$90 CPM</td>
<td></td>
</tr>
<tr>
<td>10,001+ Impressions</td>
<td>$85 CPM</td>
<td></td>
</tr>
</tbody>
</table>

**Traditional Banner Ad Specifications**

Ad units: Both sizes must be provided.

**1x1**

*Static ad size:* 450x450; weight/load - 150KB  
*Flexible ad size:* 1:1 aspect ratio, size range 300x300 to 450x450; weight/load - 150KB

**8x1**

*Static ad size:* 1200x150; Weight/Load - 150KB  
*Flexible ad size:* 8:1 aspect ratio, size range 600x75 to 1200x150; weight/load - 150KB

**Please note:** HFM reserves the right to remove any ads from view that interfere with user experience or affect our website performance. Also note if a sponsorship/takeover is purchased (all four ad spots) only two animated ads will be allowed. Please inquire for more detail.

**File Type and Technical Specs**

We accept static JPG, GIF, and PNG files.

For more information on HFM contact

**Nick Schuette, 312-673-4974 or nschuette@smithbucklin.com**
This bi-monthly e-newsletter brought to you by the Association for the Health Care Environment (AHE) offers a collection of news articles, reports, and expert guidance from the profession’s top thought leaders in environmental services, infection prevention, and others with a stake in maintaining the environment of care.

**Single Sponsor Exclusivity/ Ad Takeover**
Includes all five ad spots, sponsorship mention at the top of the newsletter beneath the branded logo, and an optional native content spot in the body of the newsletter.

**HFM EVS News: $4,500**

**Specs**: File size should not exceed 40KB and must be 72ppi (pixels per inch). We accept JPG, PNG and GIF files. Animated ads can contain up to 3 frames and have a 3-loop max. Please submit animated files as GIF files. Please Note: Animated advertisements are not recommended, as certain browsers do not allow viewing of animation in emails. Also, Outlook only displays the first frame of animated ads. Image maps, JavaScript, HTML, ad tags and Flash files are not accepted.

**URL**: URLs must include dot and extension. All URLs must be live when creative is submitted.

**Please note**: Our newsletters are set on a white background. As a result, we recommend including a 1-pixel border around any ad creative that contains a white background. We also recommend adding a call to action on ads as well as including a UTM tracking code in URL's.
The Association for the Health Care Environment (AHE) is a Professional Membership Group of the American Hospital Association. AHE represents a diverse network of more than 2,300 professionals dedicated to pathogen free, healing environments across all care settings.

For more information about AHE, visit ahe.org or call 312-422-3860.