



2020 AHE Media Kit

Influence purchasing decision and reach your target market.



Online / In Print / In Person
Updated Opportunities for 2020



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



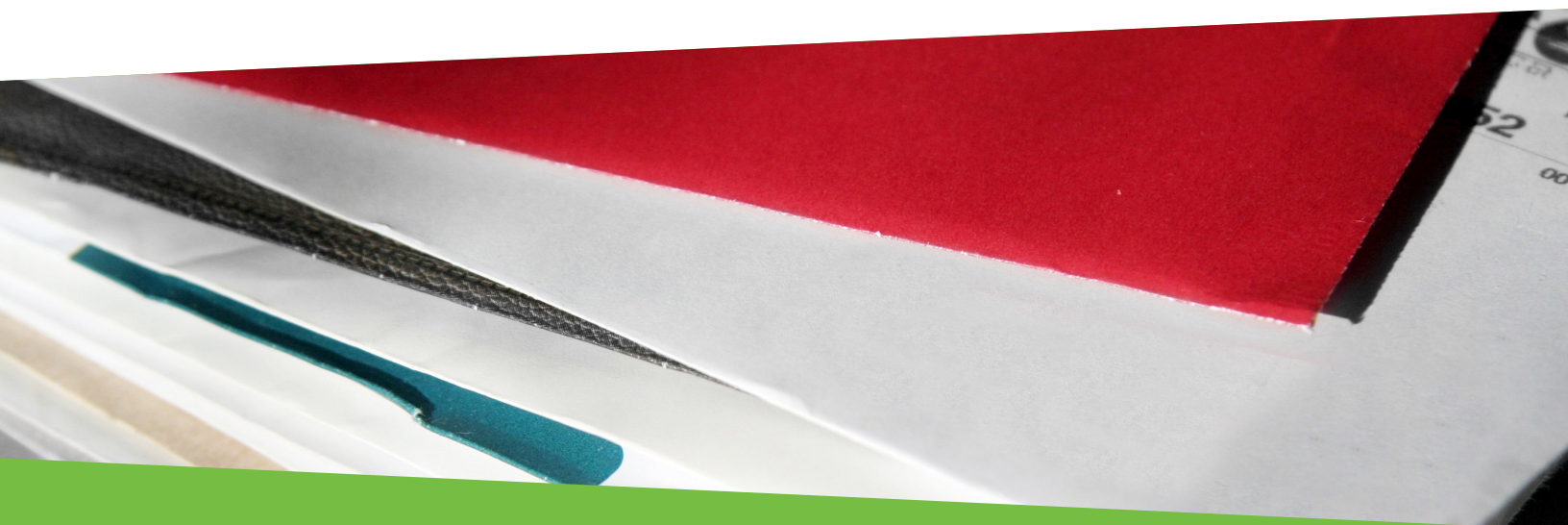
AHE represents more than 2,300 leaders responsible for the health care environment and can assist your company in reaching these influential decision-makers. Our mailing lists include members' names, titles and mailing addresses. Electronic lists will only be provided to companies using a mail house 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

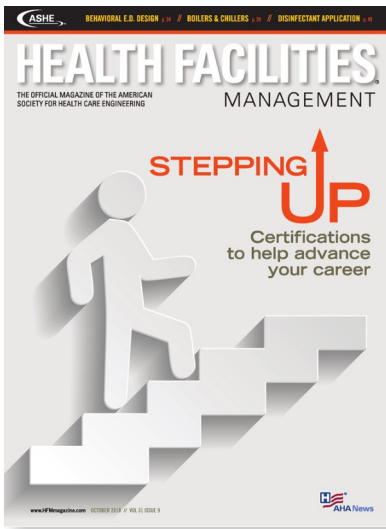


For more information contact
312-422-3860 or ahe@aha.org | ahe.org

Health Facilities Management Magazine

With AHE Environmental Services News

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**)

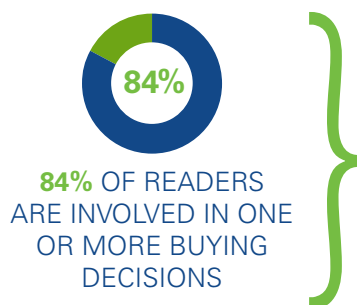
Reader Profile

Primary Responsibility

42% Facilities management/operations/engineering
11% Construction and projects
7% Environmental services
7% Support services

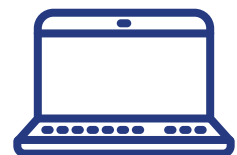
6% Architecture and design
2% Maintenance
1% Hospitality management

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%**)



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

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 hfm magazine.com. A full archive of past issues is available, ensuring longevity for your online presence.

Net Rates

| Frequency | Rate | Rate with print ad purchase – SAVE 10%! |
|--------------------|---------|---|
| 1 Month | \$3,800 | \$3,420 |
| Quarter (3 issues) | \$3,230 | \$2,907 |
| Year | \$2,660 | \$2,394 |

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



Health Facilities Management Magazine

With AHE Environmental Services News

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

| Full-Color Rates | 1x | 2-5x | 6+x |
|------------------|---------|---------|---------|
| Full Page | \$7,136 | \$6,923 | \$6,300 |
| 2/3 Page | \$5,189 | \$5,033 | \$4,877 |
| 1/2 Page* | \$4,287 | \$4,157 | \$4,032 |
| 1/3 Page** | \$3,125 | \$3,035 | \$2,939 |
| 1/4 Page | \$2,523 | \$2,445 | \$2,372 |
| 1/6 Page | \$1,873 | \$1,816 | \$1,760 |

Revisions and Proofs:
\$50.00

Position Guarantee:
15% Premium

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

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

Please note: ASHE reserves the right to decline or remove any ads.

Case Study/Display Ad Hard Card

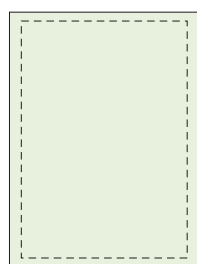
\$8,500 (net)

Custom Gatefolds

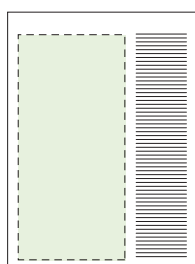
\$22,500 (net)



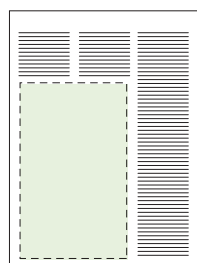
Print Display Ad Specifications



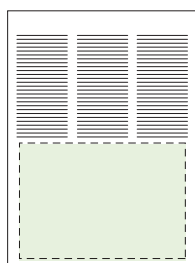
FULL PAGE



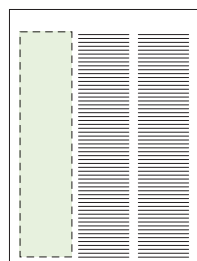
2/3 PAGE



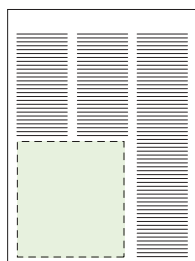
1/2 PAGE ISLAND



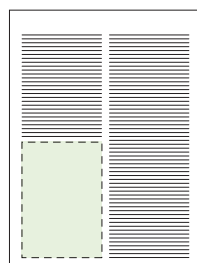
1/2 PAGE
HORIZONTAL



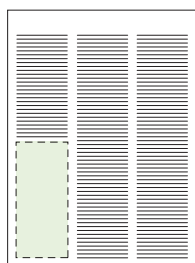
1/3 PAGE
VERTICAL



1/3 PAGE
HORIZONTAL



1/4 PAGE



1/6 PAGE

Publication Trim Size: 8" x 10.75"

Printing: Web Offset

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 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" | 16.25" x 11" |

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.
- Downsample 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

| Website Banner Ads | |
|----------------------|----------|
| 0-10,000 Impressions | \$90 CPM |
| 10,001+ Impressions | \$85 CPM |

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

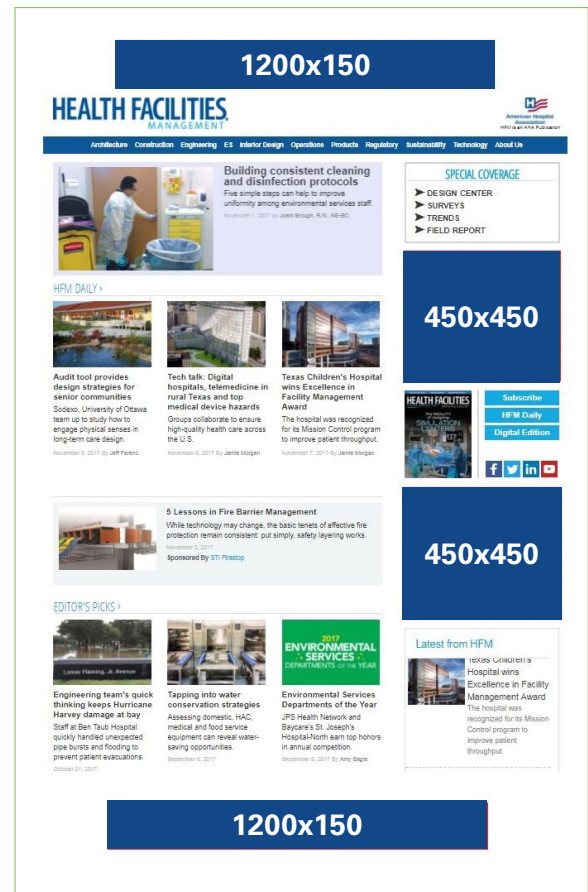
Static ad size: 1200x150; Weight/Load - 150KB

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.



hfmmagazine.com

HFM EVS NEWS | 39,200 Subscribers

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.



Net Rates

| Unit Size | 728 x 90 (1 available per issue) | 300 x 250 (2 available per issue) |
|-----------|----------------------------------|-----------------------------------|
| Open | \$1,345 | \$1,050 |
| 6x | \$1,280 | \$1,000 |
| 12x | \$1,200 | \$925 |
| 24x | \$1,075 | \$840 |

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.

728 x 90

HEALTH FACILITIES MANAGEMENT

ESnews

Month 00, 2019

300 x 300

HEADLINE
SUB HEADLINE
text - source

300 x 250

300 x 250

190 x 127 article pic

HEADLINE
SUB HEADLINE
text - source

190 x 127 article pic

HEADLINE
SUB HEADLINE
text - source

190 x 127 article pic

HEADLINE
SUB HEADLINE
text - source

300 x 250

300 x 250

190 x 127 article pic

HEADLINE
SUB HEADLINE
text - source

190 x 127 article pic

HEADLINE
SUB HEADLINE
text - source

Resource Corner

Not a member? [JOIN NOW](#) to access members-only resources and free On Demand recordings.

FEATURED RESOURCE

Join an AHE task force or committee

HOT TOPICS

in the MyAHE online community:

Killing bed bugs
PPE for chemo spills
Disinfectants in the OR

Signature Programs™

What are you doing to ensure the right people get the right training?
This portfolio of premier credentials provides the resources necessary to establish expertise and reliable authorities in the environment of care.

Certified Health Care Environmental Services Technician training. [LEARN MORE >>](#)

Subscribe | Advertise | Manage Email Preferences | Privacy Policy | Customer Service

HEALTH FACILITIES MANAGEMENT

AHE

AHA News

CONNECT WITH AHE

[in](#) [f](#) [t](#) [y](#) [v](#) [e](#) [x](#)

Association for the Health Care Environment
A professional membership organization
100 N. Wacker Drive, Suite 500
Chicago, IL 60606
Phone: 312-423-3960 Fax: 312-423-4078
info@ahesociety.org



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 dedicated to pathogen free, healing environments across all care settings.



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