AHRMM
Advancing Health Care through
Supply Chain Excellence

www.ahrmm.org

Supply Chain
STRATEGIES & SOLUTIONS

W W W . A H R M M . O R G

Association for Health Care Resource & Materials Management

Media Guide

Supply Chain
STRATEGIES & SOLUTIONS

Innovation in Health Care

C O N T A C T :

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AHRMM Advantage:

- Our members are a part of the health care supply chain field that has annual purchasing budgets that **exceed $100 billion**.
- 60 percent of AHRMM members report an annual purchasing budget of **more than $10 million**.
- **More than 9 out of 10** members said they are going to be updating their inventory software or warehouse solutions within the **next two years**.
- **More than 4 out of 5 members** make product purchases daily.
- **More than 9 out of 10 members** said *Supply Chain Strategies & Solutions* is essential, very valuable or valuable.
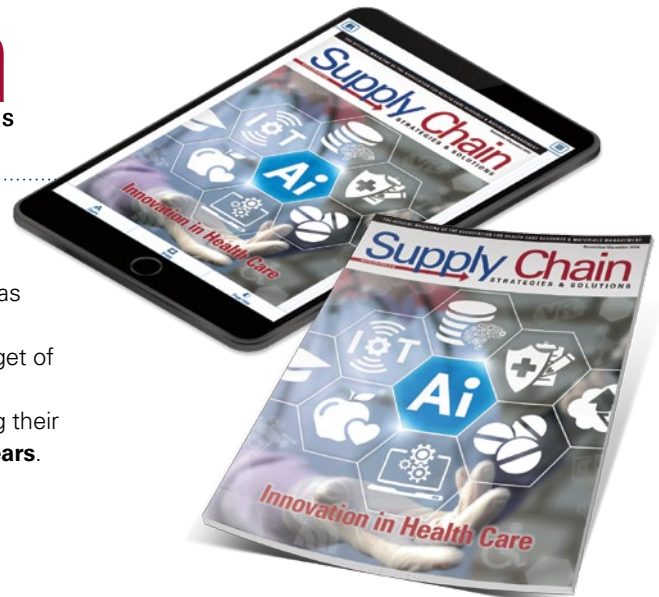
AHRMM's Reach:

We are proudly the leading professional association for health care supply chain providers and suppliers. Our official magazine is distributed every other month to more than **4,200+** AHRMM members to help keep them up to date on health care supply chain issues, best practices, case studies and the latest AHRMM news. Our members include:

- Vice presidents of supply chain
- Directors of supply chain
- Directors of materials management
- Chief financial and resource officers
- Supply chain managers
- Materials managers
- Contract administrators
- Military logisticians
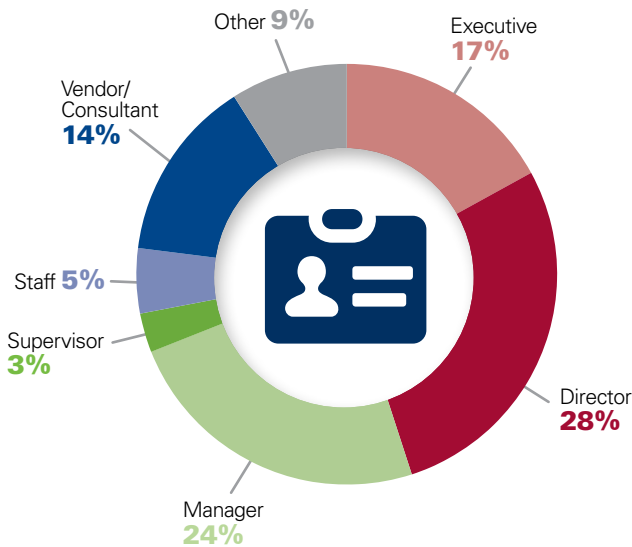- Operating room buyers

Where Do Our Members Work?

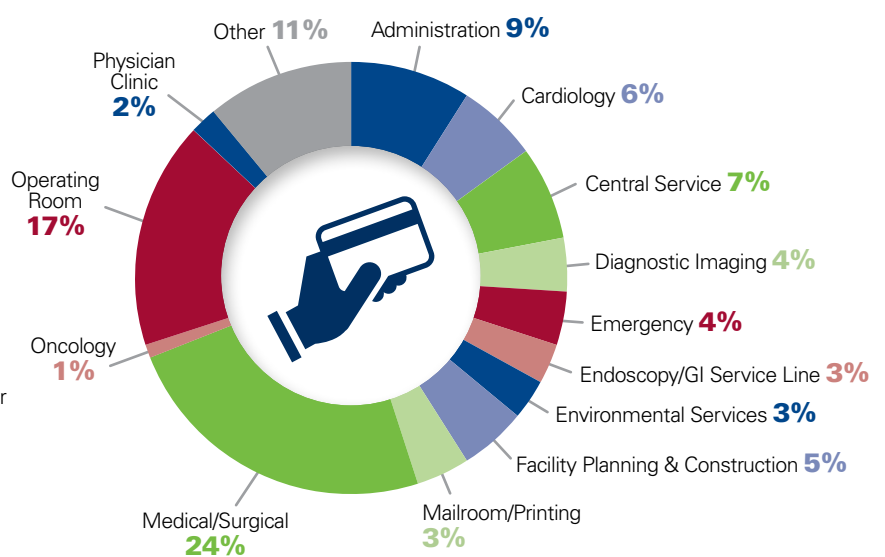Our members proudly serve health care organizations such as:

- Hospitals/medical centers
- Integrated delivery networks
- Group purchasing organizations
- Acute care facilities
- Consulting firms
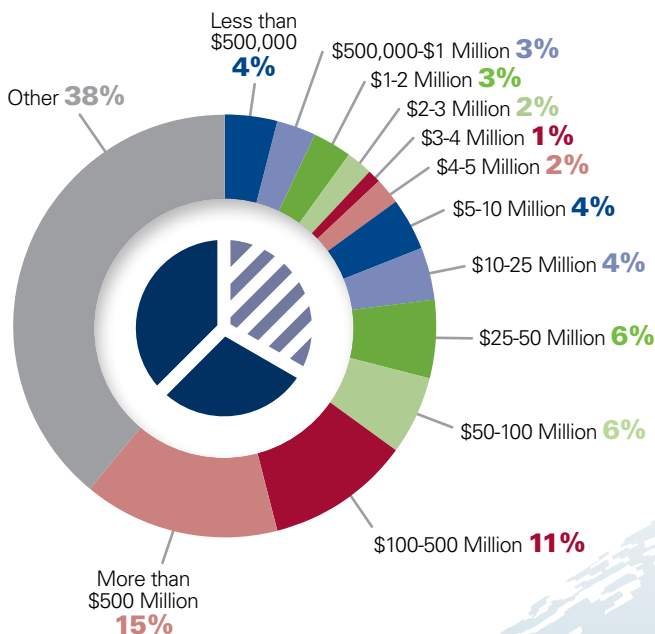- Military/VA/government organizations
- And more...

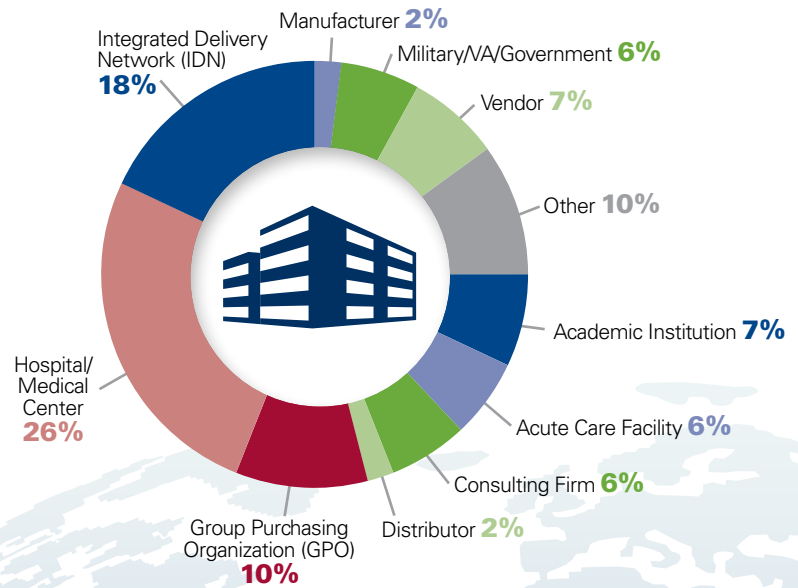**Grab the attention of our members who spend more than $100 billion per year on products and services.**

Audience Demographics

Member by Title

Other **9%**
Executive **17%**
Vendor/Consultant **14%**
Staff **5%**
Supervisor **3%**
Director **28%**
Manager **24%**

Areas of Buying Influence

Other **11%**
Administration **9%**
Physician Clinic **2%**
Cardiology **6%**
Central Service **7%**
Operating Room **17%**
Diagnostic Imaging **4%**
Emergency **4%**
Endoscopy/GI Service Line **3%**
Oncology **1%**
Environmental Services **3%**
Facility Planning & Construction **5%**
Medical/Surgical **24%**
Mailroom/Printing **3%**

Average Annual Purchasing Budget Breakdown

Less than $500,000 **4%**
$500,000-$1 Million **3%**
$1-2 Million **3%**
$2-3 Million **2%**
$3-4 Million **1%**
$4-5 Million **2%**
Other **38%**
$5-10 Million **4%**
$10-25 Million **4%**
$25-50 Million **6%**
$50-100 Million **6%**
$100-500 Million **11%**
More than $500 Million **15%**

Type of Institution

Integrated Delivery Network (IDN) **18%**
Manufacturer **2%**
Military/VA/Government **6%**
Vendor **7%**
Other **10%**
Hospital/Medical Center **26%**
Academic Institution **7%**
Acute Care Facility **6%**
Consulting Firm **6%**
Distributor **2%**
Group Purchasing Organization (GPO) **10%**

Source: AHRMM18 conference attendees

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Advertising Rates

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

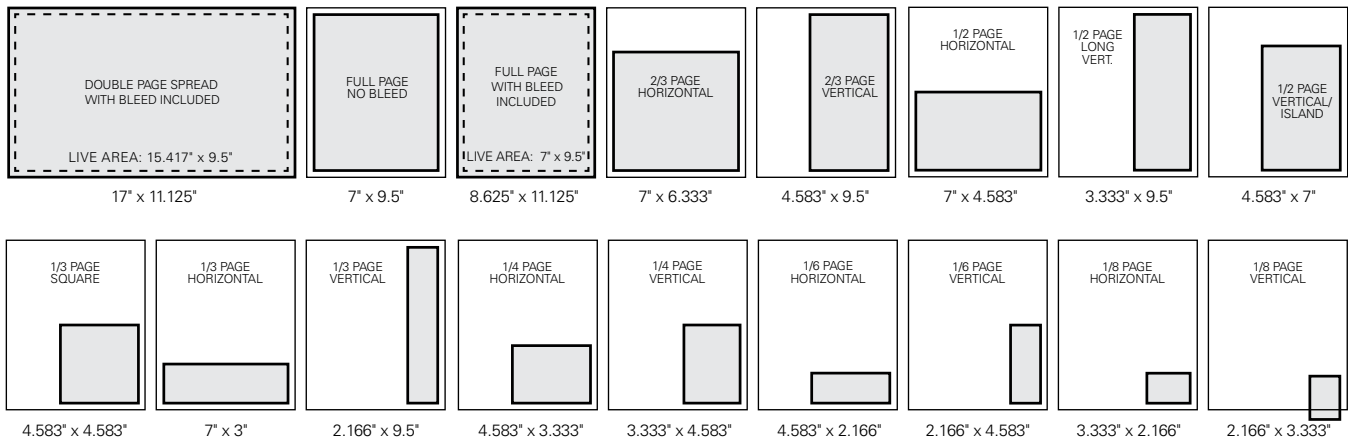Revisions and Proofs: $50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4-6x
Double Page Spread	$4,079.50	$3,879.50	$3,469.50
Outside Back Cover	$3,639.50	$3,499.50	$3,229.50
Inside Front or Inside Back Cover	$3,339.50	$3,199.50	$2,929.50
Full Page	$2,729.50	$2,589.50	$2,319.50
2/3 Page	$2,359.50	$2,239.50	$2,009.50
1/2-Page Island	$2,049.50	$1,949.50	$1,739.50
1/2 Page	$1,749.50	$1,659.50	$1,489.50
1/3 Page	$1,329.50	$1,259.50	$1,129.50
1/4 Page	$1,009.50	$959.50	$859.50
1/6 Page	$779.50	$739.50	$659.50
1/8 Page	$629.50	$599.50	$539.50

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

THE OFFICIAL MAGAZINE OF THE ASSOCIATION FOR HEALTH CARE RESOURCE & MATERIALS MANAGEMENT

Supply Chain
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November/December 2018

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Innovation in Health Care

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Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

DOUBLE PAGE SPREAD WITH BLEED INCLUDED — LIVE AREA: 15.417" x 9.5" — 17" x 11.125"	
FULL PAGE NO BLEED — 7" x 9.5"	
FULL PAGE WITH BLEED INCLUDED — LIVE AREA: 7" x 9.5" — 8.625" x 11.125"	
2/3 PAGE HORIZONTAL — 7" x 6.333"	
2/3 PAGE VERTICAL — 4.583" x 9.5"	
1/2 PAGE HORIZONTAL — 7" x 4.583"	
1/2 PAGE LONG VERT. — 3.333" x 9.5"	
1/2 PAGE VERTICAL/ISLAND — 4.583" x 7"	

1/3 PAGE SQUARE — 4.583" x 4.583"	
1/3 PAGE HORIZONTAL — 7" x 3"	
1/3 PAGE VERTICAL — 2.166" x 9.5"	
1/4 PAGE HORIZONTAL — 4.583" x 3.333"	
1/4 PAGE VERTICAL — 3.333" x 4.583"	
1/6 PAGE HORIZONTAL — 4.583" x 2.166"	
1/6 PAGE VERTICAL — 2.166" x 4.583"	
1/8 PAGE HORIZONTAL — 3.333" x 2.166"	
1/8 PAGE VERTICAL — 2.166" x 3.333"	

Note: Text placed outside the LIVE AREA within any full-page or DPS ads may be cut off. Please keep important elements 0.25" away from trim and center fold.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload". Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Digital Edition

For the latest online specs, please visit
www.naylor.com/onlinespecs

Specs for Outsert/Inserts

1 page / 1 surface: 8.375" x 10.875"
1 page / 2 Surface: 8.375" x 10.875"
2 Pg / 4 Surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal flysheets: 8.5" x 11"

Production Services, Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of $50. Revisions are rework for Naylor and are subject to a $50 surcharge.

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DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

Supply Chain Strategies & Solutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!

Mobile & Desktop Responsive HTML Reading View

❶ Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

❷ Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

❸ TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

❸ Top TOC Mobile Banner
❹ 2nd TOC Mobile Banner

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit **www.naylor.com/onlinespecs**

Display Ad Package 1 | $1,700
Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | $1,600
Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)
These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | $1,400
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $1,325
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | $1,000**
- **Medium Insert | $800**
- **Large Outsert | $900**
- **Medium Outsert | $700**

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2019 Editorial Calendar

Issue	Features & Editorial	AHRMM News	Space Reservation	Artwork Deadline
JAN/FEB	**Inventory Management** • Emergency Management • Data Standards • UDI • Inventory Management Automation • New Technologies	**AHRMM News** • 2019 Board Announcement • AHRMM19 Save the Date • AHRMM Scholarship Schedule • AHRMM Education	November 9, 2018	November 14, 2018
MARCH/ APRIL	**Sustainability** • Sustainable Procurement • Clinical Engagement • Corporate Social Responsibility • Population Health	**AHRMM News** • AHRMM19 Registration is Open • 2019 Board Election Schedule • AHRMM Fellow Program • AHRMM Education	February 6, 2019	February 8, 2019
MAY/JUNE	**Clinical Integration** • Non-Acute Care • Benchmarking • Physician Engagement • CQO • Sourcing	**AHRMM News** • AHRMM19 Preview • 2019 Board Election Schedule • AHRMM Education • AHRMM Clinical Integration Poster	April 2, 2019	April 4, 2019
JULY/AUG	**AHRMM19 Conference Issue** • Clinically Integrated Supply Chain • Logistics and Distribution • Professional Development • Strategic Planning • Strategic Sourcing • Health IT • UDI Adoption	**AHRMM News** • AHRMM19 Overview • 2019 Board Election Candidates • 2019 National Health Care Supply Chain Week • AHRMM Education	May 23, 2019	May 28, 2019
SEPT/OCT	**Leadership** • Cultivating Change • Succession Planning • Next Generation • Change Management	**AHRMM News** • AHRMM19 Recap & Sponsors • 2019 National Health Care Supply Chain Week • New AHRMM Fellows Recognition • AHRMM Education	July 2019	July 2019
NOV/DEC	**Technology** • Cybersecurity • Artificial Intelligence • Telemedicine • RFID Technologies • ERP Systems • Internet of Things	**AHRMM News** • 2019 Board Election Results • AHRMM Thanks Outgoing Board Members • AHRMM Education	September 2019	September 2019

To submit content for *Supply Chain Strategies & Solutions*, please contact managing editor, Whitney Critten at wcritten@aha.org