



AHRMM

Association for Healthcare
Resource & Materials Management

Advancing the Healthcare Supply Chain

A personal membership group of the
American Hospital Association

WWW.AHRMM.ORG

Association for Healthcare Resource & Materials Management

Media Guide

AHRMM

Supply Chain
STRATEGIES & SOLUTIONS

www.ahrmm.org

Supply Chain

www.ahrmm.org STRATEGIES & SOLUTIONS



AHRMM Advance

- Our members are a part of the healthcare supply chain industry that has annual purchasing budgets that **exceed \$100 billion**.
- 60% of AHRMM members report an annual purchasing budget of **more than \$10 million**.
- **More than 9 out of 10** of our 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 premier professional association for healthcare supply chain providers and suppliers. Our official magazine is distributed every other month to more than **4,500** AHRMM members to help keep them up to date on healthcare supply chain issues, best practices, case studies, and the latest AHRMM news. Our members include:

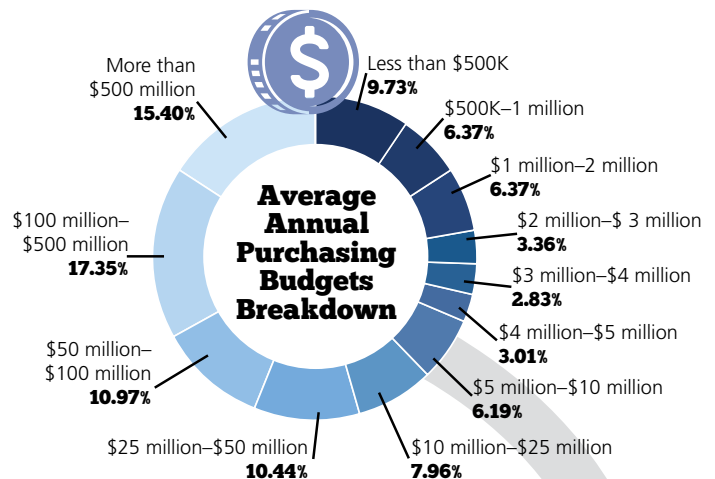
- Directors of Materials Management
- Purchasing Agents/Buyers
- Director of Purchasing and Supply Chain Management
- Clinical Resource Managers
- Capital Equipment Buyer
- Logistic Coordinators
- Manager of Corporate Purchasing
- Chief Financial Officers
- Executive Directors of Linen Services

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

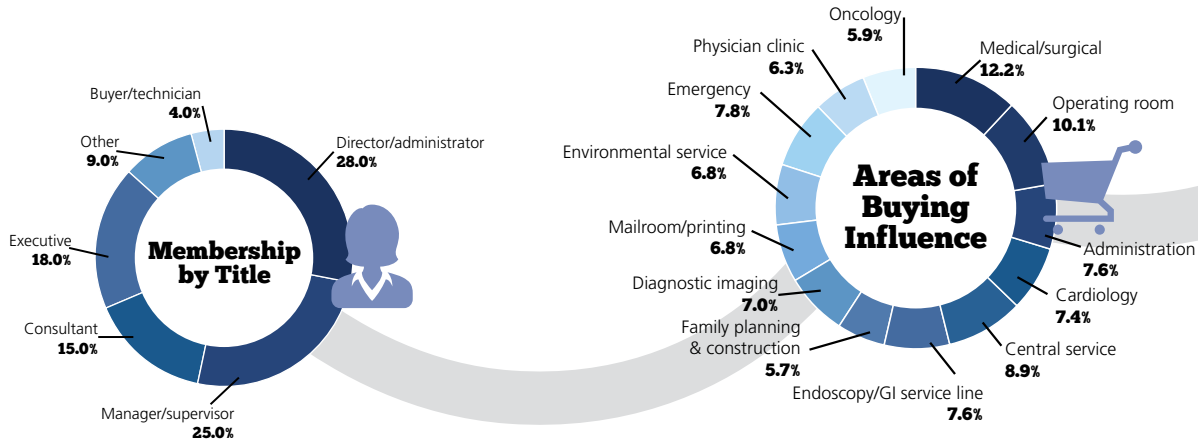
Where do our members work?

Our members proudly serve healthcare organizations such as:

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



AHRMM Member Demographics



Source: <http://www.ahrmm.org>

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.

Supply Chain

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Digital Edition

- www.naylornetwork.com/ahr-nxt

In addition to print, *Supply Chain Strategies & Solutions* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues, and click ads to be redirected to advertiser's websites. **Each issue is emailed to readers as well as posted on the AHRMM's website. An archive of issues is available, securing your ad a lasting online presence.**



Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers



Digital Edition w/ Toolbar | \$1,049.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. Your message will also be prominently displayed directly across from the cover of the magazine. Video capabilities available for MAX only.

Digital Skyscraper | \$1,399.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad "Jolt" Upgrade | \$199.50

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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.

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Anesthesia
- Architecture/Design
- Asset Management
- Associations
- Capital Equipment
- Cardiology
- Carpet and Flooring
- Clinical
- Construction
- Consulting
- Data Cleansing
- Distribution
- Environmentally Preferred Products
- Equipment Maintenance/Rental
- Facilities Management/Engineering
- Facilities Planning
- Financial Services
- Food/Nutrition
- Furniture
- Group Purchasing Organization
- Imaging
- Inventory Solutions
- IT/Software
- Laboratory
- Laundry/Linen
- Medical Device Reprocessing
- Medical/Surgical Products
- Office Supplies
- Orthopedics
- Outsourcing
- Pediatrics
- Printing/Mailroom
- Publications
- Purchasing
- Safety
- Safety Products
- Shelving/Storage
- Software
- Support Services
- Surgical Instrument Repair & Maintenance
- Surplus
- Textiles and Care
- Transportation
- Uniforms
- Other_____

_____Additional Index Categories X \$20.00 = \$_____

Initial:_____Date:_____

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with AHRMM and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of AHRMM.

ACC Med+Logistics
Akro-Mils
Alco Sales & Service Company
AUXILIO, Inc.
Bemis
Blue Bell Medical
BlueBin
Carstens, Inc.
Champion Manufacturing Inc.
CobbleStone Systems Corp
Contec, Inc.
Cook Medical
Data Leverage Group LLC
ECRI Institute
GHX
Healthline Solutions, Inc.
HealthTrust
Jump Technologies, Inc.
KMED Logistics
Letâ€™s Gel, Inc.
Med One Capital
Mobile Instrument Service & Repair
Nexera
OMG, LLC
Procured Health
Prodigo Solutions, Inc.
RD Plastics Company, Inc.
SmartScrubs, Inc.
Superior Uniform Group
Tru-D Smart UVC
VHA, Inc.
Xenex Disinfection Services