



AHRMM

Association for Healthcare
Resource & Materials Management

Advancing the Healthcare Supply Chain

A professional membership group of the
American Hospital Association

WWW.AHRMM.ORG

Association for Healthcare Resource & Materials Management

Media Guide

AHRMM

Supply Chain
STRATEGIES & SOLUTIONS

www.ahrm.org

2018 Editorial Calendar

			Space Reservation	Artwork Deadline
JAN/FEB	Focus: Clinically Driven Supply Chain <ul style="list-style-type: none"> The NEST Integrating clinical and supply chain data Managing new medical technology o Enterprise software <ul style="list-style-type: none"> Medical devices Evidence based outcomes 	AHRMM News <ul style="list-style-type: none"> 2018 Board Announcement AHRMM18 Save the Date AHRMM Scholarship Opportunities Population Health Case Study #1 	October 25, 2017	October 27, 2017
MARCH/APRIL	Focus: Population Health Management <ul style="list-style-type: none"> Social determinants of health Community engagement and outreach strategies for population health Supply chain's role in population health management 	AHRMM News <ul style="list-style-type: none"> AHRMM18 Registration is Open 2018 Board Election Schedule AHRMM Fellow Program Population Health Case Study #2 & #3 	December 26, 2017	December 28, 2017
MAY/JUNE	Focus: CQO KPIs & Benchmarking <ul style="list-style-type: none"> MSPB (Medical Spend per Beneficiary) CMI (Case mix index) Metrics supply chain should be measuring Data sources Data consistency Data standards Metrics that indicate clinical variation 	AHRMM News <ul style="list-style-type: none"> AHRMM18 Preview AHRMM Population Health Case Study #4 2018 Board Election Schedule 	March 7, 2018	March 9, 2018
JULY/AUG	Focus: AHRMM18 Conference Issue (Focus on Next Gen) <ul style="list-style-type: none"> On-campus outreach and networking strategies with student groups and young professionals How to effectively mentor the next generation Young healthcare supply chain professionals—what attracted you to the field? 	AHRMM News <ul style="list-style-type: none"> AHRMM18 Overview Highlight next gen pages, new career matrix 2018 Board Election Candidates Pop Health Case Study #5 2018 National Healthcare Supply Chain Week 	May 2, 2018	May 4, 2018
SEPT/OCT	Focus: Managing Beyond Medical/Surgical Supplies <ul style="list-style-type: none"> Strategic partnerships & collaborations w/providers Purchased Services MRO (maintenance repair and operations) Risk-based contracting 	AHRMM News <ul style="list-style-type: none"> AHRMM18 Recap & Sponsors 2018 National Healthcare Supply Chain Week New AHRMM Fellows Recognition AHRMM Population Health Case #5 	July 8, 2018	July 10, 2018
NOV/DEC	Focus: Innovation in Healthcare <ul style="list-style-type: none"> Disruptive technology <ul style="list-style-type: none"> Block Chain MedSave.com Telehealth Consumerism in US Healthcare 	AHRMM News <ul style="list-style-type: none"> Disruptive technology <ul style="list-style-type: none"> Block chain Telehealth Consumerism in U.S. healthcare 	September 3, 2018	September 5, 2018

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AHRMM Advance

- Our members are a part of the healthcare supply chain field 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** 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 **4,300** 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:

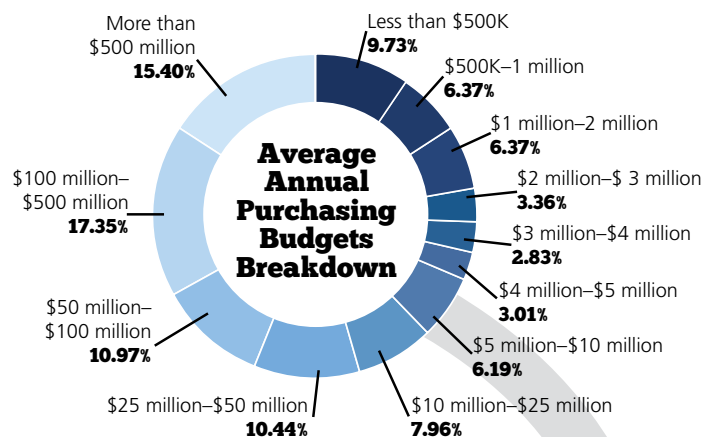
- Directors of Materials Management
- Purchasing Agents/Buyers
- Director of Purchasing and Supply Chain Management
- Clinical Resource Managers
- Capital Equipment Buyer
- Logistic Coordinators
- Manager of Corporate Purchasing
- Chief Financial Officers
- Executive Directors of Linen Services

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

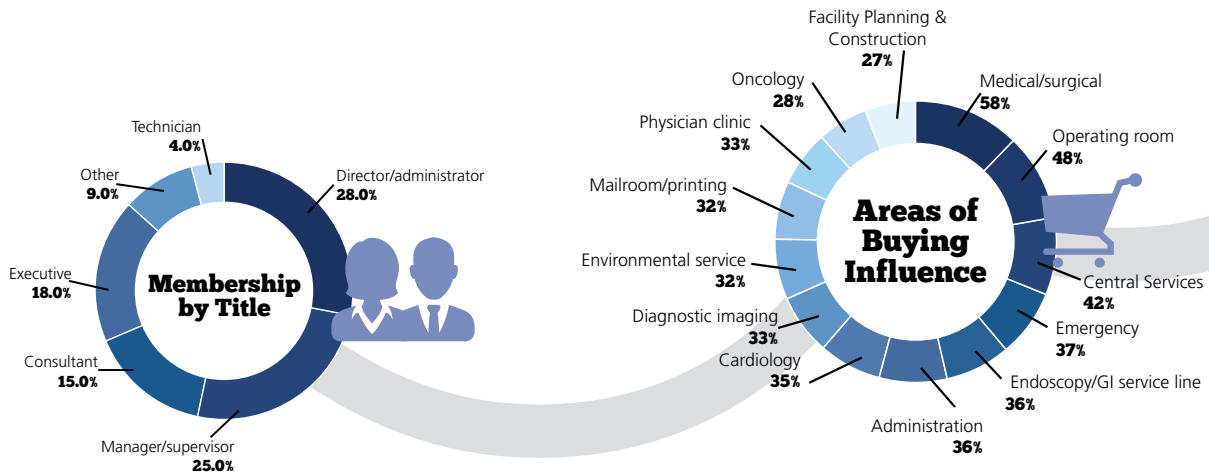
Where do our members work?

Our members proudly server 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.

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Digital Edition

- www.naylor.com/ahr-nxt

In addition to print, *Supply Chain Strategies & Solutions* is available online. 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 Leaderboard | \$1,150.00

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

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.

Digital Edition Sponsorship w/Toolbar | \$1,049.50

Your company name is a button on the toolbar, found in the top-left 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.

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.

For more information, visit www.naylor.com/onlinespecs

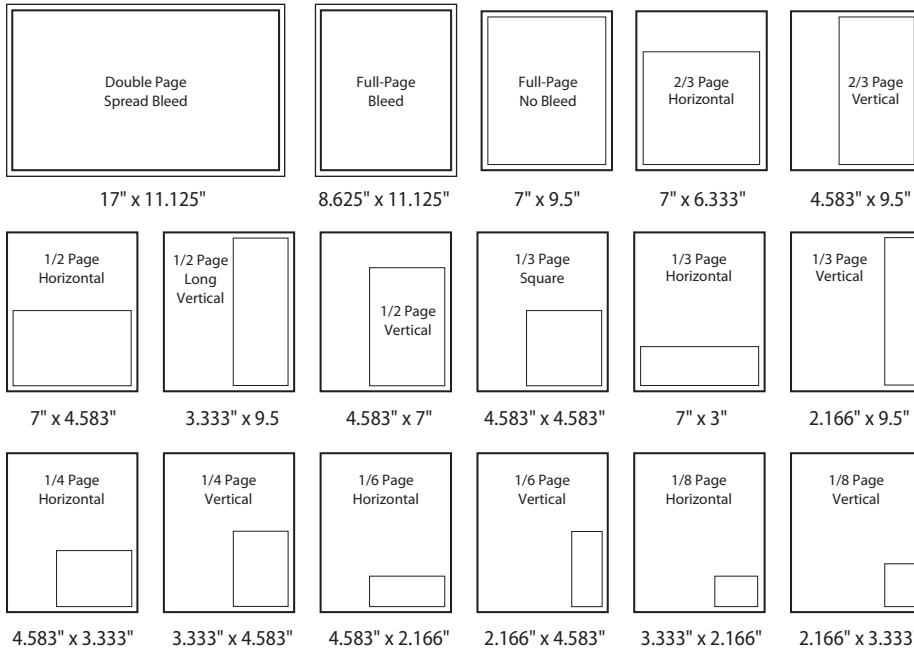
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AHRMM Supply Chain Strategies & Solutions

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Artwork Requirements

All digital color and greyscale 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 greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied 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.

Proofs and Revisions

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.

Specs for Outsert/Inserts

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

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Sponsorship (Max)

- 550 x 480 pixels (543 x 705 pixels); minimum resolution is 300 dpi
- JPG, SWF, FLV or MP4 (no videos accepted in Sponsorship Max)

Toolbar

- 250 x 50 pixels
- Creative accepted: JPG
- Max file size 100KB
- 100-200 words recommended for expandable text box

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`

Digital Edition Skyscraper

- 200 x 783 pixels; minimum resolution is 300 dpi
- JPG, SWF, no movie types.

Digital Edition Belly Band

- 603 x 324 pixels per surface; minimum resolution is 300 dpi
- JPG, or SWF
- * Movies will be placed on top of a static image (no animation) with a maximum size of 300 x 300 pixels.

- Font size no smaller than 18pt (12pt for Skyscraper)
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is 15 seconds (including up to 3 loops); A stop action is needed at the end of the animation

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

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.

AdvNa
ACC Med+Logistics
Akro-Mils
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**Association of periOperative
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Prodigo Solutions, Inc.
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Sizewise
Supermax, Inc.
Trinity Sterile, Inc.
Tronex Healthcare
Tru-D Smart UVC
Vantage Point Logistics, Inc.
Xenex Disinfection Services