



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

Supply Chain

www.ahrmm.org STRATEGIES & SOLUTIONS



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:

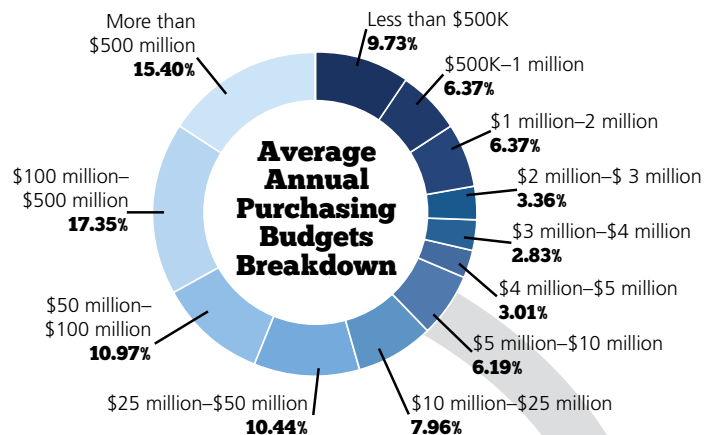
- Directors of Materials Management
- Purchasing Agents/Buyers
- Director of Purchasing and Supply Chain Management
- Clinical Resource Managers
- Capital Equipment Buyer
- Logistic Coordinators
- Manager of Corporate Purchasing
- Chief Financial Officers
- Executive Directors of Linen Services

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

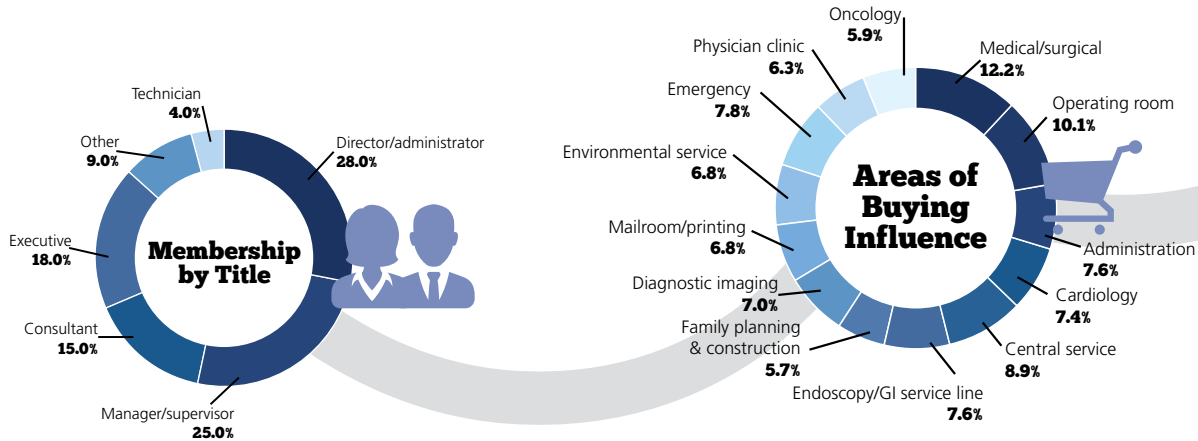
Where do our members work?

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.

Supply Chain

www.ahrmm.org STRATEGIES & SOLUTIONS

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 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.

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.

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

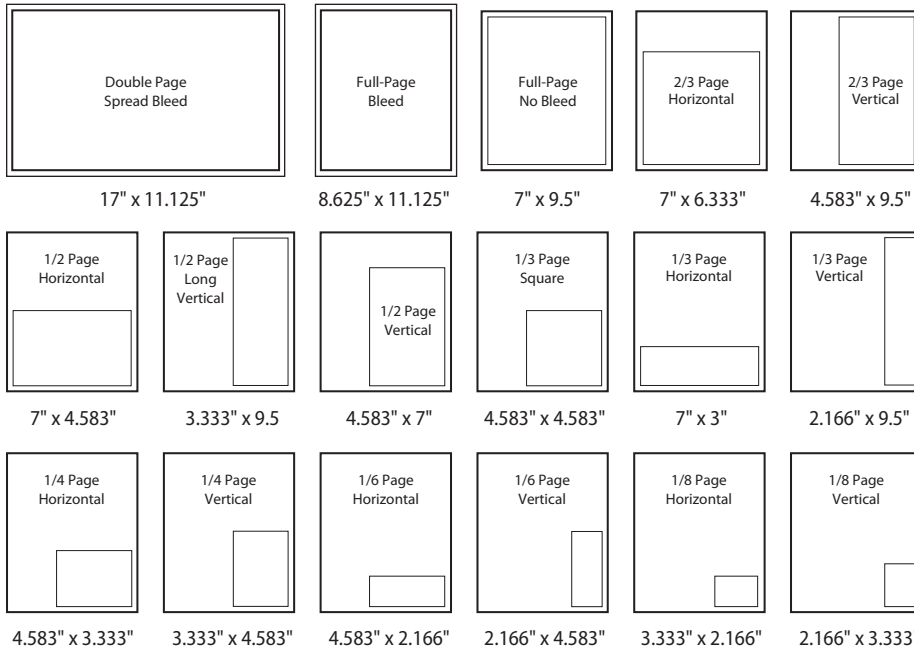
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AHRMM Supply Chain Strategies & Solutions

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:_____

AHRMM Supply Chain Strategies & Solutions

Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *Supply Chain Strategies & Solutions* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around *Supply Chain Strategies & Solutions* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates*

Surfaces	Print Distribution Only	Print & Digital Distribution
Belly Band	☐\$4,999.50	☐\$5,699.50
1-Page (2 surfaces)	☐\$2,499.50	☐\$2,649.50
2-Page (4 surfaces)**	☐\$3,189.50	☐\$3,489.50
Postcard	☐\$2,499.50	☐\$2,649.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by advertiser.

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

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.

Advertiser Information

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign, scan and email/fax to:



Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

1. Select from the following options:

- Digital Edition Skyscraper | \$1,399.50
- Digital Edition Sponsorship w/ Toolbar | \$1,049.50
- Ad "Jolt" Upgrade | \$199.50

All rates are per insertion. Invoices are issued upon publication.

2. Choose the issue(s) in which you would like your ad to run:

- March/April (AHR-S0218)
- May/June (AHR-S0318)
- July/August (AHR-S0418)
- September/October (AHR-S0518)
- November/December (AHR-S0618)



3. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

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Advertiser Information

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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Please sign, scan and email/fax to:



Product Showcase - FREE to all 4-6x advertisers!

Do you have a product you would like to highlight to our members? Use our Product Showcase to advertise products in the market. Your advertisement includes a product picture or logo, 50 word description and contact information. Tell your customers about your product and the solutions it offers for their company. To participate, fill out the form below and return to your Naylor account executive today. Space is limited, so reserve your spot today!



SAMPLE
Not to scale

1. Select the following option:

- 1/6-page vertical Product Showcase, full-color: \$499.50

2. Choose the issue(s) in which you would like your ad to run:

- March/April (AHR-S0218)
- May/June (AHR-S0318)
- July/August (AHR-S0418)
- September/October (AHR-S0518)
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Advertiser Information

Company Name: _____

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Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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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
Alco Sales & Service Company
American Green Technology, Inc.
Ansell Healthcare, LLC.
**Association of periOperative
Registered Nurses
(AORN)**
Becton Dickinson
**Blockhouse Contract Furniture
Company**
Blue Bell Medical
Boston Scientific
Capital Medical Resources, LLC.
Champion Manufacturing Inc.
CobbleStone Systems Corp
Code Bellew Healthcare Recruiters
Contec Inc
Cook Medical
Curvo Labs
Data Leverage Group, LLC.
ECRI Institute
Editorial Advertisement
GP Pro I Georgia-Pacific, LLC.
Greenhealth Exchange
Greenlight Medical
HEALTHCARE IQ

Healthline Solutions, Inc.
HealthTrust
CCBBA
**Innovative Sterilization
Technologies, LLC.**
IntelliCentrics
Jump Technologies, Inc.
Management Health Solutions
Medpricer
Mobile Instrument Service & Repair
OC Reilly, Inc.
Olympus America, Inc.
OMG, LLC.
ParkMed, Inc.
PartsSource
Procured Health
Prodigo Solutions, Inc.
RD Plastics Company, inc.
Ron Denton & Associates
SCA Tork
Sizewise
Supermax, Inc.
Trinity Sterile, Inc.
Tronex Healthcare
Tru-D Smart UVC
Vantage Point Logistics, Inc.
Xenex Disinfection Services

Advertorial Opportunity

Advertorial ads are paid advertising messages that allow you to include a full-color image and your complete contact information along with text on a subject of interest to AHRMM readers. Your advertorial will be placed next to your ad to draw attention to your company's products and services. Space is limited. AHRMM will have final approval of text in the advertorial and reserves the right to reject or request changes to any content that does not meet AHRMM standards. It is required that there be clear identification that the content is a paid advertisement. These options are only available in the print issues of *Supply Chain Strategies & Solutions*.

1. Select from the following options:

- \$4,379.50** | Double Page Spread Advertorial
- \$2,929.50** | Full Page Advertorial

2. Choose the issue(s) in which you would like your ad to run:

- March/April (AHR-S0218)
- May/June (AHR-S0318)
- July/August (AHR-S0418)
- September/October (AHR-S0518)
- November/December (AHR-S0618)

3. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

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Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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Payment Authorization Signature: X _____ Date: _____

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Supply Chain **2018 Editorial Calendar**

www.ahrmm.org STRATEGIES & SOLUTIONS

JAN/FEB

FOCUS: Clinically Driven Supply Chain

- The NEST
- Integrating clinical and supply chain data
- Managing new medical technology or Enterprise software
 - Medical devices
- Evidence based outcomes

AHRMM News

- 2018 Board Announcement
- AHRMM18 Save the Date
- AHRMM Scholarship Opportunities
- Population Health Case Study #1

MARCH/APRIL

FOCUS: Population Health Management

- Social determinants of health
- Community engagement and outreach strategies for population health
- Supply chain's role in population health management

AHRMM News

- AHRMM18 Registration is Open
- 2018 Board Election Schedule
- AHRMM Fellow Program
- Population Health Case Study #2 & #3

MAY/JUNE

FOCUS: CQO KPIs & Benchmarking

- 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

- AHRMM18 Preview
- AHRMM Population Health Case Study #4
- 2018 Board Election Schedule

JULY/AUG

FOCUS: AHRMM18 Conference Issue (Focus on Next Gen)

- 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

- AHRMM18 Overview
- Highlight next gen pages, new career matrix
- 2018 Board Election Candidates
- Pop Health Case Study #5
- 2018 National Healthcare Supply Chain Week

SEPT/OCT

FOCUS: Managing Beyond Medical/Surgical Supplies

- Strategic partnerships & collaborations w/providers
- Purchased Services
- MRO (maintenance repair and operations)
- Risk-based contracting

AHRMM News

- AHRMM18 Recap & Sponsors
- 2018 National Healthcare Supply Chain Week
- New AHRMM Fellows Recognition
- AHRMM Population Health Case #5

NOV/DEC

FOCUS: Innovation in Healthcare

- Disruptive technology
 - Block Chain
- MedSave.com
- Telehealth
- Consumerism in US Healthcare

AHRMM News

- Disruptive technology
 - Block chain
- Telehealth
- Consumerism in U.S. healthcare