



## MEDIA KIT



**Partner your brand with more than 100 hospitals in Colorado!**

***Desk Directory  
CHA Online Directory & Buyers' Guide***

[www.cha.com](http://www.cha.com)

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

## Colorado Hospital Association

### About CHA

- Our members are responsible for **more than 9 million outpatient visits annually**, including surgeries, home health care, and emergency department visits.
- Our resources are read and visited by the **key decision-makers**, such as:
  - Chief Executive Officers
  - Chief Medical Officers
  - Chief Operating Officers
  - Senior-Level Health Care Executives
- Hospital revenue in the U.S. is growing and is predicted to reach **\$1.1 trillion** over the next five years.\*

### Who We Are

When you participate in any CHA communications, your message reaches **more than 100 hospitals and health systems throughout Colorado**, including:

- Private
- Government-operated
- Metropolitan
- Rural
- Investor-owned
- Non-profit

Stay top of mind year-round with  
**CHA! Contact your Naylor  
representative today.**

\*Source: IBISWorld Industry Report # 62211



**Desk Directory**  
[naylornetwork.com/cha-nxt](http://naylornetwork.com/cha-nxt)

**CHA Online Directory  
& Buyers' Guide**  
[cha.officialbuyersguide.net](http://cha.officialbuyersguide.net)



To learn more about CHA,  
visit [www.cha.com](http://www.cha.com).

# Colorado Hospital Industry

**Colorado hospitals directly account for \$13.8 billion of Gross State Product, a measure of total economic output statewide.**



**Colorado hospitals contribute about \$19 billion to Colorado's economy each year, representing 4.2 % of the state's economic output.**

**In recent years, hospitals in the state added more than 4,900 jobs.**

**The Colorado hospital association represents more than 100 hospitals and health systems across Colorado, and virtually every acute care/general hospital in the state.**

**Hospitals are the 7th-largest employing industry in Colorado.**

**Combining leading-edge technology and a highly skilled workforce, Colorado hospitals provide care for more than 9 million patient visits each year.**

**Colorado's hospitals employ more than 75,000 workers, representing \$5.3 billion in payroll and benefits.**

**Contact your Naylor representative today to find out how you can reach this influential group.**

# CHA Online Directory & Buyers' Guide

## The CHA Online Directory & Buyers' Guide – [www.cha.officialbuyersguide.net](http://www.cha.officialbuyersguide.net)

The *Online Directory & Buyers' Guides* a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, the *Online Directory & Buyers' Guide* makes it easy to locate products and professional services geared to Colorado's hospital industry.

### A Reference at Your Fingertips:

- Cross-promoted in other CHA communication pieces
- Optimized to drive traffic from search engines and the CHA home page
- Efficient browsing with fewer clicks
- Users can set the *Online Directory & Buyers' Guide* as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

The purchase of any CHA Online Directory & Buyers' Guide display ad comes with a **COMPLIMENTARY Spotlight Listing** – a \$200 value!



### Home Page Rectangles (300 x 250 pixels)

12 months | \$750

The Home Page Rectangles are placed and sized to catch attention and are located in the right column of the home page. There are two spaces with a maximum of four advertisers rotating through both positions.

### Category Page Rectangles (300 x 250 pixels)

12 months | \$500

Category Page Rectangles appear in the right column of the category(ies) of your choice, ensuring your message impacts those in the market for your specific products and services. Exclusive per category.

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](http://www.naylor.com/onlinespecs)

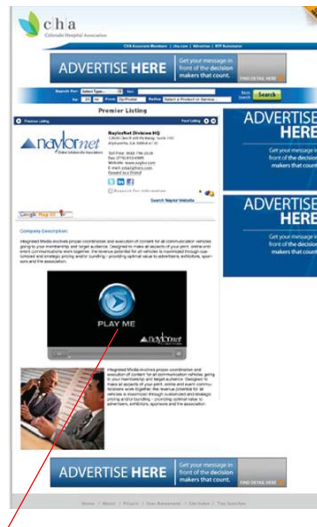
# CHA Online Directory & Buyers' Guide

## Spotlight Listing Package | \$200

Spotlight Listings are designed to offer heightened visibility within the *Online Directory & Buyers' Guide*. Spotlight Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Spotlight Listings contain all basic information, plus extended features below. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

### Spotlight Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- **Google site search:** to search your website from your Spotlight Listing
- **Request for information:** a contact form to reach a representative from your business



## Video Upgrade

Bring your Spotlight Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

**Upgrade | \$400**

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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.

# CHA Online Directory & Buyers' Guide

## Spotlight Listings versus Basic Listings



### Spotlight Listing includes:

- **Premium Placement Above Basic Listings**
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
  - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
  - Includes five categories of your choice
  - Additional categories available for \$50 each
- **Extended Company Profile**
- **Full-Color Product/Service Image**
- **Extended Product/Service Description**
- **Google™ Map It!**
- **Google™ Site Search**
- **Request for Information Feature**

### Upgrade Opportunities:

- **Category sponsorship**
- **Add a video to your listing**



### Basic Listing includes:

- Company Name
- Company Contact
  - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
  - Limited to one category
  - Assigned by association

# CHA Online Directory & Buyers' Guide

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## Spotlight Listing Categories

Our *Online Directory & Buyers' Guide* allows visitors to locate your business quickly and easily. Your Spotlight Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Spotlight Listing, and additional categories are only \$50 each.

- |   |   |
|---|---|
| <input type="checkbox"/> Accounting Services / CPAs                   | <input type="checkbox"/> Hospitals                          |
| <input type="checkbox"/> Accounts Receivable Management / Collections | <input type="checkbox"/> Intervention Services              |
| <input type="checkbox"/> Agencies                                     | <input type="checkbox"/> Interpreting & Translation         |
| <input type="checkbox"/> Ambulance Services                           | <input type="checkbox"/> Insurance                          |
| <input type="checkbox"/> Anesthesia Management                        | <input type="checkbox"/> Interior Design                    |
| <input type="checkbox"/> Apparel                                      | <input type="checkbox"/> Janitorial Services                |
| <input type="checkbox"/> Appraisals                                   | <input type="checkbox"/> Lab Services & Testing             |
| <input type="checkbox"/> Architectural Services                       | <input type="checkbox"/> Language Interpreting Services     |
| <input type="checkbox"/> Attorneys                                    | <input type="checkbox"/> Leasing Services                   |
| <input type="checkbox"/> Background Check                             | <input type="checkbox"/> Long-Term Care Consultants         |
| <input type="checkbox"/> Behavioral Health Services                   | <input type="checkbox"/> Management Services                |
| <input type="checkbox"/> Blood Products                               | <input type="checkbox"/> Mechanical Contractors             |
| <input type="checkbox"/> Billing Software & Services                  | <input type="checkbox"/> Medical Equipment & Supplies       |
| <input type="checkbox"/> Business Services                            | <input type="checkbox"/> Medical Imaging Services           |
| <input type="checkbox"/> Communications                               | <input type="checkbox"/> Medical Office Buildings           |
| <input type="checkbox"/> Computer Hardware/Software                   | <input type="checkbox"/> Medical Practice Group             |
| <input type="checkbox"/> Construction Management                      | <input type="checkbox"/> Mental Health Services             |
| <input type="checkbox"/> Consultants                                  | <input type="checkbox"/> Organ & Tissue Donation            |
| <input type="checkbox"/> Corporate Trusts                             | <input type="checkbox"/> Parking Services                   |
| <input type="checkbox"/> Design/Build Contractors                     | <input type="checkbox"/> Patient Advocates                  |
| <input type="checkbox"/> Document Management                          | <input type="checkbox"/> Patient Messaging Solutions        |
| <input type="checkbox"/> Donor Services                               | <input type="checkbox"/> Pharmaceutical                     |
| <input type="checkbox"/> Education                                    | <input type="checkbox"/> Portable & Mobile Air Conditioning |
| <input type="checkbox"/> Electrical Contractors                       | <input type="checkbox"/> Psychiatric Consulting             |
| <input type="checkbox"/> Emergency Medical Services                   | <input type="checkbox"/> Quality/Process Improvement        |
| <input type="checkbox"/> Emergency Physician Services                 | <input type="checkbox"/> Radiologists                       |
| <input type="checkbox"/> Employee Benefits                            | <input type="checkbox"/> Real Estate                        |
| <input type="checkbox"/> Energy Management                            | <input type="checkbox"/> Real Estate Services               |
| <input type="checkbox"/> Environmental Services                       | <input type="checkbox"/> Recruitment/Staffing Services      |
| <input type="checkbox"/> Facility Equipment/Furnishings               | <input type="checkbox"/> Rehabilitation                     |
| <input type="checkbox"/> Facility Management                          | <input type="checkbox"/> Rehabilitation Programs            |
| <input type="checkbox"/> Facility Services                            | <input type="checkbox"/> Relocation Services                |
| <input type="checkbox"/> Financial Services                           | <input type="checkbox"/> Respiratory Services               |
| <input type="checkbox"/> Flooring                                     | <input type="checkbox"/> Satellite Systems & Repair         |
| <input type="checkbox"/> Food Services                                | <input type="checkbox"/> Security Products & Services       |
| <input type="checkbox"/> General Contractors                          | <input type="checkbox"/> Signage                            |
| <input type="checkbox"/> Generators                                   | <input type="checkbox"/> Storage Solutions                  |
| <input type="checkbox"/> Health Care Information                      | <input type="checkbox"/> Tourism                            |
| <input type="checkbox"/> Health Care Planning                         | <input type="checkbox"/> Transcription Services             |
| <input type="checkbox"/> Health Care Risk Management                  | <input type="checkbox"/> Transportation                     |
| <input type="checkbox"/> Heating, Ventilation & Air Conditioning      | <input type="checkbox"/> Voice & Data Solutions             |
| <input type="checkbox"/> Hospice Services                             | <input type="checkbox"/> Waste Services                     |

*Five free categories with any Spotlight Listing. Additional listings are \$50 each. No limit.*

\_\_\_\_\_ Additional Categories X \$50 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# CHA Online Directory & Buyers' Guide

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## Spotlight Listing Checklist

Below is a checklist of all elements required in order to process your Spotlight Listing.

**Full-Color Company Logo**

The size of your logo should be 240 pixels wide x 120 pixels high and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

**Company Contacts—Up To Five**

Please include **job title, phone number and email address**. *All email addresses will be hyperlinked and active.*

**Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

**Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

**Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Spotlight Listing. *Additional category listings can be purchased for \$50 each.*

**Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

Once we receive all elements of your Spotlight Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.