



Kansas Hospital Association

Target KHA members who spend more than \$3 billion annually on products and services.

The Association Advantage

- KHA members include **100 percent of the hospitals in Kansas.**
- The Kansas health sector is a **powerful economic force** as the **seventh largest producer of total income and sales in the state.**
- Kansas hospitals **employ 65,342 people or 3.6 percent of all job holders in the state,** with a total payroll of approximately \$3.4 billion.

Celebrating 100 years of improving hospital care

For 100 years we have been the voice for community-based hospitals by meeting member needs for advocacy and service. Over the years, the Association has provided its membership with opportunities to share information, receive continuing education and develop approaches to legislative and regulatory reforms. KHA is a voluntary non-profit organization that serves as the lead organization in a group of companies and affiliates that provide a wide array of services to the hospitals of Kansas and the Midwest region.

Member Profile

Representing **100 percent of the hospitals in Kansas,** our members include community hospitals, health care organizations, state institution, health insurance companies and associate members that represent health care vendors and service providers. All senior executives at these organizations will receive our membership directory.

For more information, please contact:

Jennifer Canady
Account Executive | Naylor, LLC
(800) 369-6220 xt. 3453 | Direct Line (352) 333-3453
Fax (352) 331-3525
jcanady@naylor.com



Connecting you with Kansas Hospital Association members throughout the year.

Membership Directory

PRINT EDITION

A 5.75" x 8.5", spiral-bound, full-color resource guide with die-cut tabs for easy reference. The annual *Membership Directory* is a comprehensive resource for KHA members. It includes contact information for all members and their administrative staffs and serves as a networking tool throughout the year.



Advertising with KHA

Put the power of the association behind your company: We ensure that only qualified, trusted product and service suppliers are featured within our publications and online resources.

Your advertising investment is an investment in your future: We know you have a choice when allocating your marketing dollars—your advertising investment allows KHA to continue our efforts to strengthen the Kansas hospital community, advocate and provide services for our members, and create more opportunities for the market to grow.

Members understand the importance of doing business with the vendors that support their association.

To learn more about
Kansas Hospital Association, visit:

www.kha-net.org



Tom Bell
President and CEO

Dear Colleagues:

The Kansas Hospital Association is pleased to announce that we have chosen to work with Naylor, LLC as our partner for our 2010 *KHA Membership Directory*. We are confident that working with Naylor will significantly increase the benefits that the *KHA Membership Directory* provides to our members.

Your partnership with the Kansas Hospital Association will provide assurance to the consumers who use, specify and buy your products and services that you will continue to provide quality products and services for the foreseeable future. Make sure you are promoting your company to major purchasers. KHA members are key decision-makers that control operating budgets and approve purchases on behalf of Kansas hospitals and health care providers.

KHA is proud to offer premier advertising opportunities in the official *KHA Membership Directory*. This directory is a valuable outlet for the association to provide reference and networking information for Kansas hospitals and other health care providers throughout the year.

For 40 years, Naylor has been North America's leading media and events partner for associations. We are confident that Naylor will provide us with a publication of the highest quality for our members. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to promote your products and services to the decision-makers in Kansas hospitals.

On behalf of KHA, I would like to thank you in advance for your advertising support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Bell', is written over a thin horizontal line.

Tom Bell
President and CEO

KHA Membership Directory – print edition



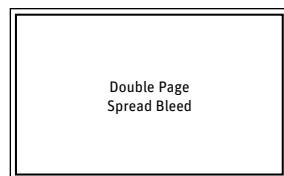
Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

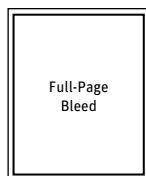
Ad Size	Full-Color	Black-and-White
Double-Page Spread	\$3,274.50	\$2,449.50
Outside Back Cover	\$2,924.50	Not Available
Inside Front or Inside Back Cover	\$2,724.50	Nor Available
Full Page	\$2,224.50	\$1,399.50
2/3 Page	\$2,034.50	\$1,209.50
1/2 Page	\$1,714.50	\$889.50
1/3 Page	\$1,494.50	\$669.50
1/4 Page	\$1,344.50	\$519.50
1/6 Page	\$1,224.50	\$399.50
1/8 Page	\$1,134.50	\$309.50

Print Advertising Specifications

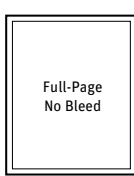
Roster Trim Size: 5.75" x 8.5"



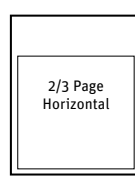
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6" x 8.75"



5" x 7.5"

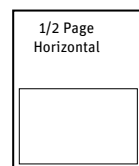


5" x 4.916"

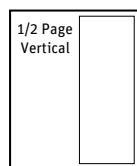
Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

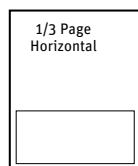
Full Page Live Area: 5" x 7.5"



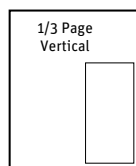
5" x 3.666"



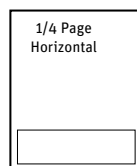
2.333" x 7.5"



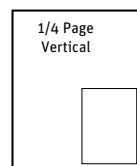
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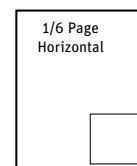
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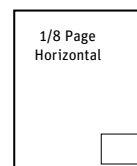
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

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 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 Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

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.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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).

