



Kansas Hospital Association

Reach nearly 100% percent of the community hospitals in Kansas.

The KHA Advantage

- Kansas Hospital Association (KHA) members **spend more than \$3 billion annually** on products and services.
- The directory is mailed to nearly **100%** of community hospitals in Kansas.
- KHA's members are **active participants** who include **CEOs, Presidents, Administrators, Directors and all C-Suite Staff.**

Our Members

Representing **100% of the industry in Kansas**, our members include:

- Community Hospitals
- Health Insurance Companies
- Health Care Organizations
- Health Care Vendors and Service Providers.
- Health Care Systems
- Health Care Networks

Who We Are

For more than 100 years we have been the voice for community-based hospitals by meeting member needs for advocacy and service. Over the years, KHA 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.

Show your support for the Kansas Hospital Association,
and reach a **\$3 billion dollar buying power.**
Advertise in our publication today!

For more information, please contact:

Paige Murphy
Project Leader | Naylor, LLC
Ph: (770) 576-4979
Fax (770) 810-6995
pmurphy@naylor.com



Connecting you with
Kansas Hospital Association
members throughout the year.

2012 Kansas Hospital Association Membership Directory



The annual membership directory connects KHA members with the product and service providers they need. The popular networking tool and purchasing guide is used throughout the year by members.

Advertising with KHA

Don't dilute your company's marketing investment by advertising in markets you don't serve!

The *2012 Kansas Hospital Association Membership Directory* is a comprehensive resource for our members. It includes contact information for all members and their administrative staffs. The membership directory is **received by member CEOs, Presidents, Administrators, Directors, as well as all C-Suite Staff.**

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

KHA Membership Directory – print edition

Net Advertising Rates

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

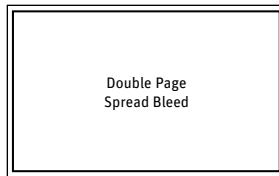
Ad Size	Full-Color	Black-and-White
Double-Page Spread	\$3,444.50	\$2,569.50
Outside Back Cover	\$3,044.50	Not Available
Inside Front or Inside Back Cover	\$2,844.50	Not Available
Full Page	\$2,344.50	\$1,469.50
2/3 Page	\$2,144.50	\$1,269.50
1/2 Page	\$1,804.50	\$929.50
1/3 Page	\$1,594.50	\$719.50
1/4 Page	\$1,434.50	\$559.50
1/6 Page	\$1,304.50	\$429.50
1/8 Page	\$1,204.50	\$329.50

Premier Position - Special Opportunity: Full-Color Tab Position: \$1,989.50

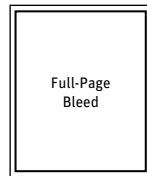
*All advertisers who purchase a 1/4-page display ad or larger will receive a complimentary basic listing in our Buyers Guide Section.

Print Advertising Specifications

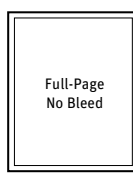
Roster Trim Size: 5.75" x 8.5"



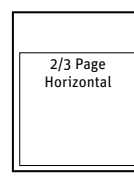
11.75" x 8.75"



6" x 8.75"



5" x 7.5"

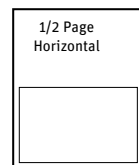


5" x 4.916"

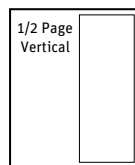
Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

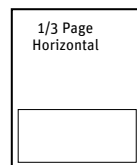
Full Page Live Area: 5" x 7.5"



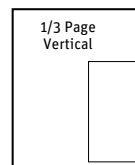
5" x 3.666"



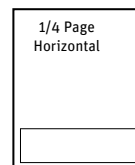
2.333" x 7.5"



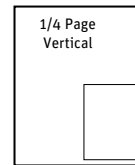
5" x 2.333"



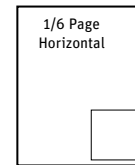
2.333" x 4.916"



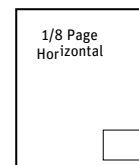
5" x 1.666"



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 grayscale 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 grayscale 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 website 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). (KHA-R0012)

KHA Membership Directory – print edition

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.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Access Control Locks | <input type="checkbox"/> Electrotherapy Equipment | <input type="checkbox"/> Nurse Call Systems |
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Emergency Response Systems | <input type="checkbox"/> Nursing Care Services |
| <input type="checkbox"/> Accreditation | <input type="checkbox"/> Enriched Housing | <input type="checkbox"/> Nutritional Services |
| <input type="checkbox"/> Activity Coordinators/Consultants | <input type="checkbox"/> Financing | <input type="checkbox"/> Obese Patient Aids |
| <input type="checkbox"/> Adult Home Services | <input type="checkbox"/> Fitness Equipment | <input type="checkbox"/> Outreach |
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Flooring | <input type="checkbox"/> Patient Aid Products Personal Care |
| <input type="checkbox"/> Air Purification Systems | <input type="checkbox"/> Food Services | <input type="checkbox"/> Pest Management |
| <input type="checkbox"/> Alzheimer's Special Care Units | <input type="checkbox"/> Fringe Benefits | <input type="checkbox"/> Pharmacies |
| <input type="checkbox"/> Ambulance Services | <input type="checkbox"/> Funeral Pre-Planning | <input type="checkbox"/> Pharmacy Service Infusion Therapy |
| <input type="checkbox"/> Architects | <input type="checkbox"/> General Contracting | <input type="checkbox"/> Physical Therapy |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Geriatric Day Care Program | <input type="checkbox"/> Psychiatric Consulting |
| <input type="checkbox"/> Automation/Billing Services | <input type="checkbox"/> Group Purchasing Organization | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Background Screening | <input type="checkbox"/> Hair Care Services | <input type="checkbox"/> Rehabilitation Programs |
| <input type="checkbox"/> Bath Fixtures | <input type="checkbox"/> Health Care Planning | <input type="checkbox"/> Respiratory Equipment & Oxygen |
| <input type="checkbox"/> Beds & Patient Room Furniture | <input type="checkbox"/> Health Care Products | <input type="checkbox"/> Respiratory Services |
| <input type="checkbox"/> Bus Distributor | <input type="checkbox"/> Home Health Care | <input type="checkbox"/> Respite Care |
| <input type="checkbox"/> Care Planning Service | <input type="checkbox"/> Hospice Services | <input type="checkbox"/> Retirement Communities |
| <input type="checkbox"/> Carts | <input type="checkbox"/> Housekeeping Carts | <input type="checkbox"/> Seating Systems |
| <input type="checkbox"/> Cellular Phone Service | <input type="checkbox"/> Incontinence Products | <input type="checkbox"/> Skin Care |
| <input type="checkbox"/> Charting Supplies | <input type="checkbox"/> Infection Control | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Coagulation Analyzers | <input type="checkbox"/> Insurance | <input type="checkbox"/> Surgical Dressings |
| <input type="checkbox"/> Community Services | <input type="checkbox"/> Integrated Post Acute Services | <input type="checkbox"/> Toiletries |
| <input type="checkbox"/> Comprehensive Senior Care | <input type="checkbox"/> Lab Services & Testing | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Computer Hardware & Software | <input type="checkbox"/> Laundry Equipment | <input type="checkbox"/> Urinary Care Products |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Laundry Services | <input type="checkbox"/> Ventilators |
| <input type="checkbox"/> Corner Guards | <input type="checkbox"/> Lifts | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Courier Service | <input type="checkbox"/> Long-Term Care Consultants | <input type="checkbox"/> Wheelchairs |
| <input type="checkbox"/> Defense Litigation Nurse Review Service | <input type="checkbox"/> Marketing Services/Public Relations | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Dietary Foods | <input type="checkbox"/> Medical Equipment & Supplies | <input type="checkbox"/> Wound Care Products |
| <input type="checkbox"/> Dieticians | <input type="checkbox"/> Mobile X-Rays | <input type="checkbox"/> X-Ray Supplies & Services |
| <input type="checkbox"/> DME Supplies | <input type="checkbox"/> Mental Health Services | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Education | | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____



KHA Membership Directory – print edition

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Kansas Hospital Association 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 KHA.

- Account Recovery Specialists, Inc.
- Acute Care, Inc.
- Adrian & Pankratz, P.A.
- All Systems
- BD Construction, Inc./Kearney
- Berlin-Wheeler, Inc.
- Blue Cross Blue Shield of Kansas
- Boston Mutual Life Insurance Company
- Burns & McDonnell
- Cassling
- Children's Mercy Hospitals and Clinics
- Friends University
- Gardner & White—Overland Park
- George, Bowerman, & Noel, P.A.
- Heartland Lions Eye Banks
- Henderson Engineers, Inc.
- Insurance Planning, Inc.
- ISG Technology, Inc.
- Kansas Association of Health Care Executives
- Mannington Commercial
- Midwest Transplant Network
- MMIC Group
- National Catastrophe Restoration
- Peoplefirst Rehabilitation
- Piper Jaffray & Co.
- Prescription Network
- ProAssurance Companies
- Proximity Wireless
- Quorum Health Resources
- Rural Health Education and Services,
The University of Kansas Medical Center
- Shannon Sales, Inc.
- Sodexo Senior Living
- Spencer Healthcare Strategists
- Spot Coolers
- Stillwater National Bank
- Sunflower Insurance Group, Inc.
- The Docking Institute of Public Affairs
- The Midland Group
- Visions in Architecture
- Woodland Outsourcing, LLC

We appreciate your support!