BRAND YOUR BUSINESS WITH TAHFM TODAY!

TEXAS ASSOCIATION OF HEALTHCARE FACILITIES MAINTENANCE
MEDIA GUIDE

Membership Directory & Resource Guide
TAHFM Pulse eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

Jacqueline McIlwain
Publication Director
jmcllwain@naylor.com
(352)-333-3360
WHY TAHFM?

• Our members represent hospitals ranging from facilities with 25 beds to systems with more than 6,000 beds.
• Our members are healthcare facilities professionals who are responsible for operations including:
  • Facilities Management
  • Real Estate Services
  • Building Maintenance
  • Environmental Infection Control
• Our annual Membership Directory & Resource Guide is delivered to 100% of TAFHM’s hospital facility managers and directors.

OUR REACH:

Reach healthcare facility professionals who are responsible for making purchasing decisions within their organizations. Our members are in constant need of the products and services you have to offer, including:

• Building Automation
• Construction and Renovation Projects
• Energy Management Initiatives
• Grounds/Landscaping
• HVAC controls
• Roofing
• Parking Lot Systems and Maintenance
• Infection Control Products

REACH DECISION MAKERS IN ONE OF THE NATION’S LARGEST HOSPITAL MARKETS.

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY.
## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

### Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,819.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,379.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,079.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,579.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,139.50</td>
</tr>
<tr>
<td>1/2-Page</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,359.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$889.50</td>
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<tr>
<td>1/6 Page</td>
<td>$739.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$469.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,449.50</td>
</tr>
<tr>
<td>1/2-Page</td>
<td>$1,349.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$799.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$629.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$469.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$379.50</td>
</tr>
</tbody>
</table>

### Digital Edition Branding Opportunities

- **Skyscraper | $1,600**
- **Sponsorship Max | $1,550**
- **Sponsorship | $1,340**
- **Large Toolbar | $825**

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.

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Revisions and Proofs: $50

Position Guarantee: 15% Premium
MEMBERSHIP DIRECTORY & RESOURCE GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on TAHFM’s website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the Membership Directory & Resource Guide is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser’s website.

![Digital Ad Options]

1. **Large Toolbar | $825**
   
   Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2. **Skyscraper | $1,600**
   
   The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3. **Sponsorship MAX* | $1,550**
   
   Your message will be prominently displayed directly across from the cover of the magazine.

3. **Sponsorship* | $1,340**
   
   Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

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MEMBERSHIP DIRECTORY & RESOURCE GUIDE
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
- Damage Recovery
- Distribution
- Elevators
- Electronically Contractors
- Environmentally Preferred Products
- Equipment Maintenance/Rental
- Facilities Management/Engineering
- Facilities Planning
- Financial Services
- Floor Care Suppliers and Equipment
- Food/Nutrition
- Furniture
- Group Purchasing Organization
- HVAC Maintenance
- Imaging
- T/Software
- Janitorial Services
- Laboratory
- Landscape Services
- Laundry/Linen
- Medical/Surgical Products
- Mold Remediation
- Office Supplies
- Orthopedics
- Outsourcing
- Pediatrics
- Printing/Mailroom
- Publications
- Purchasing
- Roofing Contractors
- Safety
- Safety Products
- Shelving/Storage
- Software
- Support Services
- Surplus
- Textiles and Care
- Transportation
- Uniforms
- Washing Management
- Other

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:
MEMBERSHIP DIRECTORY & RESOURCE GUIDE

PRINT ADVERTISING SPECIFICATIONS

Roster Trim Size: 5.75" x 8.5"

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.

Specs for Outsert/Inserts
1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyers 5.75" x 8.5"

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/adupload

Production Services, 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.

Digital Edition
For the latest online specs, please visit www.naylor.com/onlinespecs
TAHFM PULSE
ABOUT THE ENEWSLETTER
WWW.NAYLORNETWORK.COM/THF-NWL

Now more than ever, professionals consume information on the go. Our TAHFM Pulse eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

• Delivers your message directly to the inbox of more than 1,900 decision-makers on a regular basis
• In addition to TAHFM members, opt-in subscription means that professionals in the market for your products and services see your message
• Frequently forwarded to others for additional exposure
• Cross-promoted in other TAHFM publications and communications pieces
• Directs visitors to the landing page of your choice to facilitate the purchasing process
• Archives are accessible for unlimited online viewing
• Limited available ad space makes each position exclusive

1 Rectangle
12 Months | $1,900
• Only ten spots available – NO ROTATION
• Located between popular sections of the eNewsletter

Distributed Monthly

Sections include:

• Events and Education
• Member Spotlight
• Energy Roundup Tips
• ASHE Update
• Your Facilities Management News

For the latest online specs, please visit: www.naylor.com/onlinespecs

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Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.