



[WWW.TAHFM.ORG](http://WWW.TAHFM.ORG)

**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:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

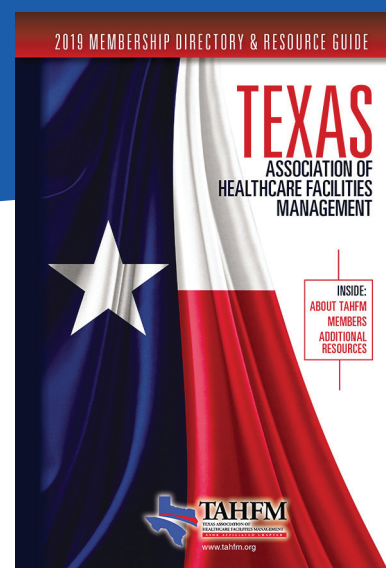




## WHY TAHFM?

- 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.**

## MEMBERSHIP DIRECTORY & RESOURCE GUIDE



## 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

## PULSE NEWSLETTER



**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.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	1x
Double Page Spread	\$3,819.50
Outside Back Cover	\$3,379.50
Inside Front or Inside Back Cover	\$3,079.50
Full Page	\$2,579.50
2/3 Page	\$2,139.50
1/2-Page	\$1,689.50
1/3 Page	\$1,359.50
1/4 Page	\$889.50
1/6 Page	\$739.50
1/8 Page	\$469.50

Black-and-White Rates	1x
Full Page	\$1,689.50
2/3 Page	\$1,449.50
1/2-Page	\$1,349.50
1/2 Page	\$799.50
1/3 Page	\$629.50
1/4 Page	\$469.50
1/6 Page	\$379.50

## Digital Edition Branding Opportunities

**Skyscraper** | \$1,600

**Sponsorship** | \$1,340

**Sponsorship Max** | \$1,550

**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.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (THF-D0019) Rates as of March 2019

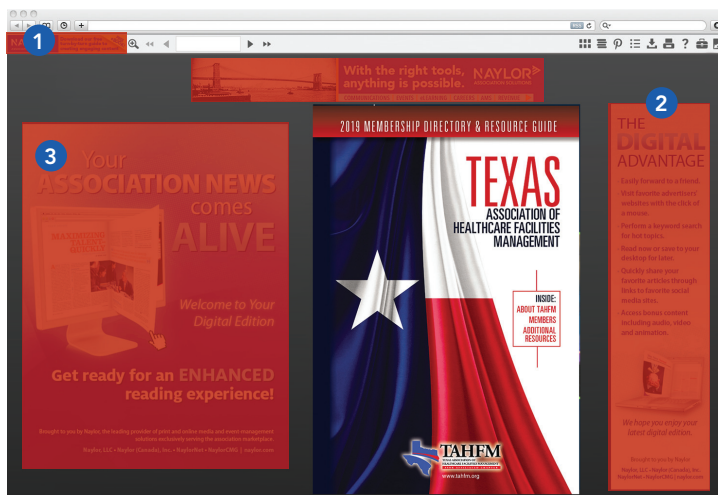


## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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.



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

# 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.*

- |   |  |
|---|--|
| <input type="checkbox"/> Anesthesia                         | <input type="checkbox"/> T/Software                |
| <input type="checkbox"/> Architecture/Design                | <input type="checkbox"/> Janitorial Services       |
| <input type="checkbox"/> Asset Management                   | <input type="checkbox"/> Laboratory                |
| <input type="checkbox"/> Associations                       | <input type="checkbox"/> Landscape Services        |
| <input type="checkbox"/> Capital Equipment                  | <input type="checkbox"/> Laundry/Linen             |
| <input type="checkbox"/> Cardiology                         | <input type="checkbox"/> Medical/Surgical Products |
| <input type="checkbox"/> Carpet and Flooring                | <input type="checkbox"/> Mold Remediation          |
| <input type="checkbox"/> Clinical                           | <input type="checkbox"/> Office Supplies           |
| <input type="checkbox"/> Construction                       | <input type="checkbox"/> Orthopedics               |
| <input type="checkbox"/> Consulting                         | <input type="checkbox"/> Outsourcing               |
| <input type="checkbox"/> Data Cleansing                     | <input type="checkbox"/> Pediatrics                |
| <input type="checkbox"/> Damage Recovery                    | <input type="checkbox"/> Printing/Mailroom         |
| <input type="checkbox"/> Distribution                       | <input type="checkbox"/> Publications              |
| <input type="checkbox"/> Elevators                          | <input type="checkbox"/> Purchasing                |
| <input type="checkbox"/> Electronically Contractors         | <input type="checkbox"/> Roofing Contractors       |
| <input type="checkbox"/> Environmentally Preferred Products | <input type="checkbox"/> Safety                    |
| <input type="checkbox"/> Equipment Maintenance/Rental       | <input type="checkbox"/> Safety Products           |
| <input type="checkbox"/> Facilities Management/Engineering  | <input type="checkbox"/> Shelving/Storage          |
| <input type="checkbox"/> Facilities Planning                | <input type="checkbox"/> Software                  |
| <input type="checkbox"/> Financial Services                 | <input type="checkbox"/> Support Services          |
| <input type="checkbox"/> Floor Care Suppliers and Equipment | <input type="checkbox"/> Surplus                   |
| <input type="checkbox"/> Food/Nutrition                     | <input type="checkbox"/> Textiles and Care         |
| <input type="checkbox"/> Furniture                          | <input type="checkbox"/> Transportation            |
| <input type="checkbox"/> Group Purchasing Organization      | <input type="checkbox"/> Uniforms                  |
| <input type="checkbox"/> HVAC Maintenance                   | <input type="checkbox"/> Washing Management        |
| <input type="checkbox"/> Imaging                            | <input type="checkbox"/> Other_____                |

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

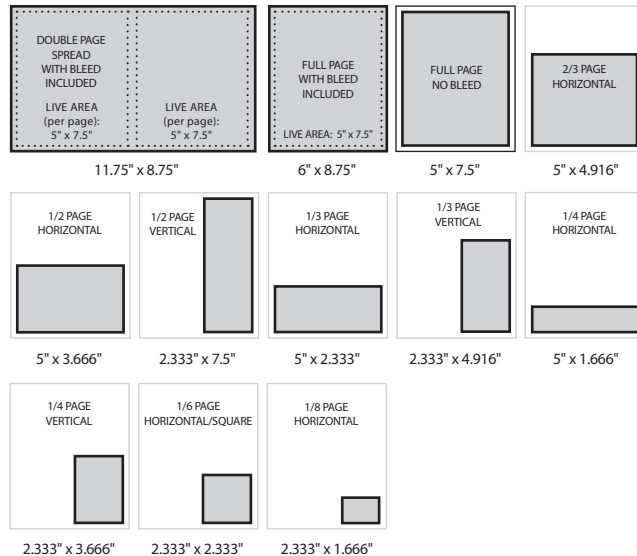
\_\_\_\_\_Additional Categories X \$20 = \$\_\_\_\_\_

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 flysheets 5.75" x 8.5"

### 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 website at [www.naylor.com/adupload](http://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

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# TAHFM PULSE

## ABOUT THE ENEWSLETTER

[WWW.NAYLORNETWORK.COM/THF-NWL](http://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/online Specs](http://www.naylor.com/online Specs)

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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.