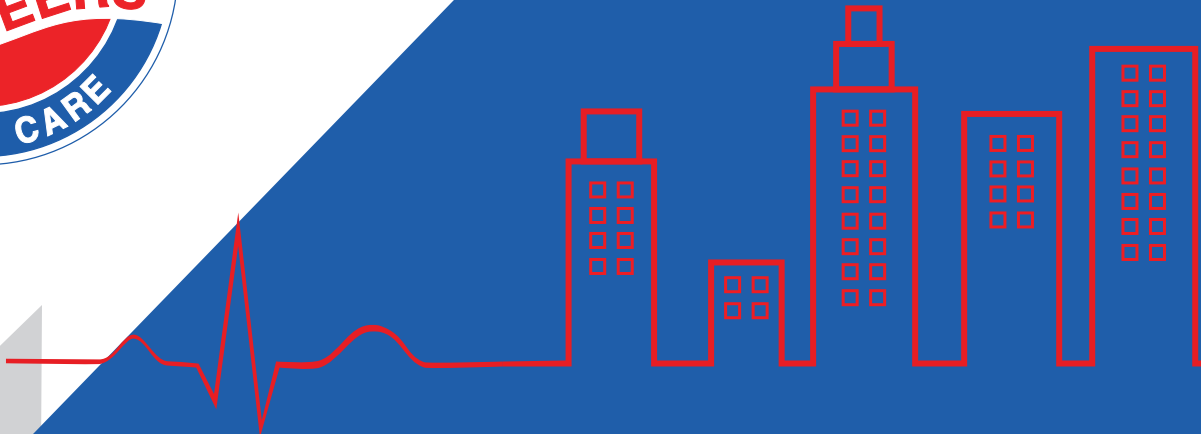




KSHE.ORG



KENTUCKY SOCIETY OF HEALTHCARE ENGINEERS

MEDIA GUIDE

**REACH KEY DECISION-MAKERS
IN THE \$20 BILLION HOSPITAL INDUSTRY**
KSHE Update eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

Kira Krewson
Project Manager
Naylor Association Solutions
770.810.6982
kkrewson@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



WHY KSHE?

- We are a professional society serving healthcare facility leaders and their partners in industry devoted exclusively to the education, development and advancement of knowledge and skills related to the physical environment disciplines, with a focus on improving patient safety and quality care.
- Our members are **the decision makers** for **healthcare facilities** in Kentucky's **more than \$20 billion** hospital industry!*
- Our members are responsible for a variety of operations including:
 - Facilities Management
 - Real Estate Services
 - Building Maintenance
 - Environmental Infection Control
 - Energy Management
 - Plant Engineering
 - Healthcare Design
 - Clinical and Biomedical Engineering



WHO YOU'LL REACH

You will reach healthcare facilities professionals who are responsible for making purchasing decisions for their organizations. Our members are regularly in need of products and services such as:

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

Don't miss your opportunity to reach Kentucky's healthcare facility managers.
Contact your Naylor account executive today!

KSHE UPDATE

Distributed to more than 2,800 professionals, *KSHE Monthly eNewswire* is an effective way for you to reach healthcare facility managers throughout Kentucky.



NAYLOR 
 ASSOCIATION SOLUTIONS

* KSHE Marketing Questionnaire and IBIS World 62211

KSHE UPDATE BRANDING OPPORTUNITIES

Now more than ever, professionals consume information on the go. Our *KSHE Update* 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 2,800 decision-makers on a regular basis
- In addition to 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 KSHE 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



KSHE Update

Once again, it is good to be in contact with you and your teams. But first and foremost, I must take a moment to recognize our outgoing KSHE President David Hall. The term David completed has been one of the most challenging and eventful office periods I have witnessed. Mr. Hall has bridged the gap between KSHE operating as an independent organization to functioning as a progressive chapter under the guidance of CMP. Our Annual Conference was a huge success not to mention profitable. ASHE recognition has not wavered during our transitions as David insured our national affiliation maintained its strength. With David's leadership, KSHE is a much better and stronger organization than when he took office. For your leadership, hard work, countless hours and never ending dedication to KSHE, we thank you! You have left very large shoes to fill.

[Learn More...](#)

HRCI is the Engine Behind PHR, SPHR, GPHR.

HRCI THE ENGINE BEHIND PHR, SPHR, GPHR.

Learn More

Kentucky Spotlight

Once again, it is good to be in contact with you and your teams. But first and foremost, I must take a moment to recognize our outgoing KSHE President David Hall. The term David completed has been one of the most challenging and eventful office periods I have witnessed. Mr. Hall has bridged the gap between KSHE operating as an independent organization to functioning as a progressive chapter under the guidance of CMP. Our Annual Conference was a huge success not to mention profitable. ASHE recognition has not wavered during our transitions as David insured our national affiliation maintained its strength. With David's leadership, KSHE is a much better and stronger organization than when he took office. For your leadership, hard work, countless hours and never ending dedication to KSHE, we thank you! You have left very large shoes to fill.

[Learn More...](#)

ADVERTISE HERE

Get your message in front of the decision makers that count.

ASHE Update

2017 stands to be a tremendous year for educational opportunities and events for KSHE members and affiliates. This along with the ASHE Annual in August just up the road in Indianapolis, should make for an excellent year to get our heads wrapped around some major changes and ongoing challenges in our industry. Please keep those upcoming events in mind as you fill in your 2017 calendar:

- March 17, 2017 - Certified Healthcare Contractor (CHC) presentation in Lexington.
- May 2017 - NFPA 2012 Update and/or TJC Safer Staffing & Standard Update. Location TBD
- May 2017 - Updated Version of Certified Healthcare Technician (CHT) training.
- June/July - Certified Healthcare Contractor (CHC) presentation Eastern KY.
- August 6-9, 2017 - ASHE Annual Conference in Indianapolis IN.
- September 26-28, 2017 - HCC Conference in Lexington, KY.
- Oct/Nov - Certified Healthcare Contractor (CHC) presentation Western KY.

[Learn More...](#)

HRCI is the Engine Behind PHR, SPHR, GPHR.

HRCI THE ENGINE BEHIND PHR, SPHR, GPHR.

Learn More

Your Facilities Management News

The big topic for 2017 is the adoption of the 2012 edition of the NFPA 101 and 99 codes. With this come changes to the 2017 Joint Commission EOC and LS Standards. Print versions of these were available in December of 2016 and the E-dition (electronic) Standards were made available on January 9, 2017. If you don't have these, getting them soon will be important to stay in compliance with the changes.

[Learn More...](#)

ADVERTISE HERE

Get your message in front of the decision makers that count.

Sustainability Spotlight

1st Row Sponsored Content

12 Months | \$2,500

- Only one spot available – NO ROTATION

1st Row Ads

12 Months | \$2,250

- Only two spots available – NO ROTATION

2nd Row Sponsored Content

12 Months | \$2,000

- Only one spot available – NO ROTATION

2nd Row Ads

12 Months | \$1,750

- Only two spots available – NO ROTATION

Distributed on the 1st Thursday of the month. Sections include:

- KSHE Update
- Kentucky Spotlight
- ASHE Update
- Your Facility Management News
- Sustainability Spotlight



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

KSHE UPDATE BRANDING OPPORTUNITIES

To be included in the *KSHE Update*, please select from the options below, then return this completed form to your Naylor account executive. Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

1st Sponsored Content

- 12 Month | \$2,500
- 6 Month | \$1,375
- 3 Month | \$750

1st Row Ads

- 12 Month | \$2,250
- 6 Month | \$1,235
- 3 Month | \$680

2nd Sponsored Content

- 12 Month | \$2,000
- 6 Month | \$1,100
- 3 Month | \$600

2nd Row Ads

- 12 Month | \$1,750
- 6 Month | \$975
- 3 Month | \$535

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

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. 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.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (KHE-N0019)

Please sign and return to:

