



AmericanCollege of
HealthcareExecutives
for leaders who care[®]

2020 MEDIA KIT

Reach 40,000+ top decision makers in healthcare management

- ▶ Healthcare Executive Magazine
- ▶ Healthcare Executive Website
- ▶ ACHe-news
- ▶ e-TOC

Inside:

- CEO Audience Research
- Reader Profile
- Editorial Calendar
- Rates & Specifications

ABOUT ACHE

The American College of Healthcare Executives (ACHE) is an international professional society of more than **40,000 healthcare executives** who lead hospitals, healthcare systems and other healthcare organizations.

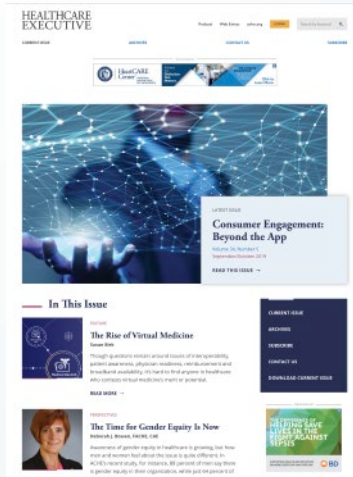
FOUR WAYS TO REACH ACHE MEMBERS:



Healthcare Executive (Print)

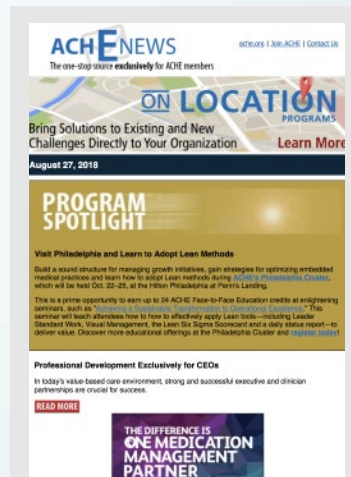
Healthcare Executive is ACHE's official bimonthly member magazine and the publication of choice to target loyal, high-level decision makers in healthcare management. According to Kantar's 2019 Hospital Management Study, *Healthcare Executive* is read by 96% of the U.S. healthcare Senior Executives that are members of ACHE.

See **page 3** to learn more about the Senior Executive audience.



Healthcare Executive (Website)

Healthcare Executive magazine is now complimented by a dedicated website, offering readers and advertisers alike a fresh, contemporary look and feel with improved readability. In addition to the articles in the print magazine, readers can access exclusive, online-only content on a regular basis.



ACHe-news (Digital)

Published weekly, *ACHe-news* is a members-only e-newsletter that ACHE sends to its more than 40,000 subscribers. Every issue contains spotlights on upcoming education opportunities.

See **page 6** for advertising options and rates.



e-TOC (Digital)

Published bi-monthly, e-TOC is a members-only electronic table of contents sent to 40,000 plus ACHE subscribers. This newsletter delivers a 'first look' of the upcoming issue through the digital edition of *Healthcare Executive* to members.

See **page 7** for advertising options and rates.



Healthcare Executive is in a unique position to put your products and services front and center with healthcare's key decision makers.

- **Competitive advertising rates**
so you get more return on your investment
- **Every Senior Executive who is an ACHE member and receives *Healthcare Executive*, reads it!** ¹
- **ACHE Senior Executive members rank *Healthcare Executive* #1 in Average Issue Readers and Average Page Exposures** ¹
- ***Healthcare Executive* readership is up 9 percentage points** in 2019 from 2017 among Senior Executives. ¹
- Of the leading publications sampled, ***Healthcare Executive* is the only publication with an increase in page exposure from 2017 to 2019.** ¹

¹ Kantar® Professional Health 2019 Hospital Management Study (Table 207)

Contact AdBoom Advertising to learn more about ACHE members and the CEO audience.

JT Hroncich / (404) 347-4170 / jt@adboomadvertising.com

2020 EDITORIAL CALENDAR

Every issue of *Healthcare Executive* provides focused coverage of emerging trends and issues in healthcare management.

Issue	Editorial Focus	Ad Close	Ad Materials	Mail Date
January/ February	Innovation	November 25	November 29	December 26
March/ April	Quality / Patient Safety Advertising Special—Bonus distribution at ACHE Congress on Healthcare Leadership	January 17	January 27	February 20
May/ June	Finance	March 20	March 30	April 23
July/ August	Clinical Integration Advertising Special-Signet Ad Impact Study included with advertising	May 15	May 22	June 18
September/ October	Technology Advertising Special—Bonus distribution at NAHSE Annual Education Conference	July 17	August 2	August 20
November/ December	Leadership	September 18	September 25	October 22

Special Issues

MAR
APR

ACHE's Congress on Healthcare Leadership, the premier educational event for more than 40,000 healthcare executives, takes place March 23-26, 2020 in Chicago. March/April is the official Congress issue and is the only marketing opportunity to reach attendees. Reserve your space today in this important issue.

JUL
AUG

Free for advertisers, the Signet™ AdImpact study measures ad exposure, ad interest and ad impact, both quantitatively and through extensive verbatim comments. A free research summary report is also included. The AdImpact Study will be conducted in the July/August issue by Signet Research, a leading provider of Ad Measurement studies.

Bonus Exposure!

As added value, your ad will be included in ACHE's interactive digital edition of *Healthcare Executive*, driving more readers to your ad message. Subscribers can conveniently view all of the same rich content right from their computer, smartphone or tablet. Visit www.ache.org/DigitalPublications for more information.



2020 GROSS RATES & SPECIFICATIONS

Ask about inserts, gatefolds and other specialty ad units!

Premium Positions	1x	3x	6x
Cover 2	\$9,810	\$9,450	\$9,158
Cover 3	\$9,540	\$9,000	\$8,753
Cover 4	\$9,900	\$9,585	\$9,270

Four Color	1x	3x	6x
Full Page	\$8,537	\$8,208	\$7,947
Two-Page Spread	\$16,223	\$15,584	\$15,107
2/3 Page	\$6,417	\$6,165	\$5,958
1/2 Page	\$5,103	\$4,937	\$4,770
1/3 Page	\$3,416	\$3,317	\$3,177
1/6 Page	\$1,863	\$1,800	\$1,755

* Insert and bellyband opportunities are available upon request.

Agency Commission

Fifteen percent of gross billing is allowed to recognized agencies on space and color, provided account is paid within 30 days of invoice. Commissions are not allowed on reprints or *ACHE-news*.

Publisher's Statement

ACHE carefully reviews ads before publication. No advertising contract is binding upon the American College of Healthcare Executives, *Healthcare Executive* magazine, *ACHE-news*, *e-TOC* or any representatives thereof unless and until the content of the advertisement(s) is approved by the American College of Healthcare Executives. If, for any reason, a print and/or electronic advertisement is canceled after the closing date, the publisher reserves the right to repeat a former ad at the full rate. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of the space reserved. Neither the advertiser nor its agency may cancel an advertisement after the closing date. Special contract schedules will not be canceled.

Ad Size	Width	Depth
Full Page (trim size)	8.125"	10.875"
Two-Page Spread (trim size)	16.25"	10.875"
2/3 Page Vertical	4.50"	9.50"
1/2 Page Horizontal	7"	4.75"
1/2 Page Vertical	4.75"	7"
1/3 Page Vertical	2.125"	9.50"
1/3 Page Island	4.25"	4.75"
1/6 Page	2.125"	4.75"

Web offset, perfect bound. Please keep live copy 1/4" away from final trim size. Add 1/8" for bleed ads.

Prepress Specifications

- All advertising must be in a digital format. Preferred file type is PDF/x-1a.
- For quality assurance, please mail us a hard-copy color proof.
- Required format for four-color digital advertisement is press-quality, high-resolution Adobe Acrobat PDF file format with all fonts and images embedded.
- Embedded images must be a minimum of 300 ppi (pixels per inch). Color images must be CMYK. Files containing RGB or LAB images will not be accepted.
- All screen and printer fonts must be embedded. These rules also apply to text used in artwork.
- Cropmarks should be provided in the creative to show exactly how the ad should be placed in the ad space.
- Spreads and full-page ads must include a minimum of 1/8" bleed.

For further instructions on how to prepare your digital advertisement, please contact us and we will email you a stuffed (or zipped) file containing those options as well as specific instructions on how to prepare the file.

Inserts, polybags and other specialty print options are available. For pricing and examples contact JT Hroncich.

ACHE Advertising Sales Representative:

AdBoom Advertising
 JT Hroncich
 (404) 347-4170
jt@adboomadvertising.com

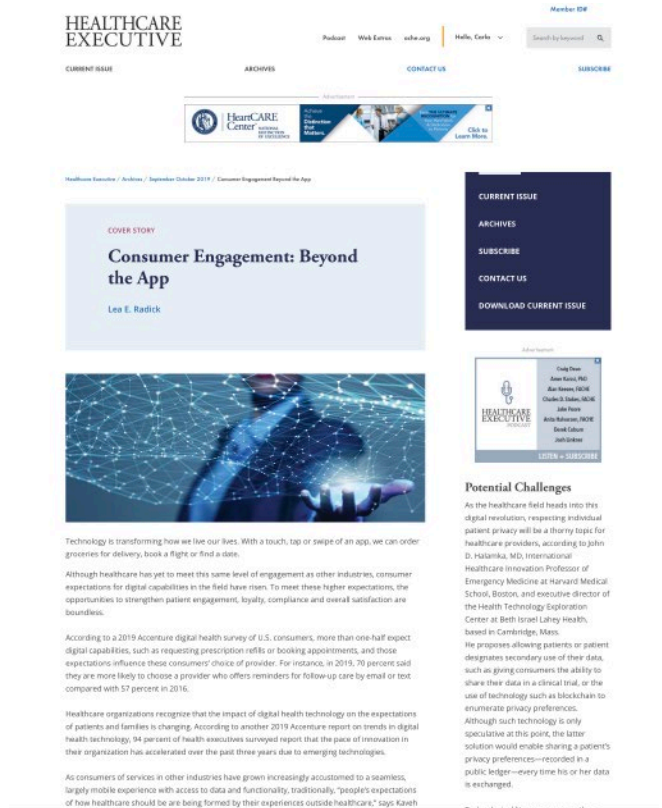
Production Contact:

American College of Healthcare Executives
 Emma O'Riley, Creative Director
 (312) 424-9430
ProductionManager@ache.org

Advertise in ACHE's new minisite, HealthcareExecutive.org

Healthcare Executive magazine is now complimented by a dedicated website, offering readers and advertisers alike a fresh, contemporary look and feel with improved readability. In addition to the articles in the print magazine, readers can access exclusive, online-only content on a regular basis.

Ad Unit	Per Month
Medium Rectangle (300x250 px)	\$2,500
Leaderboard (728x90 desktop & 320x50 px mobile)	\$2,250



Dates:

- All ads run the first through the end of the month and art is due seven business days prior to start date.

Reserve Your Space Today!

AdBoom Advertising
 JT Hroncich
 404-347-4170
jt@adboomadvertising.com

Advertise in ACHE’s exclusive members-only e-newsletter. Limited space available!

Circulation: 40,000

Frequency: Weekly (52x per year)

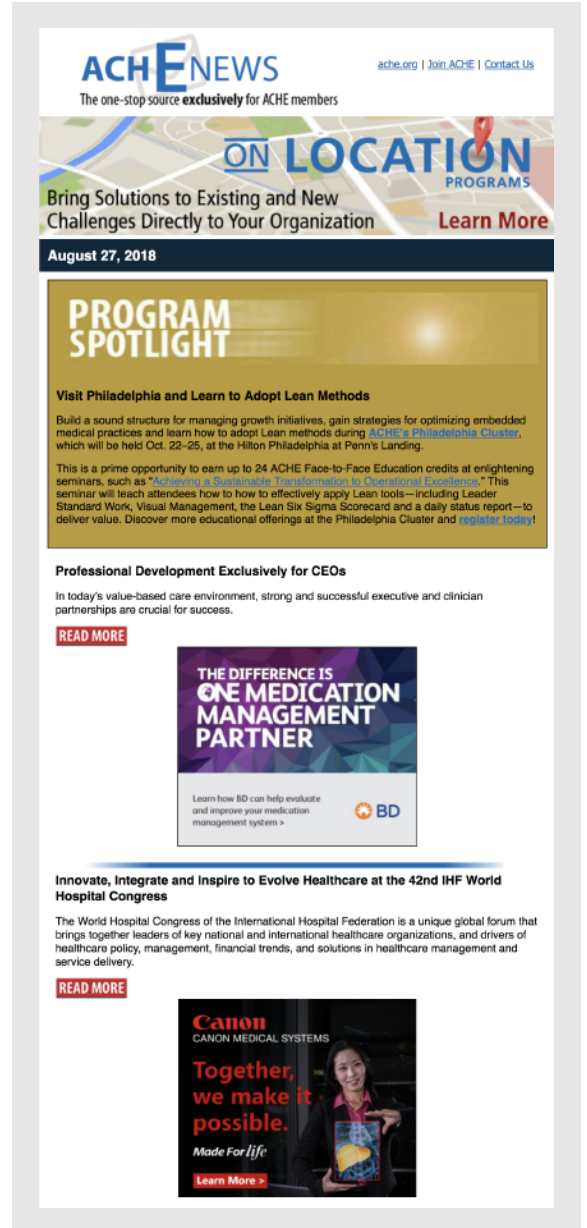
ACHe-news is a weekly newsletter exclusively for members. It features the latest ACHE news and resources, quarterly content targeted to specific audiences, as well as a spotlight on and calendar of upcoming educational programming. Space is limited to three advertisers per issue. Reserve yours today!

Ad Unit	1x	4x	8x	12x	26x
Medium Rectangle (300x250 px)	\$2,450	\$2,140	\$1,930	\$1,710	\$1,280

- Medium Rectangle Ad unit size: 300x250
- Preferred file types are JPG, static GIF or PNG
- Maximum file size: 40k
- No scripting or animation. Third-party ad serving is not accepted.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- Rates are per insertion
- All rates are net.
- Space is limited to three advertisers per newsletter.
- Newsletter is sent every Monday

Reserve Your Space Today!

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 JT Hroncich
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ACHE's *Healthcare Executive* e-ToC—an exclusive opportunity to reach our engaged audience.

Circulation: 40,000

Frequency: Bimonthly (6x per year)

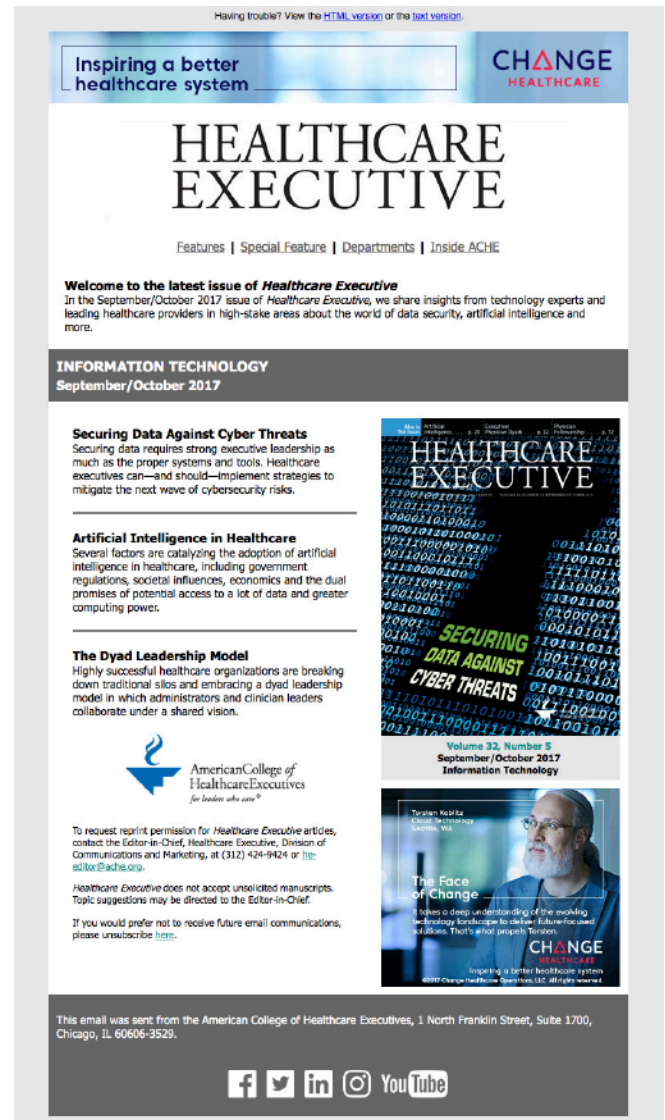
An electronic table of contents is emailed to all members when each issue of *Healthcare Executive* magazine is posted online. Along with space for advertising, every e-TOC highlights the two main features and either another feature or column.

Ad Unit	1x	3x	6x
Leaderboard (728x90 px)	\$3,750	\$3,500	\$3,250
Medium Rectangle (300x250 px)	\$3,750	\$3,500	\$3,250

- Leaderboard Ad unit size: 728x90
- Medium Rectangle Ad unit size: 300x250
- Preferred file types are JPG, static GIF or PNG
- Maximum file size: 40k
- No scripting or animation. Third-party ad serving is not accepted.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- Rates are per insertion
- All rates are net.
- Space is limited to three advertisers per newsletter.
- Exclusivity pricing is available for this newsletter.

Reserve Your Space Today!

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Dates:

- Jan/Feb eTOC sent 12/31
- March/April eTOC sent 2/25
- May/June eTOC sent 4/28
- July/Aug eTOC sent 6/23
- Sept/Oct eTOC sent 8/25
- Nov/Dec eTOC sent 10/27

Contact Us

Advertising Sales Representative

AdBoom Advertising

750 Hammond Dr

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Atlanta, GA, 30328

Tel: (404) 347-4170

Fax: (404) 347-9771

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Submit Ad Materials to:

American College of Healthcare Executives

Emma O'Riley, Creative Director

300 S. Riverside Plaza,

Suite 1900

Chicago, IL 60606-6698

Tel: (312) 424-9430

ProductionManager@ache.org

The American College of Healthcare Executives is an international professional society of 48,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations. ACHE's mission is to advance its members and healthcare management excellence. ACHE offers its prestigious FACHE® credential, signifying board certification in healthcare management. ACHE's established network of 78 chapters provides access to networking, education and career development at the local level. In addition, ACHE is known for its magazine, *Healthcare Executive*, and its career development and public policy programs. Through such efforts, ACHE works toward its vision of being the preeminent professional society for leaders dedicated to improving health. **The Foundation of the American College of Healthcare Executives** was established to further advance healthcare management excellence through education and research. The Foundation of ACHE is known for its educational programs—including the annual Congress on Healthcare Leadership, which draws more than 4,000 participants—and groundbreaking research. Its publishing division, Health Administration Press, is one of the largest publishers of books and journals on health services management, including textbooks for college and university courses.



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