



AmericanCollege of
HealthcareExecutives
for leaders who care®

2019 MEDIA KIT

Reach 40,000+ top decision makers in healthcare management

- 
- ▶ Healthcare Executive Magazine
 - ▶ ACHe-news
 - ▶ e-TOC
 - ▶ Healthcare Executive Website (Coming in Jan. 2019)

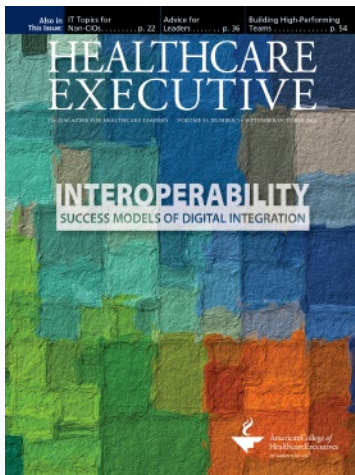
Inside:

- 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.

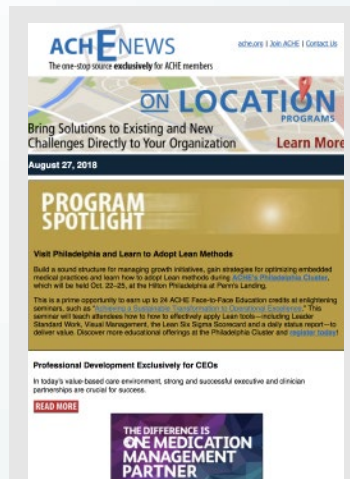
THREE WAYS TO REACH ACHE MEMBERS:



Healthcare Executive (Print + Website - Coming in Jan. 2019)

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 Media's 2017 Hospital Management Study, *Healthcare Executive* reaches 81% of the U.S. healthcare CEO market.

See **page 3** to learn more about the CEO audience.



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.

- ➔ **#1 healthcare management magazine** published by a professional association¹
- ➔ **Second most receivers, readers and exposure** among healthcare executives when compared to other publications measured by Kantar Media¹
- ➔ **Competitive advertising rates** so you get more return on your investment
- ➔ **Professional associations reach 94%** of healthcare CEOs and are an important source of information.²
- ➔ **The most important sources of information** for healthcare CEOs are their professional associations, print publications and eNewsletters released by these associations.²



¹ Kantar Media Professional Health 2017 Hospital Management Study / ² Kantar Media Sources & Interactions: Hospital Management Edition (Chief Executives Only)

Twelve (12) publications measured by Kantar Media: *Executive Insight, Health Data Management, Health Management Technology, Healthcare Executive, Healthcare Finance News, Healthcare Informatics, Healthcare IT News, HealthLeaders, hfm Magazine, Hospital & Health Networks, Modern Healthcare, and Trustee*

READER PROFILE

Healthcare Executive readers are loyal, engaged and in positions to purchase products and services for their organizations.

Circulation: 41,106¹

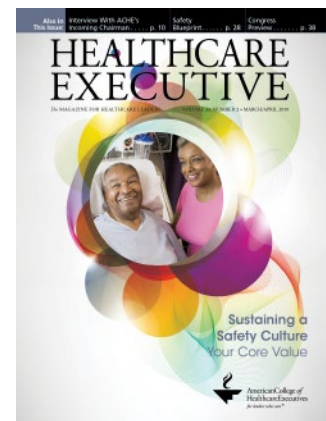
88%

of readers find *Healthcare Executive* useful to their daily practice³

➔ **75,346**
HEALTHCARE EXECUTIVE
MAGAZINE READERSHIP³

➔ **24,307+**
HOLD A CEO, C-SUITE, VP OR
DEPARTMENT HEAD POSITION²

➔ **52 MINUTES**
AVERAGE TIME READERS
SPEND READING EACH ISSUE³



¹ BPA January—June 2017 / ² ACHE Member Database, January 2016 / ³ *Healthcare Executive* Primary Readership Study, July 2014, Ruzinsky Research

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

Tamu Mills / (404) 347-1755 / tamu@adboomadvertising.com

2019 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	Continuum of Care	November 26	December 3	December 27
March/ April	Quality / Patient Safety Advertising Special—Bonus distribution at ACHE Congress on Healthcare Leadership	January 18	January 28	February 21
May/ June	Finance	March 22	March 29	April 25
July/ August	Workforce Advertising Special-Signet AdImpact Study included with advertising	May 17	May 24	June 20
September/ October	Technology Advertising Special—Bonus distribution at NAHSE Annual Education Conference	July 19	July 26	August 22
November/ December	Leadership	September 20	September 27	October 24

Special Issues

MAR
APR

ACHE's Congress on Healthcare Leadership, the premier educational event for more than 4,000 healthcare executives, takes place March 4-7, 2019, 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.



2019 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

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 Tamu Mills.

ACHE Advertising Sales Representative:

AdBoom Advertising
Tamu Mills
(404) 347-1755
tamu@adboomadvertising.com

Production Contact:

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

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

Circulation: 40,000

Frequency: Weekly (52x per year)

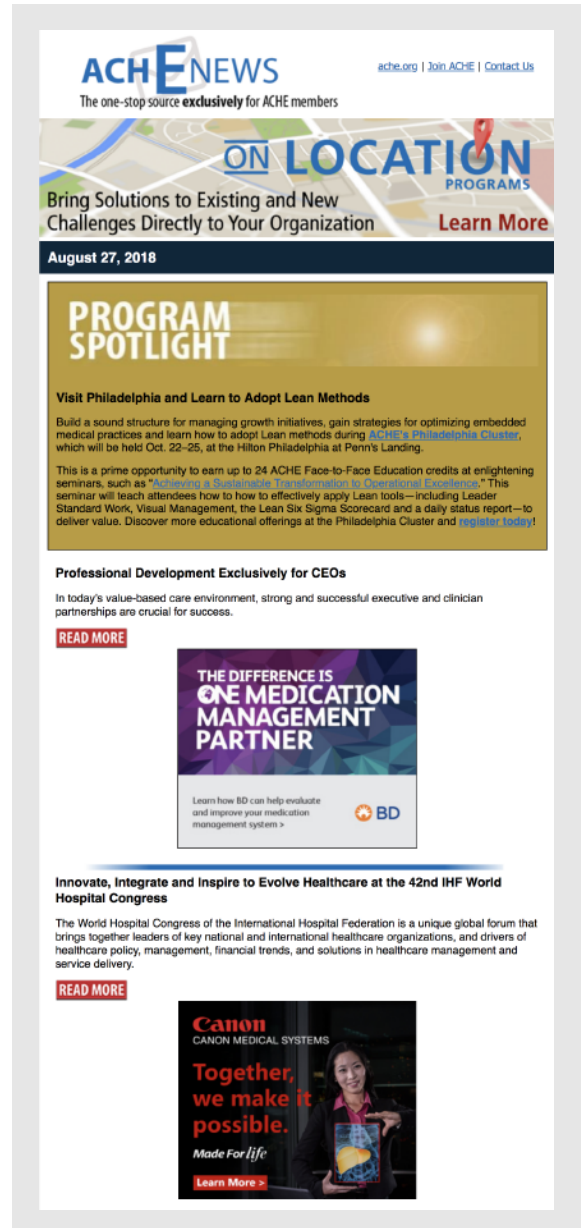
ACHe-news is a weekly newsletter exclusively for members. It features the latest ACHE news and resources, quarterly content targeted to specific audiences, as well as a spotlight on and calendar of upcoming educational programming. Advertising space is offered only to organizations that purchase a minimum 2x schedule. Space is limited to three advertisers per issue. Reserve yours today!

Ad Unit	1x	4x	8x	12x	26x	52x
Medium Rectangle (300x250 px)	\$2,450	\$2,140	\$1,930	\$1,710	\$1,280	\$1,024

- 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!

AdBoom Advertising
Tamu Mills
404-347-1755
tamu@adboomadvertising.com



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.

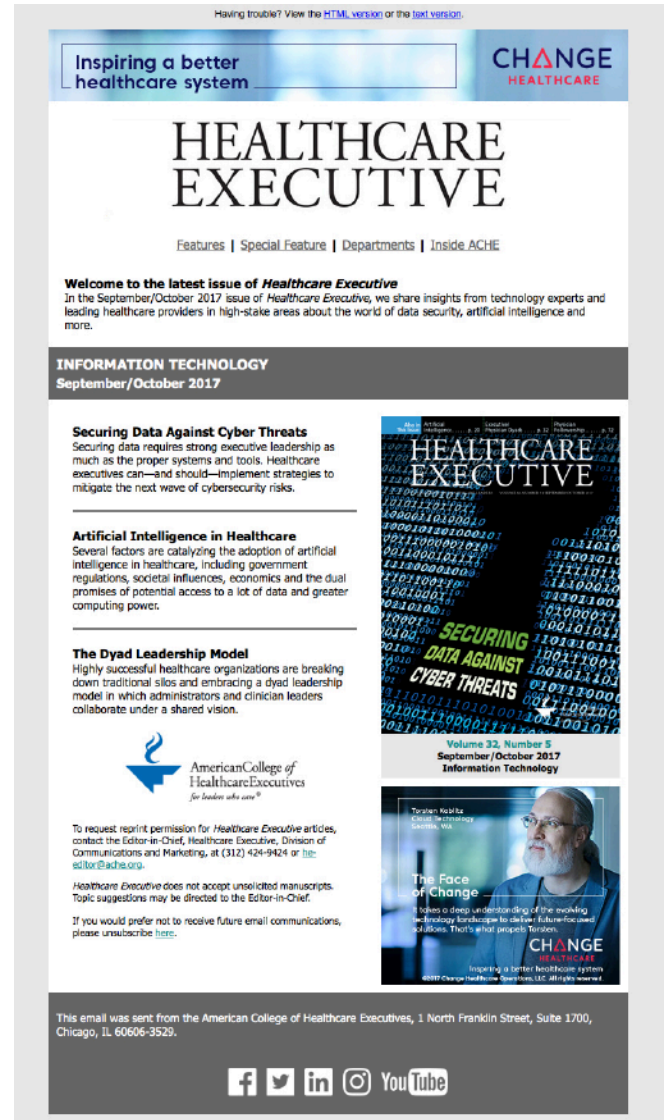
Reserve Your Space Today!

AdBoom Advertising

Tamu Mills

404-347-1755

tamu@adboomadvertising.com



Dates:

- Jan/Feb eTOC sent 1/2
- March/April eTOC sent 2/26
- May/June eTOC sent 4/30
- July/Aug eTOC sent 6/25
- Sept/Oct eTOC sent 8/27
- Nov/Dec eTOC sent 10/29

Contact Us

Advertising Sales Representative

AdBoom Advertising
750 Hammond Dr
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Atlanta, GA, 30328
Tel: (404) 347-1755
Fax: (404) 347-9771
ache@adboomadvertising.com

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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