



American College of
Healthcare Executives
for leaders who care®

2023 MEDIA KIT

Reach 40,000+ top decision- makers in healthcare management

- ▶ *Healthcare Executive Magazine*
- ▶ *ACHe-news*
- ▶ *Healthcare Executive e-TOC*
- ▶ *Healthcare Executive Website*
- ▶ *Healthcare Executive Podcast*
- ▶ *ACHE Blog*

Inside:

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

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

SIX WAYS TO REACH ACHE MEMBERS:



Healthcare Executive Magazine

- ACHE's official bimonthly member magazine is the publication of choice to target loyal, high-level decision-makers in healthcare management.



ACHe-news

- 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.



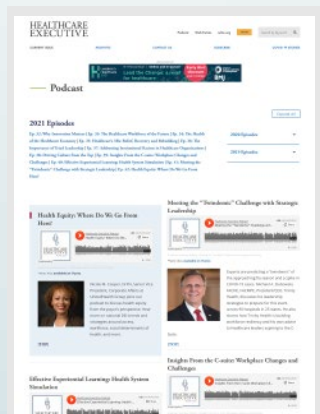
Healthcare Executive e-TOC

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



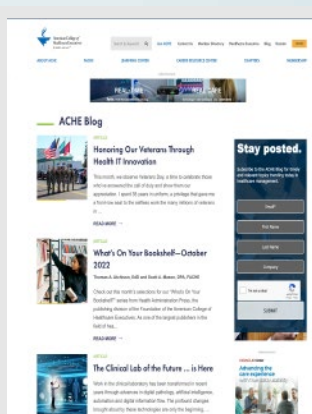
Healthcare Executive Website

- *Healthcare Executive* magazine is complemented 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.



Healthcare Executive Podcast

- An on-demand content marketing platform, connecting listeners with an interest in healthcare to ACHE's digital front door.
- Through short format "broadcast" interviews, the episodes will serve to educate, engage and inspire consumers to find a community within ACHE.



ACHE Blog

- Timely content from healthcare thought leaders on a variety of topics such as innovation, patient experience and process improvement.
- The platform is open to ACHE members and nonmembers and is designed to engage through clicks and shares.



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** give you more return on your investment.

➔ **ACHE Members and Fellows** continue to rate *Healthcare Executive* as the most useful publication in the field. ¹

➔ **Healthcare Executive** is received bi-monthly by nearly 40,000 members. ²

¹ ACHE 2020 Member Needs Survey

² BPA Worldwide circulation statements for the past 12 months

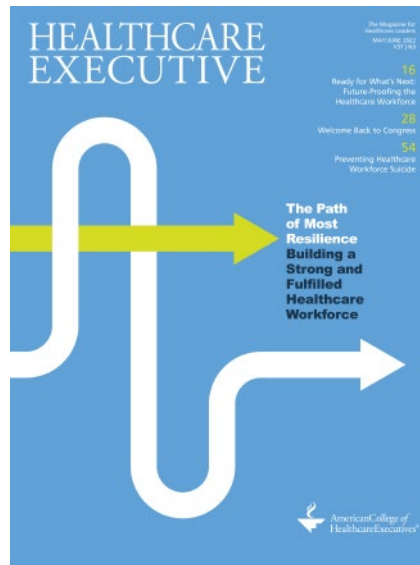
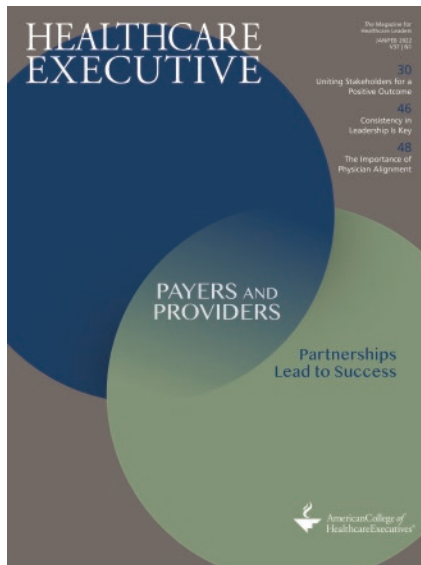
Contact AdBoom Advertising to learn more about ACHE members and the CEO audience.

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

2023 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	Finance	11/21/22	11/28/22	12/22/22
March/ April	Quality / Patient Safety	1/23/23	2/1/23	3/2/23 Bonus Distribution Congress on Healthcare Leadership
May/ June	Workforce	3/27/23	4/5/23	4/27/23
July/ August	Access to Care	5/22/23	5/31/23	6/22/23
September/ October	Tech Innovation	7/24/23	8/2/23	8/24/23 Bonus Distribution NAHLE and NAHSE
November/ December	Leadership	9/22/23	10/4/23	10/26/23



2023 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
 Carla Nessa, Art Director
 (312) 424-9432
ProductionManager@ache.org

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

Circulation: 40,000

Frequency: Weekly (52x per year)

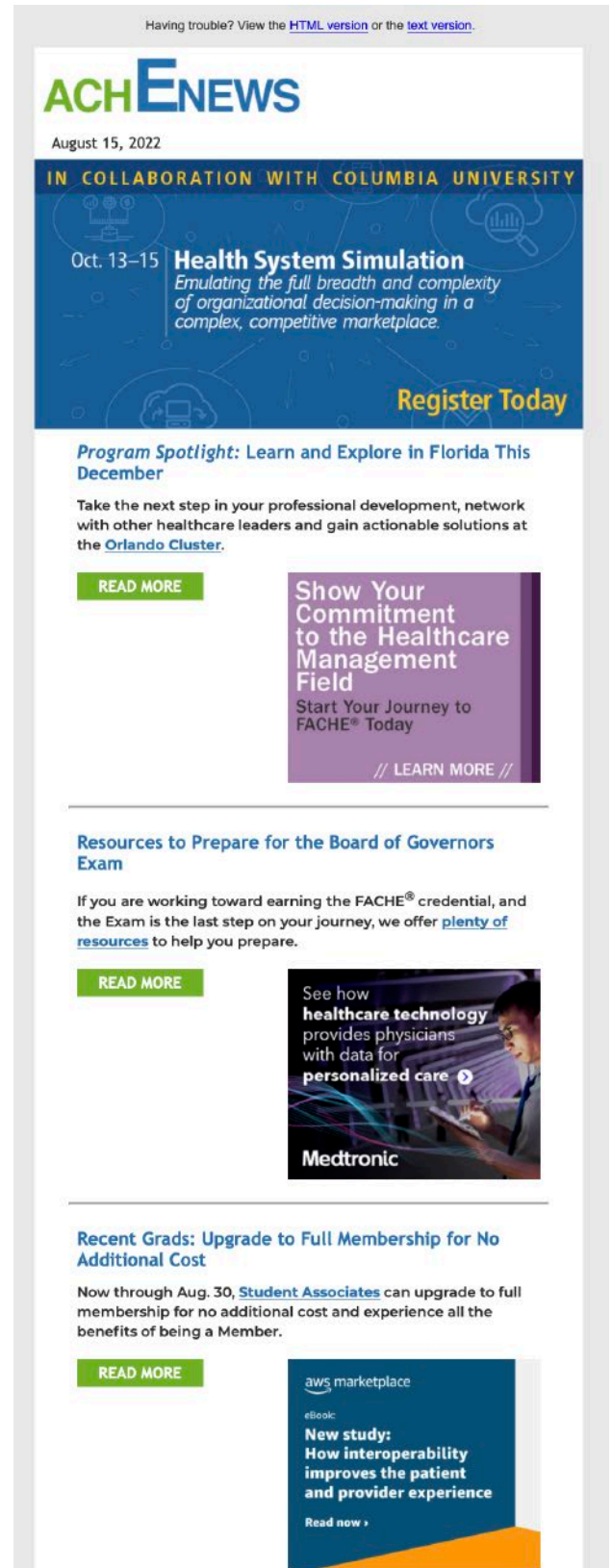
ACHe-news is a weekly newsletter exclusively for members. Every Monday, members receive the latest ACHE news and resources, as well as a spotlight on and calendar of upcoming educational programming. Space is limited to three advertisers per issue. Reserve yours today!

Ad Unit	1x	4x	8x	12x
Medium Rectangle	\$3,500	\$3,250	\$3,000	\$2,750

- Medium Rectangle Ad unit size: 300x250.
- Preferred file types are JPG, GIF or PNG.
- Maximum file size: 40k.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- All rates are net per insertion.
- Newsletter is sent every Monday.

Reserve Your Space Today!

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



ACHE's *Healthcare Executive* e-ToC is 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)	\$4,500	\$4,250	\$4,000
Medium Rectangle (300x250 px)	\$4,500	\$4,250	\$4,000

- Leaderboard Ad unit size: 728x90.
- Medium Rectangle Ad unit size: 300x250.
- Preferred file types are JPG, static GIF or PNG.
- Maximum file size: 40k.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- All rates are net per insertion.

Reserve Your Space Today!

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 JT Hroncich
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2023 Deadlines and Mail Dates

- | | |
|---|--|
| • Jan/Feb
e-ToC Art Due 12/22/22
e-ToC Mail Date 12/29/22 | • July/Aug
e-ToC Art Due 6/22/23
e-ToC Mail Date 6/29/23 |
| • Mar/Apr
e-ToC Art Due 2/27/23
e-ToC Mail Date 3/2/23 | • Sept/Oct
e-ToC Art Due 8/31/23
e-ToC Mail Date 9/7/23 |
| • May/June
e-ToC Art Due 4/27/23
e-ToC Mail Date 5/4/23 | • Nov/Dec
e-ToC Art Due 10/26/23
e-ToC Mail Date 11/2/23 |

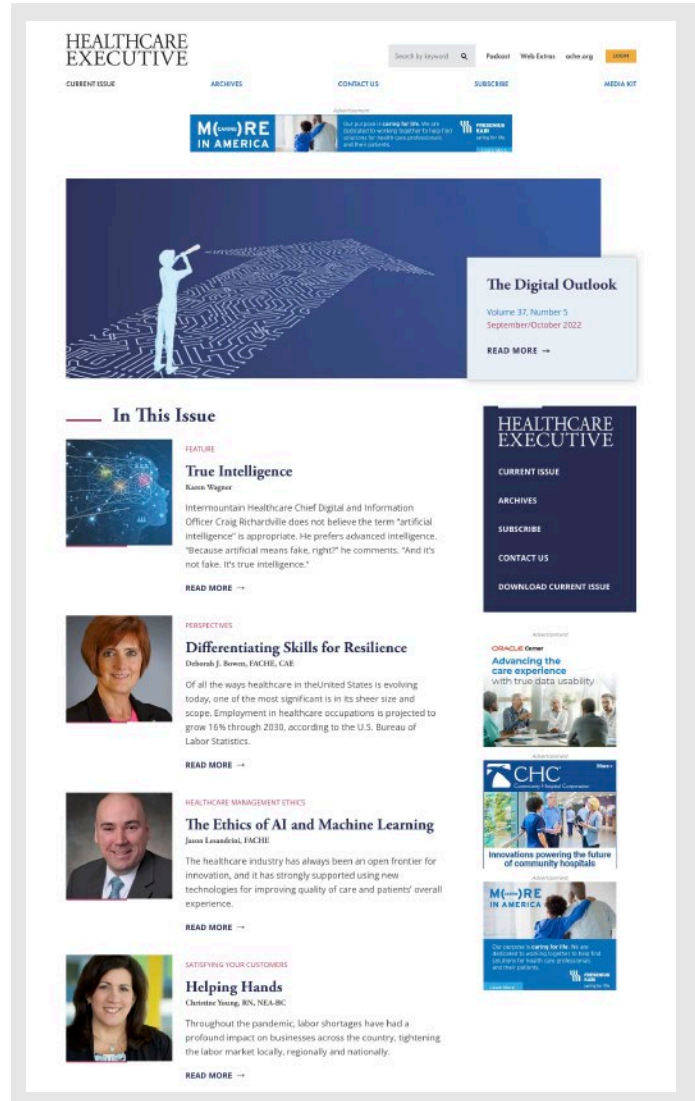
Advertise on HealthcareExecutive.org.

Healthcare Executive magazine is complemented 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.

- Average monthly page views - 10,150

Ad Unit	Per Month
Leaderboard (728x90 desktop & 320x50 px mobile)	\$4,500
Medium Rectangle (300x250 px)	\$4,500

- Leaderboard Ad unit size: 728x90 desktop, 320x50 mobile.
- Medium Rectangle Ad unit size: 300x250.
- Preferred file types are JPG, GIF or PNG.
- Maximum file size: 40k.
- All rates are net per insertion.



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Reach this active and engaged healthcare audience through advertising on the ACHE Blog. ache.org/Blog

Articles and Q&As that demonstrate thought leadership from ACHE and its members, Fellows and faculty/speakers. The platform is open to all and designed to engage through clicks and shares.

Blog post topics focus on top healthcare management issues drawn from current events, ACHE member research, and feedback from our premiere education events.

- Average monthly page views - 6,600

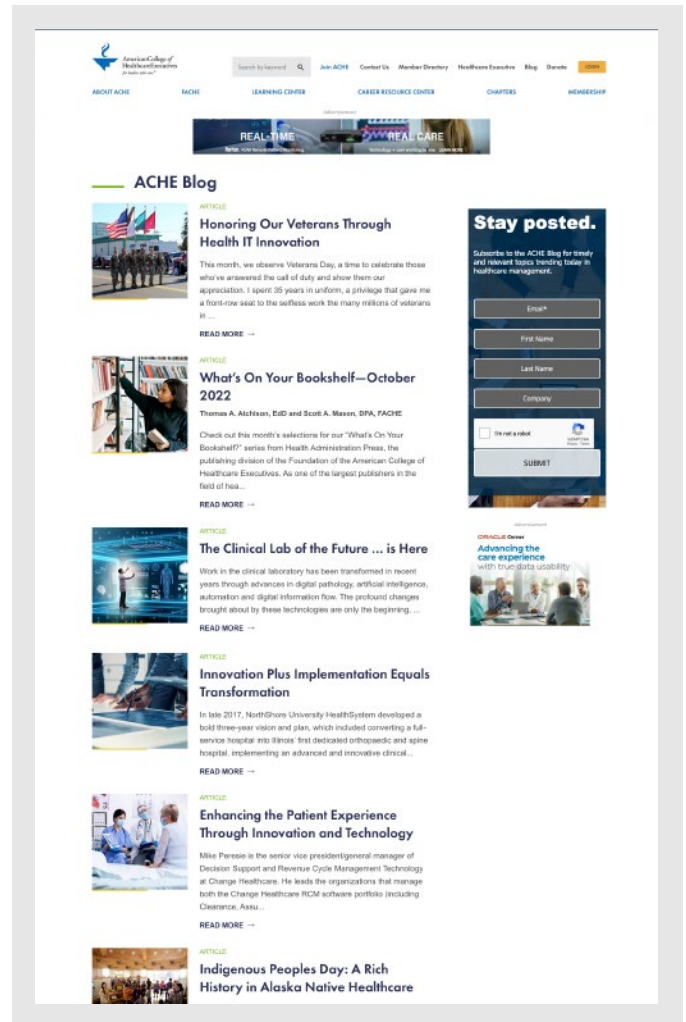
Ad Unit	1x	3x	6x
Leaderboard (728x90 desktop & 320x50 mobile)	\$4,500	\$4,000	\$3,750
Medium Rectangle (300x250 px)	\$4,500	\$4,000	\$3,750

Specs:

- Leaderboard Ad unit size: 728x90 desktop, 320x50 mobile.
- Medium Rectangle Ad unit size: 300x250.
- Preferred file types are JPG, GIF or PNG.
- Maximum file size: 40k.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- All rates are net.
- ACHE produces 2 blog postings/week or 8/month.

Reserve Your Space Today!

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Inspired engagement through digital storytelling.

HealthcareExecutive.org/podcast



An on-demand catalyst to connect listeners—with an interest in healthcare leadership—to ACHE’s digital front door. Through short format “broadcast” interviews, the episodes will serve to educate, engage and inspire consumers to find a community within ACHE.

Contributor episode subjects:

- Event speakers and faculty.
- ACHE elected leaders.
- FACHE/Members with interesting and inspiring stories.
- ACHE Award Winners.
- Average monthly plays - 14,500

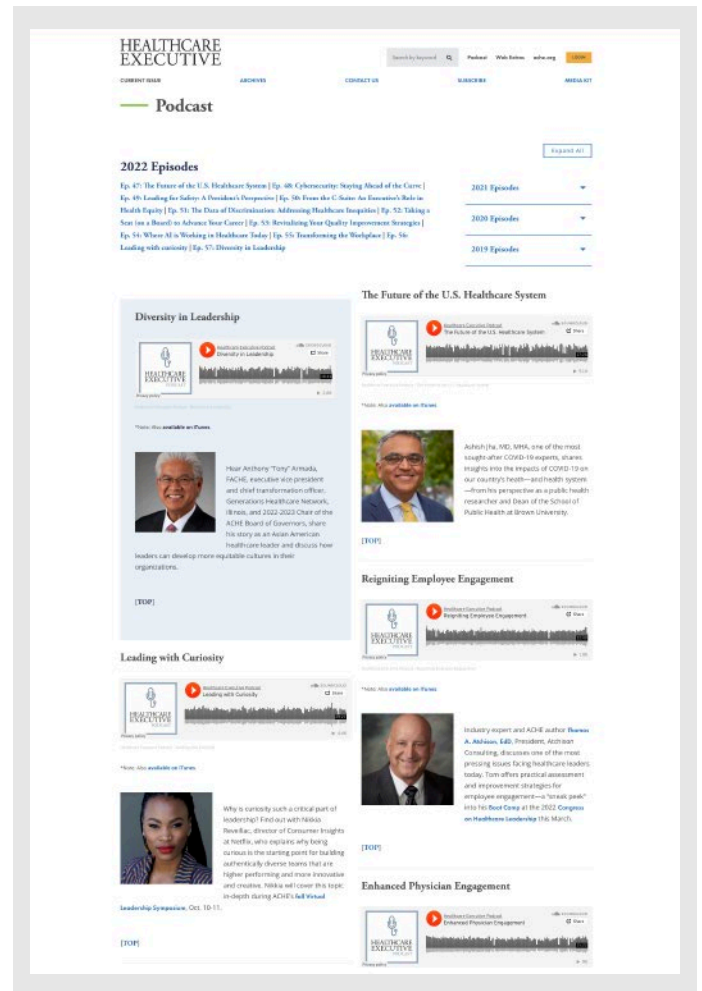
Podcast Sponsorship

Specs:

- :15 live read at the beginning OR middle of each podcast.
- ACHE produces 1-2 podcasts per month.
- Check out past episodes at HealthcareExecutive.org/podcast

Pricing:

\$3,950/podcast



HealthcareExecutive.org/podcast Banner Ad Rates

Ad Unit	1x	3x	6x
Leaderboard (728x90 desktop & 320x50 mobile)	\$4,750	\$4,500	\$4,250

- Leaderboard Ad unit size: 728x90 desktop, 320x50px mobile.
- Preferred file types are JPG, GIF or PNG.
- Maximum file size: 40k.
- All rates are net per insertion.

Reserve Your Space Today!

AdBoom Advertising

JT Hroncich

(404) 347-4170

jt@adboomadvertising.com

Contact Us

Advertising Sales Representative

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750 Hammond Drive
Bldg 8
Suite 200
Atlanta, GA 30328
Tel: (404) 347-4170
ache@adboomadvertising.com

Submit Ad Materials to:

American College of Healthcare Executives
Carla Nessa, Art Director
300 S. Riverside Plaza,
Suite 1900
Chicago, IL 60606-6698
Tel: (312) 424-9432
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 76 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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