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

SEVEN 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.

**Healthcare Executive e-TOC**
- This electronic table of contents links to the latest issue of Healthcare Executive and is emailed to all ACHE members plus Healthcare Executive subscribers.
- Two editions are emailed per issue — one when an issue is available online, and a follow-up a month later.

**Healthcare Executive Podcast**
- Through short format “broadcast” interviews, the episodes will serve to educate, engage and inspire consumers to find a community within ACHE.

**Sponsored Content**
- Companies can reach online audiences that they might not normally reach with ACHE’s sponsored content. Sponsored content opportunities mimic the look and feel of the association’s natural content and are featured on the Healthcare Executive homepage or ACHe-News newsletter.

**ACHE-News**
- A weekly e-newsletter delivered to 40,000 ACHE members.
- Every issue contains spotlights on upcoming education opportunities.

**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.

**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.

Abimbola Farinde, PharmD, PhD

Healthcare Executive has served to enrich my knowledge base when it comes to topics that are relevant and timely in healthcare. It has proven to be a key source of information for me as a professional and will continue to serve this important purpose for many years to come.

Jay Dennard Jr., FACHE

ACHE’s Healthcare Executive magazine is the “go-to” resource for the latest information to engage, educate and equip healthcare executives regarding the opportunities and challenges faced in our profession. It's a must-read for anyone—from those just starting their career to the most senior of healthcare leaders and all those in between.

Donald Peace Jr., PhD, FACHE

Healthcare Executive provides me with credible and professional information from colleagues across the landscape of healthcare administration. The articles are thought provoking and derived from like-minded professionals, researchers and practitioners in healthcare leadership. The content of these submissions are provided as a means of sharing ideas, collaboration and building a professional network led by experts and thought leaders in healthcare leadership. By reading Healthcare Executive regularly, I feel that I can stay updated and informed on the latest research, trends, developments and experiences in healthcare leadership across our nation.

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

JT Hronchich  (404) 347-4170  jt@adboomadvertising.com
Healthcare Executive Editorial Focus

For nearly four decades, *Healthcare Executive*, the official magazine of the American College of Healthcare Executives, has provided healthcare leaders with insights that can help them address the daily challenges they face.

1. Critical topics such as technology trends, organizational performance and access to care.
2. Best practices and management advice presented in special features, interviews and columns by recognized experts in the field.
3. Strategies based on groundbreaking research in areas such as quality and patient safety, governance, CEO turnover and diversity.
4. Real-world solutions for meeting evolving challenges.

Each issue includes two feature stories covering such areas as the healthcare workforce, technology, and quality and patient safety. Regular columns explore hot topics in healthcare management, each focusing on a specific industry issue.

**MEMBER DEMOGRAPHICS**

**MEDIAN AGE**
- 47.7
- 4.8% <30
- 21.6% 30-39
- 30.9% 40-49
- 28% 50-59
- 14.8% 60+

**GENDER**
- 52.4% Female
- 47.6% Male

**90.4% POSTGRADUATE DEGREE OR MORE**
- 5.9% One Masters
- 59.8% Two Masters
- 30.6% Doctorate or Two Masters
- 9.6% Bachelor’s or less

**66.9% POSITIONS: DEPARTMENT HEAD OR HIGHER**
- 11.1% Manager
- 13.3% Senior Vice President/Vice President
- 5.9% Staff
- 5.1% Consultant
- 4.8% Other
- 24.5% C-Suite (CEO, COO, CFO, CIO, CMO and CNO)
- 29.1% Department Head/Director

**COLUMNS INCLUDE**

- **CAREERS**
  - Strategies, advice and tools for effective career management
- **CEO FOCUS**
  - Healthcare trends and issues as they specifically relate to CEOs.
- **DIVERSITY, EQUITY AND INCLUSION**
  - Approaches to ensuring DEI in patient care and within healthcare organizations.
- **GOVERNANCE INSIGHTS**
  - Strategies for enhancing governance and board-CEO relations.
- **HEALTHCARE MANAGEMENT ETHICS**
  - Insights to help healthcare leaders address organizational ethics issues they may face.
- **OPERATIONAL ADVANCEMENTS**
  - How hospitals and health systems are streamlining or transforming operations to generate efficiencies.
- **PATIENT SAFETY**
  - The role of leadership in driving quality and patient safety.
- **PHYSICIAN LEADERSHIP**
  - Success stories and insights from physician-led healthcare organizations.
- **PUBLIC POLICY UPDATE**
  - Analysis of the latest healthcare policy and legislative issues and how they affect healthcare organizations and their communities.
- **SATISFYING YOUR CUSTOMERS**
  - Tips, tools and trends to keep internal and external customers happy—and give healthcare organizations a competitive edge.
Every issue of *Healthcare Executive* provides focused coverage of emerging trends and issues in healthcare management.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Space Close</th>
<th>Art Due</th>
<th>Mail Date</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Finance</td>
<td>11/20/23</td>
<td>11/29/23</td>
<td>12/21/23</td>
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<tr>
<td>March/April</td>
<td>Quality / Patient Safety</td>
<td>1/19/24</td>
<td>1/30/24</td>
<td>2/22/24</td>
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<tr>
<td>May/June</td>
<td>Workforce</td>
<td>3/29/24</td>
<td>4/9/24</td>
<td>5/2/24</td>
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<tr>
<td>September/October</td>
<td>Tech Innovation</td>
<td>7/26/24</td>
<td>8/6/24</td>
<td>8/29/24</td>
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<tr>
<td>November/December</td>
<td>Leadership</td>
<td>9/27/24</td>
<td>10/8/24</td>
<td>10/31/24</td>
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</table>
Ask about inserts, gatefolds and other specialty ad units!

<table>
<thead>
<tr>
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<tr>
<td>Cover 4</td>
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<table>
<thead>
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<td>Two-Page Spread</td>
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<tr>
<td>2/3 Page</td>
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<td>$6,165</td>
<td>$5,958</td>
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<tr>
<td>1/2 Page</td>
<td>$5,103</td>
<td>$4,937</td>
<td>$4,770</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,416</td>
<td>$3,317</td>
<td>$3,177</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,863</td>
<td>$1,800</td>
<td>$1,755</td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (trim size)</td>
<td>8.125”</td>
<td>10.875”</td>
</tr>
<tr>
<td>Two-Page Spread (trim size)</td>
<td>16.25”</td>
<td>10.875”</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.50”</td>
<td>9.50”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7”</td>
<td>4.75”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.75”</td>
<td>7”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.125”</td>
<td>9.50”</td>
</tr>
<tr>
<td>1/3 Page Island</td>
<td>4.25”</td>
<td>4.75”</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.125”</td>
<td>4.75”</td>
</tr>
</tbody>
</table>

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 (51x 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!

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>$3,500</td>
<td>$3,250</td>
<td>$3,000</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

- Medium Rectangle Ad unit size: 300x250.
- Preferred file types are JPG, GIF or PNG.
- Maximum file size: 40k.
- No scripting. Third-party ad serving is not accepted.
- 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: 38,000**  
**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.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90 px)</td>
<td>$4,500</td>
<td>$4,250</td>
<td>$4,000</td>
</tr>
<tr>
<td>Medium Rectangle (300x250 px)</td>
<td>$4,500</td>
<td>$4,250</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

- 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. Third-party ad serving is not accepted.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- All rates are net per insertion.

**Reserve Your Space Today!**  
AdBoom Advertising

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

**2024 Deadlines and Mail Dates**

- **Jan/Feb**  
e-ToC Art Due 1/3/24  
e-ToC Mail Date 1/4/24
- **July/Aug**  
e-ToC Art Due 7/8/24  
e-ToC Mail Date 7/11/24
- **Mar/Apr**  
e-ToC Art Due 3/4/24  
e-ToC Mail Date 3/7/24
- **Sept/Oct**  
e-ToC Art Due 9/2/24  
e-ToC Mail Date 9/5/24
- **May/June**  
e-ToC Art Due 5/6/24  
e-ToC Mail Date 5/9/24
- **Nov/Dec**  
e-ToC Art Due 11/4/24  
e-ToC Mail Date 11/7/24
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

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90 desktop &amp; 320x50 px mobile)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Medium Rectangle (300x250 px)</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

- Leaderboard Ad unit size: 728x90 desktop, 320x50px 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.

Reserve Your Space Today!
AdBoom Advertising

JT Hronchich
(404) 347-4170
jt@adboomadvertising.com
SPONSORED CONTENT

Published on Healthcareexecutive.org/Sponsored Content for 6 months.

• Promoted in ONE of the following ACHE products:
  • Print issue of Healthcare Executive
  • HealthcareExecutive.org
  • ACHe-News
  • ACHE Blog

• Content must be educational in nature, not solely promotional.
• May focus on product(s) or company, be informative, and actionable to ACHE members.
• Focus on the practitioner viewpoint with quantitative results the is solutions oriented.
• It should be written by someone who has unique expertise or experience.
• Content must be original or obtained written permission if it is reprinted.

Sponsored Content Pricing

Print/Digital Combo

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visible on HE.org home page for 2 months.</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Visible on sponsored content page for 6 months.</td>
<td>$17,500.00</td>
</tr>
<tr>
<td>Cost for full page: 900-1150</td>
<td></td>
</tr>
<tr>
<td>Cost for two-page spread: 400-500</td>
<td></td>
</tr>
<tr>
<td>HealthcareExecutive.org</td>
<td></td>
</tr>
<tr>
<td>Visible on home page for 1 month</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Visible on sponsored content page for 6 months.</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>ACHE Blog</td>
<td></td>
</tr>
<tr>
<td>Visible on blog landing page for 1 month</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Visible on sponsored content page for 6 months.</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Cost: $5,000.00</td>
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</tr>
<tr>
<td>ACHe-News</td>
<td></td>
</tr>
<tr>
<td>Visible in one (1) issue of ACHe-News</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Visible on sponsored content page for 6 months.</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Cost: $5,000.00</td>
<td></td>
</tr>
</tbody>
</table>

Sponsored Content Production Requirements and Specifications

• Title of sponsored content: 50–60 characters
• File format for article: WORD
• Word Count
  • Print 2-page spread: 900-1150
  • Print Full Page: 400-500
  • Digital: 500-800 (max 1,000, unless print/digital combo)
• Hero article image: 1900 x 750
• Feature a specific company, company logo and description, and link back to company.
• Feature a specific author, provide author details, bio, title and company.
• Additional images in 750x450 may be added (not required)
• All content must be approved by ACHE prior to campaign start date.
• ACHE requires minimum 48 hours to review and approve content (prior to submission deadline)

Reserve Your Space Today!
AdBoom Advertising

JT Hronich
(404) 347-4170
jt@adboomadvertising.com
Reach this active and engaged healthcare audience through advertising on 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

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90 desktop &amp; 320x50 mobile)</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,750</td>
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<tr>
<td>Medium Rectangle (300x250 px)</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

**Specs:**

- Leaderboard Ad unit size: 728x90 desktop, 320x50px 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. All rates are net per insertion.

---

**Reserve Your Space Today!**

AdBoom Advertising

**JT Hroncich**

📞 (404) 347-4170

✉️ jt@adboomadvertising.com
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 second 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

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Reserve Your Space Today!
AdBoom Advertising

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