



American College of  
Healthcare Executives  
*for leaders who care®*

## 2021 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

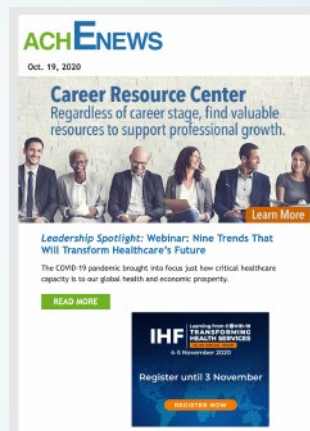
The American College of Healthcare Executives is an international professional society of more than **40,000 healthcare executives** who lead hospitals, healthcare systems and other healthcare organizations.

## SIX WAYS TO REACH ACHE MEMBERS:



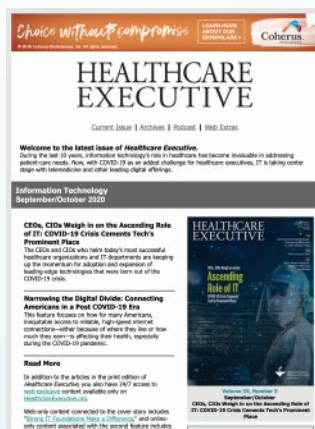
### Healthcare Executive Magazine

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



### 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.



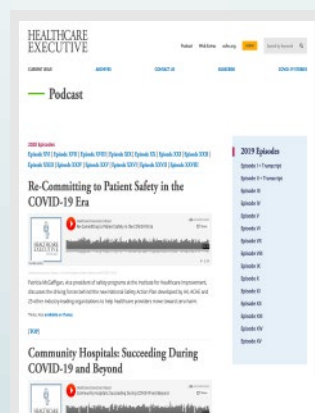
### Healthcare Executive e-TOC

- 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*.



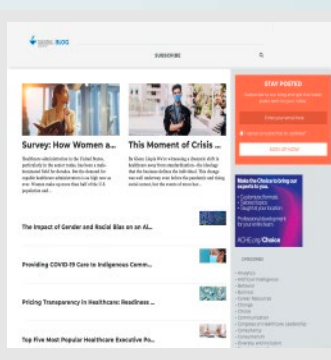
### Healthcare Executive Website

- *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

- Easily digestible 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.
- **Every senior executive who is an ACHE member and receives *Healthcare Executive* reads it!** <sup>1</sup>
- **ACHE senior executive members rank *Healthcare Executive* No. 1 in average issue readers and average page exposures.** <sup>1</sup>
- ***Healthcare Executive* readership was up 9 percentage points in 2019 from 2017 among senior executives.** <sup>1</sup>
- **Of the leading publications sampled, *Healthcare Executive* is the only publication with an increase in page exposure from 2017 to 2019.** <sup>1</sup>

<sup>1</sup> Kantar® Professional Health 2019 Hospital Management Study (Table 207)

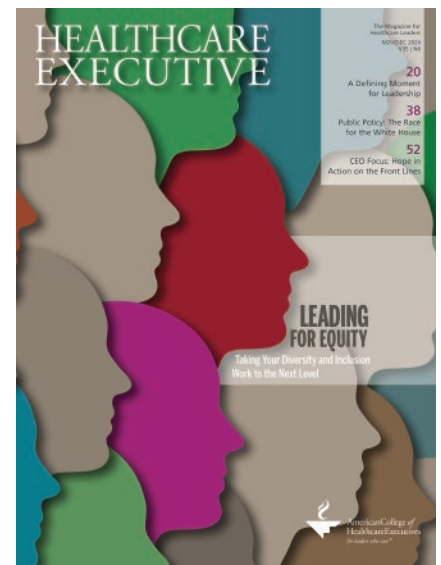
**Contact AdBoom Advertising to learn more about ACHE members and the CEO audience.**

JT Hroncich / (404) 347-4170 / [jt@adboomadvertising.com](mailto:jt@adboomadvertising.com)

## 2021 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
<b>January/ February</b>	<b>Finance</b>	November 13	November 30	December 22
<b>March/ April</b>	<b>Quality / Patient Safety</b>	January 15	January 25	February 18
<b>May/ June</b>	<b>Workforce</b>	March 19	March 26	April 22
<b>July/ August</b>	<b>Population Health</b>	May 21	May 28	June 24
<b>September/ October</b>	<b>Technology</b>	July 16	July 23	August 19
<b>November/ December</b>	<b>Leadership</b>	September 17	September 24	October 21





## 2021 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](mailto:jt@adboomadvertising.com)

#### Production Contact:

American College of Healthcare Executives  
Emma O'Riley, Creative Director  
(312) 424-9430  
[ProductionManager@ache.org](mailto: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 (300x250 px)	\$2,750	\$2,500	\$2,250	\$2,000

- 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

JT Hroncich

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Oct. 19, 2020

### Career Resource Center

Regardless of career stage, find valuable resources to support professional growth.




[Learn More](#)

#### Leadership Spotlight: Webinar: Nine Trends That Will Transform Healthcare's Future

The COVID-19 pandemic brought into focus just how critical healthcare capacity is to our global health and economic prosperity.


[READ MORE](#)



#### Give Yourself a Competitive Edge With This Career Tool Combo

During these uncertain times, ACHE remains dedicated to helping you take the next steps in your healthcare management career.


[READ MORE](#)



#### If You Receive a Survey From ACHE ...

From time to time, ACHE sends surveys to members asking for feedback about our products and services, and to learn about important topics in the healthcare field.

[READ MORE](#)



#### Online Seminar: The Emerging Healthcare Leader

Building a successful healthcare career requires keen self-knowledge, performance, character and commitment.

[READ MORE](#)

## 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.
- No scripting or animation.
- ACHE strongly recommends using URLs and email addresses that are as short as possible.
- Rates are per insertion.
- All rates are net.

### Reserve Your Space Today!

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# HEALTHCARE EXECUTIVE

[Current Issue](#) | [Archives](#) | [Podcast](#) | [Web Extras](#)

**Welcome to the latest issue of *Healthcare Executive*.**  
During the last 10 years, information technology's role in healthcare has become invaluable in addressing patient-care needs. Now, with COVID-19 as an added challenge for healthcare executives, IT is taking center stage with telemedicine and other leading digital offerings.

**Information Technology**  
September/October 2020

**CEOs, CIOs Weigh in on the Ascending Role of IT: COVID-19 Crisis Cements Tech's Prominent Place**  
The CEOs and CIOs who helm today's most successful healthcare organizations and IT departments are keeping up the momentum for adoption and expansion of leading-edge technologies that were born out of the COVID-19 crisis.

**Narrowing the Digital Divide: Connecting Americans in a Post COVID-19 Era**  
This feature focuses on how for many Americans, inequitable access to reliable, high-speed internet connections—either because of where they live or how much they earn—is affecting their health, especially during the COVID-19 pandemic.

**Read More**  
In addition to the articles in the print edition of *Healthcare Executive*, you also have 24/7 access to [web-exclusive](#) content available only on [HealthcareExecutive.org](#).

Web-only content connected to the cover story includes "Strong IT Foundations Make a Difference," and online-only content associated with the second feature includes "Engaging Government and Business Partners to Close the Digital Divide."

And, be sure to listen to the [Healthcare Executive Podcasts](#). Recent episodes include:

- **Denise Brooks-Williams, FACHE**, senior vice president/CEO of Henry Ford Health System's North Market, on the disproportionate impact of COVID-19 on minority communities.
- **John Boyd, PsyD, FACHE**, CEO, Mental Health and Addiction Care, Sutter Health, talks about opportunities in integrated behavioral health treatment and outreach.

**HEALTHCARE EXECUTIVE**  
Volume 35, Number 5  
September/October  
CEOs, CIOs Weigh in on the Ascending Role of IT: COVID-19 Crisis Cements Tech's Prominent Place

**Discover an option now available!**

[Learn More](#)

NON-2019-1794

Download on the App Store | GET IT ON Google play

### Dates:

- Jan/Feb e-TOC sent 12/29/20
- March/April e-TOC sent 2/26/21
- May/June e-TOC sent 4/30/21
- July/Aug e-TOC sent 7/2/21
- Sept/Oct e-TOC sent 8/27/21
- Nov/Dec e-TOC sent 10/29/21

## Advertise on ACHE's site, HealthcareExecutive.org.

*Healthcare Executive* magazine is now 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.

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

- 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.
- Rates are per insertion
- All rates are net.
- Space is limited to four advertisers per month.

### Reserve Your Space Today!

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JT Hroncich

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[jt@adboomadvertising.com](mailto:jt@adboomadvertising.com)

The screenshot displays the Healthcare Executive website. At the top, the logo 'HEALTHCARE EXECUTIVE' is prominent, along with navigation links for 'Podcast', 'Web Extras', 'ache.org', and a search bar. Below the header, there's a banner for 'Discover an option now available!' with a 'Learn More' button. The main content area features a large image of a person in a blue protective suit and mask, with the text 'LATEST ISSUE CEOs, CIOs Weigh in on the Ascending Role of IT' and 'Volume 35, Number 5 September/October 2020'. Below this, the 'In This Issue' section lists several articles: 'Engaging Government and Business Partners to Close the Digital Divide' by Laura Hegwer, 'Mitigating Safety Risks Post COVID-19' by James E. Orlikoff and James L. Reinertsen, MD, 'Boosting Telework and EHRs listing' by Jessica D. Squezzo, and 'Virtual Leadership' by Professional Pointers. Each article has a 'READ MORE' link. On the right side, there's a sidebar with 'HEALTHCARE EXECUTIVE' logo, 'CURRENT ISSUE', 'ARCHIVES', 'SUBSCRIBE', 'CONTACT US', and 'COVID-19 STORIES'. At the bottom, there's a 'Public Policy Update' section titled 'Post-Election Policy Issues' by Daniel B. McLaughlin. The footer includes a 'VIEW ALL ARTICLES' button.



# 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.

### Specs:

- :15 live read at the beginning OR middle of each podcast.
- ACHE produces 1-2 podcasts per month.

### Pricing:

\$3,000/podcast

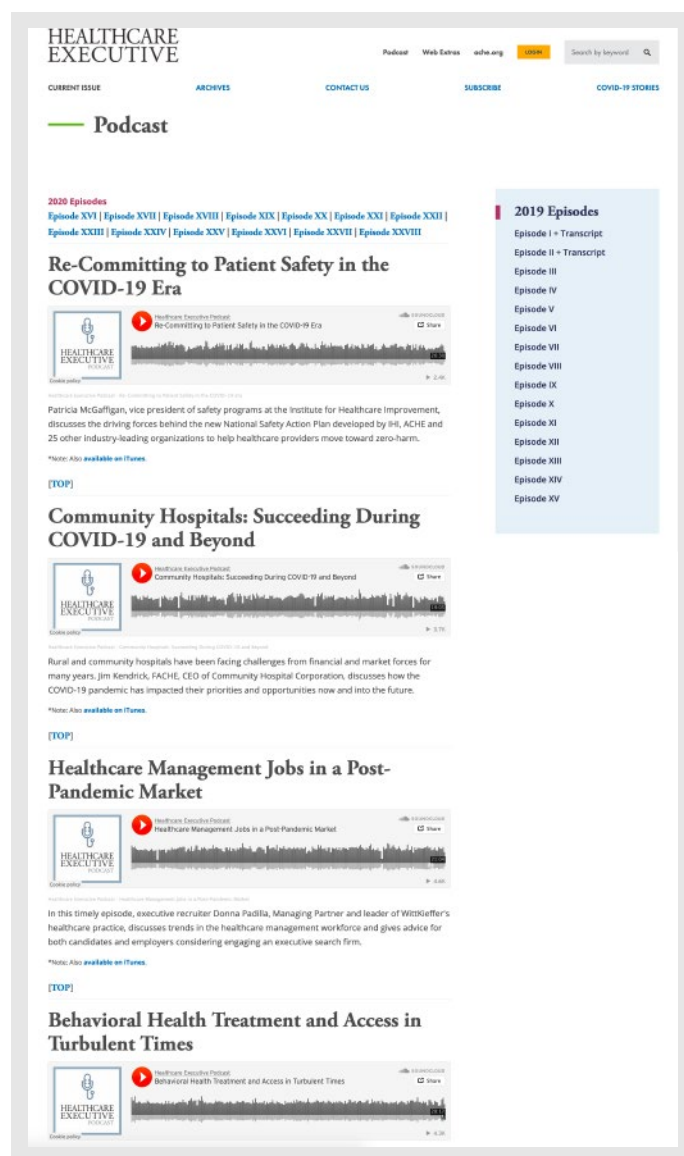
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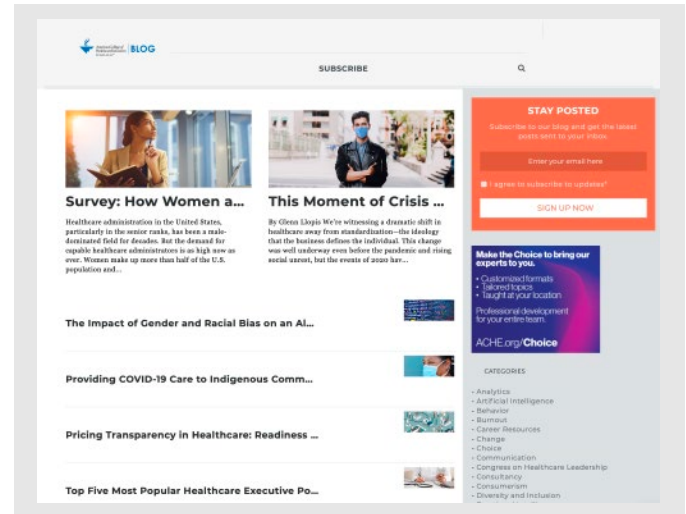
[jt@adboomadvertising.com](mailto:jt@adboomadvertising.com)



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

Easily digestible, 500-word 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.



### Specs:

- 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.
- 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.

### Pricing:

\$3,500/month for both leaderboard and medium rectangle ad units.

### Reserve Your Space Today!

AdBoom Advertising

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# Contact Us

## Advertising Sales Representative

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## Submit Ad Materials to:

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Chicago, IL 60606-6698

Tel: (312) 424-9430

[ProductionManager@ache.org](mailto: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 77 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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