



safe and trusted healthcare

2015 Media Planner

www.ashrm.org



6,000 Reasons Why You Should Make ASHRM Part of Your 2015 Marketing Plan

Keeping with its vision to be the leader in advancing safe and trusted healthcare through enterprise risk management, the American Society for Healthcare Risk Management (ASHRM) serves nearly 6,000 educated, engaged, motivated members and 42 affiliated local chapters representing a variety of healthcare-related entities with risk management, patient safety, clinical, insurance, legal and financial interests.

ASHRM is a personal membership group of the American Hospital Association (AHA). Its mission is to advance patient safety, reduce uncertainty and maximize value through the management of risks across the healthcare enterprise. ASHRM fulfills this mission by promoting effective and innovative risk management strategies and professional leadership through education, advocacy, publications, networking and interactions with leading healthcare organizations and government agencies.

ASHRM initiatives focus on developing and implementing safe and effective patient care practices, preserving financial resources and maintaining a safe working environment. Maximize your exposure and visibility to this niche market of healthcare leaders by making ASHRM part of your 2015 advertising schedule. To make your advertising experience even more beneficial, ASHRM has partnered with industry expert SmithBucklin to better serve you. SmithBucklin assists with Online, Digital and Webinar inquiries and provides ASHRM Annual Conference and ASHRM Academy Exhibitor and Sponsorship details.

Contact Information

Kris King

Manager, Sales Services

(312) 673-4722 (Direct)

(312) 673-6808 (Fax)

krKing@smithbucklin.com

Type	Size	Placement	13-Week Cycle
Full Banner	468 x 60 px	Top	\$3,600
Half Banner	234 x 60 px	Spot 1	\$2,700
Half Banner	234 x 60 px	Spot 2	\$1,800

Note: File must be in a jpg format. Include the link to the ad.

Publication Date: Every Friday

Reach nearly 6,000 healthcare risk management professionals by sponsoring eNews, ASHRM's weekly review of professional development opportunities and industry news highlights. Through eNews our members learn about upcoming programs, networking events and more.

- Average open rate is 21.2%
- Average click thru rate is 5.5%
Source: Real Magnet 2014 Average
- eNews features three banner locations.
- Promotional text must be 75 words or less, with optional graphic element and one hyperlink. ASHRM reserves the right to resize graphics and edit final listing.
- Creative due one week prior to deployment date.
- ASHRM reserves the right to refuse advertising deemed inappropriate.



The screenshot displays the ASHRM eNews email layout. At the top, the ASHRM logo and tagline 'safe and trusted healthcare' are on the left, and the 'eNews' logo is on the right. Below the header, there are navigation links for 'forward' and 'contact us', and the date 'April 10, 2011'. The main content area includes a 'Dear Member' greeting, a 'Renew Now' button, and a large 'Full Banner' (468 x 60) placeholder. Below this, there are sections for 'Career Center: Attention Job Seekers', 'Professional Development Headlines' (with a list of articles), 'Risk Management News' (with a list of news items), and 'Announcements'. On the right side, there are three vertical columns of content: 'Patient Safety Update', 'Education Corner', and 'Conference Countdown'. At the bottom, there is another 'Half Banner' (234 x 60) placeholder and a 'Professional Development Headlines' section with a list of articles.

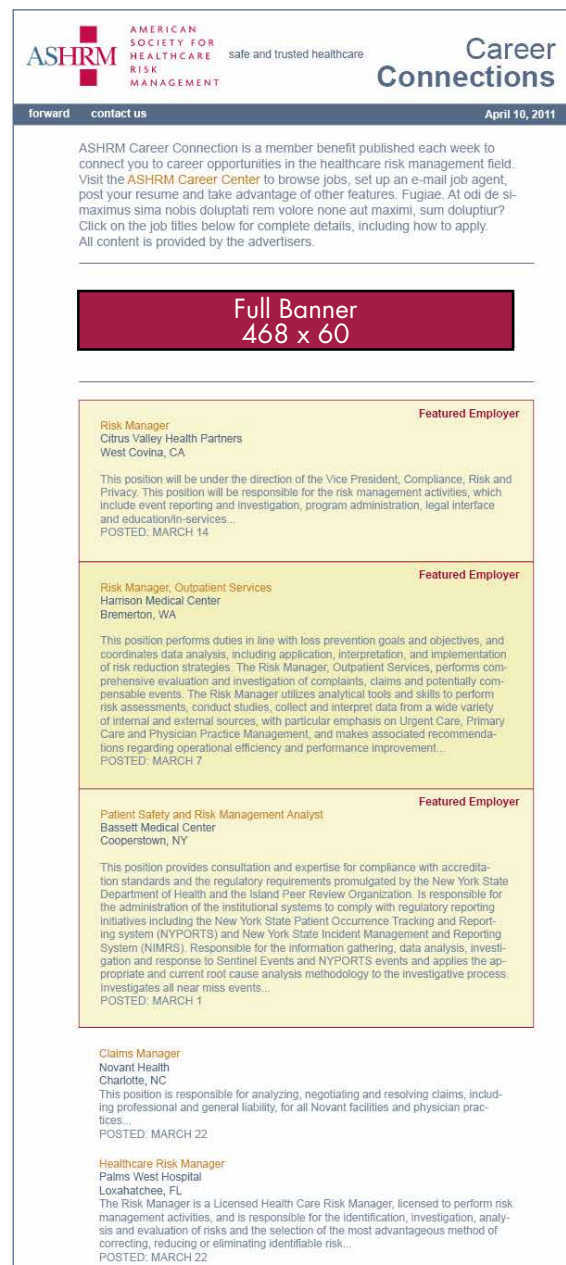
Type	Size	Placement	13-Week Cycle
Full Banner	468 x 60 px	Top	\$3,600

Note: File must be in a jpg format. Include the link to the ad.

Publication Date: Every Tuesday

Send your message directly to nearly 6,000 healthcare risk management professionals by sponsoring Career Connections, ASHRM's weekly career development eNewsletter. It features the most current employment opportunities available in the field of healthcare risk management and patient safety.

- Average open rate is 24.7%
- Average click thru rate is 5.1%
Source: Real Magnet 2014 Average
- Sponsors receive top placement of their banner ad or promotional text. To provide maximum exposure, ASHRM allows only one sponsor per issue.
- Promotional text must be 75 words or less, with optional graphic element and one hyperlink. ASHRM reserves the right to resize graphics and edit final listing.
- Creative due one week prior to deployment date.
- ASHRM reserves the right to refuse advertising deemed inappropriate.



The screenshot shows the ASHRM Career Connections website interface. At the top, there is the ASHRM logo and the tagline "safe and trusted healthcare". The page title is "Career Connections" and the date is "April 10, 2011". A navigation bar includes "forward" and "contact us".

The main content area features a prominent red banner with the text "Full Banner 468 x 60". Below this, there are several job listings, each with a "Featured Employer" label. The first listing is for a "Risk Manager" at "Citrus Valley Health Partners" in "West Covina, CA". The second listing is for a "Risk Manager, Outpatient Services" at "Harrison Medical Center" in "Bremerton, WA". The third listing is for a "Patient Safety and Risk Management Analyst" at "Bassett Medical Center" in "Cooperstown, NY". The fourth listing is for a "Claims Manager" at "Novant Health" in "Charlotte, NC". The fifth listing is for a "Healthcare Risk Manager" at "Palms West Hospital" in "Loxahatchee, FL".

Digital

Ad Insertion Order: eNewsletters

Contact Information	Client Name			
	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Send invoice to: (check one) Name & address listed above Other, listed below

Invoice Method	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Ad Information

eNews

Type	Size	Placement	13-Week Cycle
<input type="checkbox"/> Full Banner	468 x 60 px	Top	\$3,600
<input type="checkbox"/> Half Banner	234 x 60 px	Spot 1	\$2,700
<input type="checkbox"/> Half Banner	234 x 60 px	Spot 2	\$1,800

Note: File must be in a jpg format. Include the link to the ad. Creative due week prior to deployment date.

Career Connections

Type	Size	Placement	13-Week Cycle
<input type="checkbox"/> Full Banner	468 x 60 px	Top	\$3,600

Note: File must be in a jpg format. Include the link to the ad. Creative due week prior to deployment date.

Display Date(s): _____

Total: _____

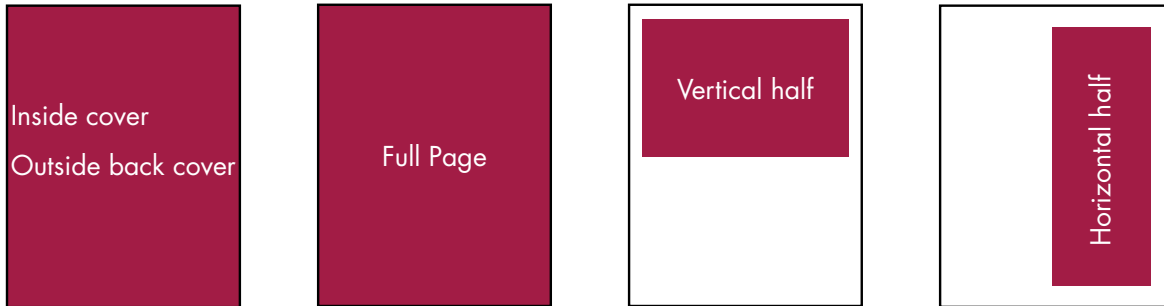
Signature: _____

Date: _____

Payment Information

An invoice will be sent to the contact person specified above. Payment is due 30 days within receipt of invoice. The invoice will specify all acceptable payment methods.

Please send completed agreement to Kris King at krKing@smithbucklin.com or fax to 312-673-6808.



Sizes and Rates

Area/Coverage	Width	Height	B&W	Color
Outside Back Cover	8 ¾"	11 ½"	\$2,300	\$2,500
Inside Cover	8 ¾"	11 ½"	\$2,025	\$2,195
Full Page	8 ¾"	11 ½"	\$1,575	\$1,960
Vertical Half Page	3 ¾"	9 ¾"	\$580	\$870
Horizontal Half Page	7 ½"	5"	\$580	\$870

All rates are per issue and NET except for a 10 percent discount on ads and inserts placed in four consecutive issues. Prepayment is required on initial insertion for first-time advertisers.

Ad Requirements

For full-page bleeds

- Trim size: 8½" x 11".
- For "live size" allow ¼" on all sides.
- For full bleeds, allow an additional ⅛" on all sides.

General requirements

- Acceptable file formats are high-resolution (at least 300 dpi) JPEG, TIFF, or EPS files. No PDFs.
- All images must be flattened and text rasterized.
- Color ads must be entirely CMYK.
- Black and White ads should use black only (grayscale), not 4-color.



Print

Ad Insertion Order: Journal of Healthcare Risk Management

Contact Information	Client Name			
	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Send invoice to: (check one) Name & address listed above Other, listed below

Invoice Method	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Ad Information

Ad Type	Width	Height	B&W	Color
<input type="checkbox"/> Outside Back Cover	8 ¾"	11 ½"	\$2,300	\$2,500
<input type="checkbox"/> Inside Cover	8 ¾"	11 ½"	\$2,025	\$2,195
<input type="checkbox"/> Full Page	8 ¾"	11 ½"	\$1,575	\$1,960
<input type="checkbox"/> Vertical Half Page	3 ¾"	9 ¾"	\$580	\$870
<input type="checkbox"/> Horizontal Half Page	7 ½"	5"	\$580	\$870

Note: Acceptable file formats are high-resolution (at least 300 dpi) JPEG, TIFF, or EPS files. No PDFs. All images must be flattened and text rasterized. Color ads must be entirely CMYK. Black and White ads should use black only (grayscale), not 4-color. Include the link to the ad. Rate listed are per issue.

Volume: _____ Number: _____ Total: _____

Signature: _____ Date: _____

Payment Information

An invoice will be sent to the contact person specified above. Payment is due 30 days within receipt of invoice. The invoice will specify all acceptable payment methods.

Please send completed agreement to Kris King at krKing@smithbucklin.com or fax to 312-673-6808.

Static or Animated

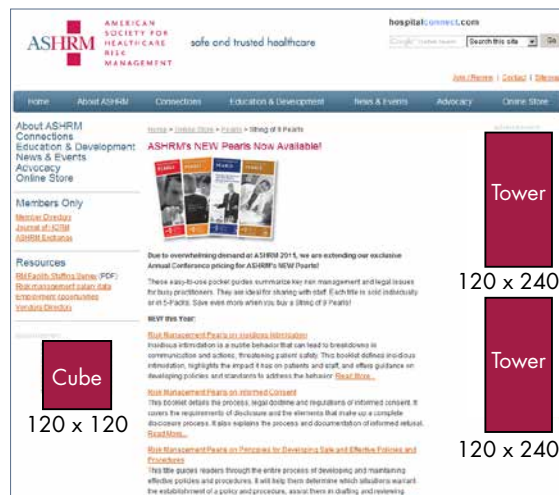
Type	Placement	12 months
Tower	Select Pages	\$3,200
Full Banner	Home Page	\$3,000
Half Banner	Home Page	\$1,425
Cube	Select Pages	\$1,000

Note: File must be in a JPG or a GIF format; and include URL.

Sizes

Type	Width	Height	DPI
Tower	120 px	240 px	72 dpi
Full Banner	468 px	60 px	72 dpi
Half Banner	234 px	60 px	72 dpi
Cube	120 px	120 px	72 dpi

Internal Page



The screenshot shows the ASHRM website with several advertising spots marked with red boxes and labels:

- Cube** (120 x 120): Located in the top left sidebar area.
- Tower** (120 x 240): Located in the top right sidebar area.
- Cube** (120 x 120): Located in the main content area, below the 'About ASHRM' section.
- Tower** (120 x 240): Located in the main content area, below the 'Resources' section.
- Tower** (120 x 240): Located in the main content area, below the 'New Pearls' section.

Home Page



The screenshot shows the ASHRM website home page with several advertising spots marked with red boxes and labels:

- Cube** (120 x 120): Located in the top left sidebar area.
- Tower** (120 x 240): Located in the top right sidebar area.
- Half Banner** (234 x 60): Located in the main content area, below the 'Call for Presentations' section.
- Full Banner** (468 x 60): Located in the main content area, below the 'New ASHRM Online Store' section.
- Half Banner** (234 x 60): Located in the main content area, below the 'Introducing the 12th Annual ASHRM/Aon Hospital Professional Liability and Physician Liability Benchmark Analysis' section.
- Full Banner** (468 x 60): Located in the main content area, below the 'December Webinar Will Answer Your Questions on Risk Control after RCA' section.
- Half Banner** (234 x 60): Located in the main content area, below the 'Career Center' section.
- Full Banner** (468 x 60): Located in the main content area, below the 'ASHRM Store' section.
- Half Banner** (234 x 60): Located in the main content area, below the 'Live Learning Center' section.
- Full Banner** (468 x 60): Located in the main content area, below the 'Financial support' section.

Online

Ad Insertion Order: ASHRM Website

Contact Information	Client Name			
	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Send invoice to: (check one) Name & address listed above Other, listed below

Invoice Method	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Ad Information

Website

Type	Width	Height	Placement	12 months
<input type="checkbox"/> Tower	120 px	240 px	Select Pages	\$3,200
<input type="checkbox"/> Full Banner	468 px	60 px	Home Page	\$3,000
<input type="checkbox"/> Half Banner	234 px	60 px	Home Page	\$1,425
<input type="checkbox"/> Cube	120 px	120 px	Select Pages	\$1,000

Note: File must be a jpg or a gif format. Include the link to the ad. Creative due week prior to deployment date.

Display Date(s): _____

Total: _____

Signature: _____

Date: _____

Payment Information

An invoice will be sent to the contact person specified above. Payment is due 30 days within receipt of invoice. The invoice will specify all acceptable payment methods.

Please send completed agreement to Kris King at krKing@smithbucklin.com or fax to 312-673-6808.

ASHRM University/Webinar Sponsorship

\$2,500 Sponsor Level Package

- ASHRM-driven webinar; no sponsor involvement in content delivery
- ASHRM CE credits and CNE credits are provided to participants.

\$2,500 Level Webinar Sponsors Receive:

- Sponsor logo included in digital marketing promos; minimum of 2 messages
- Logo on opening slide and verbal recognition in webinar presentation
- Logo in recorded webinar, posted to ASHRM University for no less than 1 year; option to renew after 1 year (as determined by the Online Education Task Force)

\$5,000 Sponsor Level Package

- Sponsor selects experts to present on the topic. ASHRM approves speaker and slides. Must be educational in nature.
- ASHRM CE credits are provided to participants.

\$5,000 Level Webinar Sponsors Receive:

- Sponsor logo included in digital marketing promos; minimum of 2 messages
- Logo on opening slide and verbal recognition in webinar presentation
- Logo in recorded webinar, posted to ASHRM University for no less than 1 year; option to renew after 1 year (as determined by the Online Education Task Force)
- Sponsor provides a 3-minute introduction*
- Post-webinar attendee direct mailing list (does not include emails)

Continuing Nursing Education (CNE) Guidelines

* The organization providing sponsorship may request that funds be used to support a specific part of an educational activity. The Accredited Provider may choose to accept the restriction or not accept the sponsorship. The Accredited Provider maintains responsibility for all decisions related to the activity as described below.

Terms and Conditions

1. This activity is for educational purposes only and will not promote any proprietary interest of an organization providing sponsorship.
2. The Accredited Provider (ASHRM) is responsible for all decisions related to the educational activity. The organization providing sponsorship may not participate in any component of the planning process of an educational activity, including:
 - Assessment of learning needs
 - Determination of objectives
 - Selection or development of content
 - Selection of planners, presenters, faculty, authors and/or content reviewers
 - Selection of teaching/learning strategies
 - Evaluation methods
3. The Accredited Provider (ASHRM) will make all decisions regarding the disposition and disbursement of sponsorship in accordance with ANCC criteria.
4. All sponsorship associated with this activity will be given with the full knowledge and approval of the Accredited Provider (ASHRM). No other payments shall be given to any individuals involved with the supported educational activity.
5. Sponsorship will be disclosed to the participants of the educational activity.
6. The organization providing sponsorship may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place or at the conclusion of an educational activity, regardless of the format of the educational activity.

Webinar Sponsorship Contract

Webinar

Insertion Order: ASHRM Webinar Sponsorship

Contact Information	Client Name			
	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Send invoice to: (check one) Name & address listed above Other, listed below

Invoice Method	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Type

- \$5,000 Sponsor Level Package
- \$2,500 Sponsor Level Package

Webinar Date: _____

Total: _____

Signature: _____

Date: _____

Payment Information

An invoice will be sent to the contact person specified above. Payment is due 30 days within receipt of invoice. The invoice will specify all acceptable payment methods.

Please send completed agreement to Kris King at krKing@smithbucklin.com or fax to 312-673-6808.

2015-2016 Advertising Packages

Package Option 1:

- Back Cover 4/C ad in Journal of Healthcare Risk Management (published quarterly)
- Top Banner position in eNews **OR** Career Connections newsletter for (13 weeks)
- Tower ad position on ASHRM web site for (13 weeks)
- *Investment:*
 - Single-Purchase: \$7,300net
 - Two or more: \$7,000net / package

Package Option 2:

- Inside Front Cover **OR** Inside Back Cover 4/C ad in Journal of Healthcare Risk Management (published quarterly)
- Top Banner position in eNews **OR** Career Connections newsletter for (13 weeks)
- Tower ad position on ASHRM web site for (13 weeks)
- *Investment:*
 - Single-Purchase: \$7,000net
 - Two or more: \$6,700net / package

Package Option 3:

- Full page 4/C ad in Journal of Healthcare Risk Management (published quarterly)
- Top Banner position in eNews **OR** Career Connections newsletter for (13 weeks)
- Tower ad position on ASHRM web site for (13 weeks)
- *Investment:*
 - Single-Purchase: \$6,700net
 - Two or more: \$6,400net / package

Questions: Call Kris King at 312-673-4722 or email: krKing@smithbucklin.com

Advertising Packages Contract

Advertising Packages

Contact Information	Client Name			
	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Send invoice to: (check one) Name & address listed above Other, listed below

Invoice Method	Contact Name	Title	Company	
	Address	City	State	Zip
	E-mail			

Type	Single-Purchase:	Two or more
<input type="checkbox"/> Package Option 1	\$7,300net	\$7,000net / package
<input type="checkbox"/> Package Option 2	\$7,000net	\$6,700net / package
<input type="checkbox"/> Package Option 3	\$6,700net	\$6,400net / package

Total: _____ Signature: _____ Date: _____

Payment Information

An invoice will be sent to the contact person specified above. Payment is due 30 days within receipt of invoice. The invoice will specify all acceptable payment methods.

Please send completed agreement to Kris King at krKing@smithbucklin.com or fax to 312-673-6808.

Quantity: Approximately 5,800

Turnaround time: 5-10 days once all necessary materials have been received

Fee: \$950 (\$1,000 if keycoding is required – up to 11 letters/numbers) for one-time use. Payment accepted by credit card (Visa/MasterCard/American Express) or a check made payable to the American Society for Healthcare Risk Management, P.O. Box 75315, Chicago, IL 60675 (Include a copy of the invoice along with the check or processing may be delayed.)

- The list is available in an electronic format only.
- The list can be sorted by name, state or ZIP code.
- The full fee applies when providing a segment of data (e.g., all members in one state).
- Purchase does not include email addresses.

ASHRM must have all of the following items before an order can be processed:

- Signed mailing list agreement
- Copy of piece being mailed to ASHRM members
- Payment

Requesting the ASHRM mailing list

Complete ASHRM's mailing list agreement (on page 15) and return to ASHRM along with a copy of your mailing piece via email at ashrm@aha.org, or fax at 312-422-4580.

Note: Per AHA policy, credit card information is only accepted via secure fax. No credit card information can be accepted by email.

Questions? Call 312-422-3980 for assistance.

Mailing List Request

Quantity: Approximately 5,800

Turnaround time: 5-10 days once all necessary materials have been received.

Fee: \$950 (\$1000 if keycoding is required – up to 11 letters/numbers) for one-time use. Payment accepted by credit card (Visa/MasterCard/American Express) or a check made payable to the **American Society for Healthcare Risk Management, P.O. Box 75315, Chicago, IL 60675**, (include a copy of the invoice along with the check or processing may be delayed).

- The list is available in an electronic format only.
- The list can be sorted by name, state or ZIP code.
- The full fee applies when providing a segment of data (e.g., all members in one state)

ASHRM must have all of the following items before an order can be processed:

- (1) Signed mailing list agreement
- (2) Payment
- (3) Copy of piece being mailed to ASHRM members

To initiate an order, please complete the following information and return it to ASHRM by fax, 312.422.4580, or email, ashrm@aha.org. You will then be sent the mailing list agreement to sign. If you have any questions, please call 312.422.3980.

Name: _____

Company: _____

Phone: _____

Fax: _____

Mailing Address: _____

Mailer/Client (if any): _____

Ship-to Name: _____

E-mail Address: _____

Sort by: ZIP Name State

U.S. Members Only: No Yes

***Per AHA policy, credit card information is accepted via secure fax only. We cannot accept credit card information via email.**

Annual Conference Sponsor & Exhibitor Information

Join the American Society for Healthcare Risk Management (ASHRM) at the 2015 Annual Conference & Exhibition, **October 18-21 in Indianapolis, Indiana.**

ASHRM
ANNUAL CONFERENCE & EXHIBITION
October 18-21, 2015 • Indianapolis, IN

ASHRM 2015 will feature:

- More than 70 educational sessions
- Dynamic keynote speakers
- Education tracks including:
 - Claims and Litigation
 - Healthcare Operations
 - Legal and Regulatory
 - Clinical/Patient Safety
 - Risk Financing
 - Leadership

Contact:

To learn about valuable exhibit and sponsorship opportunities, contact Kris King, kwolcott@smithbucklin.com (312) 673-4722.

Raise your company's profile. Exhibit at the profession's largest trade show—excellent locations are still available for Indianapolis, Indiana.



ASHRM Academy Sponsor Information

Exercise Your Mind & Invigorate Your Spirit at ASHRM Academy!

In 2015, ASHRM Academy attendees will build their expertise in risk management and patient safety while relaxing in a spectacular retreat-like setting. A balanced approach to learning, ASHRM Academy combines days of stimulating programs with healthful activities such as yoga classes and nature walks resulting in an exceptional educational experience. Make the most of your time at the Academy as you learn from industry leaders, upgrade your credentials and establish valuable connections you'll keep throughout your career. Whether you attend ASHRM Academy for two days or all four, it's sure to be an educational and networking experience unlike any other!

ASHRM
ACADEMY
April 13-16, 2015 • Tampa, Florida

ASHRM Academy Programs Include:

- **HRM Certificate Program**
- **Patient Safety Certificate Program**
- **CPHRM Exam Prep Course**

New Sessions Added to ASHRM Academy 2015!

- **ASHRM Leadership Series: TeamSTEPPS for Risk Managers**
- **Enterprise Risk Management: Concepts and Strategies**
- **Risk Financing Bootcamp**

Contact:

To learn about valuable sponsorship opportunities, contact Kris King,
krKing@smithbucklin.com(312) 673-4722.



Your 2015 ASHRM Academy Location

ASHRM Academy 2015 will be held April 13-16 at the luxurious Saddlebrook Resort in Tampa, Florida. Attendees will enjoy golfing at one of the 18-hole Arnold Palmer signature golf courses, swimming in a 500,000-gallon, super-pool and relaxing in Saddlebrook's 7,000-sq-ft., European-style spa. Ranked as one of the top five best outdoor cities by Forbes magazine, Tampa offers a vibrant arts scene and plenty of opportunities for adventures with your colleagues.



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www.ashrm.org

