ASHRM promotes safe and trusted health care through education, leadership and professional support. Our efforts emphasize the development and implementation of safe and effective patient care practices, the preservation of financial resources and the maintenance of a safe working environment in health care.

Engage Health Care Risk Managers

2020 ASHRM Year-Round Sponsorship Program

13,500+ Risk Management Leaders

6,100+ Members Nationwide
Advertising: Journal of Healthcare Risk Management

Published Quarterly (online and print); Circulation: approximately 6,100 (ASHRM Members, Libraries)

As the leading publication in its field since 1980, ASHRM’s Journal of Healthcare Risk Management has established itself as a showcase for the health care risk management industry. The Journal focuses on insightful, peer-reviewed content about patient safety, enterprise risk management, insurance, legal and other timely health care risk management issues.

Q3 2020: Annual Conference Issue

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$2,500</td>
<td>8 ¾&quot;</td>
<td>11½&quot;</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$2,500</td>
<td>8 ¾&quot;</td>
<td>11½&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>8 ¾&quot;</td>
<td>11½&quot;</td>
</tr>
<tr>
<td>Horizontal Half Page</td>
<td>$1,000</td>
<td>7 ½&quot;</td>
<td>5&quot;</td>
</tr>
</tbody>
</table>

Visit www.ASHRM.org/journal for calendar and deadlines.

**Ad 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
- Ads must be entirely CMYK

**For Full-Page Bleed**
- Trim size: 8½” x 11”
- For “live size” allow ¼” on all sides
- For full bleeds, allow an additional ⅛” on all sides

**Website Advertising**

ASHRM.org receives over 28,000 visitors a month and 71,000 unique page views; that spend an average of 2 minutes and 46 seconds per session.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>One year</th>
<th>Home Page Positions Available</th>
<th>Annual Conference Page Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tower</td>
<td>$3,700</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Full Banner</td>
<td>$3,500</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Half Banner</td>
<td>$3,000</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

*Please contact us for frequency or bundled pricing

All advertisement and sponsored content are subject to review and approval by ASHRM.

Partner with ASHRM. Contact our team today.

Nick Schuette – nschuette@smithbucklin.com P: (312) 673-4974
**Newsletter Advertising**

<table>
<thead>
<tr>
<th>Service</th>
<th>Distribution</th>
<th>Length of Run</th>
<th>Starting Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNews</td>
<td>19,400</td>
<td>13-Week Cycle</td>
<td>$2,000</td>
</tr>
<tr>
<td>Career Connections</td>
<td>5,800</td>
<td>13-Week Cycle</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*Please contact us for frequency or bundled pricing*

**Targeted Emails to ASHRM Members**

Your company will provide HTML that ASHRM will send on your behalf to over 6,100 members. ASHRM’s sponsored emails have an average open rate of 25%.

- $3,000 – November thru August
- $3,500 – September and October (pre or post conference email)

**Webinar Opportunities**

**Hosted Webinar $5,000**

Provide thought leadership to our members by hosting a webinar for ASHRM members.

**Branded Webinar $3,500**

Webinars are offered throughout the year to ASHRM Members with the opportunity to align yourself with the content. Logo will appear on slides and company name will be announced before start.

**Mailing List**

$1,300 – send one time mailing to ASHRM’s 6,100+ members. Content must be approved by ASHRM prior to accepting application.

**Content Marketing Packages**

Does your organization already have valuable content developed that would help Health Care Risk Managers solve day to day problems...white papers, case studies? Let us help you promote your thought leadership through a special call out in our Weekly Newsletter directing members to your content.

Partner with ASHRM. Contact our team today.

**Nick Schuette** – nschuette@smithbucklin.com P: (312) 673-4974
2020 HRM Week (Exclusive)

Priority Points: 10
Cost: $30,000

2019 Sponsor will receive first right of refusal for 2020 (ASHRM reserves the right to change the benefits or costs and sponsor must notify ASHRM of intention to renew by December 1st, 2020.

Health Care Risk Management Week, June 15-19, 2020 is the American Society for Health Care Risk Management’s annual campaign to raise awareness about the critical role risk management and patient safety professionals play in helping ensure that patients receive safe and trusted health care.

- 90,000+ Impressions

Benefits:

- ASHRM HRM Week-Presented by SPONSOR, will be listed in all marketing promotions regarding the ASHRM HRM Week
- Minimum of (4) ASHRM emails will be distributed to the 6,000+ Membership Base Leading up to HRM Week. ASHRM HRM Week Presented by SPONSOR will be listed
- Press Release template for sponsor’s internal use
- (2) Website homepage placements that list HRM Week-Presented by SPONSOR through the month of June
- (1) Lower Level Full banner Ad on ASHRM website homepage Thanking HRM Week Sponsor for their support and contribution (June-December)
- ASHRM HRM Week Presented by SPONSOR will be promoted on all ASHRM social media outlets
- ASHRM HRM Week Webinar Presented by SPONSOR
  - SPONSOR to provide speakers and content (in collaboration with ASHRM). The webinar is executed and hosted through ASHRM platform.
- Opportunity to send (1) dedicated email blast to ASHRM members
- (1) Thank you email will be distributed to AHSRM Membership from ASHRM for participation, ASHRM HRM Week Presented by SPONSOR will be listed
- ASHRM Annual Conference Recognition as HRM Week Sponsor

2020 HRM Week Theme will be delivered around the first week of March. Theme will complement and lead into the annual conference theme.
Every Day Risk Managers

DECIDE on

Event Reporting Video Camera Systems Loss Tracking
Fire Alarms, Testing and Drills

Auto Insurance Credential Tracking

Infection Control

Re-insurance

Security and Safety Systems Patients Safety Devices

Outside Legal Counsel

Emergency Preparedness Plans and Products

Barcode Systems

Signage

Facilities Management

Emergency Call Systems

Leadership and Development Courses

Continuing Education Providers

Patients Safety Devices

Hospitality and Food Services

Property and Casualty Insurance

Claims Management Systems

Excess Insurance Carriers

Workers' Compensation Insurance

Predictive Modeling

Workers' Compensation Systems

Building Design and Renovation

Special Event Insurance

Auxiliary and Emergency Lighting Systems

Documentation Systems

Captive Insurance

Automated Medication Dispensing Systems

Facilities Management

Insurance Placement

Facilities Management

Captive Insurance

IT Security Studies

Cyber Liability Insurance

Automatic Medication Dispensing Devices

Partner with ASHRM. Contact our team today.

Nick Schuette – nschuette@smithbucklin.com P: (312) 673-4974