ASHRM

AMERICAN
SOCIETY FOR
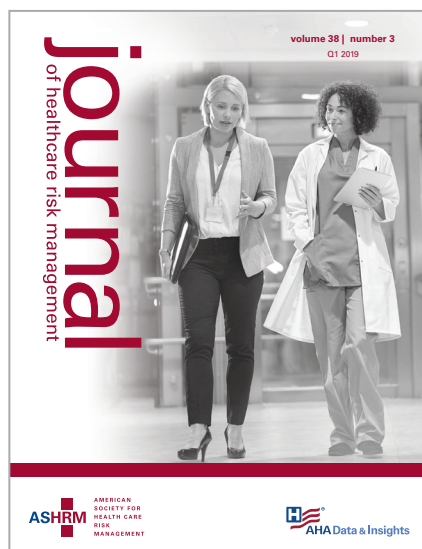HEALTH CARE
RISK
MANAGEMENT

2021 | Engage Health Care Risk Managers

ASHRM Year-Round Sponsorship Program

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.

14,000+
Risk Management Leaders

5,800+
Members Nationwide

volume 38 | number 3
Q1 2019

journal
of healthcare risk management

ASHRM
AMERICAN SOCIETY FOR HEALTH CARE RISK MANAGEMENT

AHA Data & Insights

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 2021: Annual Conference Issue

Location	Cost	Width	Height
Outside Back Cover	$2,500	8 ¾"	11½"
Inside Cover	$2,500	8 ¾"	11½"
Full Page	$2,000	8 ¾"	11½"
Horizontal Half Page	$1,000	7 ½"	5"

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 76,000 unique page views; that spend an average of 2 minutes and 40 seconds per session.

Opportunity	One year	Home Page Positions Available	Annual Conference Page Positions Available
Tower	$3,700	4	-
Full Banner	$3,500	3	4
Half Banner	$3,000	4	2

*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

Newsletter	Length of Run	Starting Costs
eNews 14,000 Distribution	13-Week Cycle	$2,000
Career Connections 5,300 Distribution	13-Week Cycle	$2,000

*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 opportunitiy 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 5,800+ 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.

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American Society for Health Care Risk Management

ASHRM HRM WEEK

2021 HRM Week (Exclusive)

Priority Points: 10
Cost: $30,000

2021 Sponsor will receive first right of refusal for 2022 (ASHRM reserves the right to change the benefits or costs and sponsor must notify ASHRM of intention to renew by December 1st, 2021.

Health Care Risk Management Week, **June 22-25, 2021 i**s 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 5,800+ 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

2021 HRM Week Theme will be delivered around the first week of March. Theme will complement and lead into the annual conference theme.

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Every Day Risk Managers DECIDE on

Event Reporting Video Camera Systems Loss Tracking
Re-insurance **Auto Insurance** Credential Tracking
Outside Legal Counsel Captive Insurance *Infection Control*
Barcode Systems Insurance Placement IV Companies and Compounding
Security and Safety Systems **Patients Safety Devices**
Patient ID Systems Emergency Preparedness Plans and Products
Leadership and Development Courses Signage
Continuing Education Providers **Fire Alarms, Testing and Drills**
Property and Casualty Insurance Claims Management Systems
Lighting Workers' Compensation Insurance Emergency Call Systems
Excess Insurance Carriers *Predictive Modeling*
Building Design and Renovation Documentation Systems Facilities Management
Auxiliary and Emergency Lighting Systems
IT Security Studies *Special Event Insurance*
Cyber Liability Insurance Automatic Medication Dispensing Devices