

Health Forum Media Network Advertising and Marketing Programs

Rates and Specifications 2010



Along with our well-known and highly respected magazines, the Health Forum Media Network provides marketers with the opportunity to target the nation's largest hospital administration and senior management marketplace. With over 185,000 subscribers to its suite of publications, the Health Forum Media Network can help you reach this high-demand audience easily with our various online advertising offerings. Campaigns are fully customizable.

Hospitals & Health Networks

www.hhnmag.com

The leading publication for senior- and department-level management in hospitals and health systems.

Trustee

www.trusteemag.com

The only magazine written specifically for trustees and board members of the nation's hospitals and health systems.

Health Facilities Management

www.hfmmagazine.com

Health Facilities Management is the leading journal for health care facility designers and managers, environmental services, and plant operations directors.

Materials Management in Health Care

www.matmanmag.com

Materials Management in Health Care is the leading journal for materials management, OR managers and nurses, infection control and central services professionals.

Health Forum

www.healthforum.com

The official Web site of Health Forum, a subsidiary of the American Hospital Association. Health Forum provides communications, information, education and research products and services that advance leadership for health.

Hospital Connect Search

www.hospitalconnectsearch.com

HospitalConnectSearch™ is the leading source for information about the hospital industry. From governance to facility operations, visitors will find high-quality information, organized by specific area of interest.

AHA News

www.ahanews.com

The biweekly newspaper for senior executives whose organizations are members of the American Hospital Association.

Association for Healthcare Resource & Materials Management (AHRMM)*

www.ahrmm.org

AHRMM has more than 4,000 members and is the premier health care resource and materials management association. It also is one of the American Hospital Association's professional membership groups.

American Organization of Nurse Executives (AONE)*

www.aone.org

AONE is a national organization and a subsidiary of the American Hospital Association that is made up of 6,475 nurses who design, facilitate and manage care.

* These sites are not automatically included in the Standard Network Package.

Web Site Advertising



Standard Network Package - \$55 cpm (net)

A standard network buy includes all of the Health Forum Media Network sites. Requires a minimum of a 10,000 impressions and must include all of the following ad unit sizes: 468x60, 250x250 and 150x120.

H&HN Network Package - \$60 cpm (net)

An H&HN Network buy includes hhnmag.com and any combination of the sites listed on the opposite page, depending on advertiser's specifications. Requires a minimum of 10,000 impressions and must include all of the following ad unit sizes: 468x60, 250x250 and 150x120.

Single Site Rate - \$80 cpm (net)

Advertiser specifies which one site they would like to purchase. Requires a minimum of 10,000 impressions and the following ad unit sizes: 468x60, 250x250 and 150x120.

Single Unit Rates (net)

Rates are cost per thousand (cpm)

Unit Size	Standard Network	H&HN Network	Single Site
250x250	\$110	\$120	\$160
468x60	\$80	\$90	\$110
150x120	\$55	\$60	\$80



Association for Healthcare Resource & Materials Management (AHRMM) Web Site

www.ahrmm.org

AHRMM has more than 4,000 members and is the premier health care resource and materials management association. It also is one of the American Hospital Association's professional membership groups.

Pricing per month (net)
Includes 12,000 impressions.

Unit Size	1 month	3 months	6 months	12 months
120x240	\$1,200	\$1,140	\$1,080	\$960



American Organization of Nurse Executives (AONE) Web Site

www.aone.org

AONE is a national organization and a subsidiary of the American Hospital Association that is made up of 6,475 nurses who design, facilitate and manage care.

Pricing per month (net)
Includes 40,000 impressions.

Unit Size	1 month	3 months	6 months	12 months
468x60	\$4,000	\$3,800	\$3,600	\$3,200

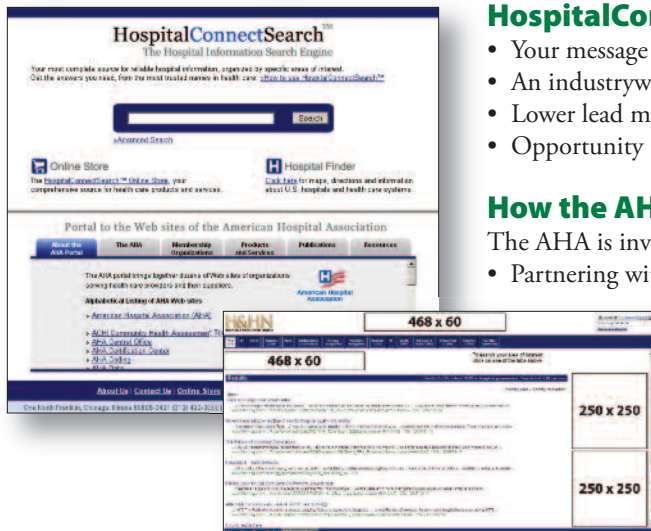
HospitalConnectSearch.com™



*American Hospital Association's
Information Search Engine
for Health Care Providers
and Suppliers*

The American Hospital Association (AHA) is proud to present its newest property, HospitalConnectSearch.com. A deeply focused search engine, HospitalConnectSearch.com deftly reaches out to your prospects like no other platform.

Harness the Power of Vertical Search. Search technology is used by 80% of 550 million Internet users. Your prospects rely on at least one search engine to connect with the products and the services they need. But instead of providing relevant information, general engines like Google or Yahoo search the entire Web. Their strategy leads to overwhelmingly irrelevant results. In contrast, HospitalConnectSearch.com ranks and categorizes nothing but the highly specialized, authoritative content health care professionals demand. When you sponsor HospitalConnectSearch.com content, you reach your prospects in an extremely targeted environment.



HospitalConnectSearch Marketing Program Benefits Include:

- Your message targeted to the top hospital personnel at the right time.
- An industrywide platform to promote your company and its brand.
- Lower lead management costs due to focus on quality, not quantity.
- Opportunity to sponsor content categories.

How the AHA is Promoting its Newest Property

The AHA is investing heavily in creating awareness and use of its search engine by:

- Partnering with AHA Professional Membership Groups such as American Organization of Nurse Executives (AONE), American Society for Healthcare Environmental Services (ASHES), Association for Healthcare Resource & Materials Management (AHRMM), as well as Google, Yahoo, and MSN.
- Advertising on e-news properties and AHA network sites.
- Direct e-mail to marketing and strategy directors, webmasters and CIOs.
- Print ads in AHA magazines.



Charter Sponsor Program \$10,000 per month (net)

- A) Banner Ad (468x60) in rotation at top of search engine results page.
- Monthly ad performance reports.

Category Sponsorship Package \$1,500 per month (net)

Choose from two packages:

- B) Banner (468x60) at the top of results for all searches in a category.
C) Alternatively, a rotating box ad on right side (250x250).

A unique opportunity to dominate a specific area.

A category has up to four sponsors: a Banner and three Box Ads.

D) Categories available for sponsorship include:

- | | |
|-----------------------------|--------------------------------------|
| All Content | Supply Chain |
| Administration & Governance | ICD-10 |
| Research & Data | Nursing Management |
| Infection Control | Advocacy & Public Policy |
| Workforce Management | Revenue Cycle |
| Industry News | Information Technology |
| Patient Care & Safety | Content specific to one AHA Property |
| Facility Management | |

E-Newsletters



H&HN Weekly

H&HN's e-Newsletter for Health Care Executives

Every Tuesday, *H&HN Weekly* is delivered to hospital executives and senior management. The roster of respected contributors includes such well-known writers as Emily Friedman, Joe Flower, Dan Beckham and Ian Morrison. *H&HN Weekly* features two Web-first articles per issue on a variety of current health care topics and is delivered in a concise format designed to accommodate busy schedules.

Frequency: Weekly (Tuesday)

Circulation: 30,000 hospital executives and senior management

H&HN Weekly Rates (net)

Unit Size	Open	6x	12x	24x
250x250	\$1,950	\$1,852	\$1,716	\$1,560
468x60	\$1,500	\$1,425	\$1,320	\$1,200
728x90	\$1,500	\$1,425	\$1,320	\$1,200



Materials Management in Health Care Online

Delivered at the beginning of each month, this e-newsletter is the only publication in the marketplace that focuses on supply chain solutions designed to improve quality, efficiency and patient safety.

Frequency: Monthly

Circulation: 7,000 supply chain and materials management professionals

Materials Management in Health Care Online Rates (net)

Unit Size	Open	6x	12x	24x
250x250	\$1,030	\$978	\$906	\$824



Health Facilities Management Online

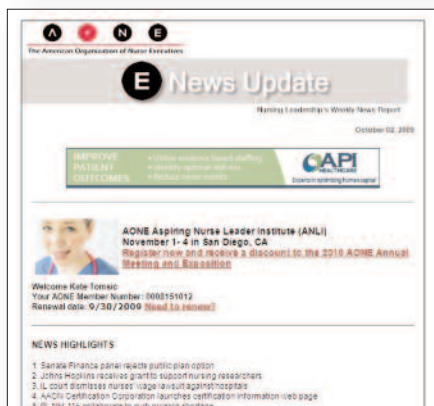
Delivered at the beginning of each month, this e-newsletter comprehensively covers advances in the hospital design, construction, engineering, environmental services and operations fields.

Frequency: Monthly

Circulation: 14,000 health facility operations, architecture, construction, and environmental services professionals

Health Facilities Management Online Rates (net)

Unit Size	Open	6x	12x	24x
250x250	\$1,250	\$1,187	\$1,100	\$1,000



AONE e-News Update

Nursing Leadership's Weekly News Report

Promote your company's products and services to an influential group of 6,475 decision makers through advertising in *AONE e-News Update*. An opt-in newsletter, each Friday *AONE e-News Update* delivers the latest news and insights via e-mail to nurse leaders on such important issues as the nursing workforce, patient safety, technology, and legislative/regulatory developments. In addition to news, *AONE e-News Update* also delivers an exclusive resources section and job opportunity listings in the AONE Career Center.

Frequency: Weekly (Friday)

Circulation: 6,475 nurse executives

AONE e-News Update Rates (monthly sponsorships only)

Unit Size	Open
468x60	\$2,600/month

Custom Direct E-mail



Custom Direct E-mail

Attach your message to an e-mail, branded with one of the Health Forum magazine titles, delivering content relevant to your line of business. Health Forum can develop a single-sponsor, custom direct e-mail transmission that can be sent to our total database of 30,000 senior-level health care executive titles, or to a select demographic, on a date specified by you. The e-mail would include two ad units: a 250x250 at the top right margin and a text/logo ad showcased between two headline articles from a previous issue of a Health Forum publication. Of course, there is an exclusive sponsorship mention at the top of the page (“H&HN Editorial Spotlight: _____ sponsored by...”).

Custom Direct E-mail Rates

Pricing is based on the title quantity selected from our list.

\$3,000 minimum charge (all CPM rates are Net)

- Up to 10,000 e-mails: \$400 CPM
- 10,001–15,000: \$375 CPM
- 15,001–20,000: \$350 CPM
- 20,001+: \$300 CPM

White Papers



Health Forum can help you present your success stories to a targeted audience of hospital senior executives actively seeking the latest information on proven products and services in the health care market. With our White Paper Update program, we can put your case studies, research and educational resources in front of an incredibly valuable audience and track exactly who is looking at those posted documents.

- We will post your white papers within a new section residing on the Health Forum network called Health Forum Leadership Center.
- A site visitor who is interested in learning more would fill out a registration form and the white paper is then made available for downloading in PDF format. The resulting leads will then be provided to the sponsor.
- Additionally, a monthly e-mail push promoting the white papers (“White Paper Update, brought to you by Health Forum”) will be transmitted to our opt-in database of 30,000—again, registration is required for downloading the white paper.
- Up to four additional questions from the sponsor can be included to further qualify the recipient’s purchase authority, etc.
- We will also be promoting the Web site through house ads (online and in the magazines) and e-newsletters.

In addition to promoting market leadership, this will provide direct access to our exclusive audience of senior-level hospital executives while generating valuable qualified leads.

\$4,950 net for 3 months

\$7,920 net for 6 months

\$13,320 net per year

Come see whose white papers we currently host on our online repository at www.HealthForumLeadershipCenter.com.

Web Seminars

Basic (On-Demand) Package

This is an entirely prerecorded Web seminar with no live component (i.e., no Q&A, polling). The event has a scheduled launch date and is promoted with dedicated e-mail transmissions, Web site advertising across the Health Forum Media Network suite of Web sites, e-newsletters and print advertising.

\$11,250 net per event

Sponsor will receive:

- Complete list of all registrants for the event, with demographics.
- Complete list of all attendees.
- Event will be archived on the Health Forum Web sites for 6 months. These leads will be turned over to the sponsor.
- CD-ROM recording of the event available for additional fee.

Simu-Live Package

The following details a simulated live (Simu-Live) event that affords interaction with the audience via a Q&A session directed by the moderator after the presentation. Additionally, customized reporting is included that ranks the leads based on predefined criteria.

\$14,750 net per event (frequency discounts apply)

Sponsor will receive:

- Complete list of all registrants for the event, with demographics.
- Complete list of all attendees.
- Results of any polling questions, with participants' responses.
- List of questions from the Q&A portion of the Web seminar.
- Event will be archived on the Health Forum Web sites for 12 months. These leads will be turned over to the sponsor.
- Customized reporting.
- CD-ROM recording of event.

Custom Package

The Custom Web Seminar Package leverages all of the resources of our editorial department and sponsorship team to develop original content for your event. Health Forum will provide a turnkey package with the necessary promotional support, all required coordination and production, backed by our unique experience in producing multiplatform programming for the hospital management industry.

Sponsor will receive:

- Editorial services in shaping the event and presentations by top subject expert(s).
- Complete list of all attendees.
- Results of any polling questions, with participants' responses.
- List of questions from the Q&A portion of the Web seminar.
- Event will be archived on the Health Forum Web sites for 12 months.
- Customized reporting of audience demographics and lead capture (e.g. title, facility, etc.).
- Custom Web page within the Health Forum Network.
- Print ads in *H&HN* promoting the program.
- CD-ROM recording of event.
- *Pricing by custom quote.*

To see examples of Web seminars, visit our online repository at www.HealthForumLeadershipCenter.com.

The following services are included in all Web Seminar packages.

Marketing and Technology Services:

Marketing efforts targeted to potential participants in sponsor's core audience group will be provided by Health Forum and include e-mail transmissions promoting the event to up to 30,000 names, online advertising on the Health Forum Media Network suite of Web sites, and promotion via our e-newsletters.

Project Management:

Sponsors of a Health Forum Web seminar will be assigned an event specialist who is responsible for coordinating every aspect of the event, from scheduling the kick-off meeting to providing post-event reports.

Editorial Services:

In addition to providing an experienced moderator, Health Forum offers editorial consultation to help create a compelling title and refine your message—all in an effort to maximize the success of your event.

Podcasts



Health Forum's podcasts deliver the latest and freshest health care insights in audio format marketed directly to our dedicated readers. Advertise in our regularly produced podcasts or work with our experienced and expert editorial team to design a customized audio program that fits the needs of your target audience.

Voices of H&HN Podcast

Voices of H&HN is our standard podcast offering. Typically, these conversations with high-level senior executives from across the spectrum of health care expand on interviews presented in the "Other Voices" feature in the current issue of *Hospitals & Health Networks*. They are created as follows:

- Topics and interviewees are selected by the H&HN editorial staff
- Focus on top leaders across health care
- Includes a dedicated e-mail promotion to the Health Forum audience and a 728x90 ad on the e-mail
- Archived for 12 months in the Health Forum Leadership Center, our online resource library
- Cost: \$2,500 net per podcast

Case Study Podcast

The case study podcast provides an opportunity to showcase your company's product or service as a proven solution for the hospital market. The sponsor provides the podcast; Health Forum provides the marketing power, as follows:

- Features a brief (5-7 minutes or less) audio or video podcast describing how the sponsor resolved an issue, highlighting a positive outcome that was achieved
- Sponsor selects the topic and provides content in audio format; content subject to review and approval by Health Forum
- Includes a dedicated e-mail promotion to the Health Forum audience and a 728x90 ad on the e-mail
- Archived for 12 months in the Health Forum Leadership Center, our online resource library
- Cost: \$3,600 net per podcast (audio)
Cost: \$4,100 net per podcast (video)

Custom Podcast Series

Work with the H&HN editorial team to develop a series of educational podcasts that positions your organization as the sponsor of critical health care thought leadership. Topics and timing will be mutually determined, with an emphasis on core leadership issues, as follows:

- Topic and timing mutually determined selected by the sponsor and H&HN editorial team
- Focus on creating thought leadership on core leadership issues
- Includes a dedicated e-mail promotion to the Health Forum audience and a 728x90 ad on the e-mail
- Archived for 12 months in the Health Forum Leadership Center, our online resource library
- Cost by custom quote; minimum cost \$18,000 net for a series of three

Most Wired Podcast

Sponsor a podcast featuring an interview with the CIO showcasing a key client hospital from H&HN's Most Wired list.

The Most Wired podcasts will cover a variety of health care information technology topics and will be featured prominently in Health Forum's many online properties, including the Most Wired Web site, H&HN's Web site and Health Forum's Leadership Information Center. Podcasts are created as follows:

- CIO interview from a Most Wired hospital is selected by the sponsor
- Focus on strategic and tactical uses of information technology
- Includes a dedicated e-mail promotion to the Health Forum audience and Most Wired survey participants with a 728x90 ad on the e-mail
- Archived for 12 months in the Health Forum Leadership Center, our online resource library
- Cost \$4,900 net per podcast; \$20,000 net for five podcasts; limit of one podcast per hospital recognized by Most Wired, assigned first-come, first-served



Blogs



These thought leadership projects involve sponsoring a blog written on-site from one of several conferences that will be covered by Health Forum editorial staff. This personal communication to our readers will be written by a writer or editor who will post daily blog reports from the conference on each of the days of the program. The report will be promoted with direct e-mail pushes to our subscriber list:

- One e-mail prior to the event asking readers to look for the blog
- One e-mail each day of the blog promoting new content on the blog
- One post-event “in case you missed the conference” e-mail promoting the blog with reader responses added to the blog

The sponsor will receive exclusive advertising positions on all push e-mails promoting the blog. The blog will exist on a dedicated page of one of our magazine Web sites, where the sponsor will also receive exclusive advertising. The blog page will stay resident on the magazine Web site for at least 6 months and may receive additional marketing support throughout the period.

These on-the-spot reports are appealing to the conference attendees along with the much larger contingent of executives and administrators who were not able to attend the events, but who are very interested in what they missed.

These opportunities offer a broad-based thought leadership and branding effort tied to a targeted event with a set of e-mail pushes allowing an excellent opportunity for a response offer of a white paper or case study through the available ad and text links.

The list of conferences from which Health Forum will be blogging is still being developed. The following are examples of the conferences Health Forum covers:

- HIMSS Annual Conference
- AONE Annual Meeting
- HFMA ANI
- Health Forum and AHA Leadership Summit
- AHA Annual Meeting
- Health Forum Rural Health Care Leadership Conference
- MGMA Annual Conference
- ACHE Congress on Healthcare Leadership

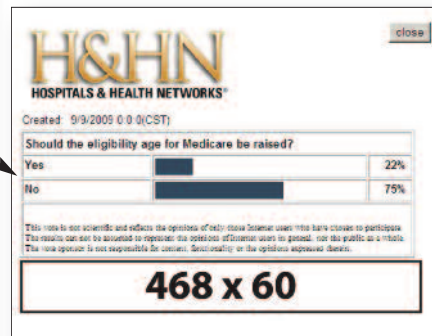
Pricing varies based on the length of the event. Contact your account manager for pricing and information.

Web Poll and Corporate News Links



Web Poll

Advertise in this section where we ask our readers about relevant health care topics making news. The Web Poll appears on the home pages of each of the Health Forum Media Network publication sites. It includes your logo on the question panel and a 468x60 Banner Ad on the results page. *\$1,950/month net*



Corporate News

Provide our readership with your company's corporate news by advertising in our Corporate News section, which appears on the home pages of all the Health Forum Media Network publication sites. It includes a logo (max width: 125px) and 15-word text link, with a link back to your site. *\$1,450/month net*



designView

List Your Innovative Hospital Design Online

designView is an online visual community. Within its pages, health care leaders are led through the most impressive and innovative health care architecture and design projects across the country. They can also easily connect with just the click of a mouse with the architecture, interior design, construction and engineering firms responsible for each cutting-edge facility.

designView Rates

\$1,500 for initial 12-month listing; \$500 for each succeeding 6-month listing. Purchase more than one project listing and get 12 months for only \$1,000 each. Contact your account manager for details.

Specifications

Web Site Advertising Specifications:

40K max file size

Static GIF files preferred; 3-Loop Maximum

Limited Animation accepted: consult before submitting anything nonstandard.

Size Units:

250x250: Square

468x60: Banner

150x120: Tile

120x240: Junior Skyscraper (AHRMM only)

E-Newsletter Specifications:

Note: Graphic (html) and text versions of the creative are required due to varying e-mail provider restrictions. Creative is needed 5 days in advance of the broadcast delivery contracted date.

Graphic (html):

GIF or JPG files only

40K max file size

Animation accepted: 3-Loop Maximum

Text:

100 word max. Working Links must be live by test on Monday at 10 a.m.

Size Units:

250x250: Square

468x60: Banner

728x90: Leaderboard

Broadcast Delivery:

H&HN Weekly: Every Tuesday

AONE e-News Update: Every Friday

MatMan Online: Monthly

HFM Online: Monthly

Custom Direct E-mail Specifications:

250x250 ad in GIF or JPG format

Logo in EPS format

75 word text ad

White Paper Specifications:

PDF file of white paper.

Logo in EPS format

250-word abstract in Microsoft Word.

Date of Issuance Rate Schedule:

January 1, 2010. Contracted schedules hold rate throughout contract time period and will not see rate increases due to circulation increases. However, advertisers will be rebated in the incidence of underdelivery.

Contacts

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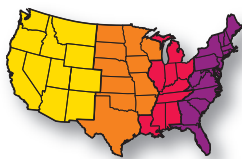
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Web sites: *H&HN, Trustee, AHA News, HospitalConnectSearch, Health Forum, and AONE*

E-newsletters: *H&HN Weekly, AONE e-News Update*



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Central East

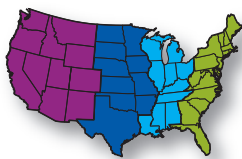
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Web sites: *Health Facilities Management, HospitalConnectSearch, Materials Management in Health Care, AHRMM, and AONE*

E-newsletters: *Health Facilities Management Online, Materials Management in Health Care Online, and AONE e-News Update*



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