



# DIGITAL OPPORTUNITIES



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# Architecture for Health Showcase

## ASHE's Architecture for Health Showcase is Evolving!

The Architecture for Health Showcase highlights the latest health care facility design and construction projects from firms across the country.

In 2024, the Architecture for Health Showcase will not only include a digital tradeshow display gallery at PDC 2024 and at the Health Care Facilities Innovation Conference, but it will also include a dynamic print/digital model that will provide participants with increased visibility to hospital and health care facility leaders beyond the ASHE membership year round!

### Digital Directory Only

**\$1,000**

Your firm will be listed in the digital **Architecture for Health Showcase Compendium** that will be posted online at [archshowcase.org](http://archshowcase.org) and distributed to AHA/ASHE members and CEOs, plus attendees of the PDC Summit and ASHE Health Care Facilities Innovation Conference.

- Listing includes company logo, firm name, contact information, office location(s), company description, and URL ([example](#)).

### Standard Package

**\$1,500**

Digital Directory Only benefits, plus:

- Online slideshow on the Architecture for Health Showcase website ([archshowcase.org](http://archshowcase.org)), including 5-10 images with captions, plus company logo, firm name, contact information, office location(s), company description, and URL ([example](#)).

### Premium Package

**\$3,500** (12 Available)

Digital Directory Only & Standard Package & benefits, plus:

- A full-page Architecture Showcase in one (1) issue of HFM magazine highlighting your design project, including two (2) images, a 450-word article, and sidebar listing details of your project (e.g. building name, architect, date of completion, etc.). Your article will appear in the first 50% of the issue ([example](#)).
- Project featured in the digital display gallery at the 2024 PDC Summit (March 17-20, San Diego) along with logo recognition on select marketing collateral including signage, session walk-in slides, event mobile app, and website.
- Project featured in kiosk set-up for the 2024 Health Care Facilities Innovation Conference (July 21-24, Anaheim), along with logo recognition on select marketing collateral including signage, event mobile app, and website promotions.
- Expanded listing in the Architecture for Health Showcase Compendium ([example](#)).

#### Key marketing channels include:

- [Architecture for Health Showcase Online](#) and [Digital Compendium](#)
- HFM Magazine, social media, e-newsletters, PDC Summit, Health Care Facilities Innovation Conference, and more!

#### Key Dates & Deadlines

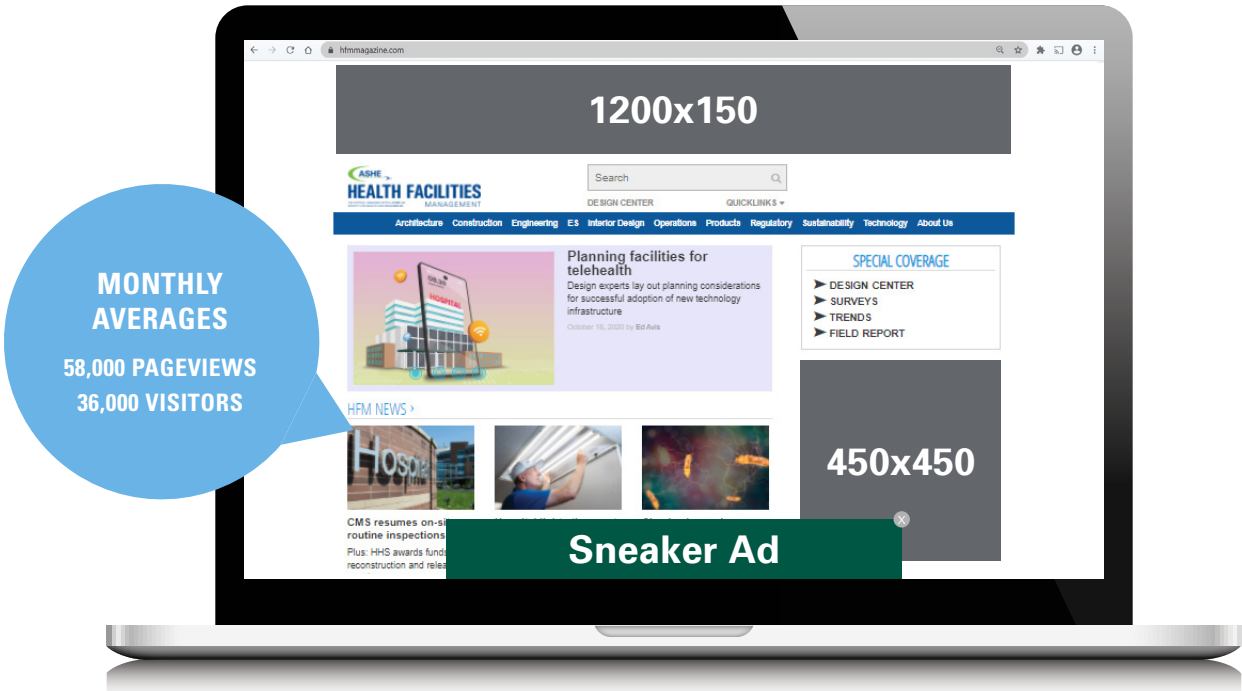
**Submit an online application by December 15, 2023.** ASHE will confirm placements and approve submissions by late December.

**Artwork Due:** January 31, 2024

**Digital Directory/Slideshow Launch:** March 6, 2024

DIGITAL OPPORTUNITIES

# HFM Website



Source: Google Analytics, July 1, 2022–June 30, 2023

hfm magazine.com

## HFM Sponsored Article \$4,500 (add video for \$750)

Pair your banner ad with a sponsored content package for even more exposure and impact!

- Homepage position on the HFM website for four consecutive weeks
- Social media promotion and sponsor recognition in two (2) ASHE tweets and one (1) LinkedIn post
- Article to be archived on HFM website under related area
- Content must follow [ASHE policy and guidelines](#) and is subject to approval

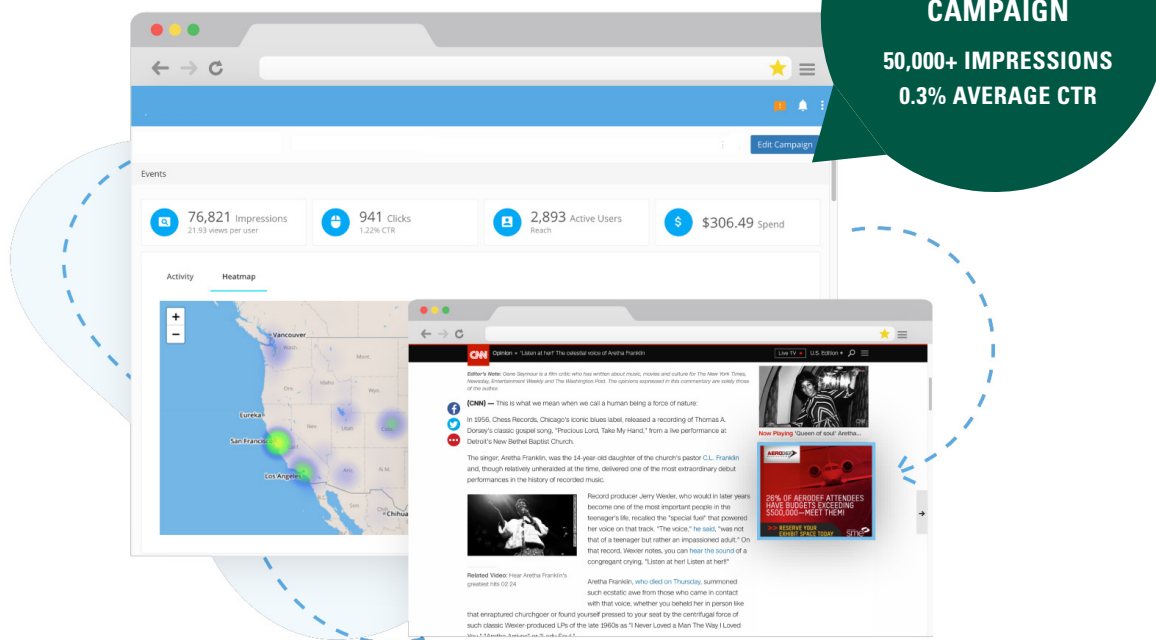
With a presence on ASHE's *Health Facilities Management* magazine website, you'll reach more than **36,000 monthly visitors** who rely on the site for the most up-to-date and credible information in the field.

### HFM Website Advertising

AD TYPE	NET RATE
Display Ads: <b>10,000 impressions</b>	\$90 CPM*
Display Ads: <b>10,001+ impressions</b>	\$85 CPM*
Video Ad (top right side banner only)	\$180 CPM*
Sneaker Ad	\$125 CPM*
Geofencing Option	+\$10 CPM
Press Release (include your press release under the Corporate News section of the HFM website)	\$750 per post

\*Minimum purchase of 10,000 impressions required. Display ads include two ad sizes. See page 18 for ad specifications.

# Ad Retargeting



Ad retargeting is one of the most effective forms of digital advertising—using cookies to access the audience you specify as they search the internet and interact on social media. With ad retargeting, you can gain sustained brand exposure to quality leads across the web, plus:

## Stay top-of-mind and drive sales

Hone your audience based upon the ASHE websites they visit ([hfm magazine.com](http://hfm magazine.com), [ashe.org](http://ashe.org), or [energytocare.org](http://energytocare.org)) and target your offerings to potential customers who accessed these resources.

## Extend your event reach

Build brand awareness, drive traffic to your booth or other participation opportunity at an ASHE event, or promote your activities and offerings before and after an ASHE event takes place.

Best of all, you'll receive detailed reports of your campaign results including impressions, clicks, and geographical locations of where your ads are promoted.

Contact the [ASHE Sales Team](#) for more information and to get started on your next ad retargeting campaign!

## Ad Retargeting

IMPRESSION PACKAGES	NET RATE
50,000 - 100,000 impressions	\$120 CPM
100,001 - 150,000 impressions	\$115 CPM
150,001+ impressions	\$110 CPM

*\*Minimum purchase of 50,000 impressions required. Rate includes four ad sizes over an agreed duration of time. See page 18 for ad specifications.*

DIGITAL OPPORTUNITIES

# HFM Digital Edition & Email Alert



## Digital Circulation: 27,000

Average Open Rate: 25%

As a sponsor of the HFM digital edition, your ad message is prominently displayed on the left cover of the magazine, in the email alerting readers to the latest issue, and on the website landing page. Fully interactive, the digital edition allows viewers to flip through the pages, click on content and ads, and forward articles of interest to colleagues. Issues are posted on the [HFM website](#) and a full [archive](#) of past issues is available, ensuring longevity for your ad presence.

### Digital Edition Exclusive Sponsorship

NET RATE	1x	3x	10x
With print ad purchase	\$3,933	\$3,420	\$2,907

Save 10% with a print ad purchase. See page 18 for ad specifications.

### Digital Edition Add-Ons Starting at \$500

Enhance your print ad with one or more of the following add-on opportunities! Video, audio, and pop-ups ads are also available. Please contact the ASHE Sales Team for pricing information.

Digital Belly Band	\$600
Interstitial Page	\$TBD

Rates are net per issue.

Source: Marketo, February 1 - September 23, 2023

## DIGITAL OPPORTUNITIES

# HFM E-newsletters

### HFM INSIDER

**Circulation: 38,000 | Average Open Rate: 19%**

This weekly e-newsletter covers health care facility operations hot topics, including codes and standards information, ASHE updates, and other relevant news.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,700	\$1,615	\$1,500	\$1,360
Medium Rectangle	\$1,300	\$1,225	\$1,150	\$1,050
Sponsored Content	\$1,700	\$1,615	\$1,500	\$1,360
Ad Takeover	\$6,500			

All rates are net. See page 18 for ad specifications.

### HFM PDC NEWS

**Circulation: 33,000 | Average Open Rate: 20%**

This biweekly e-newsletter provides original reporting and contributed expert guidance from the profession's top thought leaders in health care planning, design, and construction.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,480	\$1,410	\$1,320	\$1,180
Medium Rectangle	\$1,155	\$1,100	\$1,015	\$925
Sponsored Content	\$1,480	\$1,410	\$1,320	\$1,180
Ad Takeover	\$4,950			

All rates are net. See page 18 for ad specifications.

Source: Marketo, January 1 - September 23, 2023

728x90

November 9, 2021

**Take the annual Hospital Construction Survey for a chance to win**

**RESEARCH**

The annual ASHE-HFM Hospital Construction Survey gathers data on planned health care projects across the U.S., while also putting a focused lens on emerging trends. This year's survey, sponsored by Gordian and Granger, will dive deeper into the impact of deferred maintenance on hospital construction projects, and how maintenance departments play a role in the design and construction of projects both large and small. Complete the survey and fill out the submission form at the end to be entered for a chance to win one of five \$100 Amazon e-gift cards.

HFM

[Complete survey »](#)

300x250

300x250

**SPONSORED EDITORIAL**

**An electrical safety roadmap for care environments**

A unified and comprehensive approach to safety is essential to health care facilities. By design methodology, you can aud operations, protect people and property, and avoid costly oversights that could result in regulatory penalties.

Eaton

728x90

December 9, 2021

**Former head of innovation at Disney to open 2022 PDC Summit**

Join ASHE March 20-23 in New Orleans for the 2022 International Summit & Exhibition on Health Facility Planning, Design & Construction. Duncan Wardle, the event's keynote speaker, will impart lessons learned from his 25 years as the head of innovation and creativity at Disney.

ASHE

[Visit site »](#)

300x250

300x250

**Scheduling for project success**

From simple tasks to complex projects, here are best practices for monitoring activities and identifying when interventions are needed.

[Read more »](#)

**SPONSORED EDITORIAL**

**Legrand to Debut Touchless Lighting Control Solution in Early 2022**

Set to be must-see at PDC Summit 2022, Legrand's radiant9 Valve Switch, launching early in the new year, lets users turn lights on, or off, with just the wave of a hand, providing a germ-and-worry free, touchless solution that's perfect for healthcare facilities and more. Creating cleaner spaces starts with cleaner control.

Legrand

[Read More »](#)

## DIGITAL OPPORTUNITIES

# ASHE E-newsletters

### ASHE EDUCATION NEWS

**Circulation: 40,000 | Average Open Rate: 22%**

ASHE Education News is a great opportunity to target the health care facilities professionals with a keen interest in advancing career development. This monthly e-newsletter highlights upcoming ASHE education offerings, and provides a highly-visible marketing channel to position your organization as an industry thought leader. Take advantage of the Ad Takeover option to have 100% SOV in any one issue.

Source: Marketo, November 1, 2022 - September 23, 2023

### SUSTAINABILITY ROADMAP

**Circulation: 11,000 | Average Open Rate: 26%**

Become an advertiser of the *Sustainability Roadmap* quarterly e-newsletter that is delivered to more than **11,000 sustainability focused ASHE members**, Sustainability Roadmap award winners, and participants. Also see the [ASHE Sustainability Initiative](#).

Source: Marketo, January 1 - July 31, 2023



AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,500	\$1,425	\$1,350	\$1,200
Sponsored Content	\$1,500	\$1,425	\$1,350	\$1,200
Medium Rectangle	\$1,150	\$1,095	\$1,035	\$920
Ad Takeover	\$3,350	\$3,180	\$3,015	\$2,680

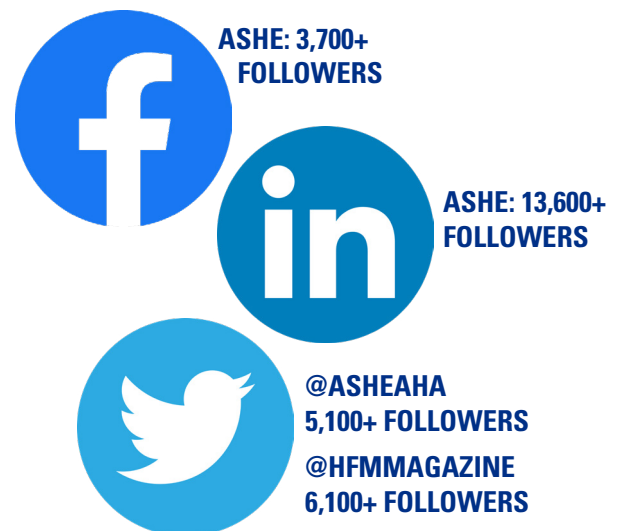
Rates are net. See page 18 for ad specifications.

## Social Media Posts

Leverage ASHE and HFM's social media handles to promote your next product launch, event, webinar, and more. Only one package available per month.

WHAT'S INCLUDED	Net Rate
One (1) sponsored post on ASHE's LinkedIn, Facebook, and Twitter accounts and HFM's Twitter account.	\$2,000

Rates are net. Advertiser must meet \$10,000 HFM advertising spend to qualify. Please contact Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com) for social media post specs and requirements.



# Ad Specifications & Requirements

Ad materials for all digital properties are due 10 business days prior to launch date.

## HFM Website: Banners & Video

Advertisers are required to provide two sizes for display ads. For video ads, please provide a YouTube or Vimeo URL.

### 1x1 Display Ad

- Static ad size: 450x450
- Flexible ad size 1:1 aspect ratio
- Size range: 300x300 to 450x450
- Weight/load: 140KB

### 8x1 Display Ad

- Static ad size: 1200x150
- Flexible ad size 8:1 aspect ratio
- Size range: 600x75 to 1200x150
- Weight/load: 140KB

### Sneaker Ad

- Static ad size: 728x90
- Weight/load: 140KB

**Accepted formats:** Static JPG, GIF, and PNG files; animated GIFs; third-party ad tags. For creative that is third-party served, creative MUST be responsive and 10 business days is required for testing. File weight cannot exceed 140KB, be 72ppi, and fall within the min and max size ranges. All animated ads are allowed a 3-frame max, first frame must contain/start with an image or solid color background, no transparency and animation length may not exceed 15 seconds. Looping is allowed, but not beyond 15 seconds.

**Additional requirements:** The HFM website is a secure site, all third-party creative (CSS, Java, images, etc.) must be SSL hosted (https://). Failure to host files on a secure site may result in a security warning on the site or creative not displaying, and removal of creative from site. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a [UTM tracking code](#) in URLs.

HFM reserves the right to remove any ads that interfere with user experience or affect website performance. If a sponsorship/takeover is purchased (all ad spots) only two animated ads will be allowed.

## HFM Website: Press Release

- JPG or PNG logo, minimum 700 pixels wide at 72 dpi
- 10-15 word sub-headline
- Target URL to company site or content

## HFM Website: Sponsored Article

Submit your content as a Word document:

- Headline: 5-7 words
- Brief summary: 10-13 words
- Article content: 1,200-1,500 words
- Author's name and title
- Header image: 700x468 static JPG

## Additional items

- Sponsor agrees to follow and abide by [ASHE's policy and guidelines](#)
- Embed a video for an additional fee
- ASHE will be responsible for final layout and content is subject to editorial review and approval

## Ad Retargeting

For the best results, we recommend advertisers provide four ad sizes:

- 300x250
- 728x90
- 160x600
- 200x200

**Accepted formats:** JPG, GIF, and PNG files; no Flash. Maximum file size is 140KB for each creative.

## HFM Digital Edition & Email Alert

Advertisers are required to provide all materials below for the exclusive digital edition sponsorship:

### Email alert

- Banner: 728x90; 40KB max; static JPG, GIF, or PNG (ad will be resized to 580x72)
- Sponsored content: 4-word headline and 8-word body copy

### Left of cover ad

- 8"x10.75"; high-resolution PDF

Contact the ASHE Sales Team to inquire about additional digital edition advertising options to enhance your sponsorship and print ad:

## Digital belly band

- 8" x 5"; high-resolution PDF

## E-newsletters

### HFM Insider/HFM PDC News

- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Medium rectangle: 300x250 (ad will be resized to 280x233)
- Sponsored content: 6-10 word headline; 20-30 word description; 300x300 image
- Ad takeover: submit (1) leaderboard, (4) medium rectangles (only (2) medium rectangles are required for HFM PDC News), sponsored content, and logo.

### ASHE Education News/Sustainability Roadmap Newsletter

- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Sponsored content: 6-10 word headline; 20-30 word description; 300x300 image
- Ad takeover: submit (1) leaderboard and sponsored content

**Accepted formats:** Static JPG, GIF, and PNG files. File size should not exceed 40KB and must be 72ppi (pixels per inch). Please submit sponsored content placements in a Word document.

**Additional requirements:** URLs must include dot and extension. All URLs to any external sites or sponsored content must be live when creative is submitted. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a [UTM tracking code](#) in URLs.

## Ad Submission

Please send ad materials via [WeTransfer.com](#) or email to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).