#### **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 <u>ASHE Sustainability Initiative</u>.

Source: Marketo, January 1 - July 31, 2023

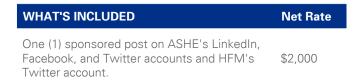


AD UNIT	1x	6х	12x	24x
Top Leaderboard	\$1,500	\$1,425	\$1,350	\$1,200
Sponsored Content	\$1,500	\$1,425	\$1,350	\$1,200
Medium Rectangle	\$1,150	\$1,095	\$1,035	\$920
Ad Takeover	\$3,350	\$3,180	\$3,015	\$2,680

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.



Rates are net. Advertiser must meet \$10,000 HFM advertising spend to qualify. Please contact Hanna Vedder at <a href="https://hvedder@smithbucklin.com">hvedder@smithbucklin.com</a> for social media post specs and requirements.

