

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.

**ASHE: 3,700+ FOLLOWERS**

**ASHE: 13,600+ FOLLOWERS**

**@ASHEAHA 5,100+ FOLLOWERS**

**@HFMMAGAZINE 6,100+ FOLLOWERS**