

DIRECTOR, MATERIALS  
MANAGEMENT

VICE PRESIDENT  
OF SUPPLY CHAIN

OPERATIONS  
MANAGER

# CONNECT WITH A **POWERFUL NETWORK** OF HEALTH CARE SUPPLY CHAIN EXECUTIVES



## THE ASSOCIATION »

AHRMM of the American Hospital Association is the leading membership group for health care supply chain professionals. AHRMM advances health care through supply chain excellence by providing education, leadership and advocacy necessary for its members to remain at the top of their field.

## WHO YOU'LL REACH »

- **3,600+** AHRMM MEMBERS

- **2,500+** HEALTH CARE  
SUPPLY CHAIN PROVIDERS

sharing a range of professional expertise from large and small health care organizations

- **750** AFFILIATE MEMBERS  
working toward efficiencies and innovative supply chain solutions

- **350+** VA AND U.S.  
MILITARY PERSONNEL

bringing military medical logistics experience and insights

- **100+** VOLUNTEERS  
helping navigate careers and advancing the field

- **29** AFFILIATED  
LOCAL CHAPTERS  
offering valuable connections, educational events and professional opportunities in your area

### JOB LEVEL

- **37%** Director
- **26%** C-Suite Level
- **26%** Manager
- **4%** Buyer
- **3%** Supervisor
- **3%** Consultant
- **2%** Administrator

### JOB TITLES

- Vice President of Supply Chain
- Director of Materials Management
- Chief Financial/Resource Officer
- Supply Chain Manager
- Materials Manager
- Contract Administrator
- Military Logistician

### ORGANIZATION TYPE

- Hospital and Medical Centers
- Integrated Delivery Networks
- Group Purchasing Organizations
- Acute Care Facilities
- Consulting Firms
- Military, VA and Govt. Organizations

Source: AHRMM Member Data



## TOP 5 REASONS TO PARTNER WITH AHRMM »

**1.**

### MULTIPLE MARKETING PLATFORMS

Reach your target audience and build brand awareness with a verified group of health care buyers and decision makers.

**2.**

### STRATEGIC PARTNERSHIP

AHRMM will work with you to create a marketing campaign designed to help your company gain a presence on the platforms where your clients and buyers are spending their time.

**3.**

### INCREASED BRAND EXPOSURE

Expand your company's reach by aligning your brand with AHRMM in ways that are meaningful and relevant to your target audience.

**4.**

### THOUGHT LEADERSHIP

With content contributed by members and collaborators, AHRMM is uniquely positioned to represent the voice of the health care supply chain with timeliness, accuracy and relevancy.

**5.**

### PROFESSIONAL EXPERTISE

Members rely on AHRMM to be the authoritative and independent voice in the health care supply chain field.

## KEY OPPORTUNITIES



### DIGITAL

- 4** › Email Newsletters
- 5** › AHRMM Website
- 5** › AHRMM Connect



### CONTENT MARKETING

- 6** › Dedicated Marketing Emails
- 7** › White Papers
- 8** › Webinars
- 9** › Webcasts & Podcasts
- 9** › Survey Panel



### SPONSORSHIP

- 10** › AHRMM22
- 11** › CMRP Scholarship
- 11** › Salary Survey



### PRINT

- 12** › SCS&S Magazine
- 15** › List Rental

## CONNECT WITH THE AHRMM SALES TEAM TODAY »

### EXHIBITS (A-M) & ADVERTISING

Nick Schuette  
nschuette@smithbucklin.com  
(312) 673-4974

### EXHIBITS (N-Z) & SPONSORSHIP

Kris King  
krking@smithbucklin.com  
(312) 673-5505

### SCS&S MAGAZINE

Nick Schuette  
nschuette@smithbucklin.com  
(312) 673-4974

### SURVEY PANEL

Bryan Davis  
bryan@peer-panels.com  
(801) 201-7597





## ENEWS »

Delivering top health care supply chain and AHRMM news, must-know information and event announcements.

- › **SENT EVERY TUESDAY**
- › **AVERAGE OPEN RATE: 24%**

## CAREER CENTER JOB ALERT »

Informing members of the latest job opportunities in the field.

- › **SENT EVERY FRIDAY**
- › **AVERAGE OPEN RATE: 28%**

## AHRMM NOW »

Highlighting the latest education, field events and upcoming deadlines.

- › **SENT FIRST THURSDAY OF THE MONTH**
- › **AVERAGE OPEN RATE: 24%**

AD POSITIONS & RATES	1x	2x
<b>Banner</b> 728 x 90   Two available	\$550	\$500
<b>Top Rectangle</b> 300 x 250   Two available	\$650	\$550
<b>Bottom Rectangle</b> 300 x 250   Two available	\$400	\$375
<b>Sponsored Content</b> 2-8 word headline, 30-word description, plus a 126 x 84 image   One available	\$1,250	\$1,050
<b>NEW! Ad Takeover</b> One (1) of each ad position, plus logo recognition near email newsletter header	\$4,000	

## AD SPECIFICATIONS

Maximum file size 40 KB. Web-ready, static JPG, GIF and PNG files only. Images will be reduced to fit template. Please include target URL(s). Submit sponsored content as a Word document. Materials are due five business days before publish date. All content is subject to AHRMM approval. Email files to April Gascon at [agascon@smithbucklin.com](mailto:agascon@smithbucklin.com).

- **4 OUT OF 5** members rank AHRMM email communications as important or very important

Source: AHRMM Member Survey



## RESERVE YOUR SPACE TODAY!

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[nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com)  
(312) 673-4974

## SUBMIT MATERIALS TO:

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[agascon@smithbucklin.com](mailto:agascon@smithbucklin.com)  
(202) 367-2457



## AHRMM.ORG »

With content that is updated daily, ahrmm.org is a one-stop shop for trusted resources, news, advocacy and professional education for health care supply chain professionals. The responsive website provides optimal viewing across devices, giving your ad maximum exposure.

HOMEPAGE POSITIONS & RATES	Monthly Rate
<b>Medium Rectangle</b> 300 x 250   Two available	\$2,500
<b>Carousel</b> 1200 x 400   One available per quarter	\$10,000
<b>Bottom Anchor Ad</b> 728 x 90   One available	\$5,000
<b>NEW! Guest Blogger</b>	\$5,000

*Includes 6 blog posts over a 3-month period, promotion in AHRMM email newsletters and social media, and the option for an opt-in link in the posts. Posts will be available in AHRMM Knowledge Center, and must be educational in nature and subject to AHRMM approval.*

## CONNECT.AHRMM.ORG »

AHRMM Connect is a private online community exclusively for AHRMM members to connect with peers and share experiences, professional information and best practices. Use this valuable platform to promote the solutions most helpful and applicable to this niche audience.

AD POSITIONS & RATES	1x	6x	12x
<b>Homepage Right</b> 300 x 250   One available	\$1,800	\$1,530	\$1,350
<b>Homepage Bottom</b> 962 x 125   One available	\$1,500	\$1,275	\$1,125
<b>Interior Right</b> 300 x 250   One available	\$1,250	\$1,065	\$940

## AD SPECIFICATIONS

Maximum file size 40 KB. Web-ready, static JPG, GIF and PNG files only. Please include target URL(s). Materials are due five business days before publish date. All content is subject to AHRMM approval. Email files to April Gascon at [agascon@smithbucklin.com](mailto:agascon@smithbucklin.com).

## NEW! AD RETARGETING »

Looking to promote your solutions to the health care supply chain professionals who visit the AHRMM website? With the power of ad retargeting, you can tailor your display ads to specific segments of the AHRMM audience wherever they go online. Set up your first AHRMM retargeting campaign today!

› **CONTACT NICK SCHUETTE AT [NSCHUETTE@SMITHBUCKLIN.COM](mailto:NSCHUETTE@SMITHBUCKLIN.COM) FOR MORE INFORMATION**



Position your company as a supply chain thought leader by sharing quality, premium content with 2,000+ AHRMM provider members via a dedicated marketing email. Reach your niche audience quickly and build a lasting and trusted relationship.

**\$5,000 PER EMAIL**

## EMAIL GUIDELINES

### MATERIALS SUBMISSION

Please submit materials to April Gascon at [agascon@smithbucklin.com](mailto:agascon@smithbucklin.com) at least 10 business days prior to send date. Dedicated Marketing Emails are subject to AHRMM approval. Inventory is limited to two emails per month.

- Subject line (50 characters max).
- Requested send date (AHRMM will confirm final send date).
- Submit your email copy as a Word document.

### DESIGN GUIDELINES

- Limit email copy to 200 words.
- Provide six-digit hex codes for colors.
- No background or layer images as they may not be supported by some email providers.
- No JavaScript or any other forms of active content (forms, flash, dynamic ads) are allowed as they cause deliverability issues which can affect the campaign responses, hinder deliverability of future campaigns and not render correctly in many email providers.
- All links must be embedded.

### IMAGE GUIDELINES

- Provide JPGs, PNGs or non-animated GIFs.
- Use absolute URL and image paths (images, links, etc.); images and files must be hosted by the client—AHRMM will not host images.
- Provide image width and height attributes and values to preserve layout structure when images are disabled.

### SPONSORED CONTENT DISCLAIMER

Please note, AHRMM will include information adherent to CAN-SPAM guidelines and prominently display the following disclaimer at the bottom of each email:

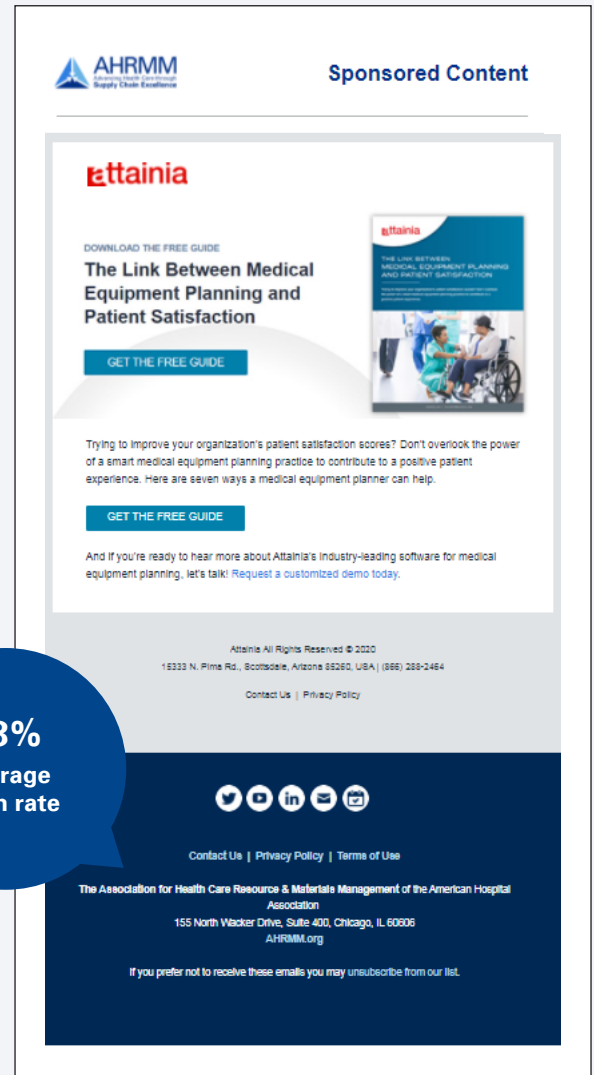
*"You're receiving this message because you are a subscriber to AHRMM media. Periodically, we will inform our subscribers of special offers from connections in the field. AHRMM does not support or endorse connections products or services."*

### SCHEDULING, TESTING AND DEPLOYMENT

- Scheduling is conducted on a first-come, first-served basis and AHRMM will make all reasonable efforts to accommodate requests for specific send dates.
- If no subject line is provided by the deadline, AHRMM will use the following: *"A Message from AHRMM Partner: [Insert Company Name]"*.
- The "From" field will be displayed as *"AHRMM Partner Insights"*.
- AHRMM staff will forward one test email to the advertiser no less than one day before the scheduled delivery date.
- Advertiser must provide written approval via email before AHRMM will send the email.

## • ACT FAST:

Only two dedicated marketing emails are available per month!



### RESERVE YOUR SPACE TODAY!

Nick Schuette  
[nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com)  
(312) 673-4974

### SUBMIT MATERIALS TO:

April Gascon  
[agascon@smithbucklin.com](mailto:agascon@smithbucklin.com)  
(202) 367-2457



Host your white paper, report, case study or other educational content on a dedicated page on the AHRMM Knowledge Center for three months.

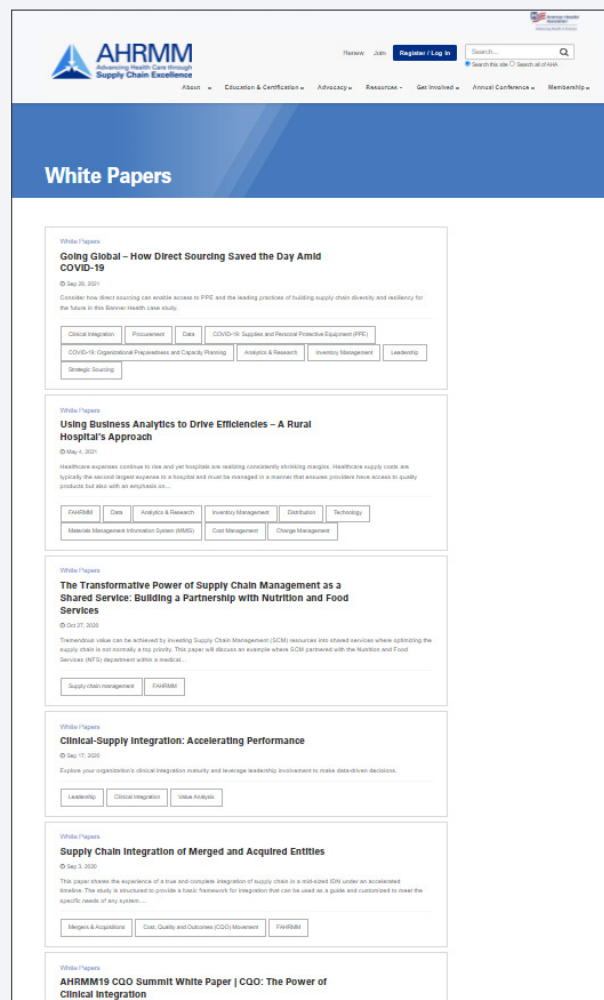
## \$10,000 PER WHITE PAPER

### BENEFITS INCLUDE:

- Full white paper tagged with three to five searchable topic tags for SEO optimization.
- Advertiser's logo with a hyperlink pointing to the company website on the white paper page in the Knowledge Center.
- AHRMM promotion in one dedicated marketing email sent on mutually agreed upon date to approximately 5,000 AHRMM members and prospects and two eNews sent to approximately 3,200 AHRMM members.
- Opportunity to provide an opt-in link for the white paper web page in the Knowledge Center to collect leads.
- A web and email traffic report will be provided approximately two weeks after completion of the campaign.

### WHITE PAPER GUIDELINES

- White paper must be fully educational in nature. Content deemed "promotional" will not be accepted.
- White paper must include three learning objectives, 250-word abstract and a one-sentence teaser.
- White paper copy (2,400 words max), up to 250-word abstract in PDF format, up to 50-characters subject line and a company logo in a high-resolution JPG or EPS.
- Sponsoring company must have legal rights to any images supplied.
- AHRMM has full editing rights, as well as right of refusal on all content deemed inappropriate.
- Sponsor must submit a pre-formatted HTML file for the dedicated marketing email benefit. Content and format must also adhere to AHRMM's guidelines (see page 6).
- Sponsor may promote white paper via a link to AHRMM's website.



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## **AHRMM WEBINARS »**

**\$5,000 PER WEBINAR**

AHRMM webinars continue to be an optimal lead generation opportunity for marketers, and a top source of information for our audience. Sponsor an upcoming AHRMM-hosted webinar and align your organization with the widely-recognized AHRMM brand.

› **CONTACT NICK SCHUETTE FOR TOPIC SCHEDULE**

### **BENEFITS INCLUDE:**

#### **Pre-webinar**

- Logo recognition on all marketing and social media promotion.

#### **During webinar**

- Logo recognition on the intro slide and an opportunity to provide a 1-minute welcome message.

#### **Post-webinar**

- Access to the list of registered attendee information, including emails and titles (*opt-ins only*).
- Performance metrics.
- Webinar available on-demand in the AHRMM Knowledge Center for 12 months.

## **AHRMM PARTNER INSIGHTS »**

**\$8,000 PER WEBINAR**

Enlist your organization's subject-matter experts to demonstrate thought leadership and provide valuable content to position your company as a trusted authority to a captive audience of health care supply chain leaders. You provide the content and panelist, and we'll provide the platform and promote your custom webinar with our multi-channel marketing approach.

› **AVAILABLE 1ST AND 3RD TUESDAY OF EVERY MONTH**

### **BENEFITS INCLUDE:**

#### **Pre-webinar**

- Logo recognition on all marketing and social media promotion.

#### **During webinar**

- 60-minute time slot (45-minute session and 10 to 15-minute Q&A).

#### **Post-webinar**

- Access to the list of registered attendee information, including emails and titles (*opt-ins only*).
- Performance metrics.
- Webinar available on-demand in the AHRMM Knowledge Center for 12 months.

### **WEBINAR GUIDELINES**

- Topic, presenter(s), description and learning objectives to be approved by AHRMM at least ten weeks in advance of the scheduled webinar.
- Webinar must include three learning objectives, 250-word abstract and a one-sentence teaser.
- Content must be fully educational in nature and noncommercial, delivering best practices, case studies, resources and/or solutions.
- Sponsor submits presentation slides using the AHRMM PowerPoint template; company logos are permitted on the title and thank you slide.
- Sponsor/speakers will submit a draft of the PowerPoint presentation to be approved by AHRMM three weeks before the scheduled event.
- AHRMM has full editing rights, as well as right of refusal on all content deemed inappropriate.
- Sponsor may promote the webinar and the on-demand recording on their own website directing registrants to the AHRMM registration link. Sponsor may use the original recording for internal purposes only.



### **RESERVE YOUR WEBINAR TODAY!**

Nick Schuette | [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com) | (312) 673-4974





Sponsor a suite of AHRMM webcasts or podcasts and maximize visibility with health care supply chain professionals and executives while building strong leads.

## **\$20,000 (FOUR SESSIONS)**

### **BENEFITS INCLUDE:**

- 20-second sponsor introduction of speaker and topic at beginning of session and 10-second sponsor thank you at end of session.
- A 15-second ad (podcast only).
- Logo recognition on title and closing slides (webcast only).
- Promotion on dedicated page of the Knowledge Center.
- Sponsor recognition (logo and link) in two AHRMM e-newsletters and two posts on AHRMM's social media channels on the month of release.
- Sponsor recognition in two AHRMM e-newsletters and/or social media posts within the first year following release.
- Recorded webcast hosted on AHRMM's YouTube channel for up to one year.
- Recorded podcast hosted on AHRMM's podcast feed for up to one year.
- Opportunity to provide up to four webcasts or podcasts (3-7 minutes each) developed by sponsor. Content must be educational in nature, approved by AHRMM and provide a solution within the health care supply chain field.



**4,800+  
PODCAST  
PLAYS IN  
2021**

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nschuette@smithbucklin.com  
(312) 673-4974

### **SUBMIT MATERIALS TO:**

April Gascon  
agascon@smithbucklin.com  
(202) 367-2457

## **SURVEY PANEL »**

### **\$100 TO \$200 PER RESPONSE**

Keep a pulse on your client base by gathering their feedback with the high-quality survey panel of provider-based health care supply chain experts and decision-makers. The Survey Panel includes AHRMM members who have agreed to share their expertise with the field to help advance health care products and services.

### **FOR MORE INFORMATION, CONTACT:**

Bryan Davis | bryan@peer-panels.com | (801) 201-7597

### **AREAS OF INFLUENCE**

- Administration
- Anesthesia
- Cardiology
- Central Service
- Clinical Laboratory
- Diagnostic Imaging
- Emergency
- Environmental Services
- Facility Planning and Construction
- Infection Prevention
- Information Technology
- Interventional Radiology
- Mailroom/Printing
- Medical/Surgical
- Oncology
- Operating Room
- And more!



The AHRMM Conference & Exhibition is renowned for its ability to bring together top health care supply chain decision makers and key influencers to collaborate, innovate, develop strategy and identify best practices.



 **AHRMM22**  
Health Care Supply Chain  
Innovate. Engage. Connect.  
Anaheim, CA | August 7-10, 2022

Exhibiting at and sponsoring the event allows you to be a part of this dynamic environment and integrate your brand into the attendee experience through a wide range of communication channels and promotional opportunities.

Whether your business objective is to boost sales, generate buzz for a new product or increase brand awareness, AHRMM will work with you to develop an integrated sponsorship and advertising package tailored to your marketing goals.



**4 DAYS**

of continuing  
education,  
knowledge  
sharing and  
networking



**100+**

exhibiting  
companies



**1,000+**

professionals  
from the  
supply chain  
community

## **CONNECT WITH YOUR SALES REP TODAY »**

### **EXHIBITS (A-M) & ADVERTISING**

Nick Schuette  
nschuette@smithbucklin.com  
(312) 673-4974

### **EXHIBITS (N-Z) & SPONSORSHIP**

Kris King  
krking@smithbucklin.com  
(312) 673-5505

## SPONSORSHIP

CMRP SCHOLARSHIP / AHRMM SALARY SURVEY



The 2022 AHRMM Certified Materials & Resource Professional (CMRP) Scholarship sponsorship is offered exclusively to two sponsoring organizations. The CMRP Scholarship sponsorship provides 50 AHRMM members with the opportunity to earn or renew their CMRP professional designation.

**\$10,000 | TWO OPPORTUNITIES**

### BENEFITS INCLUDE:

- Sponsor recognition on a dedicated page of the AHRMM website for six (6) months.
- Sponsor recognition (logo and link) in one dedicated marketing email to 3,600+ AHRMM members.
- Sponsor recognition (logo and link) in two AHRMM e-newsletters and two posts on AHRMM's social media channels.
- Logo recognition and one post in *Supply Chain Strategies & Solutions* magazine.
- Sponsor recognition in one email sent to each scholarship awardee.



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(312) 673-4974

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(202) 367-2457

## ● **NEW! AHRMM SALARY SURVEY »** **\$8,000 EXCLUSIVE SPONSORSHIP**

Designed specifically for the health care supply chain and conducted annually, the Compensation Survey Report will help professionals measure, identify and compare current trends and demographics to better determine their fair market value. Become the exclusive sponsor of this valuable resource and align your company with AHRMM. The report is available complimentary to AHRMM members and is available for purchase by non-members.

### FOR MORE INFORMATION, CONTACT:

Nick Schuette | nschuette@smithbucklin.com | (312) 673-4974

### BENEFITS INCLUDE:

- Logo recognition on the inside front cover of the final survey report.
- Logo recognition on the survey instrument\*.
- Opportunity to submit one survey question. The submitted question and answers will not appear in final article/survey results. Question cannot be brand/product specific or promotional in nature and is subject to AHRMM approval\*.
- Sponsor will receive survey data for submitted question in PDF format\*.
- Sponsor will receive recognition in four posts on AHRMM's social media channels promoting the survey and results.

\*Sponsor must provide logo and survey question by July 1, 2022.



## AHRMM MEMBER MAGAZINE »

Put your company in front of 3,600+ health care supply chain decision makers and influencers with AHRMM's membership magazine, *Supply Chain Strategies & Solutions (SCS&S)*.

The magazine offers up-to-date information on the latest health care supply chain trends, best practices, case studies and Association activities.

Article topics range from leadership, risk management, sourcing and provider supplier partnerships, clinical engagement practices, inventory methods and management to contracting and cost savings.



## 2022 EDITORIAL CALENDAR » *Editorial topics are subject to change.*

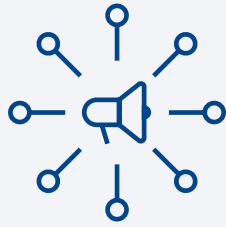
JANUARY/FEBRUARY 2022	MARCH/APRIL 2022	MAY/JUNE 2022
<b>Cost Management</b> <b>Potential Topics:</b> <ul style="list-style-type: none"> <li>Non-labor spend cost savings opportunities</li> <li>Transactional efficiencies with trading partners</li> <li>Collective/collaborative provider/supplier initiatives</li> </ul> <b>Ad Space:</b> November 12, 2021 <b>Materials Due:</b> November 16, 2021 <b>Ships:</b> January 2022	<b>Benchmarking/Key Performance Indicators</b> <b>Potential Topics:</b> <ul style="list-style-type: none"> <li>Data Analytics</li> <li>Artificial Intelligence</li> <li>UDI/Data standards adoption</li> </ul> <b>Ad Space:</b> January 10, 2022 <b>Materials Due:</b> January 12, 2022 <b>Ships:</b> March 2022	<b>Demand Planning and Inventory Management</b> <b>Potential Topics:</b> <ul style="list-style-type: none"> <li>Demand Planning versus Par inventory management</li> <li>Just in Time, Just in Case, Just Enough inventory principles</li> <li>Multi-directional supply chain transparency and utilization</li> <li>Global supply chain aptitude</li> </ul> <b>Ad Space:</b> March 14, 2022 <b>Materials Due:</b> March 16, 2022 <b>Ships:</b> May 2022
JULY/AUGUST 2022	SEPTEMBER/OCTOBER 2022	NOVEMBER/DECEMBER 2022
<b>Emergency/Disaster Preparation</b> <b>Potential Topics:</b> <ul style="list-style-type: none"> <li>Inventory Reserves</li> <li>Stockpile Coalitions</li> <li>Innovative programs supporting US manufacturing</li> <li>Diversifying your vendor portfolio</li> <li>Developing a robust clinically acceptable product substitute list</li> </ul> <b>Ad Space:</b> May 10, 2022 <b>Materials Due:</b> May 12, 2022 <b>Ships:</b> July 2022	<b>Technology/Data</b> <b>Potential Topics:</b> <ul style="list-style-type: none"> <li>Artificial Intelligence</li> <li>Blockchain</li> <li>Cloud-based platforms</li> <li>Robotics</li> <li>IoT (Internet of Things)</li> </ul> <b>Ad Space:</b> July 15, 2022 <b>Materials Due:</b> July 22, 2022 <b>Ships:</b> September 2022	<b>Vendor Management</b> <b>Potential Topics:</b> <ul style="list-style-type: none"> <li>Managing provider supplier relationships in a post-COVID environment</li> <li>How to build a more resilient supply chain</li> <li>Creating transparency through collaboration</li> </ul> <b>Ad Space:</b> September 16, 2022 <b>Materials Due:</b> September 23, 2022 <b>Ships:</b> November 2022





## AHRMM ADVERTISING PACKAGES »

Maximize your exposure and brand visibility to health care supply chain professionals when you package *SCS&S* with our most popular digital and content marketing opportunities. Choose an option that is right for you, or contact us today to build a custom package.



### BRANDING PACKAGE

- (1) Full Page Ad in *Supply Chain Strategies & Solutions* Magazine
- (1) Dedicated eBlast to AHRMM Membership
- (1) Medium rectangle on AHRMM.org or AHRMM Connect (one month)
- (1) Top Rectangle in AHRMM eNews or Career Job Alert (four issues)

NET INVESTMENT  
**\$10,875**

SAVE  
15%!

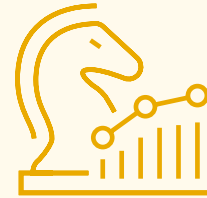


### THOUGHT LEADERSHIP PACKAGE

- Case Study/Advertorial in (1) issue of *Supply Chain Strategies & Solutions* Magazine
- (1) AHRMM Partner Insights Webinar
- (1) White Paper posted in AHRMM Knowledge Center
- (1) Sponsored Content post in AHRMM eNews (four issues)

NET INVESTMENT  
**\$22,650**

SAVE  
20%!



### LEAD GENERATION PACKAGE

- (2) Dedicated eBlasts to AHRMM Membership
- (2) months of Ad-retargeting (100,000 impressions total)
- (1) AHRMM Partner Insights Webinar

NET INVESTMENT  
**\$25,600**

SAVE  
25%!

## SPONSORED ARTICLE/CASE STUDY » STARTING AT \$4,000

Position your company as a thought leader and solution provider! Draw attention to a recent study, infographic, white paper or in-depth blog post by publishing in *SCS&S* magazine. Use your content to educate AHRMM members regarding the benefits of using a product or service similar to what you provide, while also improving the credibility of your company with supply chain professionals in the health care industry. Content is subject to approval and must follow [AHRMM guidelines](https://www.ahrmm.org/guidelines).



## 2022 ADVERTISING RATES

4-COLOR NET RATE	1x	3x	6x
<b>Spread</b>	\$4,200	\$3,990	\$3,570
<b>Full Page</b>	\$2,810	\$2,670	\$2,390
<b>2/3 Page</b>	\$2,430	\$2,310	\$2,070
<b>1/2 Page</b>	\$2,110	\$2,000	\$1,790
<b>1/3 Page</b>	\$1,370	\$1,300	\$1,160
<b>1/4 Page</b>	\$1,040	\$990	\$880
<b>1/6 Page</b>	\$800	\$760	\$680
<b>1/8 Page</b>	\$650	\$620	\$550
<b>Sponsored Article</b>	From \$4,000		

### PREMIUM POSITION & RATES (in addition to 4-color earned rate)

<b>Centerspread</b>	15%
<b>Inside Advertiser Index</b>	15%
<b>Inside Back Cover</b>	\$610
<b>Inside Front Cover</b>	\$610
<b>Opposite Inside Back Cover</b>	15%
<b>Opposite Inside Front Cover</b>	15%
<b>Opposite TOC</b>	15%
<b>Outside Back Cover</b>	\$910
<b>Other Requests</b>	15%

SPECIALTY ADVERTISING	NET RATE
<b>Belly Band</b>	\$5,295
<b>Cover Glue-Tip</b>	\$2,500
<b>Outsert: 1 Page/2 Surface</b>	\$2,500
<b>Outsert: 2 Page/4 Surface</b>	\$3,190
<b>Outsert: Postcard</b>	\$2,500

## AD SPECIFICATIONS

AD SIZE	DIMENSIONS
<b>Spread</b>	16.75" x 10.875"
<b>Full Page</b>	8.375" x 10.875"
<b>2/3 Page Horizontal</b>	7" x 6.333"
<b>2/3 Page Vertical</b>	4.583" x 9.5"
<b>1/2 Page Horizontal</b>	7" x 4.583"
<b>1/2 Page Vertical</b>	4.583" x 7"
<b>1/3 Page Horizontal</b>	7" x 3"
<b>1/3 Page Vertical</b>	2.166" x 9.5"
<b>1/3 Page Square</b>	4.583" x 4.583"
<b>1/4 Page Horizontal</b>	4.583" x 3.333"
<b>1/4 Page Vertical</b>	3.333" x 4.583"
<b>1/6 Page Horizontal</b>	4.583" x 2.166"
<b>1/6 Page Vertical</b>	2.166" x 4.583"
<b>1/8 Page Horizontal</b>	3.333" x 2.166"
<b>1/8 Page Vertical</b>	2.166" x 3.333"

### MECHANICAL REQUIREMENTS

**Trim size:** 8.375" x 10.875" | **Spread trim size:** 16.75" x 10.875"  
**Live matter:** 0.5" from trim/gutter | **Bleed:** Add 0.125" on all sides  
**Printing:** Sheet-fed Offset | **Binding:** Saddle-stitched

- High-resolution PDF is required. PDF/X1-a (2001) is the preferred file format sized to 100% of mechanical requirements, with 0.125" bleeds on all sides for fullpage and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Full-page files are to be cropped at the bleed edge. Do not include color bars, page information, or registration when distilling the final PDF. Fractional ads do not need bleeds and crop marks.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- AHRMM reserves the right to decline or remove any ads.
- The publisher is not responsible for errors due to low resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required. Revisions and proofs are subject to additional fees. Please inquire for additional information.

### AD SUBMISSION

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to April Gascon at [agascon@smithbucklin.com](mailto:agascon@smithbucklin.com).



**SEND DIRECT MAIL TO AHRMM MEMBERS »**

Promote your product or service through direct mail to AHRMM members quickly and conveniently. Obtain accurate names and addresses of health care supply chain decision makers for direct mail efforts with AHRMM's electronic mail lists.

AUDIENCE	RATE
<b>All Members</b> <i>Distribution: 3,200</i>	\$4,000 <i>(\$1.25 per name)</i>
<b>Executives Only</b> <i>Distribution: 110</i>	\$500 <i>(\$4.55 per name)</i>

**LIST RENTAL GUIDELINES**

- All list rentals are for one-time use only.
- Lists will be sent in digital format to a third party bonded mail house only.
- Lists are offered as a complete set or by geographical region.
- Lists only include member names and preferred mailing addresses. No email addresses, phone or fax numbers will be provided.
- Sample of the material to be mailed must be submitted to AHRMM for review and approval prior to processing of the list order.
- AHRMM reserves the right to refuse any list rental order if the use is considered inappropriate for the interests of AHRMM members.
- List orders will be processed within five (5) business days after receipt of payment, unless otherwise specified.



**FOR MORE INFORMATION, CONTACT:**  
Nick Schuette | [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com) | (312) 673-4974

**CONNECT WITH OUR SALES TEAM TO GET STARTED ON  
YOUR NEXT AHRMM MARKETING CAMPAIGN »**

**EXHIBITS (A-M) & ADVERTISING**

Nick Schuette  
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(312) 673-4974

**SCS&S MAGAZINE**

Nick Schuette  
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**EXHIBITS (N-Z) & SPONSORSHIP**

Kris King  
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**SURVEY PANEL**

Bryan Davis  
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