



AHRMM MEMBER MAGAZINE »

Put your company in front of 3,400+ 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, workforce and management to contracting and cost savings.



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2024 EDITORIAL CALENDAR »

Editorial topics are subject to change.

Q1 2024

The Power of Partnerships

Features:

- A focus on partnership between
- Providers and Suppliers
- Providers and Distributors
- Logistics
- Partnerships between the supply chain their community

Ad Space: December 18, 2023

Materials Due: January 5, 2024

Ships: February 2024

Q3 2024

The Strategic Supply Chain Leader

Features:

- Strategies Supply Chain Professionals have adopted or implemented
- Managing direct and indirect spend (spend under management)
- Workforce recruitment/retention
- Revenue Cycle
- Clinical integration
- Utilization/Standardization
- Demand planning/forecasting

Ad Space: June 19, 2024

Materials Due: July 26, 2024

Ships: September 2024

Q2 2024

AI and Machine Learning

Features:

- Adoption/implementation in supply chain operations (vs. distribution and logistics)

Ad Space: March 18, 2024

Materials Due: March 25, 2024

Ships: May 2024

Q4 2024

The Road Ahead

Features:

- Trends outlook into 2025 (micro/macro)
- Human Trafficking
- Sustainability
- Keys metrics – health care field performance

Ad Space: September 13, 2024

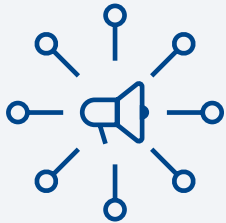
Materials Due: September 20, 2024

Ships: November 2024



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%!

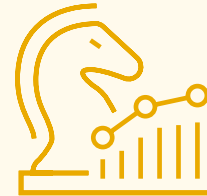


THOUGHT LEADERSHIP PACKAGE

- 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

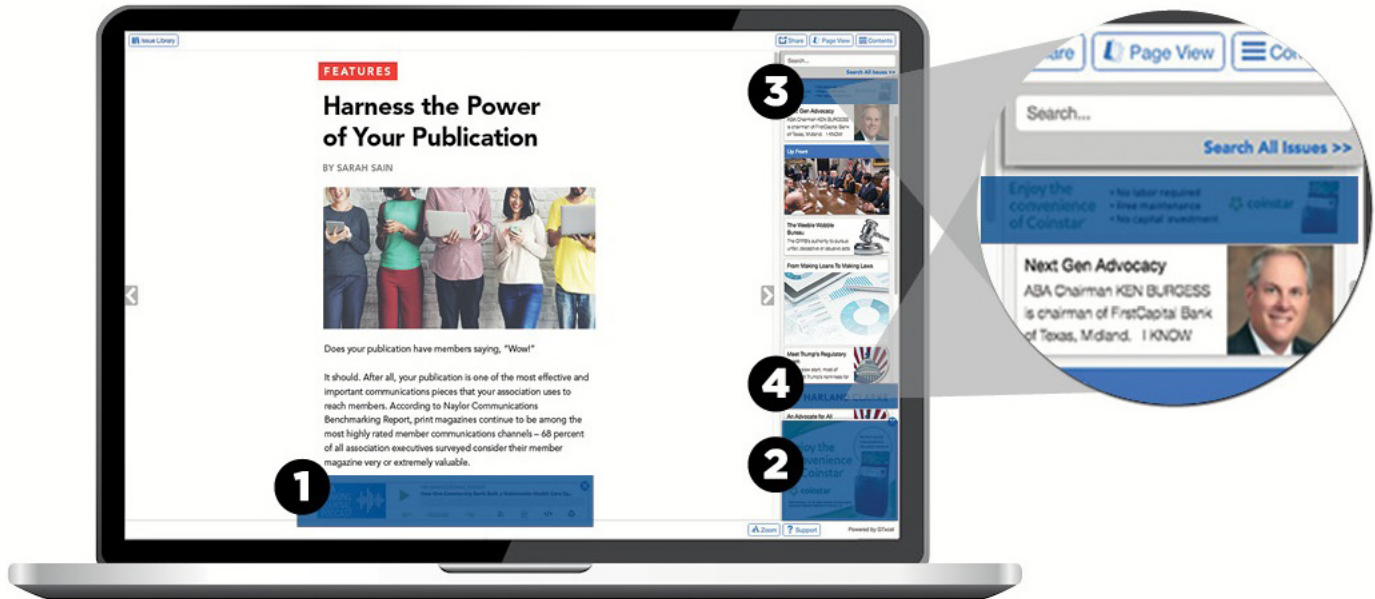
- (2) Dedicated eBlasts to AHRMM Membership
- (2) months of Ad-retargeting (100,000 impressions total)
- (1) AHRMM Partner Insights Webinar

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](#).



DIGITAL EDITION »

The SCS&S digital edition allows members to engage with the magazine at home or on the go. Produced as a pure digital replica of the print edition, there are a number of ad opportunities to help you engage with your audience in a way that works best for you.

2024 ADVERTISING RATES

AD SIZE	1x
1) Leaderboard	\$1,250
2) Rectangle	\$1,000
3 & 4) TOC Mobile Banners	\$850
Package 1 (Leaderboard + Top TOC Mobile Banner)	\$1,700
Package 2 (Rectangle + Bottom TOC Mobile Banner)	\$1,600
HTML5 Ad	\$1,400
Digital Insert/Outsert	\$1,000
Digital Edition Email Banner (One available per issue)	\$1,000

AD SPECIFICATIONS

AD SIZE	DIMENSIONS
Leaderboard	728 x 90 px
Rectangle	300 x 250 px
TOC Mobile Banners	320 x 50 px
HTML5 Ad	Call for specs
Digital Insert/Outsert	5.75" x 8.5"
Digital Edition Email Banner	728 x 90 px

MECHANICAL REQUIREMENTS

- All creative must be high-resolution @300 dpi
- Accepted formats: JPG, PNG, GIF (static or animated)
- Digital insert ads can be placed between pages in the page view, or placed at the back of the digital edition (as a Digital Outsert).

AD SUBMISSION

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