



# 2023 MARKETING GUIDE

Align with ASHE, the trusted organization for the health care facility management profession, and reach more than 12,000 decision makers.

*Updated December 2022*



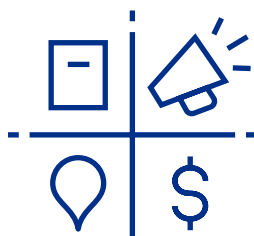
[ashemarketingsolutions.org](http://ashemarketingsolutions.org)



*Updated September 2022*

# CONTENTS

- 4 Audience Snapshot
- 5 Print Opportunities
- 11 Digital Opportunities
- 19 Lead Generation
- 22 Events & Trade Shows
- 27 Corporate Support



## **Looking to reach health care facility professionals through the media channels and events they trust and rely on most? Start with ASHE.**

The American Society for Health Care Engineering (ASHE) connects you with more than 12,000 professionals dedicated to optimizing the physical environment of health care facilities. As a professional membership group of the American Hospital Association, ASHE is the leading resource for health facility operations; maintenance; engineering; planning, design, and construction; and codes and standards affecting hospitals and clinics.

Aligning with ASHE strengthens the credibility of your business and showcases your commitment to leading safe and sustainable initiatives for health care facilities. Discover our extensive portfolio of offerings in this marketing guide and contact the Smithbucklin team to get started on your custom program today.

### **ASHE Media Sales**

Nick Schuette

Phone: 312-673-4974

Email: [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com)

### **ASHE Corporate Support and Event Sales**

Sue Griffin

Phone: 312-673-5586

Email: [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)







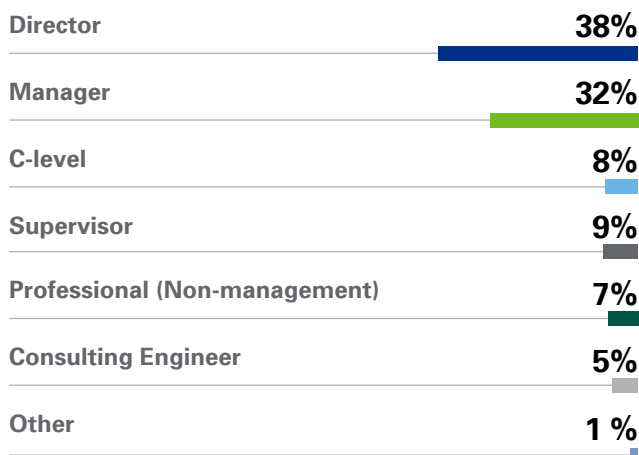
Kidney Transplantation Center  
General Surgery

# Audience Snapshot

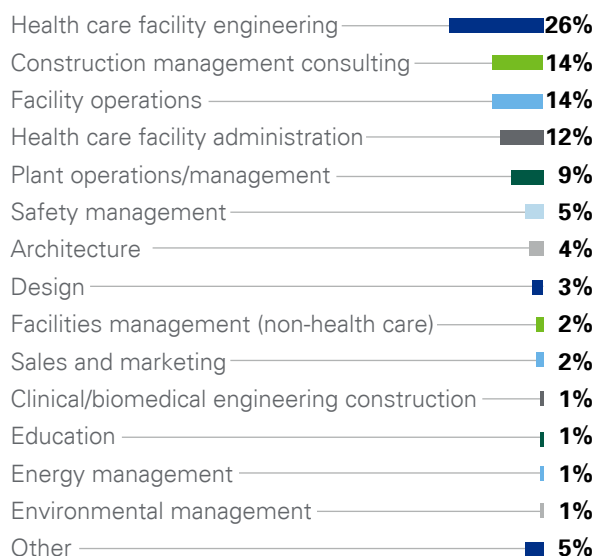
## 80%

of ASHE members are directly involved in the planning, design, or construction of new health care projects, renovations, or enhancements to existing facilities, infrastructure, or systems.

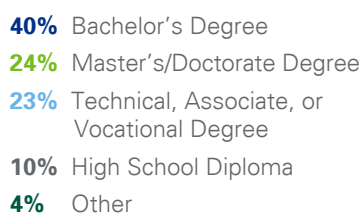
### LEVEL OF MANAGEMENT



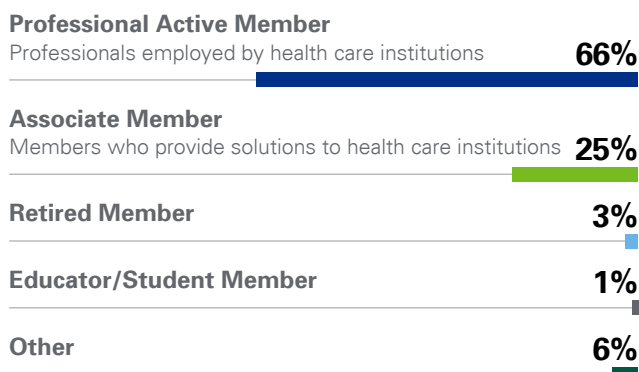
### PRIMARY JOB RESPONSIBILITY



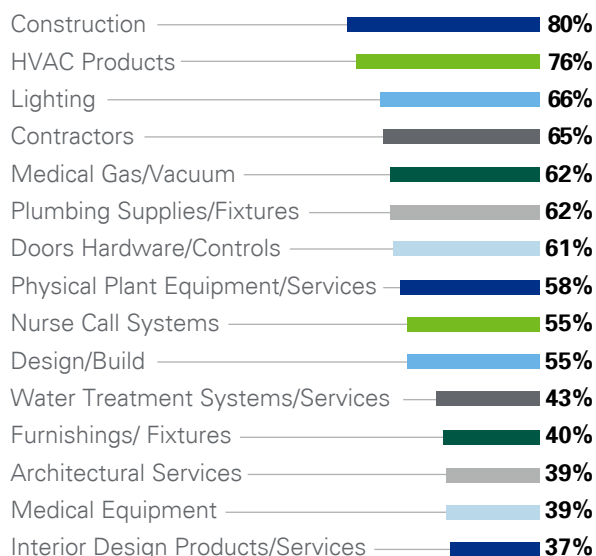
### HIGHEST LEVEL OF EDUCATION



### MEMBERSHIP TYPE



### TYPES OF PROJECTS MEMBERS HAVE BEEN INVOLVED IN THE PAST THREE YEARS



Source: 2020 ASHE Member Survey





# PRINT OPPORTUNITIES



## PRINT OPPORTUNITIES

# Health Facilities Management

## Circulation: 40,000+

(108,000+ Total Readership\* | 26,800+ Print Subscribers)

*Health Facilities Management* (HFM) is the most trusted and credible publication in its field, providing comprehensive coverage of the unique challenges facing the health facility design, construction, and operations communities. Through our close working relationships with facilities managers, consultants, suppliers, plus industry leading organizations, we offer exclusive access to experts who keep readers abreast of the latest industry changes.

Advertise with HFM and reach a diverse network of health facilities management leaders and extend your message beyond the ASHE membership.



**Sponsor the HFM digital edition!**  
See page 15 for details.

## HFM READER PROFILE



### Job Title

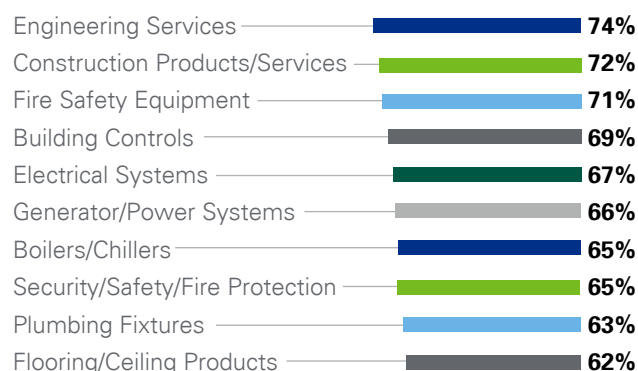
**59%** C-level/VP/Director  
**28%** Manager  
**6%** Supervisor  
**4%** Staff  
**4%** Technician



### Work Setting

**45%** Hospital - Acute Care  
**11%** Hospital - Specialty/Critical Access  
**2%** Assisted Living/Long-Term Care  
**5%** Medical Office, Ambulatory, Clinic, or Emergency Department  
**8%** Consulting Firm  
**6%** Engineering Firm  
**6%** Construction Firm  
**14%** Other

### Top Areas of Purchasing Influence



### Purchasing Power

**87%** are involved in purchasing, specifying, or influencing the purchase of products and services

**76%** took action as a result of seeing an ad in HFM

Source: 2021 HFM Readership Survey  
\*Based on 2.7 readers per copy

## PRINT OPPORTUNITIES

# 2023 HFM Editorial Calendar

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
<b>JANUARY/ FEBRUARY</b>	Ad Close: 12/22/22 Materials: 1/9/23 Mail Date: 2/3/23	<b>Advocacy and Compliance</b>	<ul style="list-style-type: none"> <li>Health care building trends</li> </ul>	Nurse communication systems	<ul style="list-style-type: none"> <li>Flooring products</li> <li>HVAC equipment</li> </ul>
<b>MARCH</b>  <b>PDC Summit Preview Issue + Bonus Distribution</b>	Ad Close: 1/27/23 Materials: 2/6/23 Mail Date: 3/7/23	<b>[ SPECIAL SECTION ] ASHE Annual Construction Survey</b>	<ul style="list-style-type: none"> <li>ASHE PDC Summit preview</li> <li>Facilities and engineering trends</li> </ul>	Health care furnishings	<ul style="list-style-type: none"> <li>Building controls and automation</li> <li>Fire safety products</li> </ul>
<b>APRIL</b>	Ad Close: 3/3/23 Materials: 3/13/23 Mail Date: 4/11/23	<b>Sustainable Operations</b>	<ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and engineering trends</li> </ul>	Security and access control	<ul style="list-style-type: none"> <li>Lighting equipment</li> <li>Plumbing products</li> </ul>
<b>MAY</b>	Ad Close: 4/3/23 Materials: 4/10/23 Mail Date: 5/9/23	<b>ASHE Vista Award Winners</b>	<ul style="list-style-type: none"> <li>Facility operations</li> </ul>	Patient education and entertainment systems	<ul style="list-style-type: none"> <li>Interior surfaces</li> <li>Computerized maintenance management systems</li> </ul>
<b>JUNE</b>	Ad Close: 5/4/23 Materials: 5/15/23 Mail Date: 6/13/23	<b>Design and Construction</b>	<ul style="list-style-type: none"> <li>Facilities and engineering trends</li> </ul>	Flooring	<ul style="list-style-type: none"> <li>Water treatment products</li> <li>Power and electrical equipment</li> </ul>
<b>JULY</b>  <b>ASHE Annual Conference Preview Issue + Bonus Distribution</b>	Ad Close: 6/1/23 Materials: 6/12/23 Mail Date: 7/11/23	<b>Compliance Challenges</b>	<ul style="list-style-type: none"> <li>ASHE Annual Conference preview</li> <li>Health care building trends</li> </ul>	Lighting equipment	<ul style="list-style-type: none"> <li>Medical gas equipment</li> <li>Security and access control</li> </ul>
<b>AUGUST</b>	Ad Close: 6/28/23 Materials: 7/10/23 Mail Date: 8/8/23	<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and engineering trends</li> </ul>	Power and electrical equipment	<ul style="list-style-type: none"> <li>Interior surfaces</li> <li>Real-time location systems</li> </ul>
<b>SEPTEMBER</b>	Ad Close: 8/3/23 Materials: 8/14/23 Mail Date: 9/12/23	<b>Design and Construction</b>	<ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and engineering trends</li> </ul>	Hand-hygiene equipment	<ul style="list-style-type: none"> <li>Flooring products</li> <li>Lighting equipment</li> </ul>
<b>OCTOBER</b>	Ad Close: 9/1/23 Materials: 9/11/23 Mail Date: 10/10/23	<b>Excellence in Health Care Facility Management Award</b>	<ul style="list-style-type: none"> <li>Health care building trends</li> </ul>	Computerized maintenance management systems	<ul style="list-style-type: none"> <li>HVAC equipment</li> <li>Health care furnishings</li> </ul>
<b>NOVEMBER/ DECEMBER</b>	Ad Close: 10/5/23 Materials: 10/16/23 Mail Date: 11/14/23	<b>[ SPECIAL SECTION ] ASHE Biennial Salary Survey</b>	<ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and engineering trends</li> </ul>	Fire safety	<ul style="list-style-type: none"> <li>Signage and wayfinding</li> <li>Plumbing products</li> </ul>

*\*Editorial calendar is subject to change.*

## PRINT OPPORTUNITIES

# 2023 HFM Rate Card & Ad Specifications

## Net Rates

4-COLOR	1x	3x	6x
Full Page	\$7,350	\$7,130	\$6,490
2/3 Page	\$5,345	\$5,185	\$5,025
1/2 Page*	\$4,415	\$4,280	\$4,155
1/3 Page*	\$3,220	\$3,125	\$3,025
1/4 Page	\$2,600	\$2,520	\$2,445
1/6 Page	\$1,930	\$1,870	\$1,815

\*Please specify ad orientation for 1/2 and 1/3 page ads.

## Ad Specifications

AD SIZE	DIMENSIONS
Full Page (Non-bleed)	8" x 10.75"
Full Page (Bleed)	8.25" x 11"
Two-page Spread (Non bleed)	16" x 10.75"
Two-page Spread (Bleed)	16.25" x 11"
2/3 Page	4.5" x 9.5"
1/2 Page Island	4.5" x 7.5"
1/2 Page Vertical	3.375" x 9.5"
1/2 Page Horizontal	7" x 4.875"
1/3 Page Vertical	2.1875" x 9.5"
1/3 Page Horizontal	4.5" x 4.875"
1/4 Page	3.375" x 4.875"
1/6 Page	2.1875" x 4.875"

## Inserts, Outserts, Belly Bands

TYPE	1x
1 Page Outsert (polybagged, single side)	\$10,000
1 Page Outsert (polybagged, double sided)	\$15,000
Tip-In Insert	\$15,000
Belly Band (includes printing)	\$9,750

Additional options available upon request.

Advertisers are required to provide preprinted material for outserts and inserts (not belly bands). Printing services are available for an additional fee. Please contact Hanna Vedder ([hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com)) for a quote, artwork specifications, and delivery instructions.

## Premium Positions & Rates

(in addition to 4-color earned rate)

Back Cover	+15%
Inside Front Cover	+10%
Inside Back Cover	+10%
Opposite TOC	+10%
Position Guarantee	+15%

## Mechanical Requirements

**Trim size:** 8" x 10.75"

**Spread trim size:** 16" x 10.75"

**Live matter:** 0.5" from trim/gutter (7.5" x 10.25")

**Printing:** Web 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 full-page 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.
- ASHE 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 Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).



## PRINT OPPORTUNITIES

# HFM Specialty Advertising

## Solutions Products + Services Section

**\$3,250** (Limit 2 per issue)

Every month, HFM features a [Solutions](#) department that showcases the latest products and services on ASHE's radar. Grab the attention of HFM readers with an exclusive promoted listing, which will appear in both the print and digital editions of HFM. Limited availability. Reserve your spot today.

## Material Specifications

Due one week prior to published ad close deadline. Submit a 200-word product description, target URL, and a high-resolution product image (4" x 3") to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com). Content is subject to ASHE approval.



## Case Study

**\$8,500** (Limit 2 per issue)

Solidify your position as an industry thought leader by sharing your ideas and best practices in a two-page hard card (full page ad and full page content). Submit a print-ready PDF or collaborate with HFM to produce a product that works best for your organization. Copywriting and design services are available for an additional fee.

## Material Specifications

Due one week prior to published ad close deadline. Submit print-ready case study to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com). Content is limited to 650-700 words and subject to ASHE approval. Final designed piece must be labeled as "Advertisement".

CASE  
STUDY

WHITE  
PAPER

Q&A

## PRINT OPPORTUNITIES

# HFM Survey Sponsorships

## ASHE Annual Hospital Construction Survey

**\$8,000** (Limit 5 sponsors)

Many hospitals and health systems are planning new facilities or evaluating existing ones to determine how to make them more efficient for care delivery and responsive to the needs of patients and their families. The 2023 Hospital Construction Survey will examine how hospitals are responding to these and other challenges as they work to redefine what being a hospital means in this turbulent health care landscape. The survey will appear in the HFM March issue.

## ASHE Biennial Salary Survey

**\$8,000** (Limit 5 sponsors)

Health care facility professionals are facing new challenges and responsibilities as the health care field adjusts to shifts in the marketplace. Issues of employee recruitment, succession planning, career development and, of course, financial resources are on the minds of every manager and front-line worker. That is why ASHE conducts a management and compensation survey to look at compensation policies and practices across health care settings. This year's salary survey will appear in the HFM November/December issue.

## Sponsored Research

**Starting at \$13,000** (Web-based survey)

Interested in receiving industry insights and feedback from ASHE members? Partner with ASHE on a custom web-based research survey. Sponsor fee includes five (5) closed questions and a narrative report, plus full data tables. Contact the ASHE Sales Team for pricing.



## Survey Sponsorship Deadlines

### ASHE Hospital Construction Survey

October 14, 2022 (Phase 1 Deadline)

January 27, 2023 (Phase 2 Deadline)

### ASHE Biennial Salary Survey

June 14, 2023 (Phase 1 Deadline)

October 5, 2023 (Phase 2 Deadline)

## Sponsorship Benefits

- Full page ad in respective issue of HFM magazine.
- Sponsor logo recognition in respective HFM print article about survey results.
- Yearlong logo recognition in HFM online article and data charts about the survey results.
- Sponsor recognition on survey instrument (if confirmed by Phase 1 deadline).
- Sponsor can submit one (1) survey question (if confirmed by Phase 1 deadline). 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 ASHE's approval.
- Sponsor will receive a PDF of the article to distribute post-production.
- Sponsor will receive survey data for submitted question in PDF format.



# DIGITAL OPPORTUNITIES

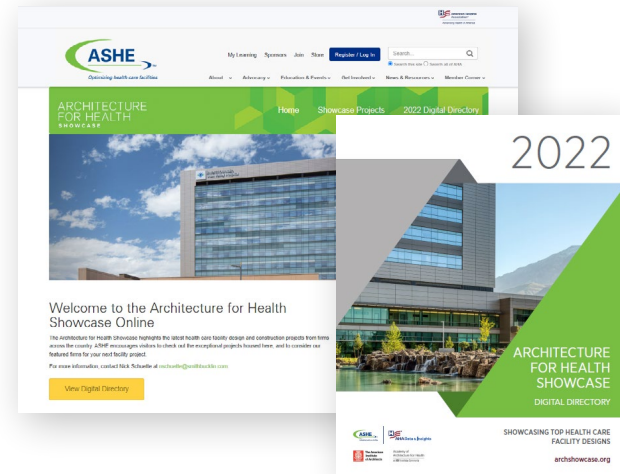




## DIGITAL OPPORTUNITIES

# Architecture for Health Showcase

ASHE's Architecture for Health Showcase highlights the latest health care facility design and construction projects and firms across the country. This dynamic showcase offers participants space at the PDC Summit, in HFM magazine, on the ASHE website and in a digital flipbook—all of which provides participants with increased visibility to hospital and health care facility leaders, including and beyond the ASHE membership. Choose a package and [submit an application](#) by January 20, 2023.



### Key Dates & Deadlines

**Applications Due:** January 20, 2023

**Artwork Due:** January 31, 2023

**Digital Directory/Slideshow Launch:** March 6, 2023

### Digital Directory Only

**\$1,000**

Your firm will be listed in the [Digital Directory](#) that will be posted online in March 2023 at [archshowcase.org](http://archshowcase.org) and promoted via *PDC News*, the HFM website, and a dedicated email. Target audiences include AHA/ASHE members and CEOs, plus attendees of the PDC Summit and ASHE Annual Conference.

- Directory listing includes company logo, firm name, contact information, office location(s), company description, and URL.

### Standard Package

**\$1,500**

Includes Directory Only benefits, plus:

- [Online slideshow](#) on [archshowcase.org](http://archshowcase.org), including 5-10 images of one recent health care design project with captions, plus company logo, firm name, contact information, office location(s), company description, and URL.

### Premium Package

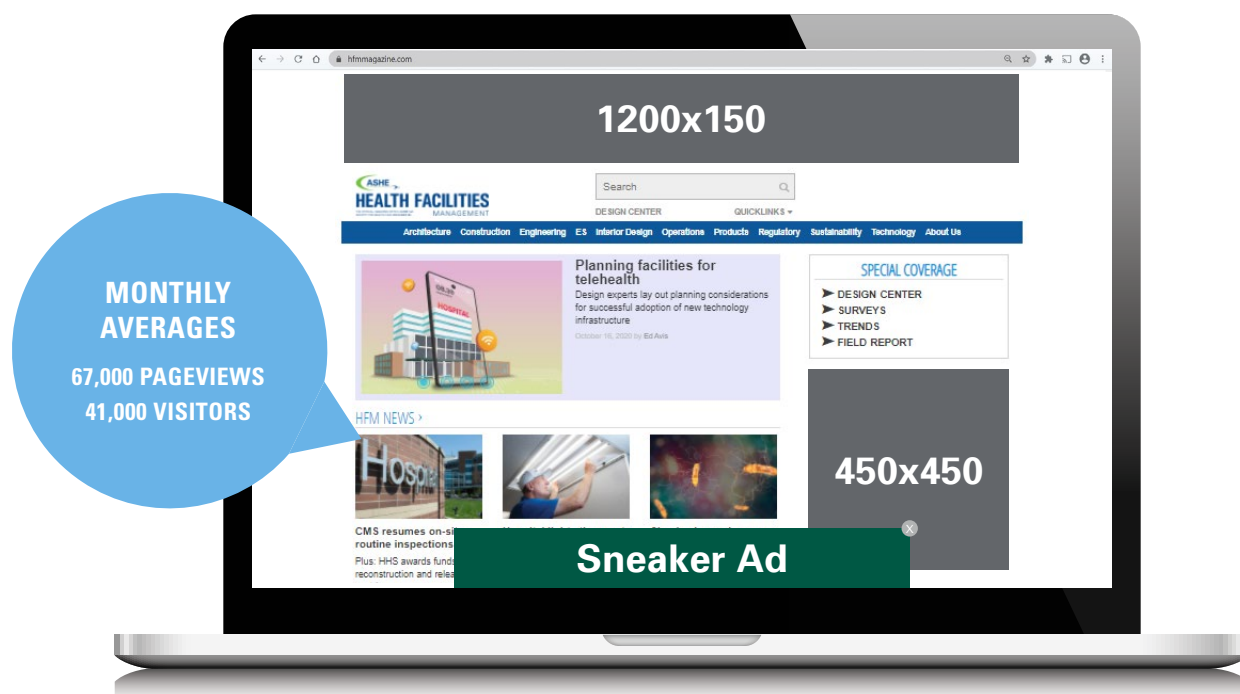
**\$3,500 (10 Available)**

Includes Standard Package benefits, plus:

- A full-page Architecture Showcase in one (1) issue of HFM magazine (appears in first 50% of issue):
  - » Two (2) images and a 450-word article of one recent health care design project
  - » Sidebar listing details of your project (e.g. building name, architect, date of completion, etc).
- Logo recognition on select marketing collateral for the 2023 PDC Summit (March 12-15, Phoenix), including signage, digital wall, session walk-in slides, event mobile app, and website.
- Opportunity to be included in the digital display gallery at the 2023 PDC Summit
- Expanded listing in the Architecture for Health Showcase Digital Directory.

## DIGITAL OPPORTUNITIES

# HFM Website



Source: Google Analytics, July 1, 2021–June 30, 2022

hfm magazine.com

With a presence on ASHE's *Health Facilities Management* magazine website, you'll reach more than 41,000 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: 10,000 impressions	\$90 CPM*
Display Ads: 10,001+ impressions	\$85 CPM*
Video Ad (top right side banner only)	\$180 CPM*
<b>NEW!</b> Sneaker Ad	\$125 CPM*
<b>NEW!</b> Geofencing Option	+\$10 CPM
<b>NEW!</b> Press Release (include your press release under the Corporate News section of the HFM website)	\$750 per post

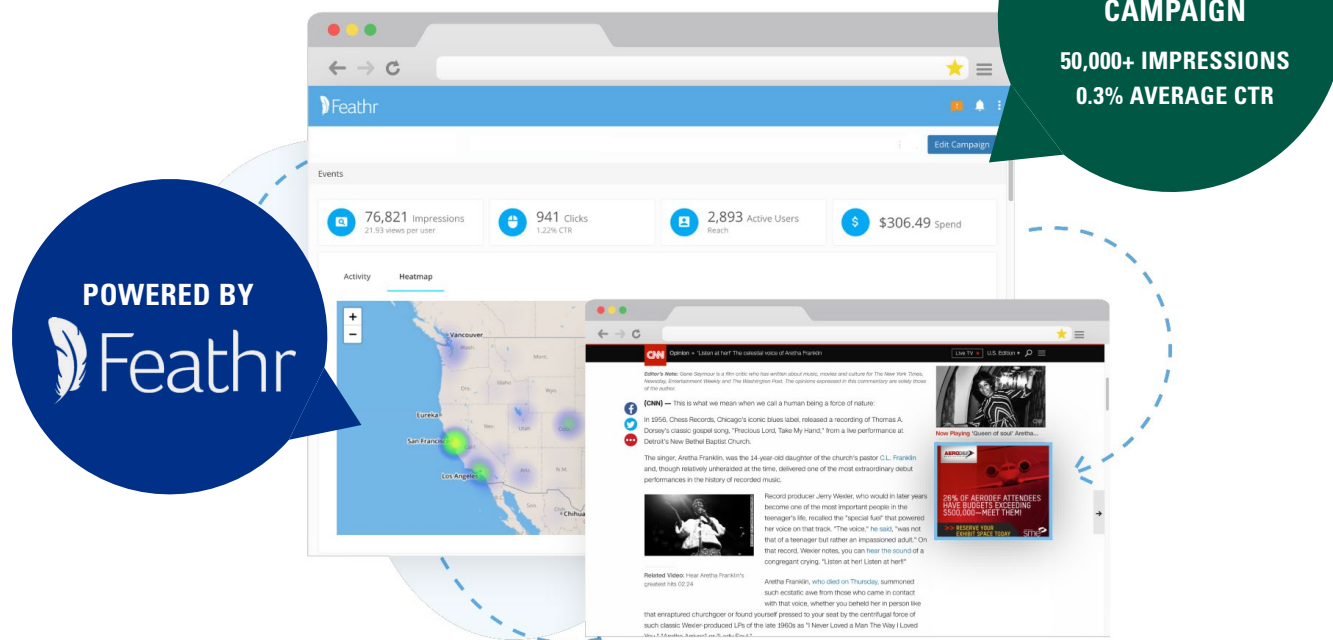
\*Minimum purchase of 10,000 impressions required. Display ads include two ad sizes. See page 18 for ad specifications.

### 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

# 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

The HFM digital edition is sent to more than 40,000 industry professionals!

Left of Cover  
8" x 10.75"

## Digital Circulation: 40,000

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
Exclusive banner on email alert, left of cover ad, and banner on digital edition landing page	\$4,370	\$3,800	\$3,230
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
Blow-in Card	\$600
Right or Left Skyscraper	\$500
Navigation Bar Logo	\$500

Rates are net per issue.

Source: Marketo, February 1 - September 23, 2022

## DIGITAL OPPORTUNITIES

# HFM E-newsletters

### HFM INSIDER

Circulation: 40,000 | 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: 35,000 | Average Open Rate: 19%

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, 2022

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 8, 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: 32,000 | Average Open Rate: 23%

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, 2021 - September 23, 2022

## SUSTAINABILITY ROADMAP

Circulation: 10,500 | Average Open Rate: 24%

Become an exclusive advertiser of the Sustainability Roadmap quarterly e-newsletter that is delivered to more than 10,500 sustainability focused ASHE members, Sustainability Roadmap award winners, and participants. Available only to sponsors of the [ASHE Sustainability Initiative](#).

Source: Marketo, January 1 - July 31, 2022



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.

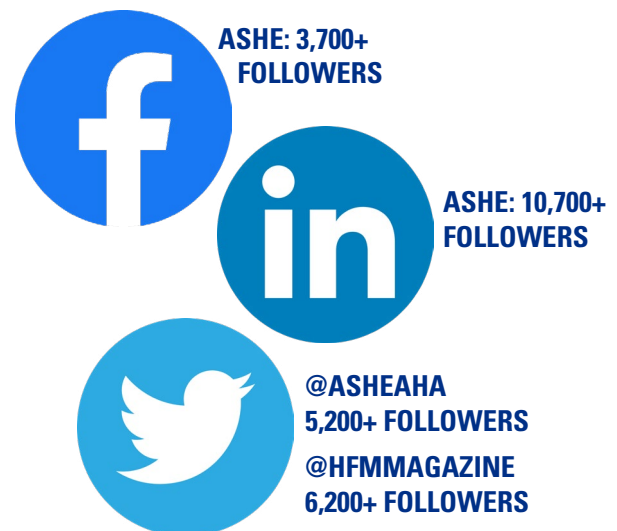
## NEW OPPORTUNITY

# 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
- 180x150

**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

### Digital edition landing page

- Banner: 300x250; 40KB max; static JPG, GIF, or PNG

### 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

### Right or left skyscraper

- 160x600; static JPG, GIF, or PNG

## Navigation bar logo

- 31x150; PSD or high-resolution JPG; recommend dark lettering on transparent background

## Blow-in card

- 350x500; high-resolution JPG

## 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

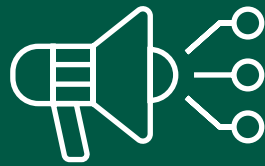
- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Sponsored content: 6-10 word headline; 20-30 word description; 126x66 image
- Ad takeover: submit (1) leaderboard and sponsored content

**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).



# LEAD GENERATION



# Sponsored Webinars



ASHE's [Lunch & Learn](#) webinar series continues to be an optimal lead generation opportunity for marketers, and a top source of information for our audience.

## Lunch & Learn - Live

**\$7,500 per webinar** (one available per week)

Enlist your organization's subject-matter experts to discuss your latest product and service solutions to a captive audience of health care facility leaders. You provide the content and panelist, and we'll provide the platform and promote your custom webinar with our multi-channel marketing approach (content is subject to ASHE approval).

*Please inquire for available dates.*

## Pre-webinar

- Offer Continuing Education Credits for your webinar at no additional cost. To qualify, please [submit an application](#) at least 4 weeks prior to webinar date.
- Logo recognition on all marketing, including ASHE Education News and [social media promotion](#)

## During webinar

- 60-minute time slot (45-minutes + live Q&A)

## Post-webinar

- Access to list of registered attendee information, including emails and titles
- Performance metrics
- Webinar available on-demand on [ASHE's website](#) for 12 months

## Lunch & Learn - On Demand

**\$2,500 per webinar** (option to add [Continuing Education Credits](#) for \$3,200 more)

Already have webinar content of your own? Add your recording to ASHE's [Lunch & Learn On Demand Library](#) and make it available to the entire ASHE audience. Includes promotion in ASHE Education News and an option to [offer CECs](#) for an additional fee of \$3,200. [CEC application](#) is required at least 4 weeks prior to posting webinar.

## LEAD GENERATION

# Dedicated Emails



## Partner Insights\*

**\$8,500** (two available per month)

ASHE's Partner Insights is a brand new offering that provides vendor partners an opportunity to send a dedicated email message directly to more than 42,000 health care facility professionals. Take advantage of this opportunity to promote your brand and solutions while driving qualified leads for your organization.

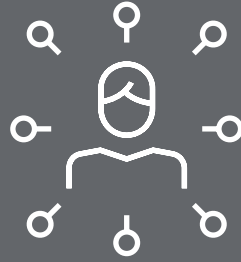
## Email Specifications

Partner Insights emails must follow [ASHE's Guidelines](#) and are subject to approval. Please submit materials to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com) at least 10 business days prior to send date.

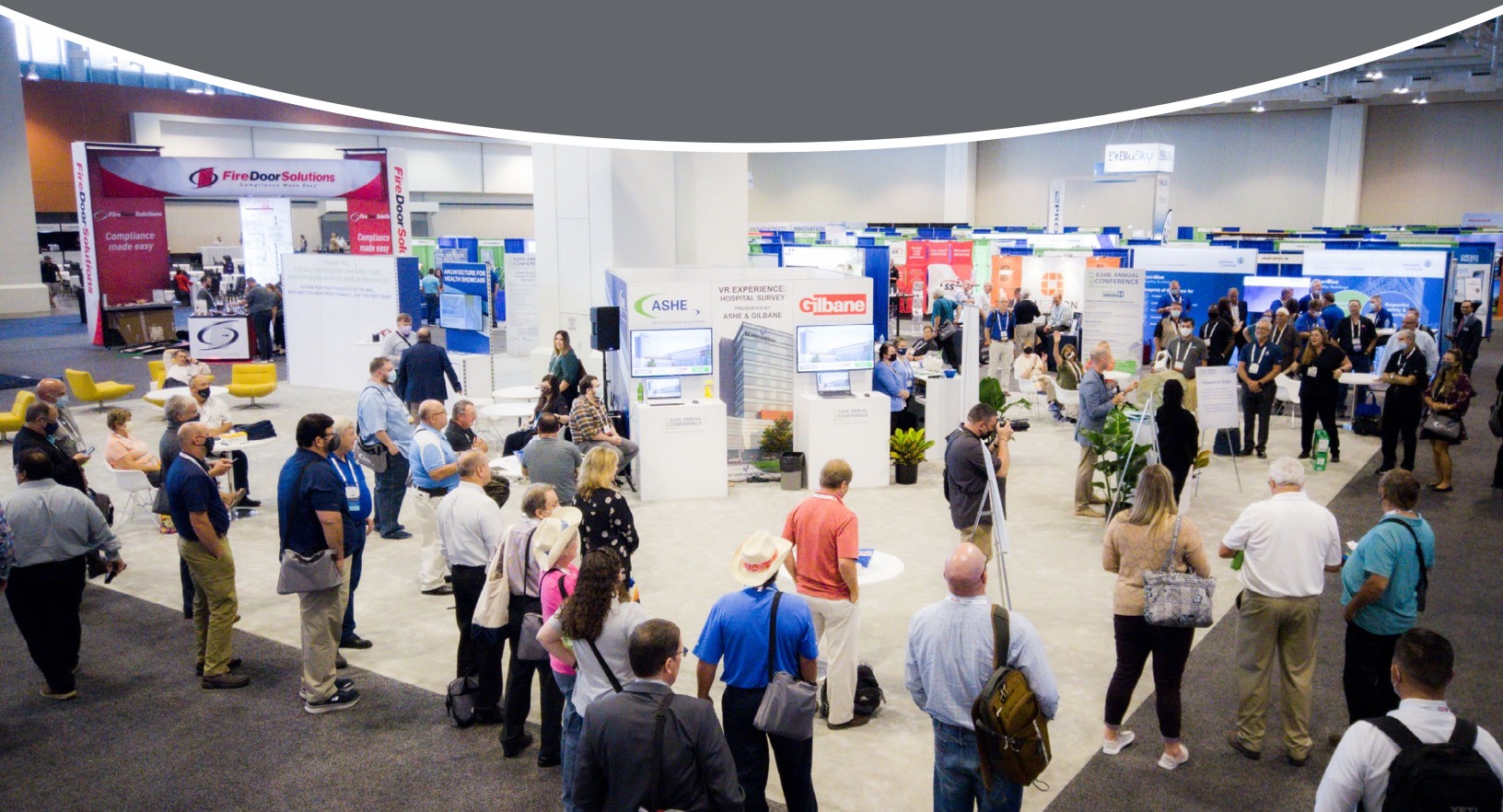
- Subject line (45 characters or less)
- Requested send date (ASHE will confirm final deployment date)
- Email-ready HTML file with all assets, images, and links embedded ([view guidelines](#))
- Plain text version of email

\*ASHE Corporate Sponsors have first right of refusal.





# EVENTS & TRADE SHOWS





# Reach health care leaders and decision makers at ASHE's national conferences and trade shows.

## **2023 PDC Summit**

International Summit & Exhibition on Health Facility  
Planning, Design, & Construction  
March 12-15, 2023 | Phoenix, AZ

## **ASHE Academy 2023**

May 1-5, 2023 | Columbus, OH

## **2023 ASHE Annual Conference & Technical Exhibition**

August 6-9, 2023 | San Antonio, TX



EVENTS & TRADE SHOWS

# PDC Summit

## 2023 PDC SUMMIT

March 12-15, 2023 | Phoenix, AZ  
[ashe.org/education/pdc-summit](https://ashe.org/education/pdc-summit)

## 2024 PDC SUMMIT

March 18-20, 2024 | San Diego, CA

At the PDC Summit, more than 2,000 senior leaders involved in the health care planning, design, and construction process come together to discuss the future of health care and its impact on the health care built environment. This summit and exhibition is all about uniting the converging perspectives of the full health care PDC team, including those working in health care administration, design, construction, facility management, and real estate. Having a presence at the PDC Summit gives you the best opportunity to discuss long-term strategy with your clients and showcase your leadership in the field.



### EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Visit [ashemarketingsolutions.com](https://ashemarketingsolutions.com) or contact Sue Griffin at [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) for more information.

## PDC SUMMIT ATTENDEE PROFILE

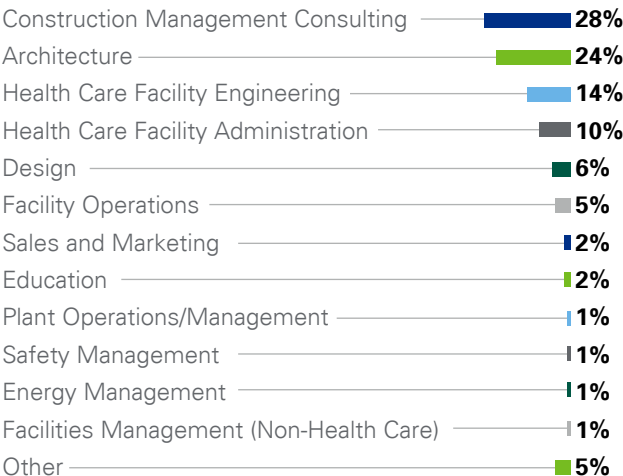


**86%** of attendees are at the management level or above



**82%** of attendees are involved in the purchasing decisions for their organization

### Areas of Direct Involvement



### Top Products and Services of Interest

- |   |   |
|---|---|
| 1. Architecture/Engineering/Consulting      | 11. Interior Finishes/Furnishings       |
| 2. Fire/Life Safety                         | 12. Facility Equipment/Boilers/Chillers |
| 3. Infection Prevention                     | 13. Compliance Solutions                |
| 4. HVAC Systems                             | 14. Electrical and Power Systems        |
| 5. Energy Management                        | 15. Signage/Wayfinding                  |
| 6. Building Controls                        | 16. Plumbing Products                   |
| 7. Safety & Security                        | 17. Water Systems                       |
| 8. Lighting Systems                         | 18. Asset Management                    |
| 9. Medical Gas and Equipment                | 19. Communication Systems               |
| 10. Construction Equipment/Roofing/Services | 20. Environmental Services              |

Source: 2022 PDC Summit Attendee Data

## EVENTS & TRADE SHOWS

# ASHE Academy

## ASHE ACADEMY 2023

May 1-5, 2023 | Columbus, OH

[ashe.org/ashe-academy](https://ashe.org/ashe-academy)

## ASHE ACADEMY 2024

Location & Date TBD



ASHE Academy is a one-stop shop for health care facilities leaders to earn continuing education credits through a personalized learning experience. Join us as a sponsor today to connect with 400+ attendees and peers in a small-group classroom setting. This highly-anticipated event sold out in 2022 and will surely sell out again.




### SPONSORSHIP OPPORTUNITIES

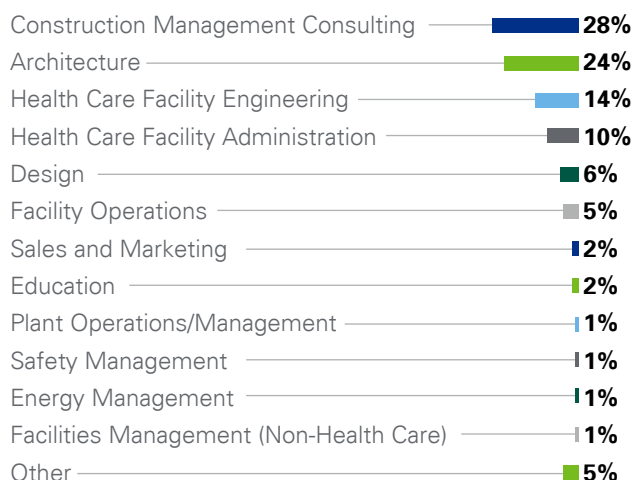
Visit [ashemarketingsolutions.com](https://ashemarketingsolutions.com) or contact Sue Griffin at [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) for more information.

## ASHE ACADEMY ATTENDEE PROFILE

 **86%** of attendees are at the management level or above

 **82%** of attendees are involved in the purchasing decisions for their organization

### Areas of Direct Involvement



### Top Products and Services of Interest

- |   |   |
|---|---|
| 1. Architecture/Engineering/Consulting      | 11. Interior Finishes/Furnishings       |
| 2. Fire/Life Safety                         | 12. Facility Equipment/Boilers/Chillers |
| 3. Infection Prevention                     | 13. Compliance Solutions                |
| 4. HVAC Systems                             | 14. Electrical and Power Systems        |
| 5. Energy Management                        | 15. Signage/Wayfinding                  |
| 6. Building Controls                        | 16. Plumbing Products                   |
| 7. Safety & Security                        | 17. Water Systems                       |
| 8. Lighting Systems                         | 18. Asset Management                    |
| 9. Medical Gas and Equipment                | 19. Communication Systems               |
| 10. Construction Equipment/Roofing/Services | 20. Environmental Services              |

Source: 2022 ASHE Academy Attendee Data



## EVENTS & TRADE SHOWS

# ASHE Annual Conference

## ASHE 60th Annual Conference & Technical Exhibition

August 6-9, 2023 | San Antonio, TX

[ashe.org/ashe-annual](https://ashe.org/ashe-annual)

## ASHE 61st Annual Conference & Technical Exhibition

July 21-24, 2024 | Anaheim, CA

The ASHE Annual Conference and Technical Exhibition is the trusted national conference and trade show for health care facility management and engineering professionals. In 2022, more than 3,000 attendees gathered in-person to get vital information on health care compliance, codes and standards updates, emerging trends, and best practices for efficiency, sustainability, emergency preparedness, and other pressing topics in the field. Whether your company is interested in strengthening relationships with current customers or meeting prospective ones, the ASHE Annual Conference is the one event you do not want to miss.



### EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Visit [ashemarketingsolutions.com](https://ashemarketingsolutions.com) or contact Sue Griffin at [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) for more information.

## ASHE ANNUAL CONFERENCE ATTENDEE PROFILE

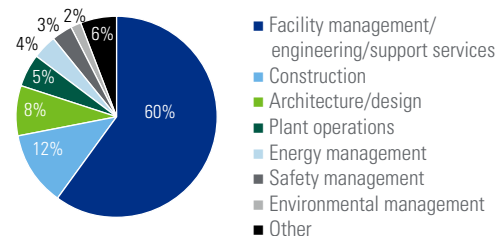
### Job Titles

- Health care facility managers
- Health care engineers (clinical, biomedical, electrical)
- CEOs and CFOs
- Vice presidents of support services
- Health care construction managers
- Environmental managers
- Safety and security managers
- Project managers
- Health care property managers
- Contractors
- Architects
- Authorities with jurisdiction

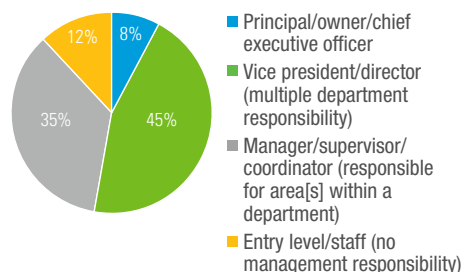


For 10+ straight years, more than **80%** of attendees have been at the management level or above.

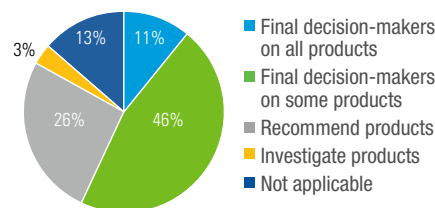
### Area of Direct Involvement



### Level of Responsibility



### Purchasing Responsibility



Source: 2022 ASHE Annual Conference Attendee Data



# CORPORATE SUPPORT



# ASHE Corporate Sponsor Program

**Become an ASHE Corporate Sponsor and showcase your commitment to leading efficient and sustainable initiatives for health care facilities.**

ASHE's Corporate Sponsor Program delivers a fully customizable, year-long engagement opportunity for organizations interested in furthering the mission of the Society and advancing health care engineering throughout the field. Help ASHE develop education programs and products, provide orientation and training, build enthusiasm and motivation, and create a forum in which members and the vendor community can network and exchange ideas.

There are three levels of sponsorship and the program includes high-visibility branding opportunities, ASHE membership, a custom credit to spend on ASHE's marketing assets and events, and much more.



## Corporate Sponsor Levels

<b>Premier</b>	<b>\$100,000</b> (\$90,000 custom credit)
<b>Champion</b>	<b>\$75,000</b> (\$68,000 custom credit)
<b>Leader</b>	<b>\$50,000</b> (\$45,000 custom credit)

*See following page for an overview of benefits included in each sponsor level.*

### LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) to customize your corporate sponsorship program.

## 2022 ASHE CORPORATE SPONSORS



## CORPORATE SUPPORT

# ASHE Corporate Sponsor Program

Corporate Sponsor Levels & Benefits	Premier \$100,000	Champion \$75,000	Leader \$50,000
<b>Custom Credit:</b> Amount to spend on advertising, exhibits, sponsorships, and lead generation programs across ASHE's marketing portfolio	\$90,000 <sup>*</sup>	\$68,000 <sup>*</sup>	\$45,000 <sup>*</sup>
Complimentary ASHE memberships for sponsor representatives	10 included	6 included	4 included
Permission to use ASHE's Corporate Sponsor logo in advertising and promotional materials	✓	✓	✓
Corporate sponsor recognition on ashe.org, select ASHE email communications, and promotional materials	✓	✓	✓
Complimentary listing in ASHE's <a href="#">online buyer's guide</a>	✓	✓	✓
Opportunity to provide (1) sponsored post on ASHE's LinkedIn, Twitter, and Facebook pages	✓	✓	✓
Opportunity to sponsor a Lunch & Learn webinar or provide a full page ad in <i>HFM</i> magazine*	2 included	1 included	
Banner ad in <i>HFM Insider</i> e-newsletter (size and placement based on availability)	3 included	2 included	1 included
Opportunity to provide an article in <i>HFM Insider</i> e-newsletter* (based on availability)	2 included	1 included	
Two invitations to the President's Reception at the PDC Summit and Annual Conference, <b>or</b> the ASHE Business/ Awards Breakfast at the Annual Conference.	✓		
Discount on ASHE/HFM print and digital advertising (includes <i>HFM</i> magazine ads, website, digital edition, e-newsletters)	15%	15%	15%
Bonus priority points for the PDC Summit and ASHE Annual Conference	+12 points	+9 points	+7 points

<sup>\*</sup>Custom credit cannot be applied to the ASHE Sustainability Initiative.

<sup>\*</sup>All sponsor-provided content (including webinars, articles, and case studies) are subject to ASHE approval. An abstract of all *HFM Insider* articles must be submitted to the ASHE/HFM Editorial Advisory Board three months prior to publication date. If accepted, ASHE will provide an author agreement to be signed by sponsor who develops final article. The final article must be between 1,250 – 1,500 words and submitted as a Word Document. The final article is subject to further review and editing for content and commercialism. ASHE will provide more detailed guidelines with deadlines upon signed agreement.



## LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) to customize your sponsorship program.



# ASHE Sustainability Initiative

## *Working together for a sustainable future*

ASHE is dedicated to working collaboratively to help health care facilities become more sustainable by adopting environmental, social, and fiduciary practices that support healthy, equitable, and resilient environments and communities. In support of this mission, we are looking for solution providers to demonstrate thought leadership in helping hospitals attain sustainability goals. In addition, the solution providers would help ASHE identify ways to be more sustainable in our business practices, especially at conferences.

Sponsor Levels & Benefits	Optimize \$5,000	Electrify \$12,500	Decarbonize \$25,000
Marketing Kit – includes ASHE Sustainability Solution Provider logo and language to use on your website.	✓	✓	✓
Recognition on the ASHE website as a Sustainability Solution Provider – logo with link.	✓	✓	✓
Recognition at ASHE Academy as a Sustainability Solution Provider.	✓	✓	✓
Recognition at Annual Conference and PDC Summit as a Sustainability Solution Provider – badge ribbon and logo in general session.*	✓	✓	✓
First right of refusal on conference sponsorships that further showcase your commitment to sustainability.			✓
Opportunity to participate in an ASHE Workshop as part of Annual Conference and/or PDC Summit concurrent session programming to discuss current challenges of meeting sustainability targets for hospitals.		✓	✓
Opportunity to participate in additional thought leadership opportunities as available.		✓	✓
Opportunity to provide one (1) Sustainability Tip of the Month to be published on the ASHE website and advertised in the HFM Insider e-newsletter (includes author bio and headshot).	✓	✓	✓
Opportunity to provide a video version of your organization's Sustainability Tip of the Month.			✓
Participation in ASHE Sustainability Solution Provider network with quarterly solution meetings.		✓	✓
Participation in "Working Together and Taking Action" focused discussion bringing facility managers and solution providers together.		✓	✓
Opportunity to present at ASHE Annual Conference (choice of location: ASHE Connect Booth, Exhibit Hall, or Concurrent Session Room). Presentation must be educational in nature and not a sales pitch - content is subject to ASHE approval.			✓
Logo/sponsor recognition in Sustainability Roadmap	✓	✓	✓

### By joining the ASHE sustainability initiative, participating companies will agree to the following:

- You will recognize that reducing the carbon footprint in healthcare will be based on the efforts of many organizations.
- Your company is committed to sustainable products and/or providing services that help hospitals reduce their carbon footprint.
- Your company is committed to sustainable production processes.
- Your company demonstrates commitment to waste reduction by agreeing to forgo disposable tchotchke/collateral and instead contribute to a sustainability coffee hour at the PDC Summit and Annual Conference.
- Fair pricing for sustainable products and services.
- Your company will promote the ASHE Sustainability Initiative at the PDC Summit and Annual Conference through your media of choice (social media, website, print etc.) by using the official hashtag and "Working together for a sustainable future" tagline.

### A LA CARTE OPPORTUNITIES (available only to ASHE Sustainability Initiative Sponsors)

#### Sustainability Roadmap Case Study | \$3,750

Publish your content on [EnergytoCare.org](https://www.energytocare.org) homepage for one month. Case study will be archived in the [Success Stories](#) page and marked as "Sponsored Content". Includes promotion in two ASHE tweets and one issue of the Sustainability Roadmap e-newsletter.

#### Sustainability Roadmap E-newsletter | Starting at \$1,150

Become an exclusive advertiser of this quarterly e-newsletter that is delivered to more than 10,000 subscribers. [See page 17](#).

# National Health Care Facilities and Engineering Week

## Share your engineering expertise by sponsoring ASHE's Engineering Week!

Every year in the last week of October, ASHE celebrates the important role that facility team members have in ensuring a safe and efficient environment for all patients, residents, visitors and staff within hospitals. ASHE will host three must-attend webinars during the month of October that will provide key content for industry professionals. Highlight your support by becoming a sponsor of these webinars. There's also an additional opportunity to present your solutions to ASHE members with a custom webinar.

### ASHE Engineering Week Webinar Sponsorship Package | \$5,000

As a sponsor of the Engineering Week webinars, your benefits will include:

- Banner ad on the Engineering Week [website](#) homepage during the month of October
- Banner ad on the [hfm magazine.com](#) during Engineering Week
- Logo recognition in two (2) issues of *HFM Insider* and five (5) ASHE social media posts\*\*
- Logo recognition on webinar registration pages and introduction slide during ASHE's three (3) Engineering Week webinars



### Custom Webinar Add-on | Add \$5,000

Upgrade your Engineering Week webinar sponsorship package by adding an opportunity to provide educational content\* and speakers for (1) custom webinar. Benefits include:

- Access to custom webinar registrant list, including email addresses
- Access to ASHE's hosting and webinar registration platforms
- Practice rehearsal prior to live webinar
- Exclusive email blast to 12,500+ ASHE Members
- Logo recognition on webinar registration page

\*Webinar content is subject to approval by ASHE

\*\*HFM Insider circulation: 62,500+ | ASHE followers: Facebook: 3,700; LinkedIn: 10,700; Twitter: 5,200



#### LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) to secure your sponsorship.



**American Society for Health Care Engineering**

155 N. Wacker Drive, Suite 400

Chicago, IL 60606

Phone: 312-422-3800

Email: [ashe@aha.org](mailto:ashe@aha.org)

**ASHE Media Sales**

Nick Schuette

Phone: 312-673-4974

Email: [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com)

**ASHE Corporate Support and Event Sales**

Sue Griffin

Phone: 312-673-5586

Email: [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)

**ASHE Show Management**

Kaci Carnegie

Email: [ASHE@smithbucklin.com](mailto:ASHE@smithbucklin.com)

Website: [ashemarketingsolutions.org](http://ashemarketingsolutions.org)

**ASHE Production Contact**

Hanna Vedder

Phone: 202-376-2432

Email: [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com)