



2024 MARKETING GUIDE

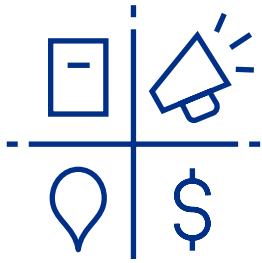
Align with ASHE, the trusted organization for the health care facility management profession, and reach more than 12,000 decision-makers.

Updated October 2023



ashemarketingsolutions.org





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

ASHE Corporate Support and Event Sales (Companies A-M)

Sue Griffin

Phone: 312-673-5586

Email: sgriffin@smithbucklin.com

ASHE Corporate Support and Event Sales (Companies N-Z)

Kris King

Phone: 312-673-5505

Email: krking@smithbucklin.com

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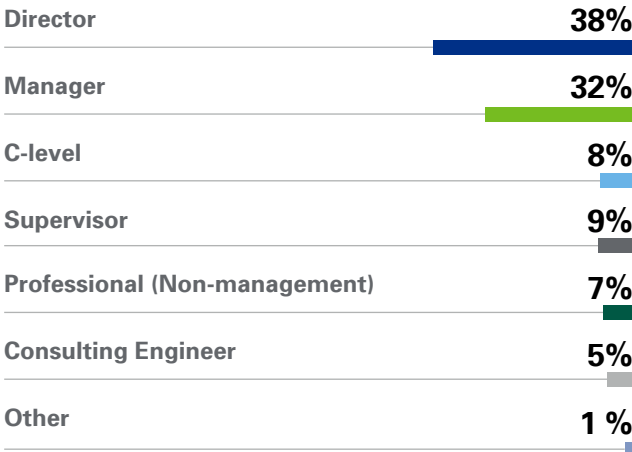


Audience Snapshot

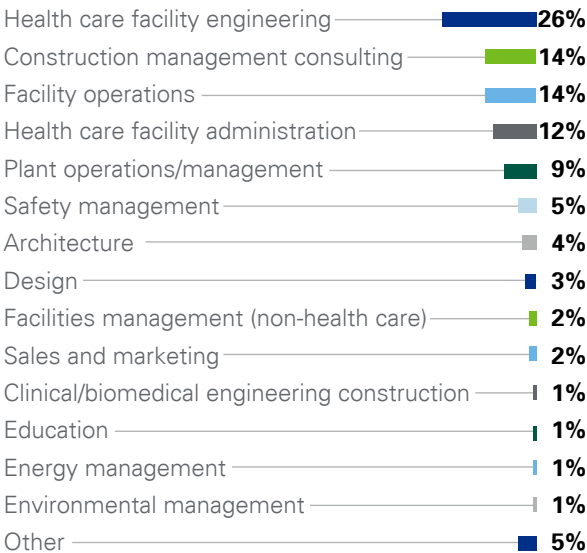
80%

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.

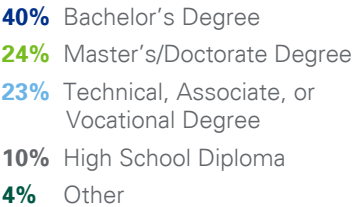
LEVEL OF MANAGEMENT



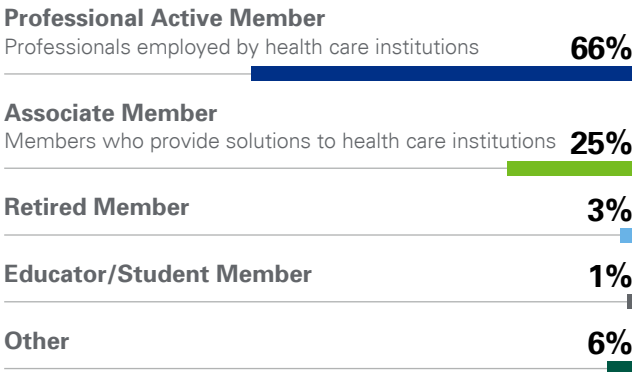
PRIMARY JOB RESPONSIBILITY



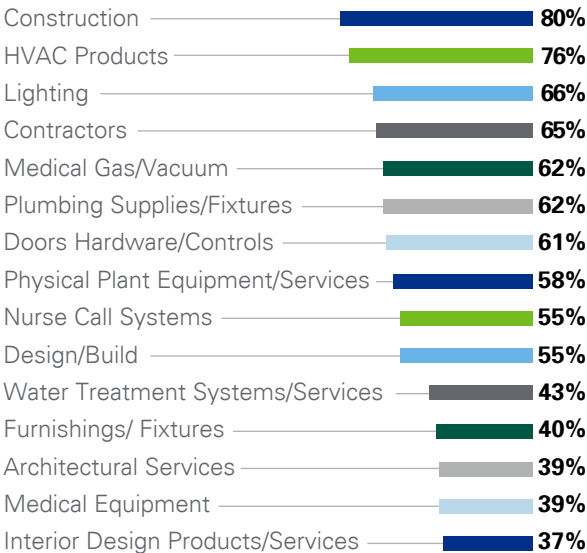
HIGHEST LEVEL OF EDUCATION



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+

(106,000+ Total Readership* | 27,100+ 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

- 39%** C-level/VP/Director/Owner
- 36%** Manager
- 14%** Supervisor
- 6%** Officer (compliance, safety...etc.)
- 3%** Analyst/Engineer
- 2%** Technician



Work Setting

- 30%** Hospital - Acute Care
- 13%** Other
- 11%** Hospital - Specialty/Critical Access
- 10%** Consulting Firm
- 5%** Medical Office, Ambulatory, Clinic, or Emergency Department
- 4%** Architecture or Design Firm
- 3%** Engineering Firm
- 2%** Assisted Living/Long-Term Care

Top Areas of Purchasing Influence - Sole Decision-Makers

Doors/Hardware	31%
Physical Plant Equip./Services	29%
Plumbing System Products	29%
HVAC Products	28%
Lighting	28%
Plumbing Services	28%
HVAC Services	27%
Building Controls	25%
Fire Safety Products	25%
Boilers/Chillers	23%
Electrical Systems	23%
Fire Safety Services	23%
Flooring/Ceiling Products	23%



HFM Readers - By the Numbers

- 73%** are involved in purchasing, specifying, or influencing the purchase of products and services
- 62%** are likely to discuss articles with colleagues
- 44%** access HFM content monthly
- 41%** are "Highly Satisfied" with HFM overall
- 36%** search online for products seen in HFM Magazine

Source: 2023 HFM Readership Survey
*Based on 2.7 readers per copy

PRINT OPPORTUNITIES

2024 HFM Editorial Calendar



January/February
2023



March 2023
+ Bonus Distribution



May
2023



July 2023
+ Bonus Distribution



September
2023



October
2023

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
JANUARY/ FEBRUARY	Ad Close: 12/1/23 Ad Materials: 1/5/24 Mail Date: 1/18/24	Sustainability	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering 	Security and access control	<ul style="list-style-type: none"> Computerized maintenance management systems Interior surfaces Lighting
MARCH/APRIL PDC Summit: March 17-20, San Diego Preview Issue + Bonus Distribution	Ad Close: 1/22/24 Ad Materials: 2/1/24 Mail Date: 2/29/24	[SPECIAL SECTION] ASHE Annual Construction Survey	<ul style="list-style-type: none"> PDC Summit preview Health care design and construction Facilities and engineering 	Furnishings	<ul style="list-style-type: none"> Building controls and automation Power and electrical Flooring
MAY/JUNE	Ad Close: 3/29/24 Ad Materials: 4/17/24 Mail Date: 5/16/24	ASHE Vista Award Winners	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering 	Plumbing	<ul style="list-style-type: none"> HVAC Fire safety Signage and wayfinding
JULY/AUGUST Health Care Facilities Innovation Conference: July 21-24 Anaheim Preview Issue + Bonus Distribution	Ad Close: 5/15/24 Ad Materials: 6/5/24 Mail Date: 7/4/24	Compliance Challenges	<ul style="list-style-type: none"> Health Care Facilities Innovation Conference preview Health care design and construction Facilities and engineering 	Interior surfaces	<ul style="list-style-type: none"> Real-time location systems Security and access control Nurse communication systems
SEPTEMBER/ OCTOBER	Ad Close: 8/5/24 Ad Materials: 8/23/24 Mail Date: 9/12/24	Energy to Care Award Winners	<ul style="list-style-type: none"> Excellence in Health Care Facility Management Award Winners Health care design and construction 	HVAC	<ul style="list-style-type: none"> Flooring Lighting Power and electrical
NOVEMBER/ DECEMBER	Ad Close: 10/9/24 Ad Materials: 10/25/24 Mail Date: 11/21/24	ASHE Biennial Operations Survey	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering 	Fire safety	<ul style="list-style-type: none"> Computerized maintenance management systems Plumbing Furnishings

*Editorial calendar is subject to change.

PRINT OPPORTUNITIES

2024 HFM Rate Card & Ad Specifications

Net Rates

4-COLOR	1-2	3-4	5-6
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"

Additional options available upon request.

Cover Tip-Ons

TYPE	1x
Cover Tip-On (includes printing)	\$9,750

Additional options available upon request.

2-Sided Tear-Out Insert

TYPE	1x
2-Sided Tear-Out Insert (includes printing)	\$10,000

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) 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.

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. 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. 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

HFM Survey Sponsorships



Survey Sponsorship Deadlines

2024 ASHE Hospital Construction Survey

Phase 1: October 27, 2023

Phase 2: January 22, 2024

2024 ASHE Operations Survey

Phase 1: June 21, 2024

Phase 2: October 7, 2024

2025 ASHE Hospital Construction Survey

Phase 1: October 25, 2024

Phase 2: January 20, 2025

2025 ASHE Salary Survey

Phase 1: June 20, 2025

Phase 2: October 6, 2025

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.

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 2024 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 Operations Survey

\$8,000 (Limit 5 sponsors)

Health care facilities are comprised of highly complex systems and sensitive spaces governed by a strict regulatory landscape. The new ASHE/HFM Operations Survey will look into the intricacies and best practices of managing health care facilities and systems across the United States. The survey will touch on topics such as leadership, reliability, sustainability, operations, safety and more. The inaugural 2024 survey will appear in the HFM November/December 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. The salary survey will appear in the HFM November/December issue.



DIGITAL OPPORTUNITIES



DIGITAL OPPORTUNITIES

Architecture for Health Showcase

ASHE's Architecture for Health Showcase is Evolving!

The Architecture for Health Showcase highlights the latest health care facility design and construction projects from firms across the country.

In 2024, the Architecture for Health Showcase will not only include a digital tradeshow display gallery at PDC 2024 and at the Health Care Facilities Innovation Conference, but it will also include a dynamic print/digital model that will provide participants with increased visibility to hospital and health care facility leaders beyond the ASHE membership year round!

Digital Compendium Only

\$1,000

Your firm will be listed in the digital **Architecture for Health Showcase Compendium** that will be posted online at archshowcase.org and distributed to AHA/ASHE members and CEOs, plus attendees of the PDC Summit and ASHE Health Care Facilities Innovation Conference.

- Listing includes company logo, firm name, contact information, office location(s), company description, and URL ([example](#)).

Standard Package

\$1,500

Digital Directory Only benefits, plus:

- Online slideshow on the Architecture for Health Showcase website (archshowcase.org), including 5-10 images with captions, plus company logo, firm name, contact information, office location(s), company description, and URL ([example](#)).

Premium Package

\$3,500 (12 Available)

Digital Compendium Only & Standard Package & benefits, plus:

- A full-page Architecture Showcase in one (1) issue of HFM magazine highlighting your design project, including two (2) images, a 450-word article, and sidebar listing details of your project (e.g. building name, architect, date of completion, etc.). Your article will appear in the first 50% of the issue ([example](#)).
- Project featured in the digital display gallery at the 2024 PDC Summit (March 17-20, San Diego) along with logo recognition on select marketing collateral including signage, session walk-in slides, event mobile app, and website.
- Project featured in kiosk set-up for the 2024 Health Care Facilities Innovation Conference (July 21-24, Anaheim), along with logo recognition on select marketing collateral including signage, event mobile app, and website promotions.
- Expanded listing in the Architecture for Health Showcase Compendium ([example](#)).

Key marketing channels include:

- [Architecture for Health Showcase Online](#) and [Digital Compendium](#)
- HFM Magazine, social media, e-newsletters, PDC Summit, Health Care Facilities Innovation Conference, and more!

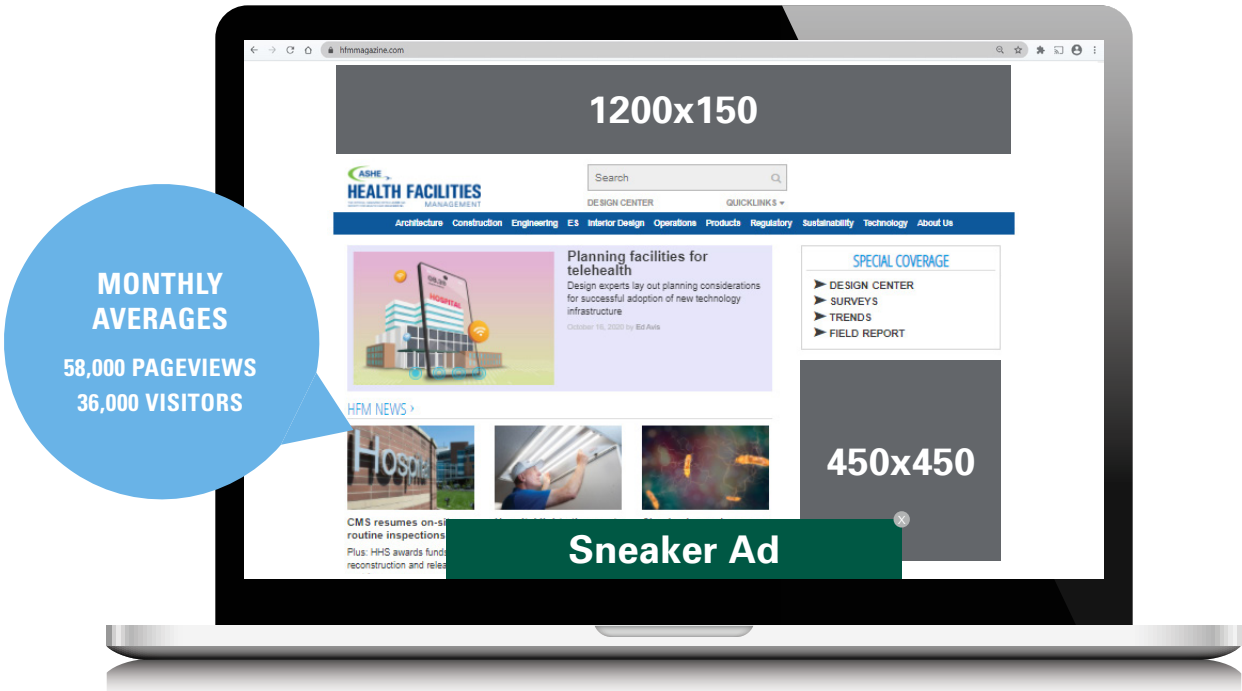
Key Dates & Deadlines

Submit an online application by December 15, 2023. ASHE will confirm placements and approve submissions by late December.

Artwork Due: January 31, 2024

Digital Directory/Slideshow Launch: March 6, 2024

HFM Website



Source: Google Analytics, July 1, 2022–June 30, 2023 hfm magazine.com

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

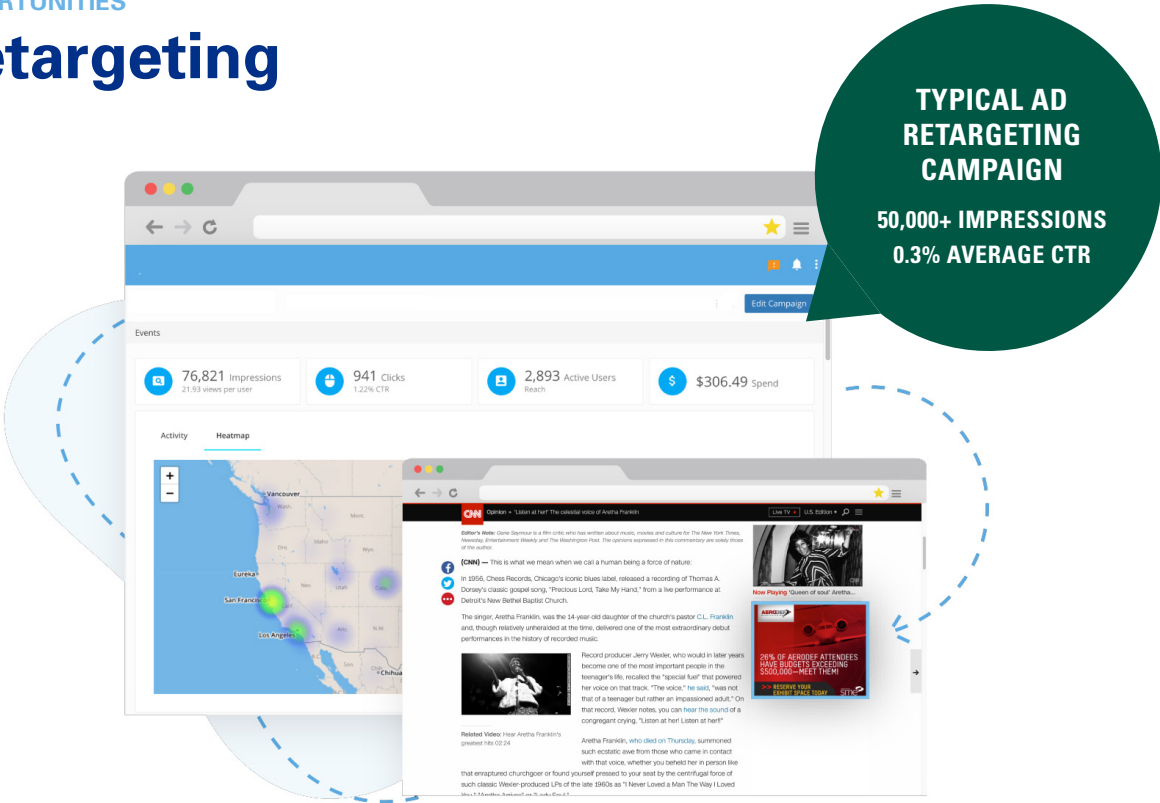
With a presence on ASHE’s *Health Facilities Management* magazine website, you’ll reach more than **36,000 monthly visitors** who rely on the site for the most up-to-date and credible information in the field.

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*
Sneaker Ad	\$125 CPM*
Geofencing Option	+\$10 CPM
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.

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 or ashe.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



Digital Circulation: 27,000

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
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 \$600

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
Interstitial Page	\$TBD

Rates are net per issue.

Source: Marketo, February 1 - September 23, 2023

DIGITAL OPPORTUNITIES

HFM E-newsletters

HFM INSIDER

Circulation: 38,000 | 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: 33,000 | Average Open Rate: 20%

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, 2023

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 9, 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: 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

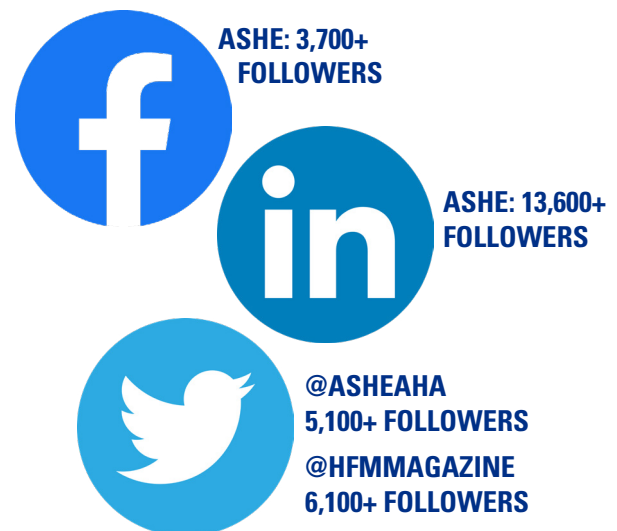
Rates are net. See page 18 for ad specifications.

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 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
- 200x200

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

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

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

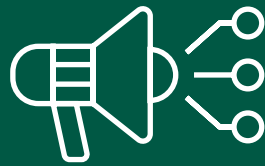
- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Sponsored content: 6-10 word headline; 20-30 word description; 300x300 image
- Ad takeover: submit (1) leaderboard and sponsored content

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.



LEAD GENERATION



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 (for 1 time use)
- Performance metrics
- Your webinar available at [ASHE OnDemand](#) 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

Specialty Content

ASHE National Health Care Facilities Engineering Week Sponsorship - October 20-26, 2024 \$10,000 (exclusive)

Every year, 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.

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

- A special edition Lunch & Learn webinar to celebrate Engineering Week ([see page 20](#))
- 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
- 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 **12,000+ ASHE Members**
- Logo recognition on webinar registration page



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to secure your sponsorship.

LEAD GENERATION

Dedicated Emails



Insights from the Field*

\$8,500 (two available per month)

ASHE's Insights from the Field provides vendor partners an opportunity to send a dedicated email message directly to more than **39,000+ health care facility professionals**. Take advantage of this opportunity to promote your brand and solutions while driving qualified leads for your organization.

Email Blasts

\$4,000- \$6,000/ea. based on size

Expand your reach to your ideal target audience with this brand new offering by sending dedicated email messages directly to current ASHE Certification lists, including:

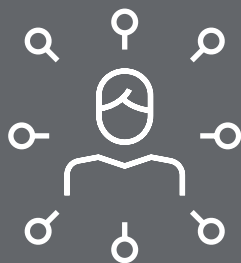
- [Certified Health Care Constructor](#) (CHC), QTY: 1,300+, Fee: \$3,500
- [Certified Health Care Facility Manager](#) (CHFM), QTY: 1,700+, Fee: \$4,500
- [Health Care Physical Environment Worker Certification](#), QTY: 2,200+, Fee: \$5,500

Email Specifications

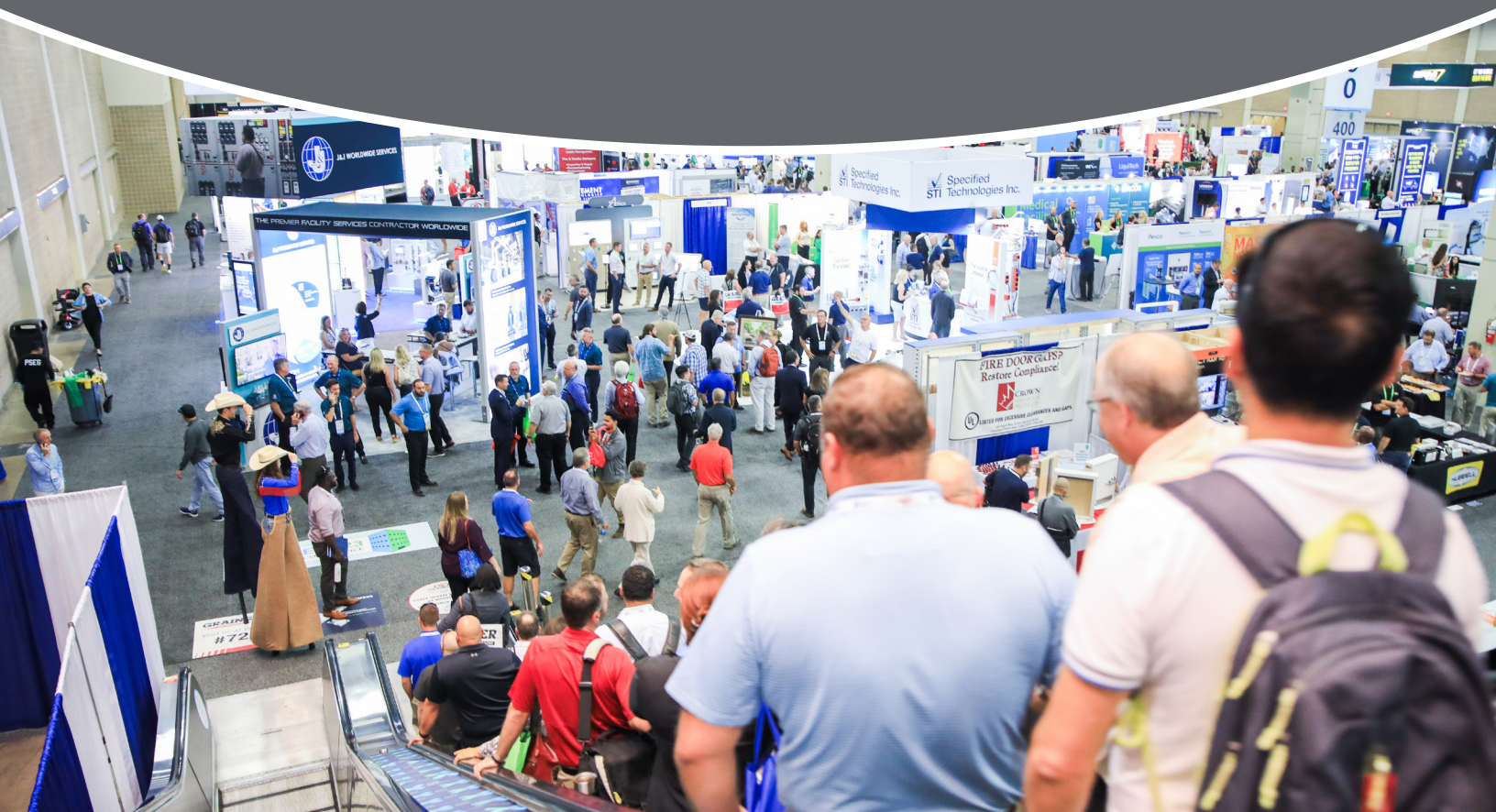
Insights from the Field and Email Blast emails must follow [ASHE's Guidelines](#) and are subject to approval. Please submit materials to Hanna Vedder at hvedder@smithbucklin.com at least 10 business days prior to send date.

- 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.

2024 PDC Summit

International Summit & Exhibition on Health Facility
Planning, Design, & Construction
March 17-20, 2024 | San Diego, CA

ASHE Academy 2024

May 6-10, 2024 | Indianapolis, IN

2024 Health Care Facilities Innovation Conference

July 21-24, 2024 | Anaheim, CA



The International Summit & Exhibition on Health Facility Planning, Design & Construction (PDC Summit)

2024 PDC SUMMIT

March 17-20, 2024 | San Diego, CA

<https://www.ashe.org/education/pdc-summit>

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.



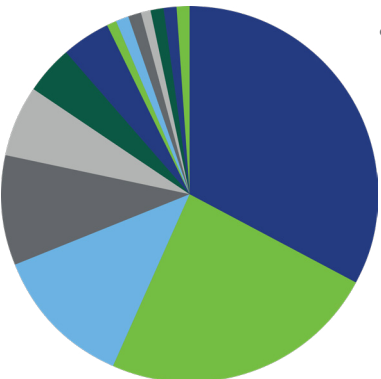
EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Visit ashemarketingsolutions.com for more information.

PDC SUMMIT ATTENDEE PROFILE

Primary Areas of Work of PDC Summit Attendees

- Construction Management Consulting **32%**
- Architecture **23%**
- Design **12%**
- Health Care Facilities Engineering **9%**
- Health Care Facilities Administration **6%**
- Sales and Marketing **4%**
- Facilities Operations **4%**
- Education **1%**
- Energy Management **1%**
- Infection Control **1%**
- Information Management and Technology **1%**
- Manufacture **1%**
- Real Estate/Property Management **1%**
- Other **<1%**



Years of Experience

- More than 20 years **36%**
- 16-20 years **16%**
- 11-15 years **17%**
- 6-10 years **15%**
- 4-5 years **6%**
- 2-3 years **4%**
- Less than 2 years **6%**



Did You Know? Over 40% of PDC Attendees are the final decision makers on at least SOME or ALL products!

- Recommend Products **47%**
- Final Decision Maker on SOME Products **33%**
- Final Decision Maker on ALL Products **10%**
- Investigate Products **10%**

Source: 2023 PDC Summit Attendee Data

EVENTS & TRADE SHOWS

ASHE Academy

ASHE ACADEMY 2024

May 6-10, 2024 | Indianapolis, IN
ashe.org/academy

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.




EXHIBIT AND SPONSORSHIP OPPORTUNITIES

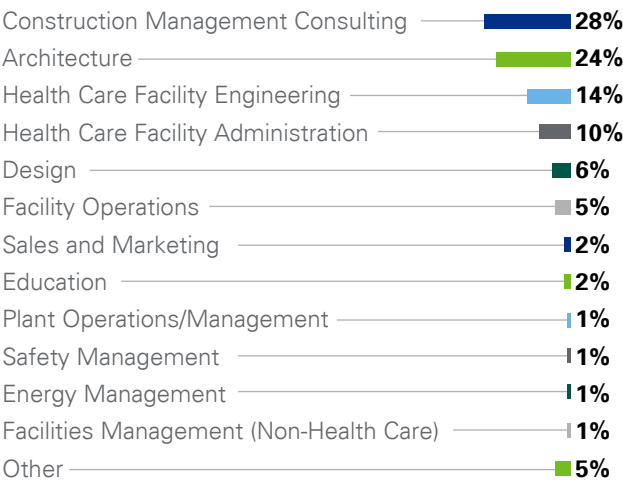
Visit ashemarketingsolutions.com for more information.

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

Health Care Facilities Innovation Conference

Health Care Facilities Innovation Conference 2024

July 21-24, 2024 | Anaheim, CA

ashe.org/education/health-care-facilities-innovation-conference



**HEALTH CARE
FACILITIES
INNOVATION
CONFERENCE**
July 21-24, 2024
Anaheim, CA

The Health Care Facilities Innovation Conference (formerly the ASHE Annual Conference and Technical Exhibition) is the trusted national conference and trade show for health care facility management and engineering professionals. In 2023, **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 Health Care Facilities Innovation Conference is the one event you do not want to miss.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

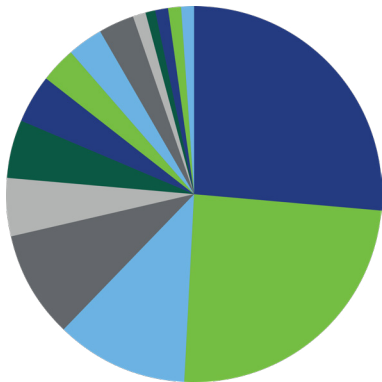
Visit ashemarketingsolutions.com for more information.

HEALTH CARE FACILITIES INNOVATION CONFERENCE ATTENDEE PROFILE

Primary Areas of Work of Health Care Facilities

Innovation Conference Attendees

- Health Care Facilities Engineering **26%**
- Facilities Operations **24%**
- Health Care Facilities Administration **11%**
- Construction and Consulting Management **9%**
- Energy management **5%**
- Sales and Marketing **5%**
- Plant Operations Management **4%**
- Architecture **3%**
- Design **3%**
- Safety (Security, Emergency Preparedness) Management **3%**
- Education **1%**
- Infection Control **1%**
- Information Management and Technology **1%**
- Manufacturing **1%**
- Other **<1%**



Years of Experience

- More than 20 years **30%**
- 16-20 years **14%**
- 11-15 years **16%**
- 6-10 years **18%**
- 4-5 years **11%**
- 2-3 years **5%**
- Less than 2 years **6%**



Did You Know? Over 50% of Health Care Facilities Innovation Conference Attendees are the final decision makers on at least SOME or ALL products!

- Recommend Products **30%**
- Final Decision Maker on SOME Products **14%**
- Final Decision Maker on ALL Products **39%**
- Investigate Products **9%**

Source: 2023 ASHE Annual Conference / Health Care Facilities Innovation 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

Premier **\$100,000**
(\$90,000 custom credit)

Champion **\$75,000**
(\$68,000 custom credit)

Leader **\$50,000**
(\$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 to customize your corporate sponsorship program.

2023 ASHE CORPORATE SPONSORS



ASHE Corporate Sponsor Program

Corporate Sponsor Levels & Benefits	Premier \$100,000	Champion \$75,000	Leader \$50,000
Custom Credit: Amount to spend on advertising, exhibits, sponsorships, and lead generation programs across ASHE's marketing portfolio	\$90,000 [^]	\$68,000 [^]	\$45,000 [^]
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 online buyer's guide	✓	✓	✓
Opportunity to provide (1) sponsored post on ASHE's LinkedIn (13,600+ followers), Twitter (5,100+), and Facebook (3,700+) 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	

PDC Summit and Health Care Facilities Innovation Conference Benefits

Highlighted listing in ASHE sponsored event mobile apps	✓	✓	✓
Logo recognition in ASHE sponsored event and General Session walk in slides	✓	✓	✓
Two (2) invitations to the President's Reception at the PDC Summit and Health Care Facilities Innovation Conference .	✓	✓	✓
Discount on ASHE/HFM print and digital advertising (<i>includes HFM magazine ads, website, digital edition, e-newsletters</i>)	15%	15%	15%
Bonus priority points for the PDC Summit or Health Care Facilities Innovation Conference	+12 points	+9 points	+7 points

*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 to customize your sponsorship program.

ASHE Sustainability

Working together for a sustainable future

Health care facilities are dedicated to working together to become more sustainable by adopting environmental, social, and fiduciary practices that support healthy, equitable, and resilient environments and communities. In support of its mission of advancing the health of individuals and communities, ASHE provides strategic thought leadership, resources, and programs to support health care organizations pursuing sustainability - [Learn more](#).

Partner with ASHE and health care facilities to share your solutions in supporting sustainability goals.

Sponsor Levels & Benefits	Decarbonize	Electrify	Optimize
Permission to use ASHE's Sustainability Solution Provider logo in advertising and promotional materials	✓	✓	✓
Logo on ASHE's Sustainability Roadmap* and <i>Sustainability Roadmap e-newsletter</i>	✓	✓	✓
Provide one (1) Sustainability Tip to be published at ASHE's Sustainability Tips (includes author bio and head shot)	✓	✓	✓
Sustainability Tip published in the <i>ASHE's Sustainability Roadmap e-newsletter</i> .	✓	✓	
Sustainability Tip published in the <i>HFM Insider e-newsletter</i>	✓	✓	
Sponsored article or digital advertisement in <i>ASHE's Sustainability Roadmap e-newsletter</i> .	2	1	
Advertisement in Health Facilities Management (HFM) Magazine	Full Page	1/2 Page	
Provide a Case Study for the ASHE community at Success Stories . Showcase your real-world example of sustainability success story or share best practice(s) to assist health care industry professionals embarking on sustainability planning and goal setting.	✓		
Digital advertising retargeting campaign** on ASHE's Sustainability Roadmap .	50,000 Impressions		
PDC Summit and Health Care Facilities Innovation Conference Benefits			
One (1) 20-minute theater presentation at an ASHE sponsored event	✓		
Highlighted listing in ASHE sponsored event mobile apps	✓		
Logo recognition in ASHE sponsored event and General Session walk in slides	✓		
Sponsor Fee:	\$25,000	\$12,500	\$5,000

By joining the ASHE sustainability initiative, participating companies:

- Recognize that reducing the carbon footprint in healthcare will be based on the efforts of many organizations.
- Are committed to sustainable products and/or providing services that help hospitals reduce their carbon footprint.
- Offer sustainable production processes and fair pricing for sustainable products and services.
- Will promote the ASHE Sustainability Initiative at the PDC Summit and Health Care Facilities Innovation Conference through your media of choice (social media, website, print etc.) by using the official hashtag and "Working together for a sustainable future" tagline

LA CARTE OPPORTUNITIES

Case Study | \$3,750

Your case study will be:

- Archived on [Success Stories](#) for one (1) month
- Included in one (1) issue of the *Sustainability Roadmap*
- Promoted in one (1) ASHE tweet

E-newsletter | Starting at \$1,150

Become an advertiser of this quarterly e-newsletter that is delivered to more than **11,000+** subscribers. [See page 17.](#)

* Sustainability Roadmap: 3,252 total visitors (March 1 - September 30, 2023)

** [Learn more about retargeting](#)



American Society for Health Care Engineering

155 N. Wacker Drive, Suite 400

Chicago, IL 60606

Phone: 312-422-3800

Email: ashe@aha.org

ASHE Media Sales

Nick Schuette

Phone: 312-673-4974

Email: nschuette@smithbucklin.com

ASHE Corporate Support & Event Sales (Companies A-M)

Sue Griffin

Phone: 312-673-5586

Email: sgriffin@smithbucklin.com

ASHE Corporate Support & Event Sales (Companies N-Z)

Kris King

Phone: 312-673-5505

Email: krking@smithbucklin.com

ASHE Show Management

MiAnna Johnson

Email: ASHE@smithbucklin.com

Website: ashemarketingsolutions.org

ASHE Production Contact

Hanna Vedder

Phone: 202-376-2432

Email: hvedder@smithbucklin.com