

2025 MARKETING GUIDE



The American Society for Health Care Engineering (ASHE) is the most trusted organization in optimizing the health care facilities management environment, with over **12,000 members** dedicated to improving the physical landscape from hospital blueprints to final construction.

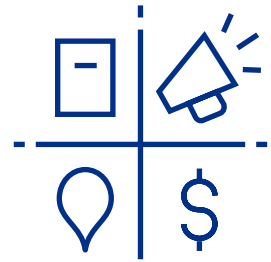
Updated November 2024



ashemarketingsolutions.org

CONTENTS

- 3 Audience Snapshot
- 4 Print Opportunities
- 10 Digital Opportunities
- 18 Lead Generation
- 22 Events & Trade Shows
- 28 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; as well as 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 ASHE's extensive portfolio of offerings in this marketing guide and contact the Smithbucklin team to get started on your custom program today.

ASHE and HFM Media Sales

Jill Eiding
Phone: 202-367-2343
Email: jeiding@smithbucklin.com

ASHE Year-Round and Event Sales

Sue Griffin
Phone: 312-673-5586
Email: sgriffin@smithbucklin.com

ASHE Event Sales

Kris King
Phone: 312-673-5505
Email: krking@smithbucklin.com



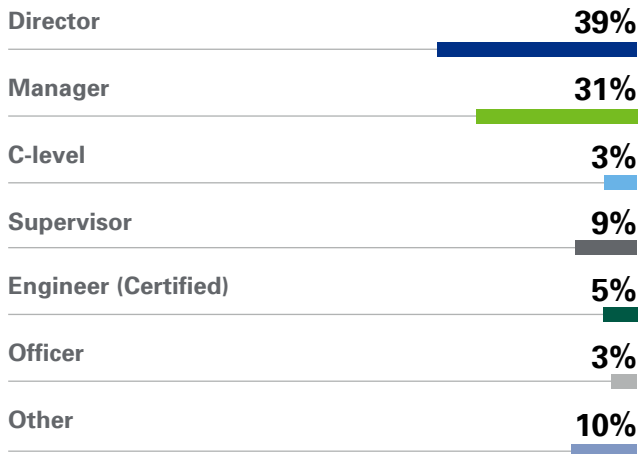
Advancing Health in America

Audience Snapshot

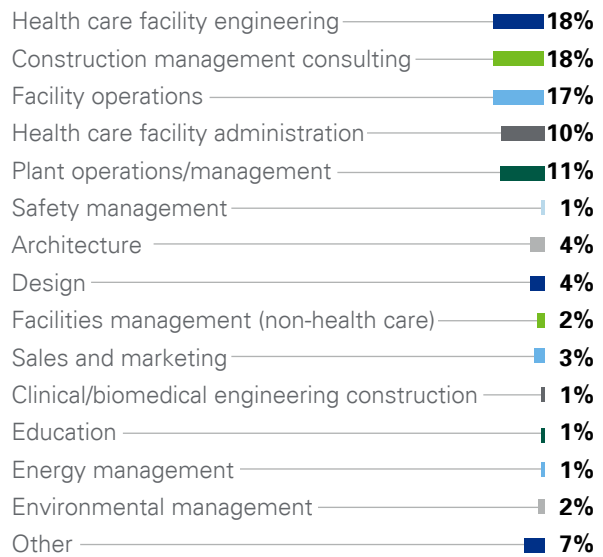
80%

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.

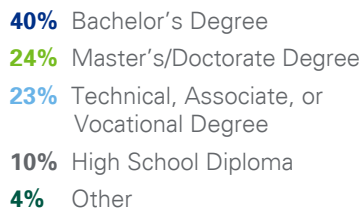
LEVEL OF MANAGEMENT



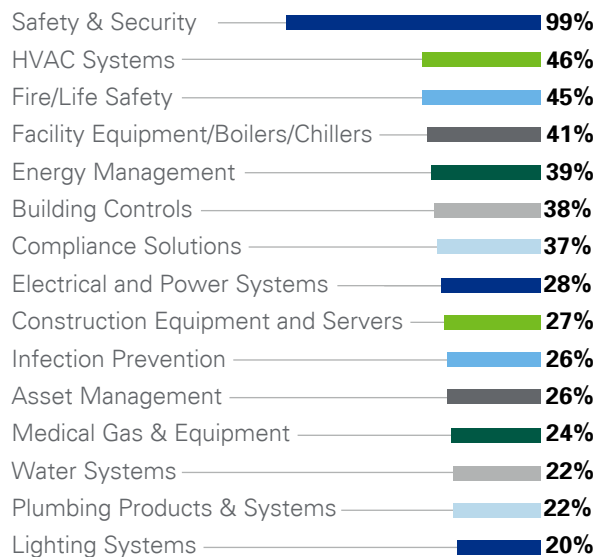
PRIMARY JOB RESPONSIBILITY



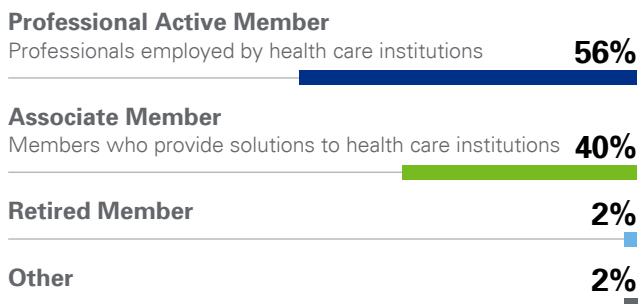
HIGHEST LEVEL OF EDUCATION



WHAT ATTENDEES ARE MOST INTERESTED IN



MEMBERSHIP TYPE



Source: 2023 ASHE Member Survey



PRINT OPPORTUNITIES



PRINT OPPORTUNITIES

Health Facilities Management (HFM)



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

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 care facility planning, design, construction and operations communities. Through our close working relationships with facilities managers, consultants, suppliers and industry-leading organizations, we offer exclusive access to experts who keep readers abreast of the latest industry changes.

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

HFM READER PROFILE



Job Title

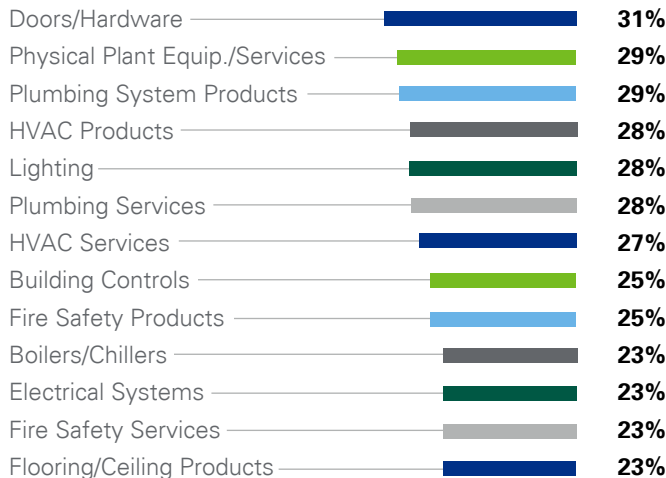
- 39%** C-level/VP/Director/Owner
- 36%** Manager
- 14%** Supervisor
- 6%** Officer (compliance, safety...etc.)
- 3%** Analyst/Engineer
- 2%** Technician



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



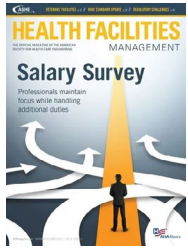
HFM Readers - By the Numbers

- 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

2025 HFM Editorial Calendar



November/December 2023



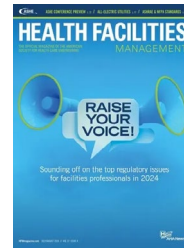
January/February 2024



March/April 2024
+ Bonus Distribution



May/June 2024



July/August 2024
+ Bonus Distribution



September/October 2024

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
JANUARY/ FEBRUARY	Ad Close: 11/20/2024 Ad Materials: 12/6/2024 Delivery Date: 1/15/2025	Sustainability	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering 	Computerized Maintenance Management Systems	<ul style="list-style-type: none"> Security and access control Interior surfaces Plumbing
MARCH/APRIL PDC Summit: March 9-12, Atlanta Preview Issue + Bonus Distribution	Ad Close: 1/6/2025 Ad Materials: 1/24/2025 Delivery Date: 3/03/2025	[SPECIAL SECTION] ASHE Annual Construction Survey	<ul style="list-style-type: none"> PDC Summit preview The Center for Health Design awards Facilities and engineering Sustainability 	Flooring	<ul style="list-style-type: none"> Building controls and automation Power and electrical Furnishings
MAY/JUNE	Ad Close: 3/20/2025 Ad Materials: 4/4/2025 Delivery Date: 5/14/2025	Awards celebrating the best in new construction, renovation and infrastructure.	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering Sustainability 	Security	<ul style="list-style-type: none"> HVAC Fire safety Cleaning and waste management
JULY/AUGUST Health Care Facilities Innovation Conference: July 27-30 Columbus, OH Preview Issue + Bonus Distribution	Ad Close: 5/20/2025 Ad Materials: 6/6/2025 Delivery Date: 7/16/2025	Compliance Challenges	<ul style="list-style-type: none"> Health Care Facilities Innovation Conference preview Health care design and construction Facilities and engineering Sustainability 	Real-time location systems	<ul style="list-style-type: none"> Interior surfaces Plumbing Nurse communication systems
SEPTEMBER/ OCTOBER	Ad Close: 7/24/2025 Ad Materials: 8/6/2025 Delivery Date: 9/12/2025	Awards in leadership, facilities excellence and sustainability.	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering Sustainability 	Lighting	<ul style="list-style-type: none"> Flooring HVAC Signage and wayfinding
NOVEMBER/ DECEMBER	Ad Close: 9/22/2025 Ad Materials: 10/6/2025 Delivery Date: 11/17/2025	[SPECIAL SECTION] ASHE Biennial Salary Survey	<ul style="list-style-type: none"> Health care design and construction Facilities and engineering Sustainability 	Power and electrical	<ul style="list-style-type: none"> Computerized maintenance management systems Fire safety Furnishings

*Editorial calendar is subject to change.

PRINT OPPORTUNITIES

2025 HFM Rate Card & Ad Specifications

Net Rates

4-COLOR	1-2	3-4	5-6
Full Page	\$6,615	\$6,417	\$5,841
2/3 Page	\$4,811	\$4,667	\$4,523
1/2 Page*	\$3,974	\$3,852	\$3,740
1/3 Page*	\$2,898	\$2,813	\$2,723
1/4 Page	\$2,340	\$2,268	\$2,201
1/6 Page	\$1,737	\$1,683	\$1,634

*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

Case Study

\$8,500 | 2 Available per Issue

Solidify your position as a thought leader in the field by sharing your ideas and best practices in a two-page spread (full-page ad and full-page content). You can submit a print-ready PDF or collaborate with HFM to create a custom product that best suits your needs. You can also opt for copywriting and design services for an additional fee.

Material Specifications

Due one week prior to the 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."



Solutions Products + Services Section

\$3,250 | 2 Available per Issue

Every month, *HFM* features a [Solutions](#) section 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*.

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.

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 2025 Hospital Construction Survey will examine how hospitals respond to 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/April 2025 issue.

ASHE Biennial Salary Survey

\$8,000 | Limit 5 Sponsors

Health care physical environment 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 2025 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 ASHE/HFM Operations Survey will examine 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 2026 survey will appear in the HFM November/December 2026 issue.



Sponsorship Benefits

- Full-page ad in respective issue of HFM magazine (\$6,615 value).
- Sponsor logo recognition in respective HFM print 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.

Survey Sponsorship Deadlines

2025 ASHE Hospital Construction Survey

Phase 1: October 25, 2024

Phase 2: January 20, 2025

2025 ASHE Biennial Salary Survey

Phase 1: June 20, 2025

Phase 2: October 6, 2025

2026 ASHE Hospital Construction Survey

Phase 1: October 3, 2025

Phase 2: January 5, 2026

2026 ASHE Biennial Operations Survey

Phase 1: June 5, 2026

Phase 2: October 2, 2026



DIGITAL OPPORTUNITIES



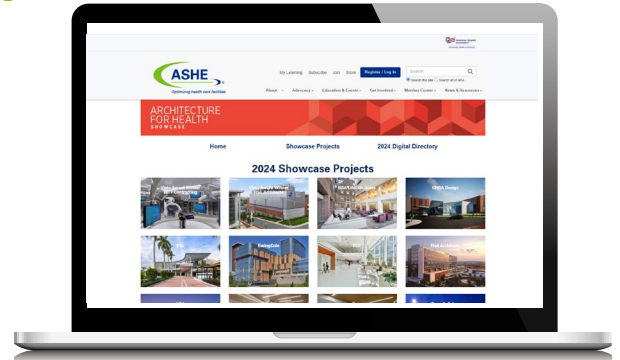
DIGITAL OPPORTUNITIES

Architecture for Health Showcase

ASHE's Architecture for Health Showcase is Evolving!

Highlighting the latest health care facility design and construction projects, this year's Showcase includes a digital tradeshow display gallery at the 2025 PDC Summit and ASHE's Health Care Facilities Innovation Conference. It will also include a dynamic print/digital model for increased visibility beyond the ASHE membership year-round!

Your firm will also be listed in the [Architecture for Health Showcase Compendium](#) posted online (*10,350 views in 2024*) and distributed to AHA/ASHE members plus attendees of the PDC Summit and ASHE's Health Care Facilities Innovation Conference.



Key Dates & Deadlines

Submit online application by December 13, 2024. ASHE will confirm placements and approve submissions.

Artwork is due January 31, 2025. The Digital Compendium launches March 5, 2025

Digital Compendium Only

\$1,000 | Unlimited

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

Premium Package

\$4,000 | 12 Available

Digital Compendium & Standard Package benefits, plus:

- A full-page Architecture Showcase in one (1) issue of HFM magazine appearing in the first 50% of the issue.
- Project featured in the digital display gallery at the 2025 PDC Summit plus logo recognition on select marketing collateral including signage, session walk-in slides, event mobile app and website.
- Project featured in kiosk set-up for ASHE's 2025 Health Care Facilities Innovation Conference, along with logo recognition on select marketing collateral including signage, event mobile app and website.
- Expanded listing in the Architecture for Health Showcase Compendium ([example](#)).
- 5,000 impressions in month of magazine promotion to direct website visitors to online slideshow listing and logo recognition in two dedicated emails, once before the PDC Summit and once before ASHE's Health Care Facilities Innovation Conference.

Standard Package

\$1,500 | Unlimited

Digital Compendium benefits, plus:

- Online slideshow on the Architecture for Health Showcase website (ashe.org/architecture-health-showcase).

NEW! Premium Plus

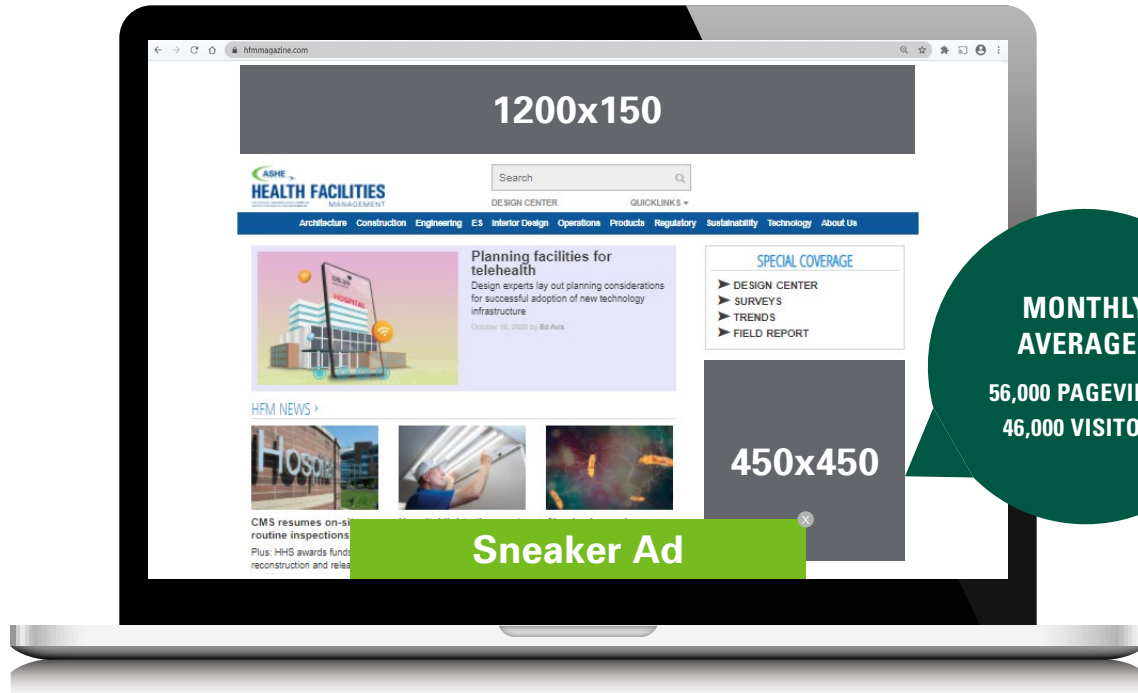
\$6,000 | 2 Available

Digital Compendium, Standard Package and Premium Package benefits, plus:

- Enhanced On-site promotion and benefits at the 2025 PDC Summit and Health Care Facilities Conference, including logo recognition at a food and beverage activation near the Showcase kiosk plus dedicated signage and mobile app push notifications

DIGITAL OPPORTUNITIES

HFM Website



Source: Google Analytics, July 1, 2023–June 30, 2024

hfm magazine.com

With a presence on ASHE’s *Health Facilities Management* magazine website, you’ll reach more than **46,000 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.

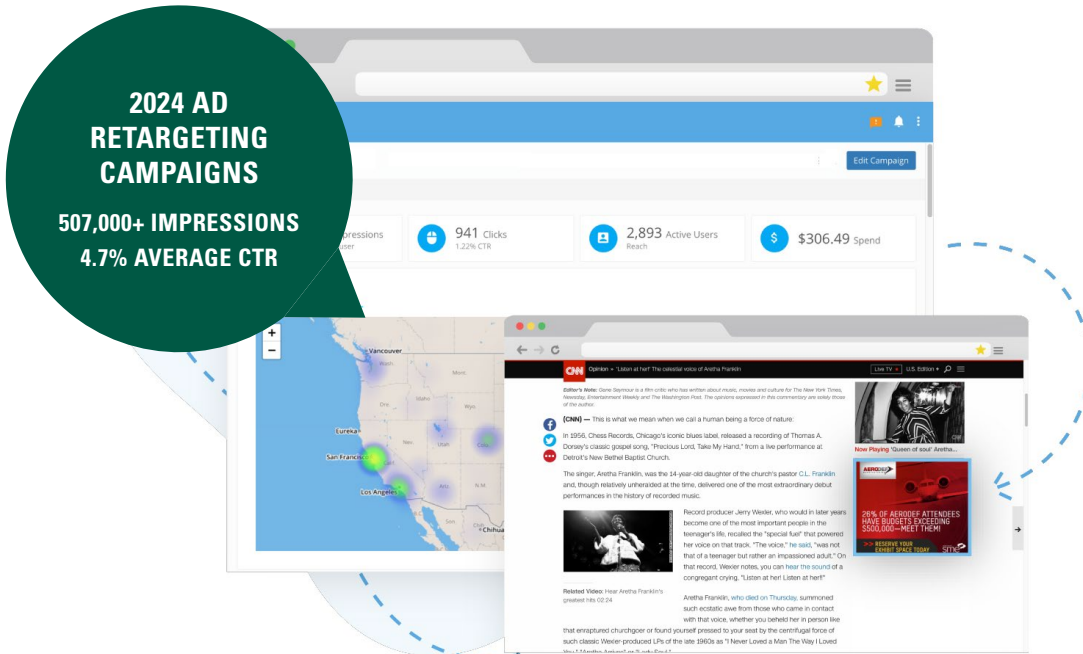
HFM Sponsored Article \$4,500 (add video for \$750)

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

DIGITAL OPPORTUNITIES

Ad Retargeting



Source: Google Analytics, January 1, 2024–September 15, 2024

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 on 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 Jill Eiding at jeiding@smithbucklin.com for more information and to get started on your next ad retargeting campaign!

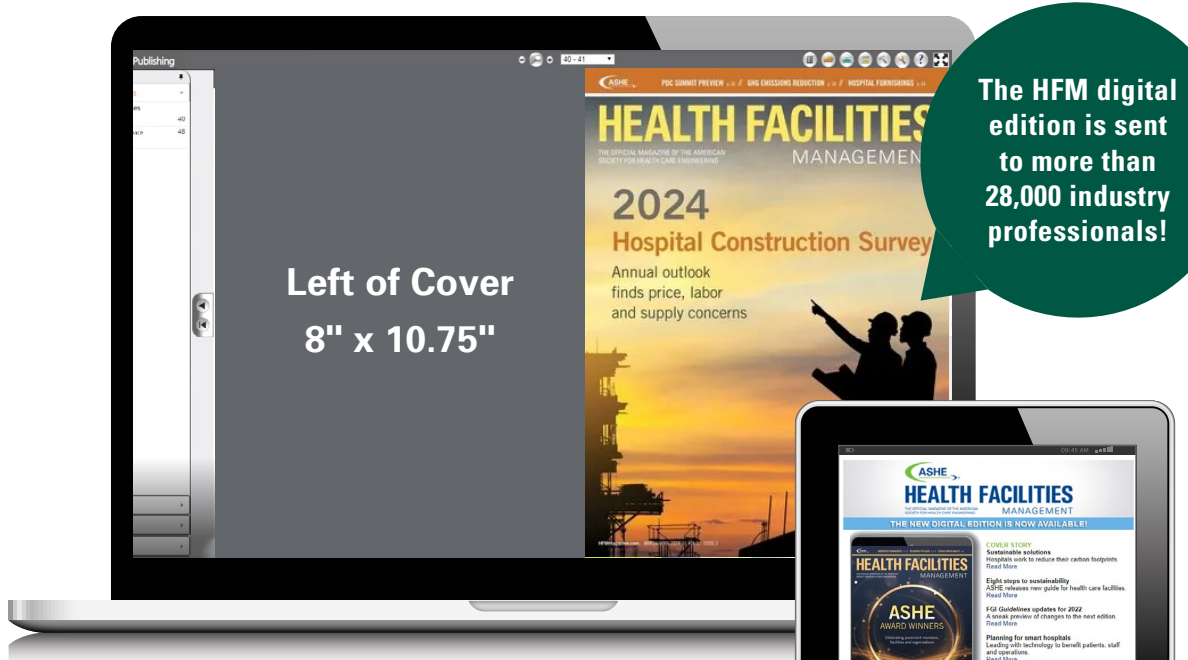
Ad Retargeting

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 28,000 industry professionals!

Digital Circulation: 28,000
Average Open Rate: 18%

Get ready for your message to shine as a proud sponsor of the HFM digital edition! Your message will take (left) center stage on the magazine's left cover, in the email alerting readers to the latest issue and on the engaging website landing page.

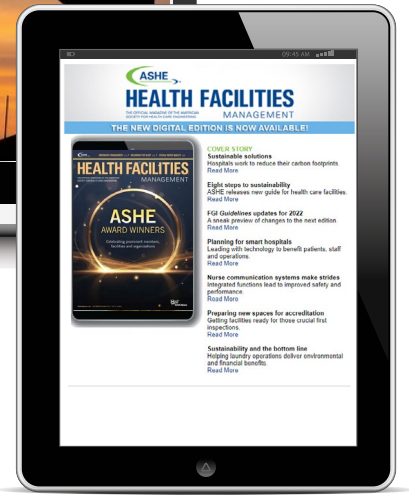
The digital edition is fully interactive, so viewers can explore the pages, interact with content and ads and easily share articles with colleagues. Every issue is published on the [HFM website](#) and a [complete archive](#) of past issues is available, ensuring the longevity of your ad presence.

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.

Source: Marketo, February 1 - September 23, 2024



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
Interstitial Page	\$TBD

Rates are net per issue.

DIGITAL OPPORTUNITIES

HFM E-newsletters

728x90

ASHE
Optimizing health care facilities

HEALTH FACILITIES MANAGEMENT **INSIDER**

September 10, 2024

Members share best practices for Life Safety Code compliance and more

MEMBER TO MEMBER

The ASHE Member Table Committee tackles tough issues facing health care facilities managers, sharing insights and best practices to help optimize the physical environment. Learn about a new ASHE standard that addresses microbial risk in building water systems, and develop an understanding on the major differences between the 2012 and 2024 editions of NFPA 1016, The Safety Code®. Other articles highlight progress in developing a new ventilation operation standard and strategies to improve HCRPIS scores.

HFM

Read More >

300x250 **300x250**

AD TAKEOVER SPONSORSHIP

Includes all ad units, sponsored content, plus recognition at the top of the newsletter.

ADVOICACY ALERT
Facility Guidelines Institute seeks Code drafts

Show your facilities management insights on the upcoming 2024 Facility Code for Outpatient Sites, Care and Support Settings by Sept. 30 to win a \$1,000 prize.

ASHE

728x90

ASHE
Optimizing health care facilities

HEALTH FACILITIES MANAGEMENT **PDCNews**

October 11, 2024

Student competition addresses global issue through local lens

Each year, a group of international students from the United States and other countries compete in the ASHE Student Design Competition (SDC). This year's theme was "Addressing the global issue of water scarcity through local lens." The competition was held at the ASHE 2024 National Conference & Exhibition in Las Vegas, NV. The winning team, from the University of California, Berkeley, presented a design for a water recycling system that could be implemented in a variety of settings, from residential to industrial. The winning team received a cash prize and a trip to the ASHE National Conference & Exhibition.

HFM

Read More >

300x250 **300x250**

ASHRAE/ASHE Decarbonizing Hospital Buildings Guidebook highlighted during virtual launch

ASHRAE and ASHE have published a new guidebook, "Decarbonizing Hospital Buildings: A Guidebook for Design and Construction." The guidebook provides a comprehensive overview of the challenges and opportunities associated with decarbonizing hospital buildings. It includes a variety of case studies, best practices, and a checklist of key considerations. The guidebook is available for free download at www.ashe.org/resources.

ASHRAE

HFM INSIDER

Circulation: 40,000 | Average Open Rate: 17%

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: 18%

This semimonthly 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: Google Analytics, January 1 - September 15, 2024

DIGITAL OPPORTUNITIES

ASHE E-newsletters



ASHE EDUCATION NEWS

Circulation: 54,000 | Average Open Rate: 18%

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: Google Analytics, January 1, 2024 - September 15, 2024

SUSTAINABILITY ROADMAP

Circulation: 13,000 | Average Open Rate: 24%

Become an advertiser of the *Sustainability Roadmap* quarterly e-newsletter delivered to more than **13,000 sustainability-focused professionals**, Sustainability Roadmap award winners and participants. Also, see the [ASHE Sustainability Initiative](#).

Source: Google Analytics, January 1, 2024 - September 15, 2024

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.

ASHE: 3,800+ FOLLOWERS

ASHE: 16,000+ FOLLOWERS

HFM MAGAZINE 1,200+ FOLLOWERS

@ASHEAHA 5,100+ FOLLOWERS

@HFMMAGAZINE 6,100+ FOLLOWERS

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 X/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

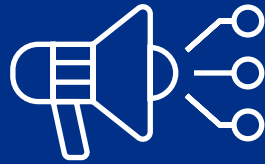
- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Sponsored content: 6-10 word headline; 20-30 word description; 300x300 image
- Ad takeover: submit (1) leaderboard and sponsored content

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 [Webinar series](#) continues to be an optimal lead generation opportunity for marketers and a top source of information for our audience.



Live Webinar

\$7,500 per webinar

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).

Pre-webinar

- Offer Continuing Education Credits for your webinar at no additional cost.
- Logo recognition on all marketing, including *ASHE Education News* (circ. 54,000) and [social media promotion](#)

During webinar

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

Post-webinar

- Access to the list of registered attendee information, including emails and titles (for 1 time use)
- Performance metrics
- Your webinar available at [ASHE OnDemand](#) for 12 months

On Demand Webinar

\$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 [On-Demand Webinar Library](#) and make it available to the entire ASHE audience. Includes promotion in *ASHE Education News*.

You will also have access to a list of registered attendees' information, including emails and titles (for one-time use), performance metrics and your webinar, which will be available at [ASHE OnDemand](#) for 12 months.

LEAD GENERATION

Specialty Content

ASHE National Health Care Facilities Engineering Week Sponsorship

October 19-25, 2025

\$10,000 | 4 Available

Every year, ASHE celebrates the vital role of facility team members 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 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 (one time use)
- Access to ASHE's hosting and webinar registration platforms
- Practice rehearsal prior to the live webinar
- Exclusive email blast to **12,000+ ASHE Members**
- Logo recognition on webinar registration page

LEAD GENERATION

Dedicated Emails

Insights from the Field Email Blast*

\$8,500 | 2 per Month

ASHE's Insights from the Field allows vendor partners to send a dedicated email message directly to more than **41,000+ health care facility professionals**. Take advantage of this opportunity to promote your brand and solutions while driving qualified leads for your organization.

Targeted Certification Email Blasts

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

- [Certified Health Care Constructor \(CHC\)](#), QTY: 1,200+, Fee: \$3,500
- [Certified Health Care Facility Manager \(CHFM\)](#), QTY: 1,600+, Fee: \$4,500
- [Health Care Physical Environment Worker Certification](#), QTY: 2,200+, Fee: \$5,500

Send your message directly to 41,000 industry professionals!



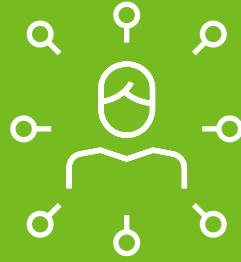
19%
Average
Open Rate

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.

2025 PDC Summit

International Summit & Exhibition on Health Facility
Planning, Design, & Construction
March 9-12, 2025 | Atlanta, GA

2025 Health Care Facilities Innovation Conference

July 27-30, 2025 | Columbus, OH

ASHE Academy 2025

Fall 2025

ASHE Leadership Institute 2025

Date & Location Coming Soon



EVENTS & TRADE SHOWS

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



2025 PDC SUMMIT

March 9-12, 2025 | Atlanta, GA

ashe.org/education/pdc-summit

At the PDC Summit, **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 entire health care PDC team, including those working in health care administration, design, construction, facility management and real estate.

By participating in the PDC Summit, you can showcase your leadership in the field and engage in strategic discussions with your clients, fostering a deeper understanding of their needs.

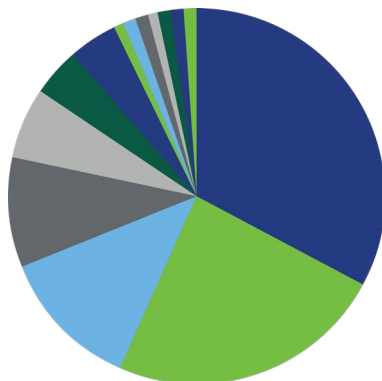
EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Visit ashe.com/marketing-solutions for more information.

PDC SUMMIT ATTENDEE PROFILE

Primary Areas of Work of PDC Summit Attendees

- Construction Management Consulting 20%
- Architecture 15%
- Design 8%
- Health Care Facilities Engineering 5%
- Health Care Facilities Administration 4%
- Sales and Marketing 4%
- Facilities Operations 3%
- 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 38%
- 16-20 years 18%
- 11-15 years 15%
- 6-10 years 14%
- 4-5 years 7%
- 2-3 years 3%
- Less than 2 years 5%



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

- Recommend Products 46%
- Final Decision Maker on SOME Products 34%
- Final Decision Maker on ALL Products 11%
- Investigate Products 10%

Source: 2024 PDC Summit Attendee Data

EVENTS & TRADE SHOWS

Health Care Facilities Innovation Conference

2025 Health Care Facilities Innovation Conference

July 27-30, 2025 | Columbus, OH

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



**HEALTH CARE
FACILITIES
INNOVATION
CONFERENCE**

ASHE's 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 2024, **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, ASHE's Health Care Facilities Innovation Conference is the one event you do not want to miss.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

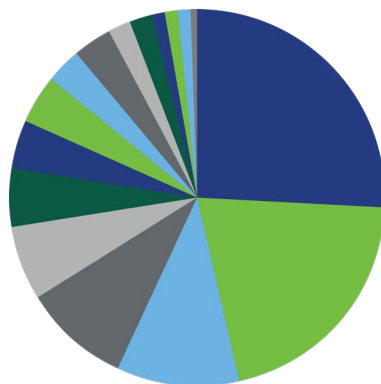
Visit ashemarketingsolutions.com for more information.

HEALTH CARE FACILITIES INNOVATION CONFERENCE ATTENDEE PROFILE

Primary Areas of Work of Health Care Facilities

Innovation Conference Attendees

- Facilities Operations **25%**
- Health Care Facility Engineering **20%**
- Construction Management Consulting **10%**
- Health Care Facilities Administration **9%**
- Sales & Marketing **6%**
- Energy Management **5%**
- Design **4%**
- Architecture **4%**
- Plant Operations/Management **3%**
- Safety (Security, Emergency Preparedness) Management **3%**
- Manufacturing **2%**
- Information Management & Technology **2%**
- Environmental Management **1%**
- Education **1%**
- Infection Control **1%**
- Other **4%**



Years of Experience

- More than 20 years **14%**
- 16-20 years **8%**
- 11-15 years **8%**
- 6-10 years **7%**
- 4-5 years **4%**
- 2-3 years **3%**
- Less than 2 years **4%**



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: 2024 ASHE Health Care Facilities Innovation Conference Attendee Data

EVENTS & TRADE SHOWS

ASHE Academy

ASHE ACADEMY 2025

Fall 2025

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.




ASHE
Academy

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

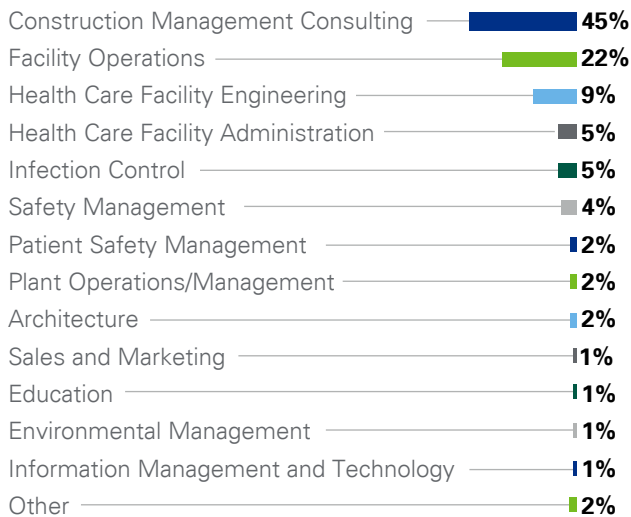
Visit ashemarketingsolutions.com for more information.

ASHE ACADEMY ATTENDEE PROFILE

 **69%** of attendees are at the management level or above

 **38%** of attendees are the final decision-makers on some or all purchasing decisions for their organization

Areas of Direct Involvement



Top Products and Services of Interest

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

Source: 2024 ASHE Academy Attendee Data

EVENTS & TRADE SHOWS

ASHE Leadership Institute

2025 ASHE Leadership Institute

Date & Location Coming Soon

The Leadership Institute is a four-year intensive learning experience that combines discovery, discussion and application. ASHE's goal is to help members tap into their unique strengths and potential as they develop and enhance their leadership skills.

The Leadership Institute includes formal training sessions, experiential learning and networking opportunities. Participants (approx. 50-75) include the ASHE Advisory Board, ASHE Regional Leader Award recipients, special honorees and ASHE trainers and educators. This invitation-only event is a unique opportunity for members to sharpen their leadership skills while networking with top leaders in our field.



Leadership Institute Sponsorship

\$15,000 | 4 Available

- Two (2) attendee registrations for sponsor representatives
- Two (2) attendee registrations for clients of sponsor's choosing
- Branded Program Schedule of Events, including breakouts, provided by ASHE (60 days prior to event)
- Logo promotion on signage and recognition via announcements during the event
- Lodging accommodations for two (2) sponsor representatives and two (2) clients of sponsor's choosing
- Optional: Provide a white paper or article for all attendees



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to learn more about sponsoring.



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 is a powerful platform that offers a fully customizable, year-long engagement opportunity. It is designed for organizations that are passionate about advancing health care engineering and are committed to furthering the mission of the Society. By joining this program, you can play a pivotal role in helping ASHE develop education programs and products, provide orientation and training, build enthusiasm and motivation, and create a vibrant forum for networking and idea exchange.

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.

2024 ASHE CORPORATE SPONSORS



CORPORATE SUPPORT

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 sponsors 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 (16,000+ followers), X/Twitter (5,100+) and Facebook (3,800+) pages	✓	✓	✓
Opportunity to host a 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 event mobile apps	✓	✓	✓
Logo recognition in General Session walk in slides and on signage at the Exhibit Hall entrance	✓	✓	✓
Two (2) invitations to the President's Reception at the 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.

CORPORATE SUPPORT

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
ASHE's Sustainability Solution Provider logo for use in sponsor's advertising and promotional materials	✓	✓	✓
Logo on ASHE's Sustainability Roadmap* and <i>Sustainability Roadmap e-newsletter</i>	✓	✓	✓
Sponsored article or digital advertisement in <i>ASHE's Sustainability Roadmap e-newsletter</i> .	2	1	1
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>	✓	✓	
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		
Additional Benefits at PDC Summit and Health Care Facilities Innovation Conference			
One (1) 20-minute theater presentation	✓		
Highlighted listing in ASHE mobile apps	✓		
Logo recognition in 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

A 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 Support

Jill Eiding
Phone: 202-367-2343
Email: jeiding@smithbucklin.com

ASHE Year-Round and Event Sales

Sue Griffin
Phone: 312-673-5586
Email: sgriffin@smithbucklin.com

ASHE Event Sales

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



Advancing Health in America