ENGAGE WITH 13,500+ HEALTH CARE RISK MANAGEMENT PROFESSIONALS

2022 Media Kit & Year-Round Opportunities

ashrm.org/about/sponsorship-opportunities
Established in 1980, the American Society for Health Care Risk Management (ASHRM) is a professional membership group of the American Hospital Association (AHA) with nearly 6,000 members representing risk management, patient safety, insurance, law, finance, and other related professions.

ASHRM promotes safe and trusted health care through education, leadership and professional support. Our efforts emphasize the development and implementation of safe and effective patient care practices, the preservation of financial resources and the maintenance of a safe working environment in health care.

HERE’S WHO WE CAN HELP YOU REACH:

- **5,800** Members from **3,300** Organizations
- **13,500** Risk Management Leaders
- **233,000** unique annual visitors to ASHRM.org
- **11,600** subscribers to ASHRM e-newsletters

**Top Work Settings**
- Health systems (59%)
- Acute/ambulatory care (29%)
- Insurance (11%)

**Top Job Titles**
- Director (34%)
- Manager (23%)
- Consultant (10%)

**Top Primary Work Roles**
- Risk identification and evaluation (36%)
- Patient safety (17%)
- Management/administration (10%)

KEY MARKETING TACTICS:

- **PRINT & DIGITAL ADVERTISING**
  - PAGE 3
- **CONTENT MARKETING**
  - PAGE 6
- **EVENT OPPORTUNITIES**
  - PAGE 8

*ASHRM 2021 Member Needs Assessment
As the leading publication in its field since 1980, ASHRM’s award-winning Journal of Healthcare Risk Management has established itself as a showcase for the health care risk management industry. The Journal focuses on insightful, peer-reviewed content about patient safety, enterprise risk management, insurance, legal and other timely health care risk management issues.

We invite you to take advantage of the Journal as a cost-effective medium for delivering your message to a highly qualified audience of risk management professionals throughout the United States and abroad.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ads Due</th>
<th>Published Online</th>
<th>Published Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>41:3 / Q1 2022</td>
<td>11/7/2021</td>
<td>1/6/2022</td>
<td>1/14/2022</td>
</tr>
<tr>
<td>41:4 / Q2 2022</td>
<td>3/9/2022</td>
<td>4/7/2022</td>
<td>4/15/2022</td>
</tr>
<tr>
<td>42:1 / Q3 2022</td>
<td>6/13/2022</td>
<td>7/6/2022</td>
<td>7/15/2022</td>
</tr>
<tr>
<td><strong>ASHRM Conference Issue</strong></td>
<td></td>
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</tr>
<tr>
<td>42:2 / Q4 2022</td>
<td>9/14/2022</td>
<td>10/8/2022</td>
<td>10/17/2022</td>
</tr>
<tr>
<td>42:3 / Q1 2023</td>
<td>11/16/2022</td>
<td>1/7/2023</td>
<td>1/16/2023</td>
</tr>
</tbody>
</table>

**AD REQUIREMENTS**

- Acceptable file formats are high-resolution (at least 300 dpi) JPG, TIFF, or EPS files. No PDFs.
- All images must be flattened and text rasterized.
- Ads must be entirely CMYK. Black and white ads should use black only (grayscale), not 4-color.
- All advertisements and sponsored content are subject to review and approval by ASHRM.
- Submit artwork to ASHRM@smithbucklin.com by ad due date.
Reach health care risk management professionals 24/7 on ASHRM.org!

ASHRM.org receives more than 233,000 users and 1 million pageviews annually, providing a valuable platform to promote your products and services all year long.

*Google Analytics, January 1 – December 31, 2021*

<table>
<thead>
<tr>
<th>Ad Placement/Size</th>
<th>Rate Per Year</th>
<th>Homepage Positions Available</th>
<th>Annual Conference Page Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tower (120 x 240)</td>
<td>$5,700</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Full Banner (468 x 60)</td>
<td>$5,500</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

*Frequency and bundled pricing available. Contact Nick Schuette at nschuette@smithbucklin.com for more information.*

**AD REQUIREMENTS**

- Acceptable file formats are JPG or GIF.
- Files must be web-ready and under 40kb. Please include URL link.
- All advertisements and sponsored content are subject to review and approval by ASHRM.
- Submit artwork to ASHRM@smithbucklin.com by 20th of the month prior to run date.
ASHRM NEWSLETTERS

Place your message alongside weekly content from ASHRM.

ASHRM delivers two weekly newsletters to alert subscribers of the latest updates, events and opportunities. Keep your brand top-of-mind by advertising in these highly-regarded news sources, or let us help you promote your thought leadership (e.g. white paper, case study) through a special sponsored story placement in our weekly eNews directing members to your content. View example.

Marketo, January 1 – December 31, 2021

**eNews**
- Sent weekly to 11,600 subscribers

**Career Connections**
- Sent weekly to 8,000 subscribers

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**ENews**

<table>
<thead>
<tr>
<th>Ad Placement/Size</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (468 x 60)</td>
<td>$1,600</td>
<td>$4,200</td>
<td>$7,200</td>
<td>$13,000</td>
</tr>
<tr>
<td>Middle Banner (468 x 60)</td>
<td>$1,400</td>
<td>$3,600</td>
<td>$6,000</td>
<td>$10,400</td>
</tr>
<tr>
<td>Bottom Banner (468 x 60)</td>
<td>$1,200</td>
<td>$3,000</td>
<td>$4,800</td>
<td>$7,800</td>
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<tr>
<td>Sponsored Content (126 x 80)</td>
<td>$4,000</td>
<td>$9,600</td>
<td>$14,400</td>
<td>$20,800</td>
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</table>

**Career Connections**

<table>
<thead>
<tr>
<th>Ad Placement/Size</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
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<tr>
<td>Leaderboard (468 x 60)</td>
<td>$1,400</td>
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<td>$6,000</td>
<td>$10,400</td>
</tr>
<tr>
<td>Bottom Banner (468 x 60)</td>
<td>$1,200</td>
<td>$3,000</td>
<td>$4,800</td>
<td>$7,800</td>
</tr>
</tbody>
</table>

**AD REQUIREMENTS**

- Acceptable file formats are JPG or GIF.
- Files must be web-ready and under 40kb. Please include URL link.
- Submit sponsored content as Word Document: 6-10 word headline; 20-30 word description; and URL link.
- All advertisements and sponsored content are subject to review and approval by ASHRM.
- Submit artwork to ASHRM@smithbucklin.com by 20th of the month prior to run date.
CONTENT MARKETING
TARGETED EMAILS AND MAILING LIST

Deliver your content directly to ASHRM members.

With ASHRM targeted emails, your company provides the HTML file that ASHRM will send on your behalf to more than 5,000 opt-in member subscribers. This opportunity is limited to one advertiser per month. Reserve your dates before inventory sells out!

*Marketo, January 1 – December 31, 2021

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>November through August</td>
<td>$3,000/email</td>
</tr>
<tr>
<td>September and October*</td>
<td>$3,500/email</td>
</tr>
</tbody>
</table>

*Pre or post Annual Conference email

AD REQUIREMENTS

- Targeted emails must follow ASHRM Guidelines and content is subject to review and approval. ASHRM also provides simple templated email solution for organizations unable to meet technical email design guidelines.
- Submit materials to ASHRM@smithbucklin.com by 20th of the month prior to run date.

Mailing List - $1,300

Send a one time mailing to ASHRM’s 5,800+ members. Content must be approved by ASHRM prior to accepting application.

FOR MORE INFORMATION, CONTACT:
Nick Schuette – nschuette@smithbucklin.com / P: (312) 673-4974
Capture leads and position your organization as a thought leader by hosting a custom webinar on ASHRM’s platform. You provide the speakers and content and ASHRM will moderate the session. Content must be educational and is subject to ASHRM approval. Benefits include:

**Pre-webinar**
- Logo recognition on all promotions, including social media, eNews, and ASHRM website

**During webinar**
- 60-minute time slot (45-minute session and 15-minute Q&A)

**Post-webinar**
- Access to the list of attendee information, including names and email addresses
- Performance metrics
- Webinar available on-demand on ASHRM’s website for 12 months

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ASHRM Podcasts is a quick-moving program with a conversational tone and one-on-one interviews that is offered to all 5,800+ members to download and listen on any podcast platform.

As a podcast sponsor, your speaker(s) or subject matter expert(s) will be interviewed on a topic of your choosing. You’ll also have an opportunity to frame the discussion by submitting questions ahead of time.

For additional exposure, the podcast episode will be promoted in select ASHRM marketing channels, including social media, eNews, and ASHRM.org. A link to the podcast will also be provided for your follow-up marketing efforts.

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**PARTNER WITH ASHRM. CONTACT OUR TEAM TODAY.**

Nick Schuette – nschuette@smithbucklin.com / P: (312) 673-4974
Exclusive Sponsorship: $30,000

Health Care Risk Management Week, June 20-24, 2022 is the American Society for Health Care Risk Management’s annual campaign to raise awareness about the critical role risk management and patient safety professionals play in helping ensure that patients receive safe and trusted health care.

The 2022 theme is **Risk Professionals: Integral to Safe and Trusted Health Care**, and the 2022 sponsor will receive first right of refusal for 2023 *(ASHRM reserves the right to change the benefits or costs and sponsor must notify ASHRM of intention to renew by December 1, 2022)*.

**BENEFITS INCLUDE:**

- “ASHRM HRM Week Presented by”, will be listed in all marketing promotions regarding the ASHRM HRM Week.
- Logo recognition in any HRM Week promotions that appear in eNews leading up to HRM Week.
- Minimum of (4) ASHRM emails will be distributed to the 5,800 membership base leading up to HRM Week. “ASHRM HRM Week Presented by” will be listed.
- Press Release template for sponsor’s internal use.
- (2) Website homepage placements that list “ASHRM HRM Week Presented by” through the month of June.
- (1) Lower full banner ad on ASHRM website homepage thanking HRM Week Sponsor for their support and contribution (June – December).
- “ASHRM HRM Week Presented by” will be promoted on all ASHRM social media outlets.
- Opportunity to host and execute an HRM Week Webinar through ASHRM’s platform. Sponsor to provide speakers and content (in collaboration with ASHRM). In 2021, more than **575 people registered** for the HRM Week webinar.
- Opportunity to send (1) dedicated email blast to ASHRM members.
- (1) Thank you email will be distributed to ASHRM Membership from ASHRM for participation, “ASHRM HRM Week Presented by” will be listed.
- ASHRM Annual Conference Recognition as HRM Week Sponsor.
Exhibit and Sponsor ASHRM’s Premier Annual Event!

Make plans to be in Boston, September 11-14, for the ASHRM 2022 Annual Conference. This highly-anticipated event is your opportunity to:

- Showcase your brand in front of the health care risk management community
- Discuss ideas, share knowledge and best practices with industry leaders and decision-makers
- Gain access to a wide array of networking opportunities with other leaders and solution providers in health care risk management field
- Connect with customers face-to-face over three days of exclusive exhibit hall time

BECOME AN EXHIBITOR

Exhibit booths are still $28 per sq. ft. with corner options available. Each 10’x10’ inline booth includes standard pipe and drape, a mobile app listing, plus (1) Full Conference Badge and 3 Exhibit Hall Only Badges. Reserve your space today for the best available location.

» View the Floor Plan  
» Submit a Booth Contract

SPONSOR THE EVENT

Download the Event Prospectus and contact Nick Schuette at nschuette@smithbucklin.com to confirm your participation.
Every Day Risk Managers DECIDE on

Event Reporting Video Camera Systems Loss Tracking
Re-insurance Auto Insurance Credential Tracking
Outside Legal Counsel Captive Insurance Infection Control
Barcode Systems Insurance Placement IV Companies and Compounding
Security and Safety Systems Patients Safety Devices
Patient ID Systems Emergency Preparedness Plans and Products
Leadership and Development Courses Signage
Continuing Education Providers Fire Alarms, Testing and Drills
Property and Casualty Insurance Claims Management Systems
Lighting Workers’ Compensation Insurance Emergency Call Systems
Excess Insurance Carriers Predictive Modeling
Building Design and Renovation Documentation Systems Facilities Management
Auxiliary and Emergency Lighting Systems
IT Security Studies Special Event Insurance
Cyber Liability Insurance Automatic Medication Dispensing Devices

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