



# ENGAGE WITH 13,500+ HEALTH CARE RISK MANAGEMENT PROFESSIONALS

2022 Media Kit & Year-Round Opportunities



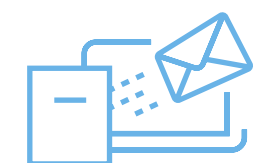
Established in 1980, the American Society for Health Care Risk Management (ASHRM) is a professional membership group of the American Hospital Association (AHA) with nearly 6,000 members representing risk management, patient safety, insurance, law, finance, and other related professions.

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:



### KEY MARKETING TACTICS:



**PRINT & DIGITAL  
ADVERTISING**

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**CONTENT  
MARKETING**

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**EVENT  
OPPORTUNITIES**

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\*ASHRM 2021 Member Needs Assessment

## PRINT ADVERTISING

# JOURNAL OF HEALTHCARE RISK MANAGEMENT



**Published Quarterly (online and print)**

**Circulation: 5,800**

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.



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

Ad Placement/Size	Ad Rate
<b>Outside Back Cover</b> 8.5" x 11"	\$2,500
<b>Inside Cover</b> 8.5" x 11"	\$2,500
<b>Full Page</b> 8.5" x 11"	\$2,000
<b>Horizontal Half Page</b> 8.75" x 11.5"	\$1,000
<ul style="list-style-type: none"><li>• Trim size: 8.5" x 11"</li><li>• Live area: Allow 0.25" on all sides</li><li>• Bleed: Allow an additional 0.125" on all sides</li></ul>	

## 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](mailto:ASHRM@smithbucklin.com) by ad due date.

## DIGITAL ADVERTISING ASHRM WEBSITE



### 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*

Ad Placement/Size	Rate Per Year	Homepage Positions Available	Annual Conference Page Positions Available
<b>Tower</b> (120 x 240)	\$5,700	4	-

<b>Full Banner</b> (468 x 60)	\$5,500	3	4
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*\*Frequency and bundled pricing available. Contact Nick Schuette at [nschuette@smithbucklin.com](mailto: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](mailto:ASHRM@smithbucklin.com) by 20th of the month prior to run date.

# DIGITAL ADVERTISING ASHRM NEWSLETTERS



## eNews

Sent weekly to  
11,600 subscribers

**24%**  
Average Open Rate  
**13%**  
Click to Open Ratio

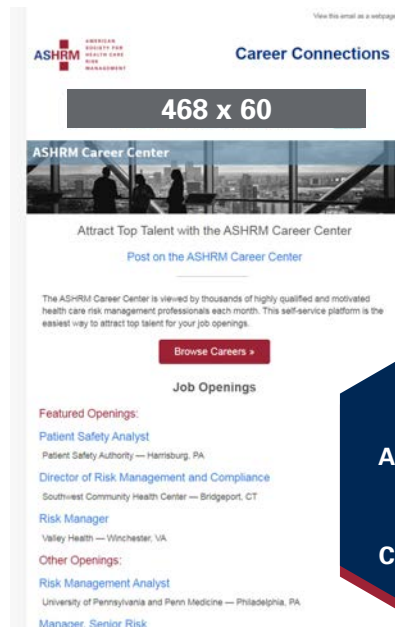


## Career Connections

## Career Connections

Sent weekly to  
8,000 subscribers

**32%**  
Average Open Rate  
**15%**  
Click to Open Ratio



## 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

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

### CAREER CONNECTIONS

Ad Placement/Size	1 Month	3 Months	6 Months	12 Months
<b>Leaderboard</b> (468 x 60)	\$1,400	\$3,600	\$6,000	\$10,400
<b>Bottom Banner</b> (468 x 60)	\$1,200	\$3,000	\$4,800	\$7,800

### 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](mailto:ASHRM@smithbucklin.com) by 20th of the month prior to run date.



# 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

Issue Month	Net Rate
November through August	\$3,000/email
September and October*	\$3,500/email

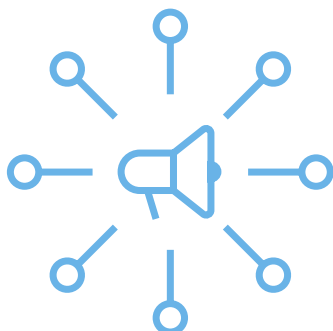
\*Pre or post Annual Conference email

**25%**  
Average Open Rate



## 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](mailto: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](mailto:nschuette@smithbucklin.com) / P: (312) 673-4974



**225**  
Average  
Registrants



## Sponsored Webinar \$5,000

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



**1,100+**  
Downloads  
Per Month

## Podcast Sponsorship \$3,000

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.

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

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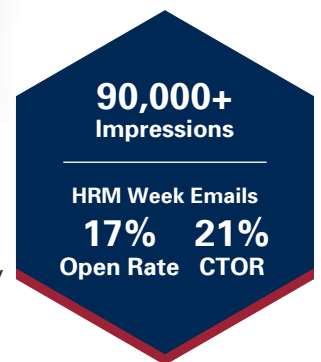
## EVENT OPPORTUNITIES

# HRM WEEK



### 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.



## EVENT OPPORTUNITIES

# ANNUAL CONFERENCE



## 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](mailto: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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