



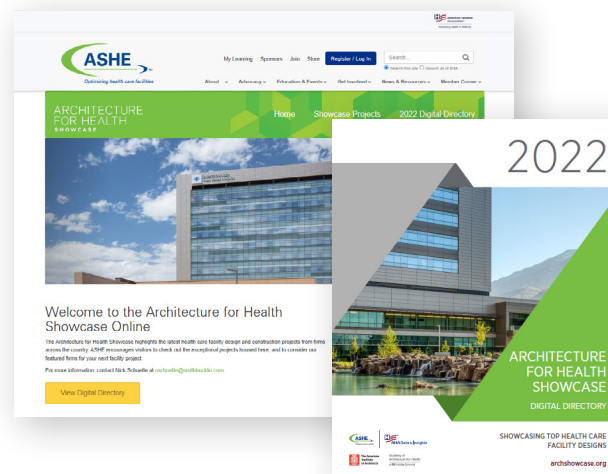
# DIGITAL OPPORTUNITIES



## DIGITAL OPPORTUNITIES

# Architecture for Health Showcase

ASHE's Architecture for Health Showcase highlights the latest health care facility design and construction projects and firms across the country. This dynamic showcase offers participants space at the PDC Summit, in HFM magazine, on the ASHE website and in a digital flipbook—all of which provides participants with increased visibility to hospital and health care facility leaders, including and beyond the ASHE membership. Choose a package and [submit an application](#) by December 14, 2022.



### Key Dates & Deadlines

**Applications Due:** December 14, 2022

**Artwork Due:** January 31, 2023

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

### Digital Directory Only

**\$1,000**

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

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

### Standard Package

**\$1,500**

Includes Directory Only benefits, plus:

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

### Premium Package

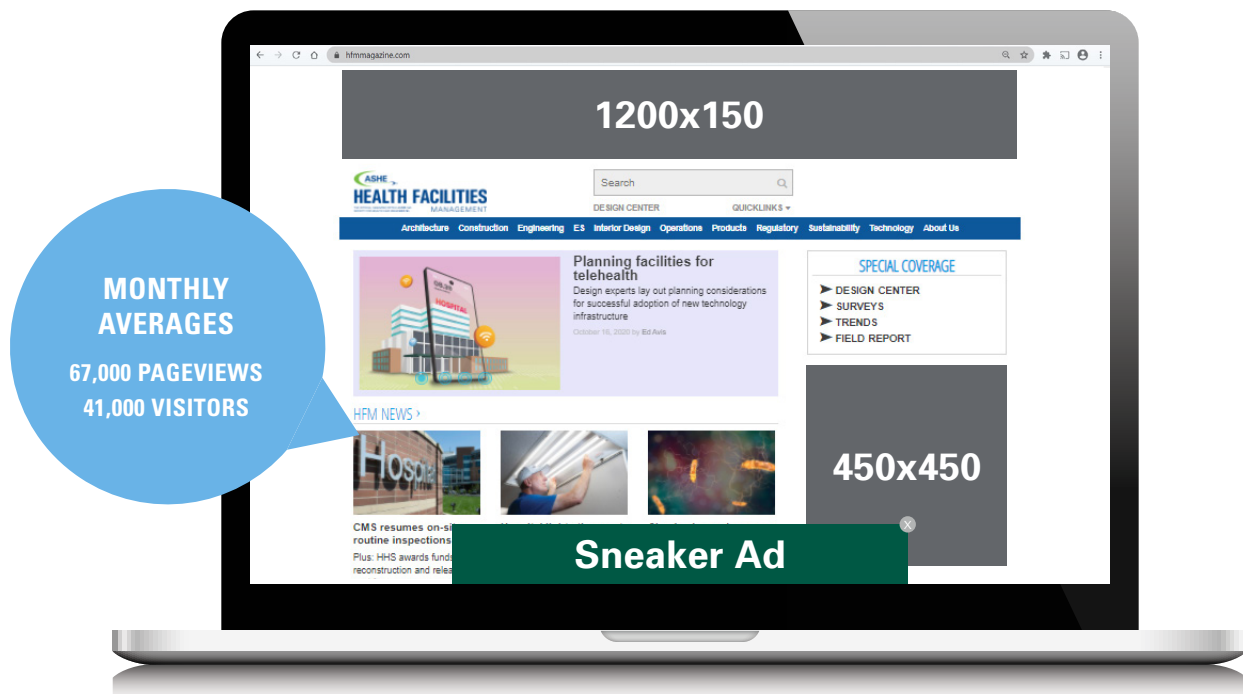
**\$3,500 (10 Available)**

Includes Standard Package benefits, plus:

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

## DIGITAL OPPORTUNITIES

# HFM Website



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

hfm magazine.com

With a presence on ASHE's *Health Facilities Management* magazine website, you'll reach more than 41,000 monthly visitors who rely on the site for the most up-to-date and credible information in the field.

### HFM Website Advertising

AD TYPE	NET RATE
Display Ads: 10,000 impressions	\$90 CPM*
Display Ads: 10,001+ impressions	\$85 CPM*
Video Ad (top right side banner only)	\$180 CPM*
<b>NEW!</b> Sneaker Ad	\$125 CPM*
<b>NEW!</b> Geofencing Option	+\$10 CPM
<b>NEW!</b> Press Release (include your press release under the Corporate News section of the HFM website)	\$750 per post

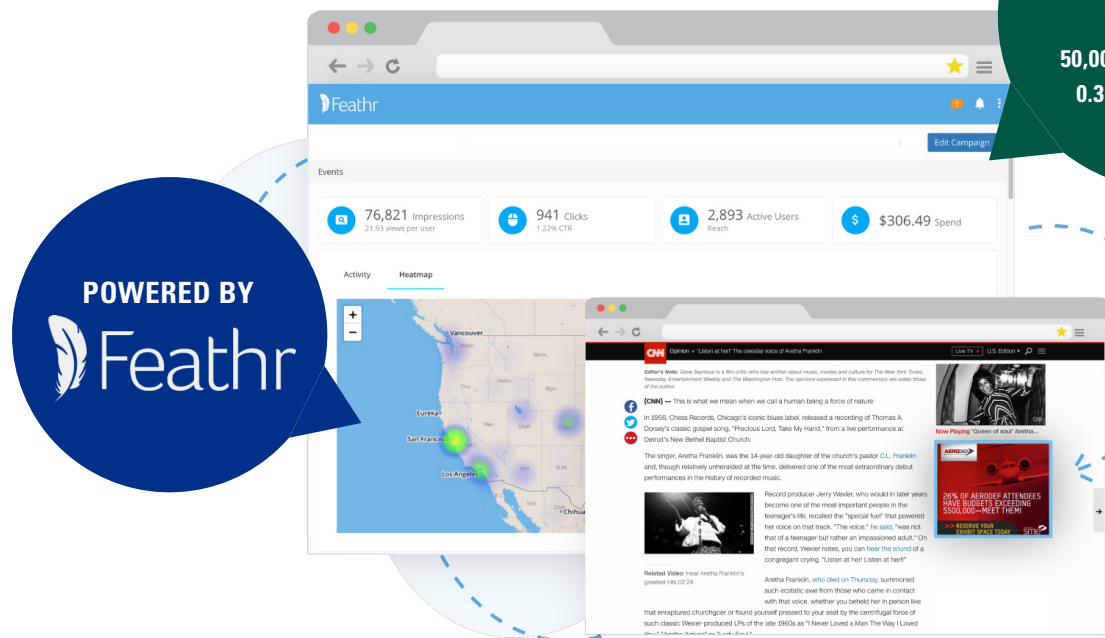
\*Minimum purchase of 10,000 impressions required. Display ads include two ad sizes. See page 18 for ad specifications.

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

Pair your banner ad with a sponsored content package for even more exposure and impact!

- Homepage position on the HFM website for four consecutive weeks
- Social media promotion and sponsor recognition in two (2) ASHE tweets and one (1) LinkedIn post
- Article to be archived on HFM website under related area
- Content must follow [ASHE policy and guidelines](#) and is subject to approval

**50,000+ IMPRESSIONS**  
**0.3% AVERAGE CTR**



## Stay top-of-mind and drive sales

## Extend your event reach

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

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## DIGITAL OPPORTUNITIES

# HFM Digital Edition & Email Alert

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

Left of Cover  
8" x 10.75"

## Digital Circulation: 40,000

Average Open Rate: 25%

As a sponsor of the HFM digital edition, your ad message is prominently displayed on the left cover of the magazine, in the email alerting readers to the latest issue, and on the website landing page. Fully interactive, the digital edition allows viewers to flip through the pages, click on content and ads, and forward articles of interest to colleagues. Issues are posted on the [HFM website](#) and a full [archive](#) of past issues is available, ensuring longevity for your ad presence.

## Digital Edition Exclusive Sponsorship

NET RATE	1x	3x	10x
Exclusive banner on email alert, left of cover ad, and banner on digital edition landing page	\$4,370	\$3,800	\$3,230
With print ad purchase	\$3,933	\$3,420	\$2,907

Save 10% with a print ad purchase. See page 18 for ad specifications.

## Digital Edition Add-Ons Starting at \$500

Enhance your print ad with one or more of the following add-on opportunities! Video, audio, and pop-ups ads are also available. Please contact the ASHE Sales Team for pricing information.

Digital Belly Band	\$600
Blow-in Card	\$600
Right or Left Skyscraper	\$500
Navigation Bar Logo	\$500

Rates are net per issue.

Source: Marketo, February 1 - September 23, 2022



## DIGITAL OPPORTUNITIES

# HFM E-newsletters

### HFM INSIDER

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

This weekly e-newsletter covers health care facility operations hot topics, including codes and standards information, ASHE updates, and other relevant news.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,700	\$1,615	\$1,500	\$1,360
Medium Rectangle	\$1,300	\$1,225	\$1,150	\$1,050
Sponsored Content	\$1,700	\$1,615	\$1,500	\$1,360
Ad Takeover	\$6,500			

All rates are net. See page 18 for ad specifications.

### HFM PDC NEWS

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

This biweekly e-newsletter provides original reporting and contributed expert guidance from the profession's top thought leaders in health care planning, design, and construction.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,480	\$1,410	\$1,320	\$1,180
Medium Rectangle	\$1,155	\$1,100	\$1,015	\$925
Sponsored Content	\$1,480	\$1,410	\$1,320	\$1,180
Ad Takeover	\$4,950			

All rates are net. See page 18 for ad specifications.

Source: Marketo, January 1 - September 23, 2022

728x90





November 9, 2021

**Take the annual Hospital Construction Survey for a chance to win**

**RESEARCH**

The annual ASHE/HFM Hospital Construction Survey gathers data on planned health care projects across the U.S., while also putting a focused lens on emerging trends. This year's survey, sponsored by Gordian and Granger, will dive deeper into the impact of deferred maintenance on hospital construction projects, and how maintenance departments play a role in the design and construction of projects both large and small. Complete the survey and fill out the submission form at the end to be entered for a chance to win one of five \$100 Amazon e-gift cards.

HFM

[Complete survey »](#)

300x250

300x250

**SPONSORED EDITORIAL**

**An electrical safety roadmap for care environments**

A unified and comprehensive approach to safety is essential to health care facilities. By design methodology, you can aud operations, protect people and property, and avoid costly oversights that could result in regulatory penalties.

Eaton

728x90





December 8, 2021

**Former head of innovation at Disney to open 2022 PDC Summit**

Join ASHE March 20-23 in New Orleans for the 2022 International Summit & Exhibition on Health Facility Planning, Design & Construction. Duncan Wardle, the event's keynote speaker, will impart lessons learned from his 25 years as the head of innovation and creativity at Disney.

ASHE

[Visit site »](#)

300x250

300x250



**Scheduling for project success**

From simple tasks to complex projects, here are best practices for monitoring activities and identifying when interventions are needed.

[Read more »](#)

**SPONSORED EDITORIAL**

**Legrand to Debut Touchless Lighting Control Solution in Early 2022**

Set to be must-see at PDC Summit 2022, Legrand's radiant9 Valve Switch, launching early in the new year, lets users turn lights on, or off, with just the wave of a hand, providing a germ-and-worry free, touchless solution that's perfect for healthcare facilities and more. Creating cleaner spaces starts with cleaner control.

Legrand

[Read More »](#)

## DIGITAL OPPORTUNITIES

# ASHE E-newsletters

### ASHE EDUCATION NEWS

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

ASHE Education News is a great opportunity to target the health care facilities professionals with a keen interest in advancing career development. This monthly e-newsletter highlights upcoming ASHE education offerings, and provides a highly-visible marketing channel to position your organization as an industry thought leader. Take advantage of the Ad Takeover option to have 100% SOV in any one issue.

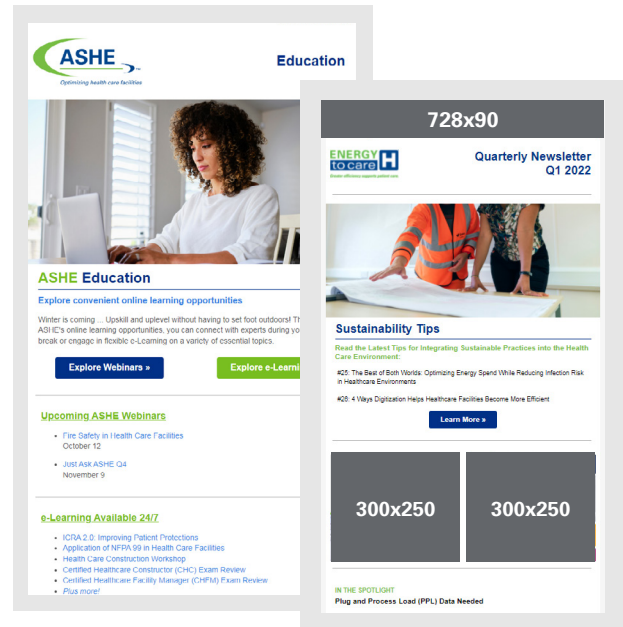
Source: Marketo, November 1, 2021 - September 23, 2022

### ENERGY TO CARE

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

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

Source: Marketo, January 1 - July 31, 2022



AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,500	\$1,425	\$1,350	\$1,200
Sponsored Content	\$1,500	\$1,425	\$1,350	\$1,200
Medium Rectangle	\$1,150	\$1,095	\$1,035	\$920
Ad Takeover	\$3,350	\$3,180	\$3,015	\$2,680

Rates are net. See page 18 for ad specifications.

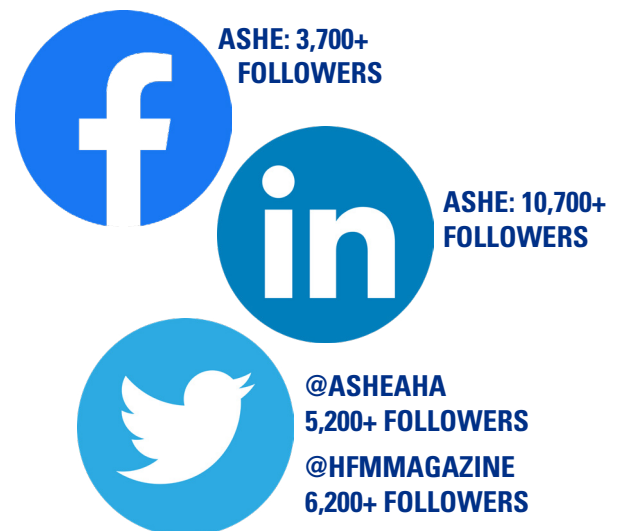
## NEW OPPORTUNITY

# Social Media Posts

Leverage ASHE and HFM's social media handles to promote your next product launch, event, webinar, and more. Only one package available per month.

WHAT'S INCLUDED	Net Rate
One (1) sponsored post on ASHE's LinkedIn, Facebook, and Twitter accounts and HFM's Twitter account.	\$2,000

Rates are net. Advertiser must meet \$10,000 HFM advertising spend to qualify. Please contact Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com) for social media post specs and requirements.



# Ad Specifications & Requirements

Ad materials for all digital properties are due 10 business days prior to launch date.

## HFM Website: Banners & Video

Advertisers are required to provide two sizes for display ads. For video ads, please provide a YouTube or Vimeo URL.

### 1x1 Display Ad

- Static ad size: 450x450
- Flexible ad size 1:1 aspect ratio
- Size range: 300x300 to 450x450
- Weight/load: 140KB

### 8x1 Display Ad

- Static ad size: 1200x150
- Flexible ad size 8:1 aspect ratio
- Size range: 600x75 to 1200x150
- Weight/load: 140KB

### Sneaker Ad

- Static ad size: 728x90
- Weight/load: 140KB

**Accepted formats:** Static JPG, GIF, and PNG files; animated GIFs; third-party ad tags. For creative that is third-party served, creative MUST be responsive and 10 business days is required for testing. File weight cannot exceed 140KB, be 72ppi, and fall within the min and max size ranges. All animated ads are allowed a 3-frame max, first frame must contain/start with an image or solid color background, no transparency and animation length may not exceed 15 seconds. Looping is allowed, but not beyond 15 seconds.

**Additional requirements:** The HFM website is a secure site, all third-party creative (CSS, Java, images, etc.) must be SSL hosted (https://). Failure to host files on a secure site may result in a security warning on the site or creative not displaying, and removal of creative from site. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a [UTM tracking code](#) in URLs.

HFM reserves the right to remove any ads that interfere with user experience or affect website performance. If a sponsorship/takeover is purchased (all ad spots) only two animated ads will be allowed.

## HFM Website: Press Release

- JPG or PNG logo, minimum 700 pixels wide at 72 dpi

- 10-15 word sub-headline
- Target URL to company site or content

## HFM Website: Sponsored Article

Submit your content as a Word document:

- Headline: 5-7 words
- Brief summary: 10-13 words
- Article content: 1,200-1,500 words
- Author's name and title
- Header image: 700x468 static JPG

### Additional items

- Sponsor agrees to follow and abide by [ASHE's policy and guidelines](#)
  - Embed a video for an additional fee
- ASHE will be responsible for final layout and content is subject to editorial review and approval

### Ad Retargeting

For the best results, we recommend advertisers provide four ad sizes:

- 300x250
- 728x90
- 160x600
- 180x150

**Accepted formats:** JPG, GIF, and PNG files; no Flash. Maximum file size is 140KB for each creative.

## HFM Digital Edition & Email Alert

Advertisers are required to provide all materials below for the exclusive digital edition sponsorship:

### Email alert

- Banner: 728x90; 40KB max; static JPG, GIF, or PNG (ad will be resized to 580x72)
- Sponsored content: 4-word headline and 8-word body copy

### Digital edition landing page

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

### Left of cover ad

- 8"x10.75"; high-resolution PDF

Contact the ASHE Sales Team to inquire about additional digital edition advertising options to enhance your sponsorship and print ad:

## Digital belly band

- 8" x 5"; high-resolution PDF

## Right or left skyscraper

- 160x600; static JPG, GIF, or PNG

## Navigation bar logo

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

## Blow-in card

- 350x500; high-resolution JPG

## E-newsletters

### HFM Insider/HFM PDC News

- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Medium rectangle: 300x250 (ad will be resized to 280x233)
- Sponsored content: 6-10 word headline; 20-30 word description; 126x66 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/Energy to Care

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

**Accepted formats:** Static JPG, GIF, and PNG files. File size should not exceed 40KB and must be 72ppi (pixels per inch). Please submit sponsored content placements in a Word document.

**Additional requirements:** URLs must include dot and extension. All URLs to any external sites or sponsored content must be live when creative is submitted. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a [UTM tracking code](#) in URLs.

## Ad Submission

Please send ad materials via [WeTransfer.com](#) or email to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).