



# 2022 Marketing Guide

Enhance your visibility and reputation among the nation's health care environmental services professionals.

**Partner → Advertise → Exhibit**

[ahe.org/sponsor](https://ahe.org/sponsor)

*Updated July 2022*



# The AHE Audience

The Association for the Health Care Environment (AHE) members are experienced professionals in health care environmental services. According to AHE Trend Data, 2015-2021 most respondents have over 20 years in environmental services (72%), and over 22 years in health care (77%). They are influencers with purchasing authority.

AHE is the organization of choice for over 2,300 facility based professionals committed to pathogen free, healing environments across all care settings. Suppliers engaged with AHE help the profession to establish and maintain care environments free of surface contamination and that support safety, service, and efficient and effective operations.

## AHE members are directly responsible for budgets related to:

- Cleaning and surface disinfection
- Waste management operations
- Laundry processing/linen, laundry contract management, distribution/textile processing
- Pest control management
- Safety and security
- Selection of interior design/finishes/textiles/furniture
- Flooring/carpets/tile
- Bath and restroom fixtures
- Infection prevention
- Hospitality services
- Grounds management
- Guest relations
- Patient transport and flow
- Carts/moving systems
- Environmental sustainability

## AHE members have purchasing authority:

**72%**  
work for  
acute care  
hospitals.

**75%**  
represent multiple  
facilities, with a  
median number of  
beds being 220.

**87%**  
of AHE members  
are in leadership  
positions, including  
**42%** directors  
and **45%**  
managers.

**98%**  
would  
recommend  
AHE  
membership.

**88%**  
sit on their facility's  
or health care  
system's infection  
control  
committee.

# Become a Corporate Champion

Gain greater visibility with health care environmental services professionals and increase and enhance access to AHE members throughout the year. The AHE Corporate Champion retention rate is 94% for the last 20 years because each Champion is a valued relationship and received one-on-one attention from our support team. Corporate Champion benefits include branding, meaningful strategic interaction, and access to information and environmental services insiders. AHE also offers a variety of **customizable opportunities that provide access to AHE members with purchasing authority and that are consistent with company strategic goals.**

## Corporate Champion Benefits

### Branding and Recognition

- Licensed use of AHE Corporate Champion Logo
- Logo recognition on AHE's EVS News
- Logo recognition on the AHE website and select event marketing collateral

### Access, Data, and Insights

- Complimentary Associate Memberships
- Trends Data 2022 Survey input and access to report
- Access to Voice of the Customer and Membership Surveys
- Opportunity to send one (1) dedicated email or a 10-15 question survey to AHE facility based members

### Strategic Collaboration

- Quarterly strategic discussions with AHE Executive Management
- Opportunity to underwrite and develop new AHE Signature programs (*requires an additional fee*)
- Marketing campaign support
- Additional customized benefits based on level of spend



## Thank You to Our 2022 Corporate Champions

AHE thanks its 2022 corporate strategic champions. Support exclusive education, networking and other key strategic opportunities and generate mutually beneficial value. Join these industry leaders as a 2022 Corporate Champion.



Corporate Champions as of January 2022

Connect with **Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)** to learn more about the AHE Corporate Champion program.

# Position Your Organization as an Industry Thought Leader

Build upon your Corporate Champion program with the following lead-generation and speaking opportunities or choose to participate on an a la carte basis. Either way, AHE will connect you to health care environmental services professionals with true buying power.

## Dedicated Email \$2,500 | 2 Available Per Month

Promote your brand and solutions to qualified leads in need of your services with a dedicated email sent to 2,100 AHE members and 7,800 nonmember EVS and relevant non-EVS professionals. HTML file due 10 business days prior to send date. Dedicated emails are sent on Tuesdays. [Download the guidelines.](#)

- Average Open Rate: 25%
- Average CTOR: 12%

## AHE Awards | Call for pricing

Award presentation and speaking opportunities at AHE Exchange.

- Phoenix Award
- EVS Department of the Year

## AHE Engage Education Platform Call for pricing

Sponsor the online tools and resources that are free to AHE members, including:

- Online Course Series
- Webinar Series
- Podcast Series

## AHE Signature Programs

Signature Programs empower environmental services technicians to take charge of their organization's strategic goals in the environment of care. Contribute to the advancement of the profession by underwriting one or more **program topics**.

### Lunch & Learn | \$5,000

Sponsor lunch for live AHE Signature Program attendees. Includes 30 minute presentation time during the event.

### Folder Insert | Starting at \$500

Include your collateral in a virtual AHE Signature Program folder for attendees. Available only as an add-on to the Lunch & Learn.

## Technical White Paper | \$5,000

Host your product agnostic, technical white papers on AHE.org and reach thousands of site visitors who rely on AHE for the most up-to-date and credible information in the field. All white papers are promoted in AHE EVS News and archived on AHE.org under **White Papers**.

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Connect with **Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)** to reserve space.

## Live Webinar\* | \$7,500

Sponsor a live AHE webinar or host a custom webinar to spotlight your product agnostic, technical or commercialized content to a large audience of health care facility leaders. Benefits include:

### Pre-webinar

- Logo recognition on all marketing and social media promotion, including a “thank you for support” link to the sponsoring company

### During webinar

- 60-minute slot
- Logo recognition on the webinar intro and sponsor slides
- Opportunity to provide an announcer read advertisement to appear in the first and last two minutes of the webinar

### Post-webinar

- Access to the list of registered attendee information, including emails and titles
- Performance metrics
- Webinar available on-demand on AHE’s sponsored content webpage for one year

AHE On-Demand Webinars cover current trends and topics in health care environmental services. On-demand webinars are free to AHE members and can be viewed anytime from anywhere.

### 2021 Webinar Series

- Building Comprehensive EVS Training and Certification
- Pharmaceutical Waste Update Webinar: Save Money, Reduce Risk with Subject P!
- COVID-19 Update: Variants and Virus Mutation

**Sponsored Webinars**

- PFI's Pathways: Preparedness Through Surveillance - Presented by Thermo Fisher Scientific
- Using Off quality Checklists to Ensure Patient Safety During Inpatient Care - Presented by Inno
- Selecting the Right Checklist for the Job: Debunking disinfection myths in the healthcare environment - Presented by Spartan Chemical Company
- Fast or Fractal? The Importance of Mechanical Removal on High-Touch Surfaces - Presented by Contec

THE 2021 AHE WEBINAR SERIES WAS MADE POSSIBLE IN PART BY

### On-Demand Webinar Archive

- Fixing the Patient First: Hygiene and Healing Go Hand-in-Hand (2020)
- Technology Trends: Driving Operational Efficiency in Health Care (2020)
- How to Stay Patient-ready Positive in a Patient-ready Negative World Part 1 (2020)
- How to Stay Patient-ready Positive in a Patient-ready Negative World Part 2 (2020)
- Webinar 811: Honoring, Inspiring and Engaging Our Clinics (2020)
- Solution Sharing Open Forum: Health Care Environmental Services' Response to COVID-19 Challenges (2020)
- PFI COVID-19: Transforming Environmental Services to a New Normal (2020)
- CDC Coronavirus Update: Part 6: Health Care Professionals' Preparedness and Response to COVID-19 (2020)
- CDC Coronavirus Update—PFI's Health Care Professionals' Need to Know to Prepare for COVID-19 (2020)
- Download PFI Webinar FAQs (2020)
- Environmental Hygiene in the OR in 2020: Closed and Opened (2020)
- Environmental Services and Infection Prevention: Together for Patient Safety (2020)
- Strategic Cybersecurity and Risk Issues (2019)
- Reducing Hospital Onnet C-DRG Cleaning for C-DRG and MIPS (2019)

## On-Demand Webinar\* | \$5,000

Sponsor an on-demand webinar to spotlight your educational content. Opportunity includes promotion within AHE EVS News, and archived webinar in AHE’s sponsored content webpage.

\*Content is subject to approval. Attendees are eligible for Continuing Professional Education (CPE) credits at no additional cost for technical, non-commercialized, product agnostic content.



→ PARTNER WITH AHE

# EVS Week Sponsorship

Every year during the second full week of September, AHE celebrates and recognizes all the professionals working in healthcare environmental services for their extraordinary teamwork and leadership. Highlight your support by becoming a sponsor and presenting your solutions to this key audience.

**Investment: Starting at \$7,500 (3 opportunities available)**

## Sponsor benefits include:

- Opportunity to provide (1) on-demand webinar to spotlight your educational content (*live webinar option available for an additional \$2,500*)
- Sponsor webinar archived on [AHE's On-Demand Webinars](#) page
- Access to webinar registrant list, including email addresses
- (1) Dedicated email send to AHE members
- Choice of a banner ad or sponsored content placement in (1) issue of EVS News (subject to availability)
- Banner ad on [AHE.org/EVSWWeek](#) during the month of September
- Sponsor recognition on official EVS Week videos, select marketing communications and social media posts

## Materials Submission

A list of deliverables and deadlines will be provided. Email materials to [AHE@smithbucklin.com](mailto:AHE@smithbucklin.com).



Reserve your sponsorship today!  
Only three opportunities available.

Connect with **Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)** to reserve your space.

→ **ADVERTISE WITH AHE**

# AHE.org

**Total Unique Visitors: 30,000 annually**

**Total Pageviews: 447,000 annually**

AHE.org is the first line of member support and the source for answers to almost all EVS questions. Extend your reach to thousands of professionals in health care environmental services. The AHE website offers prominent ad placements that generate valuable exposure for your products and services.

## Align your ad with content in the following areas:

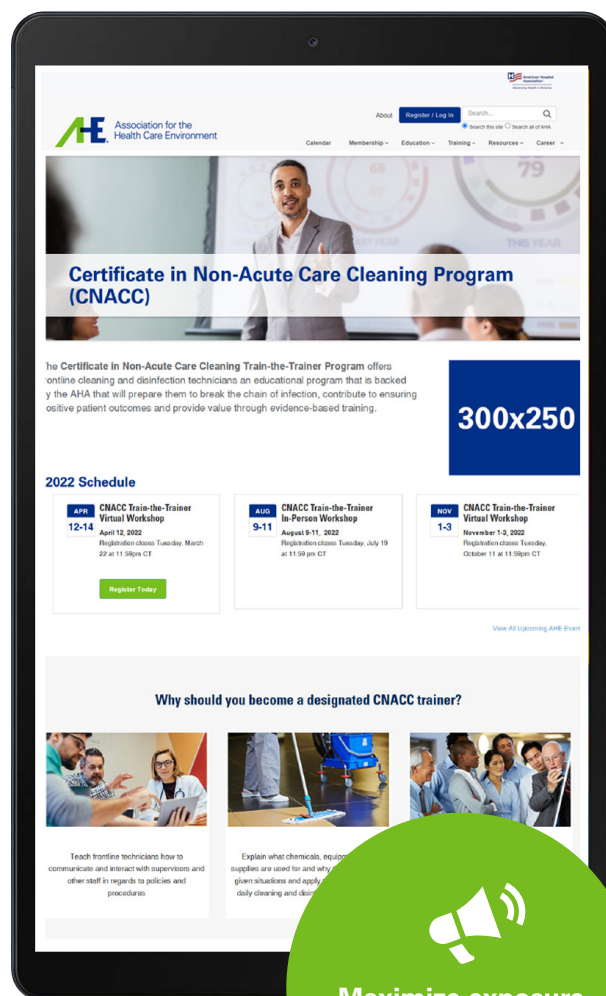
Landing Page/ Content Channel	Annual Pageviews	Net Rate Per Quarter*
<a href="#">Calendar</a>	8,600	\$2,000
<a href="#">Education</a>	6,800	\$1,000
<a href="#">Core Competencies</a>	2,000	\$1,000
<a href="#">CHESP</a>	8,500	\$2,000
<a href="#">CHEST</a>	19,000	\$3,000
<a href="#">CMIP</a>	4,000	\$1,000
<a href="#">CNACC</a>	2,600	\$1,000
<a href="#">CSCT</a>	10,500	\$2,000

### Ad Specifications

- Static and web-ready JPG, GIF, or PNG file
- 300x250 (some ads will be automatically resized to 280x233 to fit templates)
- 150 KB max weight/load

### Ad Submission

Ad materials due 10 business days prior to campaign launch. Email materials to [AHE@smithbucklin.com](mailto:AHE@smithbucklin.com).



**Maximize exposure  
by running on  
multiple channels!**

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→ **ADVERTISE WITH AHE**

# AHE EVS News

**Circulation: 30,000**

AHE’s biweekly e-newsletter offers a collection of news articles, reports, and expert guidance from the profession’s top thought leaders in environmental services, infection prevention, and other decision makers with a stake in maintaining the environment of care.

## Net Rates

Ad Unit	1x	6x	12x	24x
Top Leaderboard 728x100	\$1,345	\$1,280	\$1,200	\$1,075
Banner 540x100	\$1,050	\$1,000	\$925	\$840
Sponsored Content 300x250 image + text	\$1,345	\$1,280	\$1,200	\$1,075
Ad Takeover Ad units above + logo	\$4,500			
Advertorial 100 words + article link	\$3,500			



## Ad Specifications

- Static and web-ready JPG, GIF, or PNG file
- 40 KB max weight/load
- **Sponsored Content:** Provide a 300x250 image, submit text as a Word document (30 words max), and provide all target URLs.
- **Ad Takeover:** Includes (1) top leaderboard, (4) banners, (1) sponsored content, plus a logo mention at the top of the newsletter beneath the AHE EVS News header.
- **Advertorial:** Submit text preview as a Word document (100 words max) and provide an external link to full article/resource.
- All content is subject to AHE approval.

## Ad Submission

Ad materials due 10 business days prior to campaign launch. Email materials to [AHE@smithbucklin.com](mailto:AHE@smithbucklin.com).

Connect with **Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)** to reserve your space.



→ **ADVERTISE WITH AHE**

# Health Facilities Management

## October 2022: EVS Issue

**Advertise in HFM and extend your message beyond the AHE membership.**

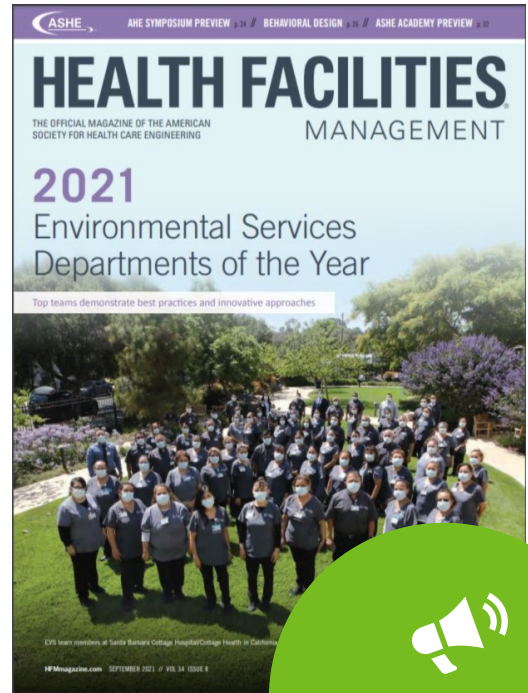
HFM is the most trusted and credible publication in its field, providing comprehensive coverage of the unique challenges facing the health facility design, construction, and operations communities. Every issue reaches more than 56,000 print and digital subscribers—15% of who are also AHE member readers.

Reserve your space now in the October issue, which will contain a preview of AHE Exchange 2022 and a cover story on the Environmental Services Department of the Year award recipients. Advertisers also receive added exposure through bonus distribution at AHE Exchange 2022.

### October Issue Deadlines

**Ad Close:** September 6, 2022

**Materials:** September 13, 2022



**All print ads include a link in the HFM digital edition.**

## HFM Reader Profile

**56,000**

total circulation  
(17,800 print & digital;  
16,000 print only;  
22,200 digital only)

**84%**

are involved in  
the purchasing  
process for their  
organization

**15%**

of subscribers  
includes AHE  
member readers

**73%**

took action  
as a result of  
seeing an  
ad in HFM

### Top 7 Areas of Purchasing Influence

- Design/construction products and services (**67%**)
- Engineering services (**59%**)
- Fire safety equipment (**57%**)
- Security/safety/fire protection (**57%**)
- HVAC (**54%**)
- Flooring/ceiling products (**54%**)
- Plumbing fixtures (**51%**)

# Health Facilities Management Rates & Specifications

## Net Rates

4-Color	1x	6x	12x
Full Page	\$7,350	\$7,130	\$6,490
2/3 Page	\$5,345	\$5,185	\$5,025
1/2 Page*	\$4,415	\$4,280	\$4,155
1/3 Page*	\$3,220	\$3,125	\$3,025
1/4 Page	\$2,600	\$2,520	\$2,445
1/6 Page	\$1,930	\$1,870	\$1,815

\*Please specify ad orientation for 1/2 and 1/3 page ads.

## Ad Specifications

Ad Size	Dimensions
Full Page (Non-bleed)	8" x 10.75"
Full Page (Bleed)	8.25" x 11"
Two-page Spread (Non bleed)	16" x 10.75"
Two-page Spread (Bleed)	16.25" x 11"
2/3 Page	4.5" x 9.5"
1/2 Page Island	4.5" x 7.5"
1/2 Page Vertical	3.375" x 9.5"
1/2 Page Horizontal	7" x 4.875"
1/3 Page Vertical	2.1875" x 9.5"
1/3 Page Horizontal	4.5" x 4.875"
1/4 Page	3.375" x 4.875"
1/6 Page	2.1875" x 4.875"

## Inserts, Gatefolds, & Belly Bands

HFM offers custom advertising units such as inserts, gatefolds, belly bands, polybags, and more. Please Sue Griffin at [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com) for pricing and requirements.

## Ad Submission

Submit print-ready ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).

## Premium Positions & Rates

(in addition to 4-color earned rate)

Premium Position	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.
- AHE 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.

→ EXHIBIT WITH AHE

## AHE Exchange 2022

Over 500 health care professionals with a stake in the environment of care come together and exchange ideas during rigorous learning labs, inspiring breakout and general sessions and unparalleled networking events. Join environmental services professionals, infection preventionists, content experts, academics, regulatory agencies and industry leaders at Exchange 2022.

**Additional event information, including exhibit and sponsorship opportunities coming soon.**  
Visit [ahe.org/ahe-exchange-conference](https://ahe.org/ahe-exchange-conference) to stay up-to-date.

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Connect with **Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)** to learn more about AHE Exchange 2022.





The Association for the Health Care Environment (AHE) is a Professional Membership Group of the American Hospital Association. AHE represents a broad and diverse network of more than 2,300 decision making professionals dedicated to pathogen free, healing environments across all care settings.



**AHE Sales Contact**

Sue Griffin

312-673-5586 / [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)