



PRINT OPPORTUNITIES

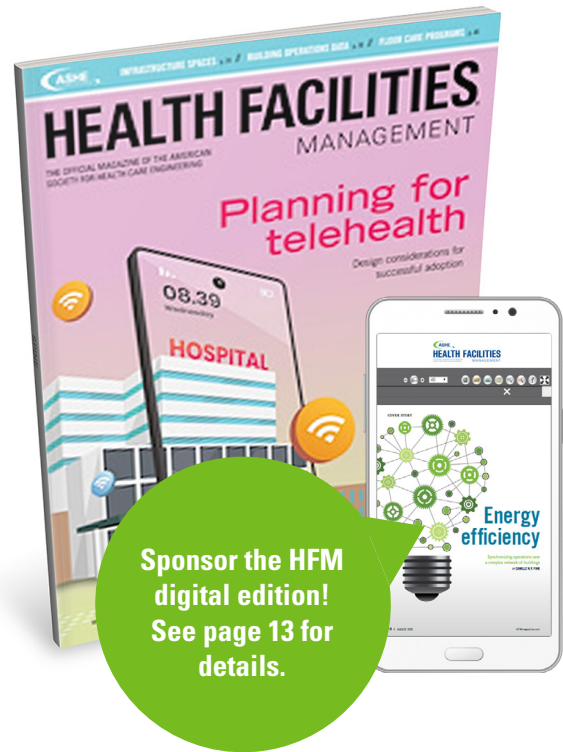
PRINT OPPORTUNITIES

Health Facilities Management

Print Circulation: 39,900

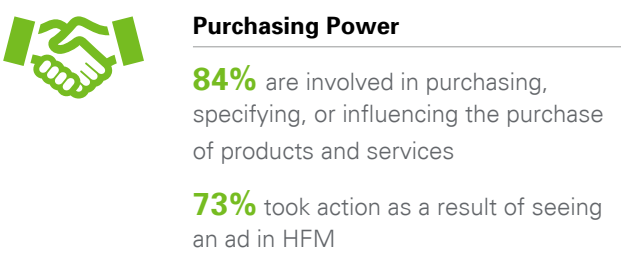
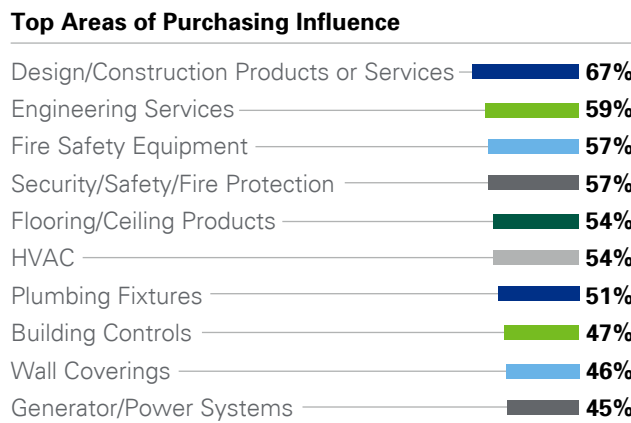
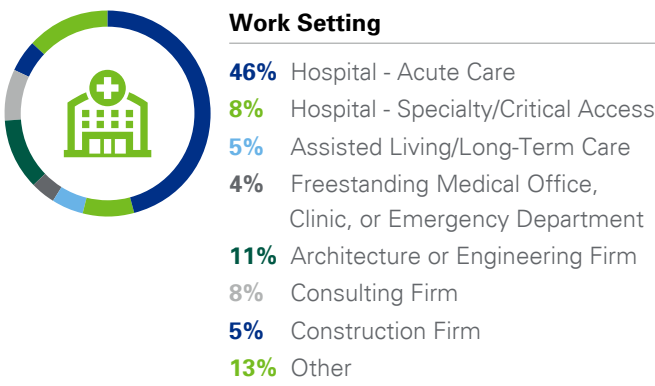
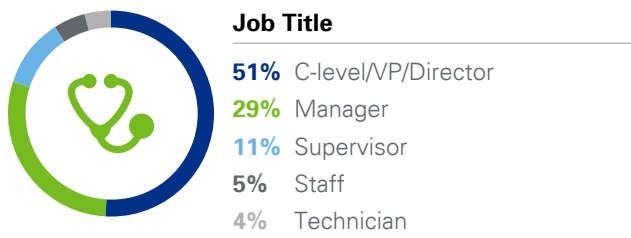
Health Facilities Management (HFM) is the most trusted and credible publication in its field, providing comprehensive coverage of the unique challenges facing the health facility design, construction, and operations communities. Through our close working relationships with facilities managers, consultants, suppliers, plus industry leading organizations, we offer exclusive access to experts who keep readers abreast of the latest industry changes.

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



Sponsor the HFM digital edition! See page 13 for details.

HFM READER PROFILE



Source: 2018 HFM Readership Survey

PRINT OPPORTUNITIES

2021 HFM Editorial Calendar

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
JANUARY/ FEBRUARY	Ad Close: 12/1/20 Materials: 12/10/20 Mail Date: 1/4/21	Advocacy and Compliance	<ul style="list-style-type: none"> Health care building trends ASHE Excellence in Health Care Facility Management Award EVS operations 	Hand hygiene equipment	<ul style="list-style-type: none"> Computerized maintenance management systems Water quality products
MARCH	Ad Close: 2/1/21 Materials: 2/9/21 Mail Date: 3/3/21	Building Your Professional Reputation	<ul style="list-style-type: none"> ASHE Vista Awards Facilities and engineering trends EVS operations 	Fire Safety	<ul style="list-style-type: none"> Behavioral hardware and technology Health care furnishings
APRIL PDC Summit Preview Issue + Bonus Distribution	Ad Close: 3/3/21 Materials: 3/11/21 Mail Date: 4/6/21	[SPECIAL SECTION] ASHE Annual Construction Survey	<ul style="list-style-type: none"> Facilities and engineering trends EVS operations 	Security and access control	<ul style="list-style-type: none"> Lighting equipment HVAC products
MAY	Ad Close: 4/5/21 Materials: 4/12/21 Mail Date: 5/4/21	Operational Excellence	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends EVS operations 	Power and electrical equipment	<ul style="list-style-type: none"> Fire safety products Cleaning products
JUNE	Ad Close: 5/3/21 Materials: 5/11/21 Mail Date: 6/7/21	Design and Construction	<ul style="list-style-type: none"> Interior design issues Facilities and engineering trends EVS operations 	Floor coverings	<ul style="list-style-type: none"> Automated disinfection systems Patient education and entertainment systems
JULY ASHE Annual Conference Preview Issue + Bonus Distribution	Ad Close: 6/3/21 Materials: 6/11/21 Mail Date: 7/6/21	Compliance Challenges	<ul style="list-style-type: none"> Health care building trends Compliance challenges EVS operations 	Lighting systems	<ul style="list-style-type: none"> Medical gas equipment Security and access control
AUGUST	Ad Close: 7/2/21 Materials: 7/12/21 Mail Date: 8/3/21	Energy Efficiency	<ul style="list-style-type: none"> Health care building trends Facilities and sustainability EVS operations 	Nurse communication systems	<ul style="list-style-type: none"> Real-time location systems HVAC
SEPTEMBER AHE Exchange 2021 Preview Issue + Bonus Distribution	Ad Close: 8/4/21 Materials: 8/12/21 Mail Date: 9/7/21	AHE Environmental Services Department of the Year	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends 	Cleaning products	<ul style="list-style-type: none"> Waste management Floor care equipment
OCTOBER	Ad Close: 9/6/21 Materials: 9/13/21 Mail Date: 10/5/21	Design and Construction	<ul style="list-style-type: none"> Interior design issues Facilities and engineering trends EVS operations 	Plumbing products	<ul style="list-style-type: none"> Fire safety products Health care furnishings
NOVEMBER/ DECEMBER	Ad Close: 10/4/21 Materials: 10/12/21 Mail Date: 11/3/21	[SPECIAL SECTION] ASHE/AHE Biennial Salary Survey	<ul style="list-style-type: none"> Health care building trends 	Computerized maintenance management systems	<ul style="list-style-type: none"> Signage and wayfinding Flooring products

*Editorial calendar is subject to change.

PRINT OPPORTUNITIES

2021 HFM Rate Card & Ad Specifications

Net Rates

4-COLOR	1x	3x	6x
Full Page	\$7,136	\$6,923	\$6,300
2/3 Page	\$5,189	\$5,033	\$4,877
1/2 Page*	\$4,287	\$4,157	\$4,032
1/3 Page*	\$3,125	\$3,035	\$2,939
1/4 Page	\$2,523	\$2,445	\$2,372
1/6 Page	\$1,873	\$1,816	\$1,760

*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 contact the ASHE Sales Team for pricing and requirements.

Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Elizabeth Ferry at eferry@smithbucklin.com.

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.

PRINT OPPORTUNITIES

HFM Specialty Advertising

Solutions Products + Services Section

\$3,250 (Limit 1 per issue)

Every month, HFM features a [Solutions](#) department 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. Limited availability. Reserve your spot today.

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 Elizabeth Ferry at eferry@smithbucklin.com. Content is subject to ASHE approval.



Promote your product or service solution in both HFM print and digital formats!



Custom Content

Call for Pricing (Limit 2 per issue)

Solidify your position as an industry thought leader by sharing your ideas and best practices in a one or two-page HFM custom content article. Popular formats include an interview Q&A, white paper, or case study. Choose to submit a print-ready PDF or collaborate with HFM to produce a product that works best for your organization. Copywriting and design services are available for an additional fee.

Material Specifications

Due one week prior to published ad close deadline. Submit print-ready case study to Elizabeth Ferry at eferry@smithbucklin.com. Content is subject to ASHE approval and must be labeled as "Advertisement".

PRINT OPPORTUNITIES

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 2021 Hospital Construction Survey will examine how hospitals are responding to these and other challenges as they work to redefine what being a hospital means in this turbulent health care landscape. The survey will appear in the HFM April issue.

ASHE/AHE Biennial Salary Survey

\$8,000 (Limit 5 sponsors)

Health care facility 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 and AHE are joining together to conduct a management and compensation survey to look at compensation policies and practices across health care settings. This year's salary survey will appear in the HFM November/December issue.

Sponsored Research

Starting at \$13,000 (Web-based survey)

Interested in receiving industry insights and feedback from ASHE members? Partner with ASHE on a custom web-based research survey. Sponsor fee includes five (5) closed questions and a narrative report, plus full data tables. Contact the ASHE Sales Team for pricing.



Sponsorship Deadlines

ASHE Hospital Construction Survey

October 16, 2020 (Phase 1 Deadline)

March 3, 2021 (Phase 2 Deadline)

ASHE/AHE Salary Survey

June 14, 2021 (Phase 1 Deadline)

October 4, 2021 (Phase 2 Deadline)

Sponsorship Benefits

- Full page ad in respective issue of HFM magazine.
- Sponsor logo recognition in respective HFM print article 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.