The HealthTrust University Member Magazine 2016 Media Kit
The Membership

HealthTrust members cumulatively spend $28 billion annually through contracted HealthTrust suppliers like you.

The HealthTrust membership includes the combined purchasing power of the nation’s top for-profit and nonprofit healthcare organizations.

Connecting with members through advertising opportunities with HealthTrust is the most effective way to communicate information about your on-contract products and services to these targeted buyers.

**MEMBER PROFILE**  HealthTrust members include supply chain leaders, C-suite executives and clinical department heads in areas such as pharmacy, nursing, medical/surgical services, imaging, food services and laboratory. Many are also responsible for purchases related to medical devices, capital equipment, facilities and infrastructure, and purchased services. Most members work in hospitals, ambulatory surgery centers, other non-acute care facilities and/or corporate office facilities.

**COMMITTED PURCHASERS**  At a minimum, each GPO member facility agrees to purchase 80 percent of needed products and services (excluding physician preference items and purchased services) through HealthTrust’s contract portfolio.

**POWERFUL DECISION-MAKERS**  More than 23,700 HealthTrust members either approve or recommend products and services for purchase.

**BUYERS WITH DIVERSE NEEDS**  Members purchase medical/surgical supplies, pharmaceuticals, medical devices, capital equipment, food and market-based products through contracted suppliers.

HealthTrust is closely integrated with the provider-proven capabilities of Parallon, which include revenue cycle and business process expertise, workforce and technology solutions.
The Source is the official magazine of HealthTrust University, distributed in print and available online four times a year. Honored with three 2014 APEX awards for custom-published magazine, writing and design; a 2013 Marcom Gold Award for magazine writing; and a 2011 APEX Award in the category of Most Improved Magazines & Journals, The Source provides members with resources and information on industry issues, technology trends, best practices, member case studies and therapeutic advancements. This benefit of membership is one that continues to be highly valued.

Established: September 2006
Circulation: 17,000+
Frequency: Quarterly
Mailing Dates: February, May, August, November
Bonus Distribution: Industry trade shows throughout the year

FEATURES: Each issue of the magazine will include features profiling members, outlining best practices and focusing on the topics of most interest to HealthTrust members.

SOURCEBOOK: Features regular columns and departments on topics such as cost containment, eliminating waste and inefficiency, promoting green initiatives, protecting data and improving a facility's crisis management plan.

MEMBER SUCCESS STORY: Here, member IDNs and facilities share advice and solutions with other members, fulfilling reader requests for more content on best practices.

TEAMWORK TOOLS: Practical advice and content related to leadership, management and professional development.

SPOTLIGHT ON: Content focusing on HealthTrust-related service lines, programs and initiatives, including total cost management, sustainability and diversity.
2016 Editorial Calendar

Q1: INFECTION PREVENTION, SAFETY, DATA & OUTCOMES
What the clinical decision-support mandate means for radiology
Trends in infection prevention: Staff and patient collaboration
Evidence-based technology that advances clinical excellence
The impact of pharma mergers and acquisitions on drug prices
Advanced wound care and use of regenerative tissue
Patient safety and blood management
ICD-10 and meaningful use check-in
Women in healthcare leadership

Q2: THE AGING POPULATION, REGULATIONS & REIMBURSEMENTS
Caring for an aging America: focus on population health impacts
Potential for innovative payment and service delivery models to reduce Medicare expenditures
Negotiating risk-based agreements with managed care entities
Reducing readmissions from long-term care facilities
Navigating new rules in healthcare waste management
End-of-life management

Q3: TECHNOLOGY, ANALYTICS & COST CONTAINMENT (CONFERENCE ISSUE)
Harnessing the power of analytics to control costs
Technology investments that ramp up value-based payments
The Internet of Things (IoT) approach to healthcare: What’s new
Disruptive innovation: threatening the status quo to raise quality
When to repair or replace medical equipment
The problem of overdiagnosis

Q4: INNOVATION, SUSTAINABILITY, MISSIONS & OUTREACH
Impact of member missions and outreach initiatives
Potential ROI of smart sustainability practices; workable energy reduction and efficiency goals
The power of alternative approaches to healing: sustainable environments; pet, music, art and other therapies
High-tech inventory tracking systems
Issues and challenges of managing a rural hospital

*Please note: Story topics subject to change.

55% of members pass the issue along to one or more colleagues

48% of members save the issue for future reference

35% of members research a supplier that advertised in issue

—Results from a recent reader survey
### Rates and Specs

#### AD SIZES

<table>
<thead>
<tr>
<th>2-PAGE SPREAD</th>
<th>FULL PAGE</th>
<th>1/2 ISLAND</th>
<th>1/2 HORIZONTAL</th>
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</thead>
<tbody>
<tr>
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<td>Trim (8¾ w x 10⅛ h)</td>
<td>Non-Bleed (4¾ w x 7 h)</td>
<td>Non-Bleed (7¾ w x 4¾ h)</td>
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<td>Bleed (Not Available)</td>
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<tr>
<td>Bleed (17 w x 11¾ h)</td>
<td>Bleed (8¾ w x 11¾ h)</td>
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#### COLOR

| Spread | 1X | $9,500 | 2X | $9,100 | 3X | $8,800 | 4X | $8,500 |
| Cover 4* | $5,800 | $5,600 | $5,400 | $5,200 |
| Cover 2 or 3* | $5,400 | $5,200 | $5,000 | $4,800 |
| Opposite Table of Contents, CEO column & CMO’s column | $5,200 | $5,000 | $4,800 | $4,700 |
| Other Guaranteed Positions | $4,700 | $4,600 | $4,400 | $4,300 |
| Full Page | $4,300 | $4,200 | $4,000 | $3,900 |
| 1/2 Page | $2,700 | $2,600 | $2,500 | $2,400 |

Rates listed above are net rates. B/W brief summary is 50 percent of 2x full page color rate. *Covers MUST run 4x; no cancellations.

#### CLOSINGS

**Q1 2016:**
- Space Closing: 12/16/15
- Ad Materials Due: 12/23/15

**Q2 2016:**
- Space Closing: 3/17/16
- Ad Materials Due: 3/24/16

**Q3 2016: HTU Conference Edition**
- Space Closing: 6/10/16
- Ad Materials Due: 6/17/16

**Q4 2016:**
- Space Closing: 9/9/16
- Ad Materials Due: 9/16/16

All print advertisers in *The Source* magazine are also included in the digital edition available to members and suppliers on healthtrustsource.com. Magazine archives, ad rates and other media information are also included on the site.

Ads are subject to HealthTrust Strategic Sourcing team approval and requested changes must be made. No cancellations will be accepted after closing date and/or after an insertion order is received. Covers, TOC, columns and guaranteed positions are non-cancellable.
Advertiser Guidelines

AD REQUIREMENTS
The Source magazine is a computer-to-plate publication.

PREFERRED MATERIALS
• Only PDF (PDF/X-1a preferred), EPS or TIF print-ready files.
• PDF Files: All images must be 300 dpi or better. All fonts must be embedded.
• EPS Files: Must be 100 percent size, 300 dpi or better. Embed all images and convert all fonts to outlines.
• TIF Files: Must be 100 percent size, 300 dpi or better. Flatten any layers. Do not use compression and do not embed color profiles.

PREPARATION
• Convert all RGB colors to CMYK.
  Use spot color only if paying an up-charge.
• Black and white ads should use black only (not four-color).
• Color match cannot be guaranteed without a high-resolution color proof.

GUIDELINES
• Advertiser may only advertise products and services currently under contract with HealthTrust.
• Advertiser may not use the term “exclusive.”
• Advertiser must refer to HealthTrust instead of HPG or HealthTrust Purchasing Group.
• Black-and-white brief summary ad pages (pharmaceutical disclaimer pages, etc.) are priced at 50 percent of the 2X color rate.
• Advertiser must include the HealthTrust contract number in ad (see format on right) so members can easily find advertised product in the HealthTrust online catalog.
• Enhancement advertising is offered on a first-come, first-served basis.
• No advertiser can purchase more than one enhancement per issue.
• No advertiser can purchase enhancements in back-to-back issues; frequency can only be every other issue.
• Violation of advertising guidelines may delay publishing of the ad and does not void the insertion order.
• Advertiser will be invoiced the original ad rate as indicated on the insertion order.
• Medically graphic ads (e.g., wounds, scabs, incisions, exposed bone) will not be accepted.
• HealthTrust reserves the right to approve and/or refuse any order.
• Revised proofs must be supplied whenever a text or design change is made.
• Advertisers will be billed for all production work required at cost plus 35 percent.

AD SUBMISSIONS
Files may be emailed to Taylor Zimmermann at tzimmermann@hammock.com
Contact Production Department for upload instructions:
tzimmermann@hammock.com; (615) 690–3430.
CDs and DVDs are also acceptable.

HEALTHTRUST PROVIDES ADDITIONAL DISTRIBUTION OF THE SOURCE AT INDUSTRY TRADE SHOWS, INCLUDING:
• HealthTrust University Conference & Vendor Fair
• Association for Healthcare Resource & Materials Management Conference & Exhibition
• Federation of American Hospitals Annual Meeting
• IDN Summit & Expo
• HSCA Supply Chain Expo

Product ads* must have the HealthTrust contract number listed in order to be published. Follow this exact format:
HealthTrust Contract #___

This request is for your benefit so members can easily locate your contracted product on our member portal for ordering or more information.
* Does not apply to supplier awareness or image ads.
Enhancement Advertising Opportunities

**QUANTITY: 17,000+**

**BELLY BAND**
- Space rates: $5,800 - plus production charges to be determined
- Specifications: 5 x 17-3/4
  - 4cp/0
  - 70# Gloss Text #3

**TIP-ON**
- Space rates: $12,900 - plus production charges to be determined
  - Additional rates may apply for personalization.
- Specifications: Full page removable insert applied to an advertisement page. Final size must be ¼” less than the final trim size of the book. Live matter must be ½” less than the final trim size of the tip-on. The tip-on will include a full-page advertisement and will appear on the same page as the advertisement.

**BIND-IN**
- Space rates: $8,600 - plus production charges to be determined
  - Additional rates may apply for personalization.
- Specifications: Single Leaf, two-page form (with perf) on 80# Gloss text. Live matter must be ½” less than the final trim size of the book.

**GATEFOLD**
- Space rates: $13,800 - plus production charges to be determined
- Specifications: Cover form goes from a full-sized, four-page form to a six-page, full-sized gatefold form (spine to face only) with the gate coming off either the front or back cover. In each case, the gate is tucked in (not folded out).

**Please Note:** Enhancement advertising is offered on a first-come, first-served basis at no more than one enhancement per issue. Same advertiser frequency is available every other issue. Contact TheSourceAds@healthtrustsource.com for more information.
Digital Edition/Mobile App Advertising Opportunities

A dynamic version of The Source is available to members and contracted suppliers online at healthtrustsource.com or through a free app for the iPad, iPhone and Android devices.

Part of your print advertising rate includes a hyperlink to a requested URL in The Source digital edition/mobile app version. Your entire ad can be hyperlinked and a color screen can be placed over the ad to make it stand out on the page.

We also can customize a marketing plan through the digital edition/mobile app version to include:

1. **POP-UP BOXES.** Add a rollover box that pops up with links to information on your contracted products and services, including links to the HealthTrust member portal.

2. **SURVEYS.** Embed a pop-up survey into your ad to gauge reader interest on relevant topics.

3. **VIDEO.** Embed video into your ad that can be launched and played inside the digital edition/mobile app version.

4. **TWITTER/FACEBOOK LINKS.** Add direct links to your social media pages to encourage people to follow you on Twitter or like you on Facebook.

**IOS USERS:** Go to the Apple Store, search for The Source: The HealthTrust Member Magazine and download the app. **ANDROID USERS:** Go to the Google Play Store, search for The Source: The HealthTrust Member Magazine and download the app. Access is restricted to HealthTrust members and on-contract suppliers.

For The Source advertising inquiries, contact Cathy Williams
843-410-2739 x101 (office and fax) | TheSourceAds@healthtrustsource.com