The Source
THE HEALTHTRUST MEMBER MAGAZINE 2017 MEDIA KIT

2017

The

SPECIAL FIRST-TIME BUYERS' DISCOUNT:
10 PERCENT OFF 2017 INSERTION ORDERS
$28.5B

**MEMBERSHIP**
HealthTrust members cumulatively spend $28.5 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.

1,400+
**HOSPITAL MEMBERS**

**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.

22,600
**NON-ACUTE FACILITY MEMBERS**

80%
**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.

24,000+
**POWERFUL DECISION-MAKERS**
More than 24,000 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.
The Source is the official magazine of HealthTrust, distributed in print and available online four times a year. The magazine has been honored with two 2016 APEX awards for excellence in custom-published magazine and feature writing; 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.

2017 Editorial Calendar*

Q1: Patient Safety / Infection Prevention / Pediatrics
- The Latest in Advanced Wound Therapy
- Disinfecting Technologies & Methodologies: Getting Beyond the Hype
- Patient Safety Strides in Disinfecting Instruments, Tracking Implants & Surgical Instruments
- An Insider’s Look at Meeting Joint Commission Guidelines
- Preparing for Natural Disasters, Epidemics, Mass Casualties
- Impact of the Baby Friendly Hospital Initiative
- Pharmacy: Federal Mandates for Antibiotic Stewardship

Q2: Value-based Care Transition / Regulations / Patient Satisfaction
- Bundled Payment: Managing Complete Episodes of Care
- What MACRA Means to Your Physicians
- Preventing Hospital Readmissions With Smoother Care Transitions
- Evaluating Measures for Early Detection of Sepsis
- Role of Clinical Evidence in Value-based Purchasing
- Unique Opportunities at Small and Rural Facilities
- Creative Use of Commercial Products to Increase HCAHPS Scores
- New Federal Regulations’ Impact on Radiology Reimbursements
- Pharmacy: Value-based Purchasing and Reimbursement issues/340-B

Q3: Data & Analytics / Emerging Technology (Conference Issue)
- Budgetary Impacts of Technology Adoption—From Radiopharmaceuticals and Bioabsorbable Stents to Molecular Diagnostics Testing
- Improving Data Management Processes
- Advancements in Telehealth and Telesurgery
- The Importance of Reputation Management
- Pharmacy: Software & Technology: Audits Are Coming; Track and Trace
- Preview of Q4 HealthTrust Innovation Summit

Q4: Innovation / Sustainability / Diversity
- How Hospitals Are Jumpstarting Innovation
- Impact of New Guidelines on Medical Device Reprocessing
- Technology Platforms Enabling Better Energy Management
- Successful Programs Focusing on Food Sustainability
- Growing Your Supplier Diversity Program
- Pain Management from Clinical and Pharmacy Perspectives
- Pharmacy: Biosimilars Update
- And, the Winner Is: Innovation Grant Profile

NEW THIS YEAR!
IN EVERY ISSUE:
- Effectiveness and Efficiencies of Value Analysis
- Physician Leaders at Work
- Value-based Care: Evolution of Bundled Payments and New Care Delivery Models
- Addressing Today’s Workforce Challenges & Planning for Tomorrow
- Clinical Evidence Reviews
- FDA Technology Updates

* Story topics subject to change
Rates and Specs

**AD SIZES**

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<tr>
<th>2-PAGE SPREAD</th>
<th>FULL PAGE</th>
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**COLOR**

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<td>$9,100</td>
<td>$8,800</td>
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<tr>
<td>Cover 4*</td>
<td>$5,800</td>
<td>$5,600</td>
<td>$5,400</td>
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<tr>
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<td>$5,000</td>
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<td>$5,200</td>
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<td>$4,800</td>
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<td>$4,000</td>
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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

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**FIRST-TIME DISCOUNT:** Suppliers that are first-time advertisers receive a 10% discount off their initial insertion order.

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 noncancelable.

**FOR ADVERTISING INQUIRIES, CONTACT:** Steve Sullivan (615) 690-3427 (office) • (615) 690-3401 (fax) TheSourceAds@healthtrustsource.com
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 ⅛" 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

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.

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, physician advisors and on-contract suppliers.

FOR ADVERTISING INQUIRIES, CONTACT: Steve Sullivan (615) 690-3427 (office) • (615) 690-3401 (fax)
TheSourceAds@healthtrustsource.com
Advertiser Guidelines

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.
- 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
- Association for Healthcare Resource & Materials Management Conference & Exhibition
- Federation of American Hospitals Annual Meeting

GUIDELINES
- HealthTrust reserves the right to approve and/or refuse any order.
- 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.
- Enhancement advertising is offered on a first-come, first-served basis. (See page 6.)
- 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.
- Advertiser must include the HealthTrust contract number in ad (see format below) so members can easily find the advertised product in the HealthTrust online catalog.

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.