



The Source 2018 Media Kit



\$34B

MEMBERSHIP

HealthTrust members cumulatively spend \$34 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.

1,600+

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.



26,000

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.



POWERFUL DECISION-MAKERS

More than 24,000 HealthTrust members either approve or recommend products and services for purchase.

24,000+

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



Established: **September 2006**

Circulation: **17,000+**

Frequency: **Quarterly**

Mailing Dates: **February, May, July, November**

Bonus Distribution: **HTU Conference and industry trade shows throughout the year**

The Source is the official magazine of HealthTrust, distributed in print and available online four times a year. The magazine 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. And, *The Source* is award-winning: It has been honored with one 2017 APEX award for excellence in custom-published magazines; 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.

2018 Editorial Calendar*

Q1: Infection Prevention / Patient & Employee Safety / Patient Satisfaction

- Preventing Medical Errors & Other Patient Safety Priorities
- Benefits of an Impenetrable Infection Prevention Team
- Incivility, Bullying & Workplace Violence
- Building an Antibiotic Stewardship Program
- How to Make Your Code-blue Team More Cohesive
- Drug Diversion: Profile of a Clinician Addict
- Day in the Life of an ER Physician
- Product Lab: Safe Patient Handling

Q2: Value-based Care / Regulations & Governance/ Bariatrics

- Preferred Provider Networks & Evolving Clinically Integrated Network Models
- The Challenges of Rural Hospitals
- Bariatrics: Impact of Obesity on Population Health Strategies & Specialized Patient Care
- Pharmaceutical Compounding: Meeting Guidelines for Sterile Prep & Safe Handling of Hazardous Drugs
- Multimodal Pain Management: Tapering Protocols
- Precision Medicine & the Trend Toward Genomic Testing
- Reducing & Safely Disposing Hospital Waste
- Methods to Fight Healthcare Provider Burnout

Q3: Data & Analytics / Emerging Technology / Geriatrics / Emergency Preparedness (*Conference Issue*)

- Mining EHR Data for Quality Improvement
- How Healthcare Interoperability Improves Healthcare Delivery
- Emergency Preparedness & How to Staff for Crisis
- Better Ways to Care for the Aging Patient Population
- Telepharmacy & Remote Verification
- Leveraging Technology in Opioid Diversion
- Cybersecurity
- Engaging Physicians in Supply Chain Decision-making

Q4: Innovation / Social Stewardship (Sustainability, Diversity, Community Outreach)

- Next Generation Healthcare: Cost-effective Hospital Designs & Practical Logistics for Improving Outcomes
- Balancing Cognitive Diversity in Interprofessional Healthcare Teams
- Success With Enhanced Recovery After Surgery (ERAS) Programs
- Spotlight on the 2018 HealthTrust Innovation Grant Winner
- Sustainable Practices With Anesthesia Gases
- Environmentally Sustainable Building Methods With a Positive Impact on Health & Patient Satisfaction Scores
- ICU Liberation
- Tech Trends: CV Phase I Devices

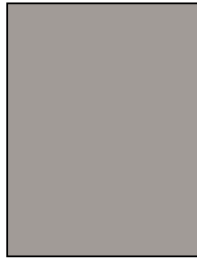
* *Story topics subject to change*

Rates and Specs

AD SIZES



2-PAGE SPREAD
Trim (16¾ w x 10⅞ h)
Safety (15¾ w x 10⅞ h)
Bleed (17 w x 11½ h)



FULL PAGE
Trim (8⅞ w x 10⅞ h)
Safety (7⅞ w x 10⅞ h)
Bleed (8⅞ w x 11½ h)



1/2 ISLAND
Non-Bleed (4⅜ w x 7 h)
Bleed (Not Available)



1/2 HORIZONTAL
Non-Bleed (7⅞ w x 4¾ h)
Bleed (Not Available)

COLOR	1X	2X	3X	4X
Spread	\$9,500	\$9,100	\$8,800	\$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 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.

Black-and-white text ad pages (pharmaceutical disclaimer pages, etc.) are priced at 50 percent of the 2X color rate.

*Covers MUST run 4x; no cancellations.

CLOSINGS

Q1 2018:

Ad Space Closing:
12/15/17
Ad Materials Due:
12/22/17
Delivers mid-February

Q2 2018:

Ad Space Closing:
3/14/18
Ad Materials Due:
3/21/18
Delivers mid-May

Q3 2018: HTU

Conference Edition
Ad Space Closing:
5/22/18
Ad Materials Due:
5/29/18
Delivers mid-July

Q4 2018:

Ad Space Closing:
9/14/18
Ad Materials Due:
9/21/18
Delivers mid-November

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 Ad Space Closing date (see above for deadlines) 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 1/4" less than the final trim size of the book. Live matter must be 1/2" 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 1/2" 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).



Solution Source

Designed in a case study format, this new sponsored content opportunity highlights contracted clinical products and services in action at member facilities. Contact thesourceads@healthtrustsource.com for info on pricing & the topic approval process.

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.

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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 Mills at tmills@hammock.com.
- Contact Production Department for upload instructions: tmills@hammock.com; (615) 690-3430
- CDs and DVDs are also acceptable.

2018 GUIDELINES FOR ADS AND ENHANCEMENTS

- HealthTrust reserves the right, in its sole discretion, to approve and/or refuse any order or advertising.
- All suppliers should submit advertising:
 - In conformity with all applicable industry, accreditation, commission and/or regulatory standards.
 - That complies with all applicable laws, rules and regulations, including, without limitation, federal and state fraud and abuse laws, as well as federal and state laws prohibiting false, deceptive, unfair or misleading advertising and marketing. Suppliers are solely responsible for compliance with these legal requirements and any liabilities resulting from any violations.
- New advertising, as well as that published previously, is subject to quarterly HealthTrust approval pursuant to these guidelines, and changes requested by HealthTrust must be made. Additionally, prior to HealthTrust re-running a supplier's previously published advertising, the supplier is responsible for reviewing such previously published advertising to insure present compliance with these guidelines as well as applicable industry, accreditation, commission and/or regulatory standards outlined in the bullet above.
- Suppliers may only advertise products and services currently under contract with HealthTrust.
- Suppliers must include the HealthTrust contract number in product or service advertising (see format below) so members can more easily locate contract packages or advertised products/services within the HealthTrust online catalog.
- Suppliers must refer to our organization as HealthTrust. Do not use HPG or HealthTrust Purchasing Group.
- Scientific/clinical claims must be substantiated by reliable data and footnoted references to research, studies, etc. must appear in small print on the advertisement, including, where appropriate, express statements of permission granted by the owner(s) of the cited work.
- Suppliers may only use the term "exclusive" or refer to contract status (i.e. sole-source agreement) on a case-by-case basis.
- Medically graphic images (e.g., wounds, scabs, incisions, exposed bone) will not be accepted.
- Enhancement advertising is offered on a first-come, first-served basis. (See page 5.)
 - No supplier can purchase:
 - More than one enhancement per issue.
 - An enhancement in consecutive issues.
- Violation of advertising guidelines may delay publishing of the advertising and does not void or otherwise alter the insertion order.
 - A supplier will be invoiced the original advertising rate as indicated on the insertion order.

Note: The publication of any advertisement is not an endorsement by HealthTrust of the advertised products or services, and HealthTrust is not responsible for and does not guarantee the accuracy of the content of any advertisements.

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

HealthTrust Contract #_____

This requirement 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.*