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EDITORIAL MISSION

Trustee provides hospital and health system boards and executives with the leadership and governance information they need to improve community health while running financially stable organizations.

EDITORIAL FOCUS

Trustee is a paid-circulation publication written for hospital governing board members who have the authority and responsibility to approve purchasing decisions. It is also read by hospital and health system CEOs who have a vital interest in partnering with the governing boards that are responsible for recruiting and retaining executive management.

Trustee is the only health care governance magazine. It is thoroughly read because articles cover core health care issues and governance. Trustee gives board members the information they need to lead their organizations through today’s changing health care environment.

IMPORTANCE OF HOSPITAL TRUSTEES

Trustees are responsible for oversight, monitoring and evaluating all hospital programs, services and related corporate and community activities. In governing their organizations, they review the major purchase and strategic business recommendations of senior management. Because they are responsible for the long-term success of the organization, they have final authority for major capital expenditures and strategic purchases that have a measurable impact on operations and health care delivery.

“Excellent. Trustee has board content that is current and important.”

Signet Readership Survey
UNIQUE
AHA ADVANTAGES

Trustee is the official magazine of AHA’s Center for Healthcare Governance, which offers state-of-the-art education, research, publications, services, tools and other resources to help boards achieve and maintain excellence.

Trustee:
• Reaches and is read by more health care trustees and board members than any other publication
• Contains proprietary AHA research, data and guidance on critical management issues
• Provides exclusive distribution at AHA meetings and conferences

“I think it’s a great resource and so do my fellow board members. It’s my best window to the world of governance.”
Signet Readership Survey

EDITORIAL HIGHLIGHTS

• Practical Matters: Shorter articles that take a step-by-step approach to health care and governance matters or responsibilities
• Features: In-depth pieces on governance and health care trends
• Viewpoint: Thought-provoking editorials
• Center Voices: Shorter educational articles from the Center for Healthcare Governance and the American College of Healthcare Executives
• Trustee Workbooks: Educational inserts from the Center for Healthcare Governance designed to promote interactive learning written by well-known governance experts (published four times a year)
• Executive Briefings: Overviews of key health care and governance topics, written in an accessible manner for both new and veteran trustees (published three times a year)
• On the Agenda: Research-driven insights on the latest leadership and health care developments
• Dashboard: A snapshot of health care trends from the AHA Annual Survey, Most Wired Survey and HRET
• Update: Short news items, including a memo from the American Hospital Association’s Committee on Governance
• From the Editor: The editor’s perspective on the cover story or another feature in the issue
<table>
<thead>
<tr>
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<th>Ad Close</th>
<th>Mat'l Due</th>
<th>Shipped</th>
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<tr>
<td>May</td>
<td>04/10/14</td>
<td>04/18/14</td>
<td>05/05/14</td>
</tr>
</tbody>
</table>

### Strategic Editorial Features
- Rural Hospitals
- AHA Chair-Elect
- Building Blocks of Good Governance
- Patient Engagement
- Information Technology
- Quality
- On the Agenda
- Insurance Exchanges
- Reform Implementation
- Construction Survey Results
- Building Blocks of Good Governance
- Reform Implementation
- Advocacy
- Talking about Technology
- Population Health
- Leadership Summit Preview
- On the Agenda
- Building Blocks of Good Governance

### Special Interest Opportunities
- Workbook 1
- Future Focused: Finance
- Executive Briefing 1: Workforce Issues
- Workbook 2
- Future Focused: Consolidation Landscape

### Conference & Exhibition
- *Health Forum / American Hospital Association Annual Rural Health Care Leadership Conference: February 9-12, Phoenix*
- *AHA Annual Membership Meeting: May 4-7, Washington, D.C.*

* Subject to change
TrusTee edItOrIaL InfOrmatIOn

• Cost Containment
• Care Coordination
• System Transformation
• Compensation Trends

• Payment Models
• Talking about Technology
• Building Blocks of Good Governance

• AHA Environmental Scan
• Strategic Planning
• Patient Safety
• On the Agenda

• Succession Planning
• Reform Implementation
• Community Partnerships
• Building Blocks of Good Governance

• System Transformation
• Behavioral Health
• Talking about Technology

Strategic Editorial Features

Special Interest Opportunities

• Executive Briefing 2: The FTC and Health Care

• Workbook 3
• Future Focused: Medical Breakthroughs

• Executive Briefing 3: Reimbursement Changes

• Workbook 4
• Future Focused: Population Trends

Conference & Exhibition Magazine Distribution

* Western Regional Trustee Symposium: June 11-13, Las Vegas
* Healthcare Financial Management Association Annual National Institute: June 22-25, Las Vegas
* Health Forum / American Hospital Association Leadership Summit: July 20-22, San Diego
* ASHE Annual Conference and Exhibition: August 3-6, Chicago
* Center for Healthcare Governance Fall Symposium: Sept. 21-23, Boston

* College of Healthcare Information: October 28-31 Orlando, Fla.

- Subject to change
FEATURE SERIES: FUTURE FOCUSED

Strategic planning is one of the board’s primary responsibilities. To prepare their organizations for the challenges and opportunities on the horizon, trustees need forward-looking information in four essential areas: access to capital; the consolidation landscape; new developments in medicine; and population trends. This four-part series, written by industry experts, will assist boards in creating short- and long-term strategic plans and leading agile organizations in uncertain times.

EXECUTIVE BRIEFINGS

Trustee’s Executive Briefings are four-page inserts that provide in-depth information on complex health care topics. In 2014, the Executive Briefings will cover workforce issues, the role of the Federal Trade Commission in health care and reimbursement changes under the Affordable Care Act. Written for both new and veteran board members, Trustee’s Executive Briefings are essential resources that board members save as reference materials. They also are located on a featured section on Trustee’s website.

TRUSTEE WORKBOOKS

Trustee Workbooks are four-page inserts provided in cooperation with the American Hospital Association’s Center for Healthcare Governance. These quarterly supplements are written by well-known, respected health care governance experts and are designed to promote interactive learning and rich dialogue. Frequently used at board meetings, retreats and orientations, the Workbooks give trustees the skills they need to lead their organizations.
PAID CIRCULATION
August 2013 (publisher’s own data)

11,618 Governing Boards and Executive Management
(Includes: Chairman, Vice Chairman, Governing Board President or Vice President, Board Secretary or Treasurer of Board, Board Members, CEO/President, Owner/Principal/Partner/Founder, Administrator, CFO, COO, CIO/CMIO, CMO, CNO)

11,296 Executive VPs, Directors, Department Managers, Others
(Includes: VP/Director/Assistant Director/Associate Director and leaders in departments such as Finance, Legal Affairs, HR, Marketing and Planning, etc.)

22,914 Total

Awards for Excellence

American Society of Healthcare Publication Editors (ASHPE)
- Best Publication Redesign — Silver
- Best Opening Page or Spread: Computer Generated — Silver

American Society of Business Publication Editors (ASBPE)
- National Award: Front Cover: Computer Generated — Bronze
- Midwest-South Region Award: Opening Page/Spread: Illustration — Silver
- Midwest-South Region Award: Solo Author — Bronze

“Very useful. We send the issue to all our board members.”
Signet Readership Survey

“I use it to stay up to date.”
Signet Readership Survey
READERSHIP STUDIES

In national readership studies, Trustee is ranked the most desired publication by governing board members. It is also a primary read for hospital CEOs and senior management who report to the governing board.

Once a year, Signet Research Inc., an independent research firm, conducts a complimentary ad study for Trustee. The study reveals the percentage of readers who rate ads on four attributes:

- Noticeability
- Information content
- AdProbe™ score
- Action taken

Respondents rate the ads as Excellent, Good, Fair or Poor.

Advertisers use this opportunity to test news ads as well as gain significant feedback on current campaigns. Trustee readers don’t just read the magazine — they take action.

TRUSTEE READERS TAKE ACTION

- 75% read 3 of 4 issues
- 72% are involved in major strategic financing initiatives
- 57% select CEOs
- 86% are involved in capital equipment purchases
- 47% are involved in architectural and building construction/renovation decisions

Source: August 2013 Trustee Readership Study

COVERAGE

Trustee is the only magazine written specifically for the directors of hospitals and health care systems. Its award-winning articles are designed to serve both new and veteran trustees. Each issue is packed with expert governance guidance and the latest health care trends, issues and data from the industry’s most important thought leaders. Typical topics include: clinical technology, crisis management, diversity, ED crowding, enterprise risk management, meaningful use, mergers acquisitions and partnerships, and recovery audit contractors.
PRINT EDITION RATES

Trustee print editions include original articles and commentaries that keep health care executives informed about issues impacting their industry. Trustee goes out to more than 23,000 governing boards, C-suites, executive vice presidents, directors, and department managers. To reach this targeted audience there are several opportunities available.

Closing and Ad Material Due Dates
Ad closing date is the 10th of the preceding month. If the date falls on a holiday or weekend, closing is on the first workday thereafter. Material due date is two working days after ad closing date. The digital edition is released up to two weeks prior to print edition.

Color Print Display Advertising Rates (Gross)
All display advertising in the print edition automatically will be included in the digital edition of Trustee at no additional charge.

<table>
<thead>
<tr>
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<th>6x</th>
<th>12x</th>
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<td>12,350</td>
<td>11,975</td>
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<td>10,990</td>
</tr>
<tr>
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<td>9,050</td>
<td>8,790</td>
<td>8,330</td>
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<tr>
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<td>7,330</td>
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<td>5,050</td>
<td>4,910</td>
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<td>4,460</td>
<td>4,340</td>
<td>4,150</td>
<td>3,980</td>
</tr>
<tr>
<td>1/6</td>
<td>3,550</td>
<td>3,400</td>
<td>3,310</td>
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* Please specify horizontal or island per the mechanical specifications.
** Please specify vertical or square per the mechanical specifications.

Black and White Print Display Advertising Rates (Gross)
All display advertising in the print edition automatically will be included in the digital edition of Trustee at no additional charge.

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<th>18x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
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<td>10,650</td>
<td>10,325</td>
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</tr>
<tr>
<td>2/3</td>
<td>8,055</td>
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<td>7,580</td>
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<td>6,995</td>
</tr>
<tr>
<td>1/2*</td>
<td>6,770</td>
<td>6,520</td>
<td>6,325</td>
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<td>2,595</td>
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* Please specify horizontal or island per the mechanical specifications.
** Please specify vertical or square per the mechanical specifications.

Cover and Special Position Rates
2013 advertisers have the right of first refusal for special advertising positions. Once reserved, preferred positions cannot be canceled. Customers reserving special positions who cancel those positions later will be contractually obligated to pay all premiums for all unused positions if those positions are not sold. Special positions only can be guaranteed with a paid premium. Rates include the earned rate plus additional charges:

<table>
<thead>
<tr>
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<th>Additional Charge</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>20%</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>15%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>10%</td>
</tr>
<tr>
<td>Opposite Table of Contents, Editor’s Note</td>
<td>10%</td>
</tr>
</tbody>
</table>
COMPLIMENTARY ADVERTISING BENEFITS

Complimentary Trustee Digital Edition for Print Advertisers
Each print issue of Trustee is also sent out to subscribers in a digital (PDF) format and posted on the Trustee website (www.trusteemag.com). Access to current and back issues of the Trustee digital edition is unrestricted. The digital edition has the same content as the print edition, but offers readers additional benefits. Advertisers enjoy enhancement and sponsorship options not available in a print format.

Reader Benefits
- Latest issue is delivered up to two weeks earlier than print edition
- Embedded “live” website and email links
- Keyword and phrase search within current and archived issues
- Electronic sharing and forwarding capability
- Anywhere, anytime online access

Advertiser Benefits
- Longer and broader campaign visibility through Internet access and archived issues
- Electronic text and graphic links enable immediate customer access to company and product information
- Flash and rich-text media display ad upgrades add impact

Free Ad Study Issues
Advertisers can evaluate their ad’s performance and compare it with others in the April ad study issue.
Ad studies are conducted by Signet Research Inc., an independent research firm. The studies are conducted on full circulation display ads only and reveal the percentage of surveyed readers who rated the ads on:
- AdProbe™ score (a measure of performance)
- Action taken
- Information content
- Noticeability
**Case Study/Display Ad Hard Card Insert**

This unique offering of a card stock, 4-color, 2-sided insert features a company case study article on one side and a company image/product display ad on the reverse side. Each case study features a four-color, 2-sided insert devoted to company product or service applications used in hospitals or health systems. The company provides text and photographs/illustrations detailing product/service use and performance, company name, and title of company contact. This insert, printed on 7-point book matte stock, is designed to create a natural break in the magazine for maximum reader awareness. As a bonus, 500 copies of the insert are printed for use as company collateral literature and shipped to a single address provided by the advertiser. The case study is also featured for six months in a case study section on [www.HealthForum.com](http://www.HealthForum.com). Case study/display ad hard card pages do not count toward earned frequency display ad rate. Materials must be received two weeks prior to normal ad material due date. The case study/display ad hard card is priced at $14,900 (net).

**Add Trustee Double-Gatefold Insert**

*Trustee* monthly gatefolds are packed with data and strategic insights on contemporary management issues. Each 8-page gatefold is printed on heavier stock and inserted in *Trustee*. These monthly inserts in *Trustee* provide a unique sponsorship opportunity. The gatefolds are a reader favorite and a frequently requested reprint item for presentation handouts at management meetings. Each gatefold includes the sponsor’s logo on the front cover, a 2-page spread ad across the gatefold center pages, a full-page ad on the gatefold back cover, an ad on the website for one month on the gatefold landing page plus a Web presence for 11 months. It also includes 1,000 reprints and bonus distribution at national trade shows. Reservations are first-come, first-served and must be accompanied with a 50% deposit. Each sponsorship earns three pages toward earned frequency display ad rates. Inserts may be placed in additional Health Forum publications at additional cost. Contact your account manager for additional information.

- H&HN Only ..................................... $32,500 (net)
- ADD: Trustee .................................. $21,750 (net)
- ADD: HFM ...................................... $19,000 (net)
**H&HN/Trustee Combination Buy Program**

Extend your advertising message with a combination buy in *Hospitals & Health Networks* and enjoy a significant discount. *H&HN* advertisers are eligible to purchase a full-page ad in *Trustee* for $6,000 (net) if they concurrently run a full-page ad in *Trustee* within the contract year.

**Joint Frequency Discounts**

Maximize advertising exposure to reach health care management audiences by utilizing the coverage provided through Health Forum publications. Advertisers earn a joint-frequency discount when purchasing space in *H&HN* or *HFM*:

**Hospitals & Health Networks (H&HN)**

- **Annual Frequency:** 12x
- **Approximate Circulation:** 74,000
- **Audience Profile:** “C-title” executives, departmental and professional executives in hospitals and integrated delivery networks and HMOs, PPOs, medical clinics and group practices.

**Health Facilities Management (HFM)**

- **Annual Frequency:** 12x
- **Approximate Circulation:** 36,600
- **Audience Profile:** vice presidents, assistant directors and department heads responsible for facility management, plant operations, building design, architecture, operations and maintenance, safety and telecommunications in health care institutions.
Display Ad Specifications

Printing: Web Offset
Method of Binding: Saddle-stitched
Publication Trim Size: 8” x 10.75”
Publication Stock: 60 lb. coated

<table>
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<tr>
<th>Space Unit</th>
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<th>Inches Deep</th>
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<tbody>
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<td>9.5</td>
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</tr>
<tr>
<td>1/3 Page vertical</td>
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</tr>
<tr>
<td>1/4 Page</td>
<td>3.375</td>
<td>4.875</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.1875</td>
<td>4.875</td>
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<tbody>
<tr>
<td>Full-page</td>
<td>8 x 10.75</td>
<td>8.25 x 11</td>
</tr>
<tr>
<td>Spread</td>
<td>16 x 10.75</td>
<td>16.5 x 11</td>
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</table>

Set up full-page and spread ad documents to the trim size, and allow for bleeds to be pulled out .125” on all sides. Keep all live matter .25” from the trim edges.

Ad Requirements

• Digital files are required.
• PDF/X1-a is the preferred file format.
• Ads should be sized to 100% of mechanical requirements.
• Only CMYK color files are accepted.
• Files containing RGB, PMS or other spot colors must be converted to CMYK prior to submitting the file for publication.
• The publisher is not responsible for errors due to low-resolution images or improper file preparation.
• The publisher assumes all advertising files submitted for publication will reproduce in a satisfactory manner without any additional work required. The advertiser, or its agency, will be notified if materials submitted do not pass preflight and corrective action is required for publication.

FTP Information

Access the server through your Internet browser. A dedicated FTP client is not necessary, but can be used if desired.

Server address: http://ftp1.pgifilevault.com
User name: HF_Guest
Password: hfads50

You must select and open the appropriate publication folder to upload a file.

When transfer is complete:
Please notify Martin Weitzel, production manager, via email at mweitzel@healthforum.com. Include the file name in your message and attach a lo-res PDF proof for reference.

Please practice good FTP etiquette by uploading zipped or stuffed files only. Keep file names simple, using alphanumeric characters — no symbols. Dashes and underscores are acceptable.
Double Gatefold Insert Specifications
Prepare center spread as two individual pages set up to the page trim dimension of 7.5” x 10.75”, with bleeds extended .125” on all sides. Spread pages will open out, require a .25” gutter safety, and will not abut. Type should not cross the gutter. Back page trim dimension is 7.75” x 10.75” with bleeds extended .125” on all sides. Stock is 70 lb. gloss text.

Case Study/Display Ad Specifications
All case study/display ad materials are due two weeks prior to published materials’ due date. Case study insertions must be accompanied with a signed case study insertion order form — contact your account manager for a copy. Case study copy, photos and illustration materials should be sent in the following file format: descriptive copy in Microsoft Word text-only; photo/illustration saved as a 5” x 7” 300 dpi CMYK TIFF or EPS file. Images embedded in MS Word documents or RGB images are not acceptable. To copy fit the page, word counts should be closely followed: 500 words for a full-page case study based on a 2-column format; 400 words with one small photo or illustration; 300 words with one large image. Email all files as an attachment to: mweitzel@healthforum.com. Or, mail all files on disk to:

Trustee Case Study
Health Forum Inc., Attn: Martin Weitzel
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725

Please note two-week advance material due date. We will email a PDF proof of your case study page(s) for your approval. Approvals must be received within two (2) working days after receipt. Pages will not be run without signed approval. Email your signed PDF approval or questions to: mweitzel@healthforum.com.

Production Contacts
Display Ad Materials, Proofs:
Martin Weitzel
Phone: (312) 893-6831
Fax: (312) 278-0566
Email: mweitzel@healthforum.com

Space Insertion Orders:
Email: adsale_HF@aha.org
CLASSIFIED ADVERTISING

• Employment Registries
• Educational Opportunities
• For Sale (used equipment)
• Learning Place – Meetings and Events
• Miscellaneous
• New Books for Health Care Managers
• Positions Open
• Positions Wanted (payment must accompany ad)
• Publications
• Services

Receive online classified advertising as a bonus with the purchase of print classified advertising. Your online ad will be placed on the magazine website when the issue goes live and will remain until the next issue replaces it in the digital edition of Trustee.

Rate Per Inch: 1x $260 3x $250 6x $230 12x $210

Based on supplied camera-ready material. Digital ad files are required.

Column width: 2.1875"
Column depth: 9.5"

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<th>Type</th>
<th>Characters Per Line</th>
<th>Charge</th>
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</thead>
<tbody>
<tr>
<td>9-point</td>
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<td>$32</td>
</tr>
</tbody>
</table>

Contract Rates (no copy change) Discount
12 insertions 5%

Cancellation Policy: Written notice must be received no later than closing date.

Classified Advertising Contact
Send insertion orders, ad materials, proofs and correspondence to:
Aggie Abbinanti
Health Forum Inc.
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
Phone: (800) 621-6902
Fax: (312) 278-0602
Email: aabbinanti@healthforum.com
H&HN Daily and Inside Trustee

*H&HN Daily* extends the conversation with readers. Each daily e-Newsletter contains at least two topics with exclusive insights from high-visibility, recognized industry experts like Joe Flower, John Glaser, Dan Beckham, Emily Friedman, Ian Morrison, David Weber, David Ellis and Sita Ananth; video, podcast and blog coverage from the award-winning *H&HN* editorial team; and links to in-depth background material.

Delivered at the beginning of each month, before readers receive their print edition, *Inside Trustee* e-Newsletter gives readers access to Web-exclusive features on critical health care and governance issues.

**H&HN Daily e-Newsletter Rates (net)**

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<thead>
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<td>12x</td>
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<td>24x</td>
<td>$1,325</td>
</tr>
<tr>
<td>36x</td>
<td>$1,150</td>
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**Inside Trustee e-Newsletter Rates (net)**

<table>
<thead>
<tr>
<th>Unit Size</th>
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<td>$1,500</td>
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<tr>
<td>24x</td>
<td>$1,325</td>
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<tr>
<td>36x</td>
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**HFM Insider**
Delivered at the beginning of each month, before readers receive their print edition, *HFM Insider* gives readers access to Web-exclusive and other features on construction, design, planning, maintenance, infrastructure, codes and standards, technology and environmental services. These reports are authored by top experts in the field and provide insights found only in *HFM*. In addition, *HFM Insider* subscribers get access to in-depth features before the print edition lands. These information-rich articles are highly valued by our core audience of architects, interior designers, engineers, plant operations directors, facilities managers, CFOs and other executive titles, environmental services directors, infection prevention specialists, supply chain directors and more. Each edition of *HFM Insider* connects readers with about a dozen articles created exclusively for our audience by the most respected authorities in the health care design, construction and maintenance fields.

**Frequency:** Monthly  
**Circulation:** 41,000 health facility operations, architecture, construction and environmental services professionals

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<th><strong>HFM Insider Rates</strong> (net)</th>
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* **HFM Insider and HFM News Joint Frequency Discount Option**  
Maximize your advertising exposure and budget by reaching the core HFM e-newsletter readership twice a month with both e-newsletters. Combine your insertions for the lowest rate.

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**HFM News**
Midmonth, before most readers receive their copy of *HFM* in the mail, *HFM* editors send out a value-added newsletter packed with original reporting from *HFM* and links to breaking news and important changes in regulatory codes and standards. These bonus reports serve as a quick-read of topline information for facility managers, engineers, building designers, architects, and others who need to keep abreast of industry issues, changes in regulations and new innovations.

This new monthly newsletter is organized into three sections:

- **Upfront** — original news and trends briefs from *HFM* editors with links to feature story content on the website.
- **Construction Zone** — brief overviews of latest health care construction activity and relevant stories with Web links to information in *HFM*.
- **Regulatory and Compliance Checklist** — short summaries of the latest directives and regulatory updates on codes and standards, infection control and other news of interest to facilities managers, supply chain executives, engineers and environmental services directors. Checklist items have Web links to *HFM* and there will be links to three construction stories not included in the magazine or the *HFM* website.

**Frequency:** Monthly  
**Circulation:** 41,000 health facility operations, architecture, construction and environmental services professionals

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HFM ES News

HFM’s ES News offers original reporting and expert guidance from the profession’s top thought leaders in environmental services and infection prevention. Each edition will include in-depth coverage of topics such as:

• Industry research
• Cleaning and disinfection protocols
• Staff training and education
• Sustainability
• Technology
• Trends in health care

ES directors, infection control specialists, facilities managers and others with a stake in environmental safety are kept up-to-date on the latest trends in health care. In addition, ES News provides readers with access to HFM’s original surveys, multimedia reports, columns and commentaries about the keys to providing patients, visitors and staff with a clean and safe environment.

Frequency: Bimonthly
Circulation: 16,000 environmental services professionals, infection control specialists and facilities managers

HFM ES News Rates (net)

Four 300 x 250 units are available in each addition.

Unit Size: 300 x 250
Per unit: $1,250

Single sponsor exclusivity is available for $6,250 which includes a 300 x 600 skyscraper, a 728 x 90 leaderboard, and exclusive sponsorship mention at the top beneath the ES News branded logo.

E-Newsletter Specifications

File size should not exceed 40k and must be 72 ppi (pixels per inch). Animated ads can contain up to 3 frames and have a 3-loop max. Animated advertisements are not recommended, as certain browsers do not allow viewing of animation in emails. Creative must be GIF or JPEG. Image maps, JavaScript and Flash ads are not accepted. A 100-word max text version of the ad must also be submitted. URLs must include dot and extension; ad tags are not accepted. Working links must be live by test on Monday at 10 a.m.

Deadlines

All material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.
EDITORIAL SPOTLIGHTS – EMAIL

Attach your message to a custom direct email, branded with one of the Health Forum magazine titles, delivering content relevant to your line of business. Health Forum can develop a single-sponsor, custom direct email transmission that can be sent to our total database of senior-level health care executives, or to a preselected target audience, on a date of your choice.

The e-mail would include two ad units: 300 x 250 at the top right margin and a text/logo ad showcased between two headline articles — based on your selected topic — from a previous issue of a Health Forum publication. There is an exclusive sponsorship mention at the top of the page (“H&HN Editorial Spotlight: sponsored by …”).

Editorial Spotlight Rates
- Health Facilities Management Leadership Database (16,200): $4,750 Net
- Hospital and Healthcare Network Leadership Database (47,000): $7,150 Net
- Patient Safety and Quality Leadership Database (19,000): $4,950 Net
- Physician and Clinical Leadership Database (16,000): $4,500 Net
- Marketing (12,000): $3,500 Net
- Total Health Forum Database (91,000): $12,500 Net

Various database combination rates are available. Please contact your sales representative.

Editorial Spotlight Specifications
Client will provide 300 x 250 ad in GIF or JPG format with links, a company logo in EPS format, and 75-word text ad. Graphic ad file size should not exceed 40k and must be 72 ppi (pixels per inch). Image maps, JavaScript and Flash ads are not accepted.

Deadlines
Topic area will be submitted to production at least two weeks in advance of transmission. All creative material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.
DIGITAL EDITION

Options for PRINT DISPLAY Advertisers

Each digital edition of Trustee allows many enhancements to ads that appear in Trustee. Advertisers can add audio and “rich media” characteristics to generate more visibility and marketing sizzle. Below is a list of examples. Pricing is subject to change.

- **Audio**: Overlay sound onto your ad and expand your marketing message beyond the printed text. $800 per ad/per insertion (net)
- **Video**: Add a flash video overlay to your ad and capture reader attention and interest in an entirely new dimension. $1,000 per ad/per insertion (net)
- **Interactive Ad Query**: Overlay a question(s) onto your ad and get immediate, direct feedback from active prospects — an inexpensive way to collect research data on specific issues. $525 per ad/per insertion (net)

**Guidelines**: Native video in WMV or AVI formats (3 minutes or less play time). Best quality: 24 frames per second or higher, 640 x 480 pixels or higher, (no less than 300). Standard players available. Custom player and background can be accommodated (design for background provided in PSD and JPEG formats).
HEALTH FORUM ADVERTISING

Health Forum Media Network Websites
The Health Forum Media Network provides marketers with the opportunity to target the nation’s largest hospital administration and senior management marketplace. With more than 220,000 subscribers to its suite of publications, the Health Forum Media Network can help you reach this audience easily with our various online advertising offerings. These websites have nearly 1.75 million visitors each year. Campaigns are fully customizable.

Hospitals & Health Networks
www.HHNmag.com
The leading publication for senior- and department-level management in hospitals and health systems.

Trustee
www.Trusteemag.com
The only magazine written specifically for trustees and board members of the nation’s hospitals and health systems.

Health Facilities Management
www.HFMMagazine.com
The leading journal for health care facility designers and managers, environmental services and plant operations directors.

Website Banner Advertising
$80 cpm (net)
Advertisers specify which site(s) they would like to purchase. It requires a minimum of 10,000 impressions and must include each of the following ad unit sizes:
- 300 x 250
- 728 x 90 (header & footer)
Health Forum

www.HealthForum.com
www.ahadataviewer.com

The official websites of Health Forum, a subsidiary of the American Hospital Association, provide communications, information, education and research, products and services that advance health leadership.

Education Website

www.healthforum-edu.com

This site highlights the two major educational conferences, Health Forum/AHA Leadership Summit and the Rural Health Care Leadership Conference. It also includes Speakers Express, a health care exclusive speakers’ bureau. Placement on this site helps you reach the C-suite.

Most Wired

www.HHNmostwired.com

Hospital CIOs and other executives frequent the Most Wired site to participate in the Most Wired survey. Those hospitals that achieve the designation of Most Wired are also highlighted on the site.

Website Banner Advertising

Health Forum, Education and Most Wired sites:

Top Banner (728 x 90)
- One-month buy $2,250
- Three-month buy $2,050
- Six-month buy $1,825
- One-year buy $1,640

Medium Rectangle (300 x 250)
- One-month buy $800
- Three-month buy $720
- Six-month buy $650
- One-year buy $580

Bottom Leaderboard (728 x 90)
- One-month buy $1,500
- Three-month buy $1,350
- Six-month buy $1,200
- One-year buy $1,000

Corporate News

Provide our readership with your company’s corporate news by advertising in our Corporate News section, which appears on the home pages of all the Health Forum Media Network publication sites. It includes a logo (max width: 125 pixels per inch) and 15-word text blurb with a link to your site. $1,450/month (net).

Health Forum Web Advertising Specifications

File size should not exceed 40k. All must be 72 ppi (pixels per inch). Animated ads should have a 3-frame max and may loop continuously. We accept creative from most major third-party, ad-serving networks (please inquire). Flash ads must be modified (see SWF document).

Rich Media

We accept Flash, JavaScript, HTML and others (please inquire). Flash ads must be modified (see above) and in version 6 or greater. Flash frame rate must be less than 18 frames per second; frame rate of 12 frames per second is preferred. All expenses related to serving third-party, rich-media ads will be the responsibility of the advertiser.

Deadlines

All material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.
SPONSORSHIPS AND CONFERENCES

Companies targeting the health care market can gain exclusive visibility at national conferences hosted by the American Hospital Association and Health Forum. Not all of the three major AHA conferences offer the same options; however, each provides a unique exposure to hard-to-reach audiences. Underwriters who commit six to eight months before the start of the conference enjoy maximum exposure by being included in all attendee promotional materials.

**Total Promotional Campaign Audience Impressions**
- Rural Health Care Leadership Conference: 1,000,000
- Leadership Summit: 2,818,000

**Rural Health Care Leadership Conference**
www.HealthForum.com/Rural
February 9–12, 2014, Phoenix

The annual Rural Health Care Leadership Conference is a meeting place for top leaders from hospitals and major health care systems with a strong presence in rural communities. Since 1987, this conference has been the core educational event for those who want to learn from top thinkers and practitioners who stimulate thinking and explore the skills and competencies needed to advance their organizations. With an audience of administrators, senior leaders and trustees, this conference is a key event where strategies for accelerating performance and improving the sustainability of small and rural hospitals are explored.

**Advertising:** January issue

www.healthforum.com/Rural for more information.

**Corporate Sponsor Investment Levels**
- Platinum package $21,000
- Gold package $16,500
- Silver package $12,000
- Supporting Underwriter package $7,500

2014 TRUSTEE www.TrusteeMag.com 23
AHA Annual Membership Meeting
www.AHA.org
May 4–7, 2013, Washington, D.C.

The AHA annual membership meeting draws CEOs, board members, and senior executives from the nation’s hospitals and health systems to the AHA’s only membership-wide gathering. The meeting highlights national leaders and insiders discussing the advocacy, regulatory and legislative issues that affect hospitals, patients and communities. It is the nation’s largest assembly of hospital top executives and board members and national, state and metropolitan hospital association leaders.

Exhibit Booth: Not available
Advertising: April issue

Corporate Sponsorships:

General underwriter package $12,000
• Underwriting opportunities offer broad exposure and interaction with senior hospital executives.
• Underwriters are encouraged to participate in all conference sessions and events, enjoy high visibility throughout the conference, and have several opportunities to network with top hospital executives.

Benefits of sponsorship
(based upon commitment level)
• Conference and meeting registrations
• Company name/logo on marketing communication pieces (up to 1,500,000 impressions)
• Company name/logo appears on e-blasts and ads
• Pre- and post-attendee list

Additional opportunities
(e.g., hotel key cards, tote bags, mobile apps) are available and range in price from: $12,500 to $30,000
The annual Leadership Summit draws attendees to an idea-sharing conference for the nation’s hospital and health system senior leaders. Senior health care executives and industry experts come to the largest and most important health care strategy meeting in the country to address the most compelling issues facing hospitals and health systems. They also come to share thoughts and renew dialogues with peers. Exhibitors and corporate underwriters attend the event as full participants. This congenial meeting provides unparalleled access to senior-level hospital executives and has proven to be an exceptional learning forum for understanding the management and operating realities within the health care field. The Summit is the AHA’s premier business development and leadership-focused event, and is the only AHA C-suite event allowing exhibit booths.

Exhibit Booth: 8’ x 10’ booth each $3,900
Adverting: July issue
Discounted offers available for exhibitors and corporate underwriters.

Corporate Sponsor Investment Levels
- Track $30,000
- Keynote $25,000
- General $12,000
- Additional opportunities $8,500 to $30,000 (e.g., hotel key cards, tote bags, conference app) are available and range in price.

Sponsorships
Leadership Summit Conference Guide Display
Advertising Specifications
Follow normal Trustee display ad specifications and ensure materials are marked for conference guide placement. One-sixth page display ads for corporate underwriters and exhibitors may be black-and-white or 4-color process. PMS inks or matched colors are not permitted. One-sixth page ads must be accompanied with payment check.

Ad Close: May 5, 2014
Materials Due: May 8, 2014
Mail ad materials and payments to:
Health Forum, Attn: Aggie Abbinanti
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
(312) 893-6844
Advertisers that need a keynote or content expert speaker on health care issues at their corporate events or retreats are offered a discounted rate on Speakers Express services. Speakers Express staff can create a first-class educational event with their placement and program design service. Speakers are leading thinkers who are highly skilled at delivering inspirational and thought-provoking presentations at corporate staff workshops and management retreats. For more information, visit www.speakers-express.com.

American Hospital Association

Speakers Express

David Parlin
312-422-2749
dparlin@aha.org
Content Marketing

Content marketing helps you connect with your target audience while differentiating you from your competitors.

Health Forum publications offer two content marketing alternatives: Sponsored Content and Original Content. Sponsored content is provided by you and promoted by us in print, online, and through social media channels. Original content is developed by Health Forum’s award-winning senior editors and writers who understand the complex health care marketplace. They are the “trusted source” for health care information.

Partnering with Health Forum gives you a unique opportunity to create multimedia content that reaches your audience online, in print, on YouTube or through other social media.
Health Forum can help to present your success stories to a targeted audience of hospital senior executives actively seeking the latest information on proven products and services in the health care market. With our white paper program, we can put case studies, research and educational resources in front of an incredibly valuable audience and track exactly who is looking at those posted documents. Here’s how it works:

- We post your white paper online.
- Site visitors who are interested in downloading fill out a registration form and the white paper is then made available in PDF format. Leads are provided to the sponsor.
- Additionally, a bimonthly email promoting the white papers (“White Papers Update”, brought to you by Health Forum”) will be transmitted to our opt-in database of 91,000 — again, registration is required for downloading the white paper.
- Up to four additional questions from the sponsor can be included to further qualify the recipient’s purchase authority, etc.
- Your white paper will be promoted through in-house ads (online and in the magazines) and e-newsletters as well as in social media. Monthly advertisements for white papers will appear in H&HN Daily and a white paper link will be on Health Forum websites.

In addition to promoting market leadership, this will provide direct access to our exclusive audience of senior-level hospital executives while generating valuable qualified leads. See white papers currently hosted online at: www.HealthForum.com.

**Pricing**
- $8,250 net for 3 months
- $14,850 net for 6 months
- $26,400 net per year

**White Paper Specifications**

Paper must be submitted as a PDF file and not exceed 3 MB. Client will also provide a company logo in EPS format and a 150-word abstract in Microsoft Word.

**Deadlines**

All material must be submitted to adsale_HF@aha.org at least 5 business days prior to start date.
WEB SEMINARS

The prerecorded presentation consists of an audio stream accompanied by a PowerPoint presentation accessible from the Health Forum website. The sessions are available on the website from at least three months to a full year and are supported by print ads and electronic media (banner ads, email blasts, etc.). Health Forum provides a turnkey package with the necessary promotional support, all required coordination and production, backed by our experience in producing multiplatform programming for the hospital management field.

Basic (On Demand) Package
The basic package is an entirely prerecorded Web seminar with no live component (i.e., no Q&A, polling). The event has a scheduled launch date and is promoted with dedicated email transmissions, Website advertising across the Health Forum Media Network suite of websites, e-newsletters and print advertising. $11,250 net per event.

Underwriting receives:

• Complete list of all registrants for the event, with demographics.
• Complete list of all attendees.
• Event archived online for 6 months.
• Leads turned over to the sponsor.
• CD-ROM recording of the event available for additional fee.

Simu-Live Package
This package includes a simulated live event that affords interaction with the audience via a Q&A session directed by the moderator after the presentation. Additionally, customized reporting is included that ranks the leads based on predefined criteria. $14,750 net per event (frequency discounts apply).

Simu-Live Package Sponsors receive:

• Complete list of all registrants for the event, with demographics.
• Complete list of all attendees.
• Results of any polling questions, with participants’ responses.
• List of questions from the Q&A portion of the Web seminar.
• Event archived online for 12 months.
• Leads turned over to the sponsor.
• Customized reporting.
• CD-ROM recording of event.

TWEETS

If you have original content designed to spur a conversation, we can Tweet it to our Health Forum twitter account which includes many state hospital associations, vendors and hospital executives.
HEALTH FORUM
ORIGINAL CONTENT

Blogs

*H&HN Daily* produces blogs on current health care topics. With more than 600 to select from, these blogs can be sponsored or are available for reuse on your website.

Series

Each year *Hospitals & Health Networks* creates topical series on the most pressing issues in health care. The topics for 2014 are: ‘The Boomer Challenge,’ ‘Patient Engagement’ and ‘New Delivery Models.’ Again, we have specialized sponsorship packages that allow you to use this critical content to start a dialogue with your targeted clients. Series include print, video and online components enabling you to reach clients on YouTube, tablets, phones, etc.

Events

Health Forum has a vast array of speaking resources available. We can help you plan an event for your desired clients and promote accordingly.

Videos

Health Forum produces a minimum of 15 videos per month, the majority of them interviews with industry thought leaders. These videos associate your marketing message with industry leaders and are available for your use on your Website or YouTube channel.

Repurposed articles

Health Forum’s publications, videos, digital magazines, e-Newsletters and websites are unique in the industry. They contain only original content — which is then available for your use either through links or placement on your distribution channels. Because of the wealth of original content created, you can design custom packages that would appeal to your customers. Whether it is reporting from the top conferences or discussing ACOs or environmental design standards, you can be confident that the content is exclusive.
SPONSORSHIP OPPORTUNITIES

Most Wired Survey
An Exclusive Health Care IT Benchmarking and Recognition Program
Since 1999, Hospitals & Health Networks in cooperation with corporate sponsors has surveyed hospitals and health systems to determine how they use information technology. The Most Wired Survey not only recognizes those organizations that demonstrate excellence in IT implementation and innovation, but also serves as an invaluable tool to aid all participating organizations in planning and developing future IT projects.

Major Sponsor
2 years: $135,000/yr
3 years: $120,000/yr

Award Sponsors
2 years: $67,500/yr
3 years: $60,000/yr

Supporting Sponsor
1 year: $35,000/yr

Custom Media Products
Our custom media products help you reach your target audience using a mix of both traditional and new media. We will deliver custom publishing content based on your topic of choice taking advantage of advertorial or sponsored editorial opportunities within our family of magazines and websites. Media options include special inserts, microsites, customized email programs or a compilation of content chosen especially for your audience.
AHA DATA AND LIST RENTALS

Contact information and data collected from AHA’s annual survey of U.S. hospitals and health systems are available for rent. For information, please contact:

Data Sales
155 N. Wacker Drive Suite 400
Chicago IL 60606-1725
866-375-3633
AHAdatainfo@healthforum.com

Mailing List Rentals
Health Forum magazine circulation lists, with the exception of Trustee, are available for rental. (Email circulation lists are not available for any publication.) Please contact Statlistics for more information:

Statlistics, Marge Fernbach
m.fernbach@Statlistics.com
203-778-8700
www.Statlistics.com
Earned Rates

Frequency discounts are earned on the basis of total advertising placed within a 12-month contract period. The earned rate is determined by the number of pages, each page of an ad unit, each side of a full-run insert or each fractional page counted as one page unit.

Agency Commission

15% of gross billing allowed. Agency commission does not apply to accounts paid later than 30 days of invoice date.

Payment of Invoices

Payment terms for e-commerce companies are payment in advance. Payment terms for other companies are net 30. It is understood that the advertiser and the agency are jointly and severally liable for the payment of invoices for advertising published hereunder. Advertising will not be placed if invoices are more than 60 days past due.

Publisher Approval

All advertising is subject to publisher approval. The publisher reserves the right to reject or cancel any advertisement, insertion order or contract at any time. The American Hospital Association and its publications will not endorse advertising in any manner. Use of Trustee-excerpted editorial in advertising copy is subject to approval by the publisher.

Advertising Acceptance

Advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend and hold harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person’s name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter or libelous statement in connection with advertising purchased according to the terms of this rate card.

Copy Regulations

Use of Trustee editorial material in advertising copy must be approved by the publisher and the contributing author. The American Hospital Association will not endorse advertising. Publisher may reject advertising that is not suitable for publication. Advertising that simulates editorial content must carry the word “Advertisement” in 12-point type.

Publisher Liability

Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher. Publisher shall not be liable for errors made in key numbers, or Advertisers’ Index or for costs and damages if for any reason publisher fails to publish an advertisement.

Rate Definition

Rates are based on the number of insertions of one page or fewer used in a 12-month contract period.

Short-Rate

Advertisers will be short-rated if they do not use the amount of space on which their advertising has been billed during their 12-month contract period.

Ad Format and Placement Policy

Advertising is fully interspersed throughout the magazine. Advertising is rotated throughout.

Cancellation Policy

Contracts and orders for insertions are due by the closing date of the issue and cannot be canceled after that date.

Other Conditions

No conditions, printed or otherwise, appearing on contracts, order, or copy instructions that conflict with the provisions of this rate card will be binding on the publisher.
HEALTH FORUM HELPS YOU...
Understand Your Market, Reach Your Market, Influence Your Market, CAPTURE Your Market.

Executive Management Media Products

PUBLICATIONS: H&HN, Trustee and AHA News
WEBSITES: H&HN, Trustee, AHA News, and Health Forum
E-NEWSLETTERS: H&HN Daily and Inside Trustee

CENTRAL WEST
Cheryl Barr
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6843
Fax: 312-278-0686
cbarr@healthforum.com

CENTRAL EAST
Jim Siebert
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6815
Fax: 312-278-0594
jsiebert@healthforum.com

EAST
M.J. Mrvica Associates Inc.
2 West Taunton Avenue
Berlin, NJ 08009-1442
856-768-9360
Fax: 856-753-0064
mjmrvica@mrvica.com

WEST
Janis Mason
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6823
Fax: 312-268-5267
jmason@healthforum.com

Departmental Management Media Products

PUBLICATIONS: Health Facilities Management
WEBSITES: Health Facilities Management, and AHRMM
E-NEWSLETTERS: HFM Insider, HFM News and HFM ES News

CENTRAL EAST
Cheryl Barr
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6843
Fax: 312-278-0686
cbarr@healthforum.com

EAST
M.J. Mrvica Associates Inc.
2 West Taunton Ave.
Berlin, NJ 08009-1442
856-768-9360
Fax: 856-753-0064
mjmrvica@mrvica.com

CENTRAL WEST
Janis Mason
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6823
Fax: 312-268-5267
jmason@healthforum.com

Corporate Underwriting/Sponsorship Products

NATIONAL ACCOUNT EXECUTIVE (EAST)
Mark Colucci
Health Forum
155 North Wacker Drive, 4th Floor
Chicago, IL 60606-1725
312-893-6886
Fax: 312-278-0563
mcolucci@healthforum.com

NATIONAL ACCOUNT EXECUTIVE (WEST)
Lisa Schulte
1062 Dutch Mill Drive
Manchester, MO 63011-3681
636-227-2841
Fax: 636-227-8892
lschulte@healthforum.com

National Leadership

NATIONAL ADVERTISING SALES MANAGER
Jim Siebert
312-893-6815
Fax: 312-278-0594
jsiebert@healthforum.com

EXECUTIVE DIRECTOR, SALES & ACCOUNT MANAGEMENT
Carl Aiello
312-893-6894
caiello@healthforum.com