

2020
MEDIA KIT

Make every
advertising
dollar count

THE SOURCE

ENHANCING PROVIDER PERFORMANCE & CLINICAL INTEGRATION



ABOUT HEALTHTRUST

| COMMITTED MODEL

80%+

Unlike other GPOs, our members have an exclusive relationship to HealthTrust, committing to purchasing at 80% (minimum) of their supply spend—excluding physician preference items and purchased services—through our contract portfolio. This provides suppliers with predictable volumes in exchange for market-leading value.

| MEMBERSHIP

\$45B

HealthTrust members cumulatively spend \$45 billion annually with contracted HealthTrust suppliers like you.

The HealthTrust membership includes the combined purchasing power of the nation's top for-profit and nonprofit healthcare organizations. Five of the largest 10 IDNs are HealthTrust members. In the last five years, 20 leading IDNs have joined our ranks adding \$22B in aligned spend.

Established in 2006, *The Source* connects with members through engaging content, while providing advertising opportunities for suppliers contracted with HealthTrust. *The Source* publication is the most effective way to reach these targeted buyers.

| MEMBERSHIP PROFILE

1,600

HOSPITAL MEMBERS

40,000

NON-ACUTE FACILITY MEMBERS

HealthTrust members and magazine readers include supply chain leaders, C-suite executives, HealthTrust Physician Advisors, pharmacists, pharmacy buyers and clinicians in disciplines such as nursing, medical/surgical services, imaging, food services and laboratory.

Members work in hospitals, ambulatory surgery centers, critical access facilities, non-acute care facilities and corporate office facilities.

| POWERFUL DECISION-MAKERS

19,000+

More than 19,000 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, facilities and infrastructure, food, purchased services and market-based products through contracted suppliers. Additionally, IDNs seek diverse suppliers and sustainable products to support their mission.

Advertise Today

Contact: Jim Beckwith

Tel: 847.361.3821

Fax: 847.564.8197

Email: TheSourceAds@healthtrustsource.com

2019 ANNUAL READERSHIP SURVEY HIGHLIGHTS

HealthTrust is pleased to share the recent results from our annual readership survey. *The Source*, which is

distributed to over 15,000

HealthTrust members each quarter, continues to receive high ratings and positive feedback from readers—and a high level of engagement with advertisements.

THE SOURCE RESONATES WITH KEY DECISION-MAKERS AT HEALTHTRUST MEMBER HEALTHCARE SYSTEMS:

- » Over **50%** of respondents are directly involved in making supply decisions, including supply chain managers, pharmacists, and clinical or service line leaders.
- » **51%** of respondents report sharing the entire publication or articles/ads of interest with others, for a total reach of about 21,866 readers.



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ADS IN THE SOURCE GRAB READERS' ATTENTION:

- » **64%** of the respondents said they scan the advertisements for items of interest.
- » **60%** took action based on an ad they saw in the publication.

ADS IN THE SOURCE AFFECT PURCHASING DECISIONS:

- » **48%** researched a new supplier or product after seeing an ad in *The Source*.
- » **30%** considered changing suppliers or products.

CALENDAR

EDITORIAL CALENDAR:

Q1 2020

- » Infection Prevention
- » Safety
- » Patient Experience

Q2 2020

- » Value-based Care
- » Regulations
- » Physician Engagement

Q3 2020

- Conference Issue:
- » Data & Analytics
 - » Emerging Technology
 - » Emergency Preparedness

Q4 2020

- » Innovation
- » Sustainability
- » Diversity
- » Missions & Outreach



All print advertisers in *The Source* magazine are also included in the digital edition available to members online. Magazine archives are also available online.

Ads are subject to HealthTrust approval, and requested changes must be made. No cancellations will be accepted after an insertion order is received. Covers, TOC, columns and guaranteed positions are noncancelable.

Q1 2020

Ad Space Closing: 12/6/19

Ad Materials Due: 12/10/19

Delivers late-February

Q2 2020

Ad Space Closing: 3/2/20

Ad Materials Due: 3/9/20

Delivers late-May

Q3 2020: HTU

Conference Edition

Ad Space Closing: 5/4/20

Ad Materials Due: 5/11/20

Delivers late-July

Q4 2020

Ad Space Closing: 9/3/20

Ad Materials Due: 9/11/20

Delivers late-November

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AD SIZE	1x	2x	3x	4x
2-Page Spread	\$9,800	\$9,400	\$9,100	\$8,800
Cover 4*	\$6,000	\$5,800	\$5,600	\$5,400
Cover 2 or 3*	\$5,600	\$5,400	\$5,200	\$5,000
Opposite Table of Contents, CEO column & CMO column	\$5,400	\$5,200	\$5,000	\$4,800
Other Guaranteed Positions	\$4,800	\$4,700	\$4,500	\$4,400
Full Page	\$4,400	\$4,300	\$4,100	\$4,000
½ Page	\$2,800	\$2,700	\$2,600	\$2,500

Rates listed above are net rates. Rates are not negotiable. Frequency discounts require upfront commitment. Black-and-white text ad pages (pharmaceutical disclaimer pages, etc.) are priced at 50% of the 2X color rate. *Covers MUST run 4x; no cancellations.

DIGITAL EDITION
Part of your print advertising rate includes a hyperlink to a requested URL in *The Source* downloaded PDF.

CIRCULATION **15,000+**
FREQUENCY **Quarterly**
FEBRUARY, MAY, JULY, NOVEMBER
DISTRIBUTION **Bonus**
DIGITAL & AT THE HTU CONFERENCE & INDUSTRY TRADE SHOWS THROUGHOUT THE YEAR

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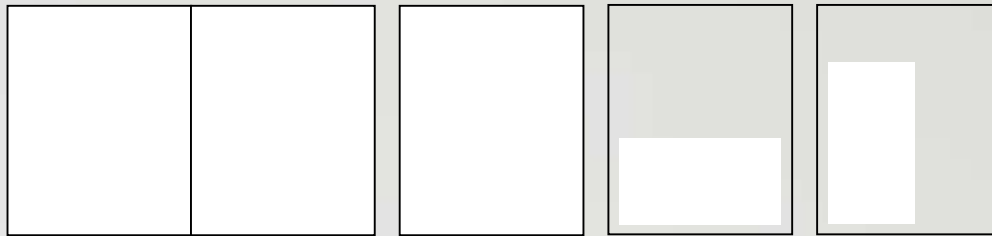


PRINT SPECS

Please submit advertisements for *The Source* according to the following specifications.
All dimensions are in inches.

Magazine Trim Size: 8.375 in. w x 10.875 in. h

Bleed Requirement: 0.125 in. | Safety from Trim: Minimum 0.25 in. | Binding: Perfect bound



2-Page Spread

Full Page

1/2 Horizontal

1/2 Vertical

SUBMITTING AD MATERIALS

Please submit files via email to GLCAdSubmit@glcdelivers.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections.

AD TYPE	BLEED ADS	TRIM	SAFETY	NON-BLEED ADS
2-Page Spread	17 x 11.125	16.75 x 10.875	15.75 x 10.375	
Full Page	8.625 x 11.125	8.375 x 10.875	7.875 x 10.375	
1/2 Horizontal				7.375 x 4.75
1/2 Vertical				4.375 x 7

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PRINT SPECS



ACCEPTABLE FILE FORMAT

- » Please supply a hi-res print-ready PDF/X-1a file.
- » View specifications at swop.org or adobe.com (search on PDF/X compliance).
- » All fonts must be outlined or embedded.
- » All images must be 300 dpi.
- » Crop marks and color bars should be outside of printable area (0.125 offset).
- » Only one ad page per PDF document.

COLOR

- » Color ads must use CMYK process color only. All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.
- » Ink density not to exceed 300%.
- » B&W ads should use black only (not 4-color); images should be grayscale.
- » Black text 12 pt. or smaller should be black only. (C = 0%, M = 0%, Y = 0%, K = 100%)

PROOFS

A COLOR PROOF PRINTED AT 100% WITH REGISTRATION MARKS AND COLOR BARS MUST ACCOMPANY ALL NEW COLOR ADS. For contact color: Kodak approval, FinalProof, Match/Print or other SWOP-certified color proof. View specifications online at swop.org. The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability.

Color match cannot be guaranteed without a high-resolution color proof.

The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

Send all proofs to:

GLC
Attn: Production
9855 Woods Drive, Suite 105
Skokie, IL 60077
Tel: 847-205-3030
GLCAdSubmit@glcdelivers.com

AD SUBMISSIONS

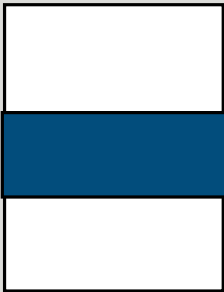
- » Files 10MB or smaller may be emailed to GLC Production at GLCAdSubmit@glcdelivers.com.
- » Files larger than 10MB contact GLC Production at GLCAdSubmit@glcdelivers.com for optional methods of file transfer.

Advertise Today

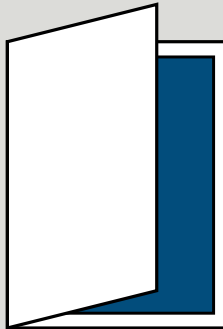
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ENHANCEMENT ADVERTISING OPPORTUNITIES

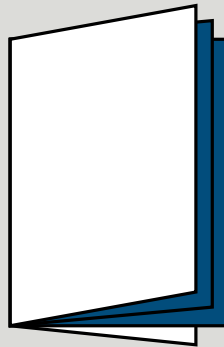
BELLY BAND



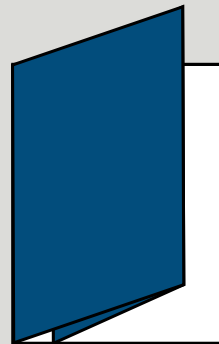
TIP-ON



BIND-IN



GATEFOLD



SPECIAL ADVERTISING SECTION

SOLUTION SOURCE

Designed in a case study format, this sponsored content opportunity highlights contracted clinical products and services in action at member facilities.

CONTACT

TheSourceAds@healthtrustsource.com for rates and specifications.

CONTACT

TheSourceAds@healthtrustsource.com for information on pricing and 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, unless approved otherwise by HealthTrust. Same advertiser frequency is available every other issue. Contact TheSourceAds@healthtrustsource.com for more information.

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ADVERTISING GUIDELINES

GUIDELINES FOR ADS

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 on contract with HealthTrust.**
- » **Suppliers must include the HealthTrust contract number in product or service advertising** (see format in gray box to the right) 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. **“Data on file” is not an appropriate citation.**
- » Suppliers may only use the term “exclusive” or refer to contract status (e.g., 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.
 - › Unless approved otherwise by HealthTrust, 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.

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.

** Not required for supplier awareness or image ads.*

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.



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