

# THE SOURCE<sup>®</sup>

ENHANCING PROVIDER PERFORMANCE & CLINICAL INTEGRATION



## 2023 MEDIA KIT

Make every  
advertising  
dollar count





# 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

# \$51B

HealthTrust members cumulatively spend \$51 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 \$22 billion 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

# 1,500+

U.S. HOSPITAL MEMBERS

# 57,000+

NON-ACUTE MEMBER SITES

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

Email: [TheSourceAds@healthtrustsource.com](mailto:TheSourceAds@healthtrustsource.com)

# 2021 ANNUAL READERSHIP SURVEY HIGHLIGHTS

HealthTrust is pleased to share the 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.

## **The Source receives 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.
- » **49%** of respondents report sharing the entire publication or articles/ads of interest with others, for a total reach of about 22,267 readers.



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### **ADS IN THE SOURCE GRAB READERS' ATTENTION:**

- » **65%** of the respondents said they scan the advertisements for items of interest.
- » **76%** took action based on an ad they saw in the publication.

### **ADS IN THE SOURCE AFFECT PURCHASING DECISIONS:**

- » **52%** researched a new supplier or product after seeing an ad in *The Source*.
- » **34%** considered changing suppliers or products.

# CALENDAR

## EDITORIAL CALENDAR

### Q1 2023

- » Infection Prevention
- » Safety
- » Patient Experience

### Q2 2023

- » Value-based Care
- » Standards & Guidelines
- » Physician Engagement

### Q3 2023

- HTU Conference Edition:
- » Data & Analytics
  - » Emerging Technology
  - » Emergency Preparedness

### Q4 2023

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

Ads are subject to HealthTrust approval, and requested changes must be made. No cancellations will be accepted after an insertion order is received. Premium positions such as covers, TOC, columns and guaranteed positions are noncancelable. Suppliers may only submit ad materials with products and services under contract with HealthTrust at the time the insertion order is signed.

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In 2022, *The Source* publication and website were recognized for creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact with a Gold award from the Healthcare Advertising Awards.

### Q1 2023

Ad Space Closing: 11/7/22

Ad Materials Due: 11/14/22

Delivers mid-February

### Q2 2023

Ad Space Closing: 2/9/23

Ad Materials Due: 2/16/23

Delivers mid-May

### Q3 2023

HTU Conference Edition

Ad Space Closing: 4/7/23

Ad Materials Due: 4/17/23

Delivers mid-July

### Q4 2023

Ad Space Closing: 8/1/23

Ad Materials Due: 8/8/23

Delivers late October



# PRINT RATES

AD SIZE	1x	2x	3x	4x
2-Page Spread	\$9,800	\$9,400	\$9,100	\$8,800
Cover 2 or 4	\$6,600	\$6,300	\$6,100	\$5,900
Other Premiums	\$6,000	\$5,800	\$5,600	\$5,400
Full Page	\$4,500	\$4,400	\$4,200	\$4,000
Half Page	\$3,000	\$2,900	\$2,700	\$2,500

Rates shown are net and not negotiable. Publisher reserves the right to change rates at any time.

Frequency discounts require upfront commitment.

Black-and-white text pages (e.g., pharmaceutical disclaimer pages) are priced at 50% of the 2x rate.

Advertorial placements accepted subject to additional review at a surcharge of 15%. Early deadlines may apply.

## DIGITAL EDITION

Your ad will also be included in a downloadable PDF version of *The Source*, which is prominently featured on the public-facing online content hub. Your print advertising rate includes a live hyperlink to a URL within your ad. Magazine archives are also available online at [healthtrustpg.com/thesource/archives](http://healthtrustpg.com/thesource/archives).



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CIRCULATION

**15,000+**

FREQUENCY

**Quarterly**

FEBRUARY, MAY, JULY, OCTOBER

DISTRIBUTION

FULLY ACCESSIBLE

**Online**

DIGITAL EDITION

**Bonus**

AT THE HTU CONFERENCE  
& SELECT INDUSTRY  
TRADE SHOWS



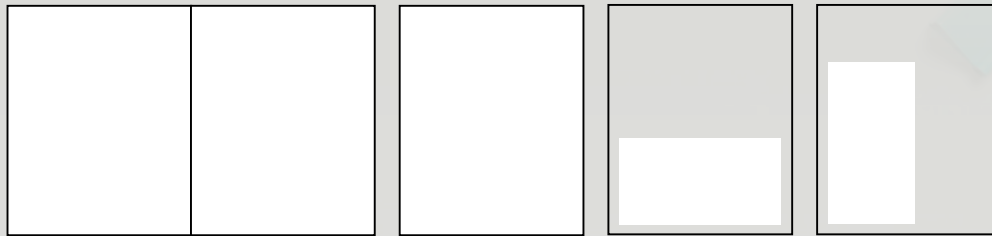
# PRINT SPECS

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: Saddle stitched; Q3 edition is perfect bound



2-Page Spread

Full Page

½ Horizontal

½ Vertical

### SUBMITTING AD MATERIALS

Please submit files via email to [GLCAdSubmit@glcdelivers.com](mailto: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	
½ Horizontal				7.375 x 4.75
½ Vertical				4.375 x 7

### REVIEW PROCESS

Ad materials submitted for publication in *The Source* are subject to a two-phased review process. In Phase One, our production team checks for compliance with our print specifications and basic HealthTrust content requirements. This initial review typically takes place within a few days of submission. When approved, ad materials move to a Phase Two content review by HealthTrust. Several weeks are allotted for this secondary review, so that ample notice can be provided (in writing) of any required changes.

### Required Advertising Content Checklist:

- Does your ad include your HealthTrust contract number in the exact format shown on page 9?
- Are all links included in the ad active, so they can be included in the review process?
- If this is a new product/service on contract\* with HealthTrust: Has the supplier's representative confirmed with HealthTrust personnel the contract for the products/services represented in the ad is in fact active and valid as of the signing of the insertion order? (No "future date/contract to be signed" products can be advertised.)

\*Marketing representatives and/or ad agencies need to confirm contract validity before moving forward with submitting ad creative.

### PLEASE NOTE

Enhancement advertising is offered on a first-come, first-served basis at no more than one enhancement per issue, unless otherwise approved by HealthTrust. Same advertiser non-sequential issue opportunities are available. Contact [TheSourceAds@healthtrustsource.com](mailto:TheSourceAds@healthtrustsource.com) for more information.

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## ACCEPTABLE FILE FORMAT

- » Please supply a hi-res print-ready PDF/X-1a file.
- » View specifications at [swop.org](http://swop.org) or [adobe.com](http://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%.
- » Black-and-white 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](http://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  
9911 Woods Drive  
Skokie, IL 60077  
Tel: 847-205-3030  
[GLCAdSubmit@glcdelivers.com](mailto:GLCAdSubmit@glcdelivers.com)

## AD SUBMISSIONS

- » Files 10MB or smaller may be emailed to GLC Production at [GLCAdSubmit@glcdelivers.com](mailto:GLCAdSubmit@glcdelivers.com).
- » For files larger than 10MB, contact GLC Production at [GLCAdSubmit@glcdelivers.com](mailto:GLCAdSubmit@glcdelivers.com) for other methods of file transfer.

# PRINT SPECS



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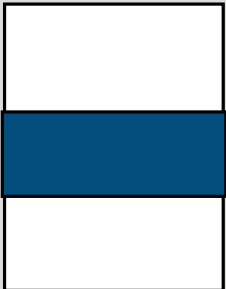
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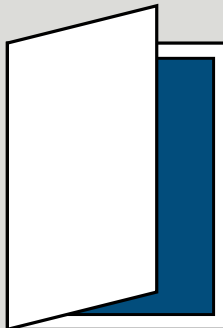
# ENHANCEMENT ADVERTISING OPPORTUNITIES

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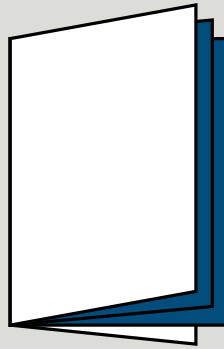
**BELLY BAND**



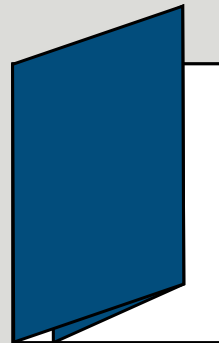
**TIP-ON**



**BIND-IN**



**GATEFOLD**



**SPECIAL ADVERTISING SECTION**

## **SOLUTION SOURCE ADVERTORIAL**

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

Enhancement Advertising Opportunities with *The Source* are tailored to your needs. As such, all are custom quoted, and some may require extended time tables for implementation and approvals. Email [TheSourceAds@healthtrustsource.com](mailto:TheSourceAds@healthtrustsource.com) for details.

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# ADVERTISING GUIDELINES, POLICIES AND DISCLAIMERS

HealthTrust reserves the right, in its sole discretion, to approve and/or refuse any order or ad materials.

- › All suppliers should submit ad materials:
  - › In conformity with all applicable industry, accreditation, commission and/or regulatory standards.
  - › That comply 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 ad materials, as well as those published previously, are subject to quarterly HealthTrust approval pursuant to these guidelines, and **changes requested in writing by HealthTrust must be made**. Explicit instructions and clear deadlines will be provided along with any such requested changes. Additionally, prior to HealthTrust re-running a supplier's previously published ad material, the supplier is responsible for reviewing such previously published ad material to ensure current compliance with these guidelines as well as applicable industry, accreditation, commission and/or regulatory standards outlined in the bullet above. Submitted ad materials will not be altered by HealthTrust, its contractors or agents.
- › **Suppliers may only submit ad materials with products and services currently under contract with HealthTrust. For products in negotiation with HealthTrust, the agreement must be signed at the time of the insertion order, NOT at the time of publication date.**
- › **Ad materials must include the HealthTrust contract number in product or service advertising** (See right for details).
- › Ad materials must refer to the organization as HealthTrust. Do not use HPG or HealthTrust Purchasing Group. Ad content may not refer to “partnerships” with HealthTrust or call out any specific hospital members within the ad’s content or quotes. **The use of any HealthTrust member names, logos and/or quoted staff is reserved for purchased advertorial case studies.**

- › Scientific/clinical **claims must be substantiated by reliable data; and, footnoted references** to research, studies, etc., must appear in small print on the ad material, including, where appropriate, express statements of permission granted by the owner(s) of the cited work. Claims that cannot be substantiated are not permitted. **“Data on file” is not an appropriate citation.** The cited sources must be easily accessible by our members.
- › Ad materials may only include 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.
- › **Ad materials in violation of advertising guidelines after review and revision will not be placed. In this event, suppliers will be invoiced the original advertising rate as indicated on the insertion order.**
- › Outstanding invoices: Ad materials are subject to removal if invoices from a previous edition’s placements are still outstanding.

**Note:** The publication of any ad material 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 ad materials.

**No cancellations will be accepted after an insertion order is received.** Premium positions such as covers, TOC, columns and guaranteed positions are non-cancelable. Unless otherwise scheduled, **contracted suppliers who wish to submit new ad materials must do so by the materials deadline indicated in the media kit or ad will run as published in a previous issue.** All ad materials are subject to acceptance by HealthTrust. All ad materials are accepted and published on the representation that supplier is authorized to publish the entire contents and subject matter thereof. All ad material will be billed the beginning of the second month of the quarter in which the issue mails. A copy of the ad material will accompany the invoice. Each invoice issued by HealthTrust under this IO shall be payable to HealthTrust within sixty (60) days after invoice date.

## REQUIRED CONTRACT # FORMAT:

HealthTrust Contract # \_\_\_\_\_

***Product ad materials\* must have the HealthTrust contract number listed in order to be published. If more than one contracted product is displayed or mentioned, the supplier must list all applicable contract numbers.***

This requirement is for your benefit, so members can easily locate your contracted product on our member online catalog for ordering or more information.

\* Not required for supplier awareness or image ad materials.

The supplier and agency will indemnify and hold HealthTrust harmless from and against any loss or expense arising out of publication of such ad materials, including, without limitation, those resulting from claims or suits from libel, violation of right of privacy, plagiarism, or copyright infringement. HealthTrust shall not be subject to any liability whatsoever for failure to publish or circulate all or any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstance outside the control of HealthTrust. If for any reason acceptable ad material is not run, the liability of HealthTrust is limited to running it in the next available issue. HealthTrust reserves the right to change rates at any time.

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