THE SOURCE®

DISCOVER THE HEALTHTRUST DIFFERENCE

2027 MEDIA KIT

Maximize your member reach



HEALTHTRUST Performance Group®

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ABOUT HEALTHTRUST

THE SOURCE



MEMBER SPEND

$62B

Members of HealthTrust Performance Group cumulatively spend nearly $62 billion annually with contracted HealthTrust suppliers like you.

The HealthTrust membership includes the combined purchasing power of many of the nation's leading for-profit and nonprofit healthcare organizations. *The Source* is the most effective way to reach these targeted buyers throughout the year. The magazine was established in 2006 and publishes content quarterly (in print and online), including a monthly digital newsletter.

Advertising in *The Source* is an exclusive benefit offered only to suppliers contracted with HealthTrust.

Advertise Today

Contact: David Sherman
Tel: 847-309-8670
Email: thesourceads@healthtrustsource.com

COMMITTED MODEL

80%+

Unlike other GPOs, our members commit to an exclusive relationship with HealthTrust, agreeing to purchase a minimum of 80% of their supply spend* through suppliers on contract with HealthTrust.

*excludes physician preference items and purchased services

MEMBERSHIP PROFILE

1,900+

U.S. HOSPITAL MEMBERS

90,000+

NON-ACUTE MEMBER SITES

HealthTrust members and magazine readers include supply chain leaders, C-suite executives, HealthTrust Physician Advisory Group members, 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 offices.

POWERFUL DECISION-MAKERS

16,000

Nearly 16,000 HealthTrust members who approve or recommend products and services for purchase receive digital content from *The Source* each month.

BUYERS WITH DIVERSE NEEDS

Members purchase medical/surgical supplies, pharmaceuticals, medical devices, capital equipment, facilities and construction, food, purchased services and market-based products through contracted suppliers. Additionally, a number of IDNs seek community-based suppliers and sustainable products in support of their missions.

READER SURVEY HIGHLIGHTS

THE SOURCE

HealthTrust is pleased to share the results from our most recent readership survey. *The Source* continues to receive high ratings and positive feedback from members.

Readers are highly engaged with advertisements.

CONTENT RESONATES WITH KEY DECISION-MAKERS AT HEALTHTRUST MEMBER HEALTHCARE SYSTEMS.

- Approx. **50%** of respondents are directly involved in making or influencing purchasing decisions, including supply chain managers, pharmacists and clinical or service line leaders.
- **39%** of respondents report sharing the entire publication or articles/ads of interest with others, for a total reach of nearly 22,000 readers.



ADS GRAB READERS' ATTENTION:

- **63%** of respondents said they scan the advertisements for items of interest.
- **57%** took action based on an ad they saw in *The Source*.

ADS IMPACT PURCHASING DECISIONS:

- **52%** researched a new supplier or product after seeing an ad in *The Source*.
- **27%** considered changing suppliers or products.

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PUBLISHING SCHEDULE

THE SOURCE

Q1 2027

Ad Space Closing:	11/10/26
Ad Materials Due:	11/13/26

Delivers early March

Q2 2027

Ad Space Closing:	1/19/27
Ad Materials Due:	1/22/27

Delivers early May

Q3 2027

HTU Conference Edition

Ad Space Closing:	4/13/27
Ad Materials Due:	4/16/27

Delivers early August

Q4 2027

Ad Space Closing:	8/11/27
Ad Materials Due:	8/16/27

Delivers early December

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.



See the 2027 Editorial Calendar at:

healthtrustpg.com/thesource/advertising/

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2025 APEX Awards for Publication Excellence

HERMES Creative Awards

FINALIST 2025 Folio: Eddie & Ozzie Awards

The Source is an award-winning magazine, recently having earned an APEX award for graphic design and editorial content, as well as an APEX Award of Excellence. The publication was named a finalist in Folio's Eddie & Ozzie Awards and it received a creative award from Hermes.



PRINT RATES

THE SOURCE

AD SIZE	1x	2x	3x	4x
2-Page Spread	$11,340	$10,920	$10,605	$10,290
Cover 2 or 4	$7,560	$7,245	$7,035	$6,825
Other Premiums	$6,930	$6,720	$6,510	$6,300
Full Page	$5,145	$5,040	$4,830	$4,620
Half Page	$3,570	$3,360	$3,045	$2,835

- 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.
- Advertorials accepted for placement are subject to additional review at a surcharge of 15%. Early deadlines may apply.

FREQUENCY

Quarterly

FEBRUARY, MAY, AUGUST, DECEMBER

DISTRIBUTION

Mail
& FULLY ACCESSIBLE
Online
DIGITAL EDITION

Bonus
AT THE HTU CONFERENCE & SELECT INDUSTRY TRADE SHOWS

DIGITAL EDITION

Your ad will also be included in a downloadable PDF version of *The Source*, which is prominently featured within the "Resources" section of HealthTrust's public-facing website. **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.





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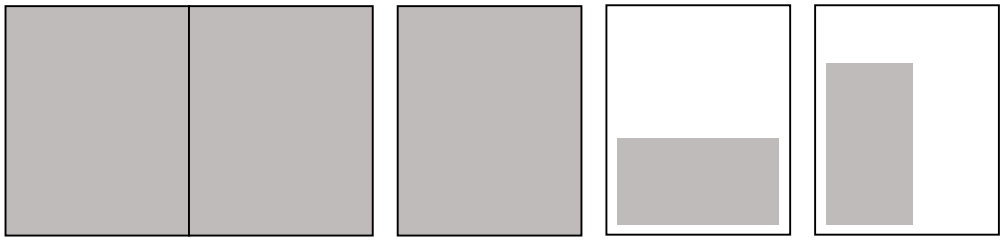
PRINT SPECS

THE SOURCE

Please submit advertisements for *The Source* according to the specifications outlined below.
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 stitch (Q1, Q2, Q4); Perfect (Q3)



2-Page Spread | Full Page | ½ Horizontal | ½ Vertical

Please submit files via email to **adsubmit@unlockhealthnow.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

Required Advertising Content Checklist:

- ☐ **Does your ad include your HealthTrust contract number in the exact format shown on page 10?**
- ☐ **Are links/QR codes 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 Sourcing 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.)**
- ☐ **Have marketing representatives and/or ad agencies confirmed contract validity with their client BEFORE moving forward with submitting ad creative?**

Review Process

Ad materials submitted for publication in *The Source* are subject to a two-phase review process, even with pick-up ads.

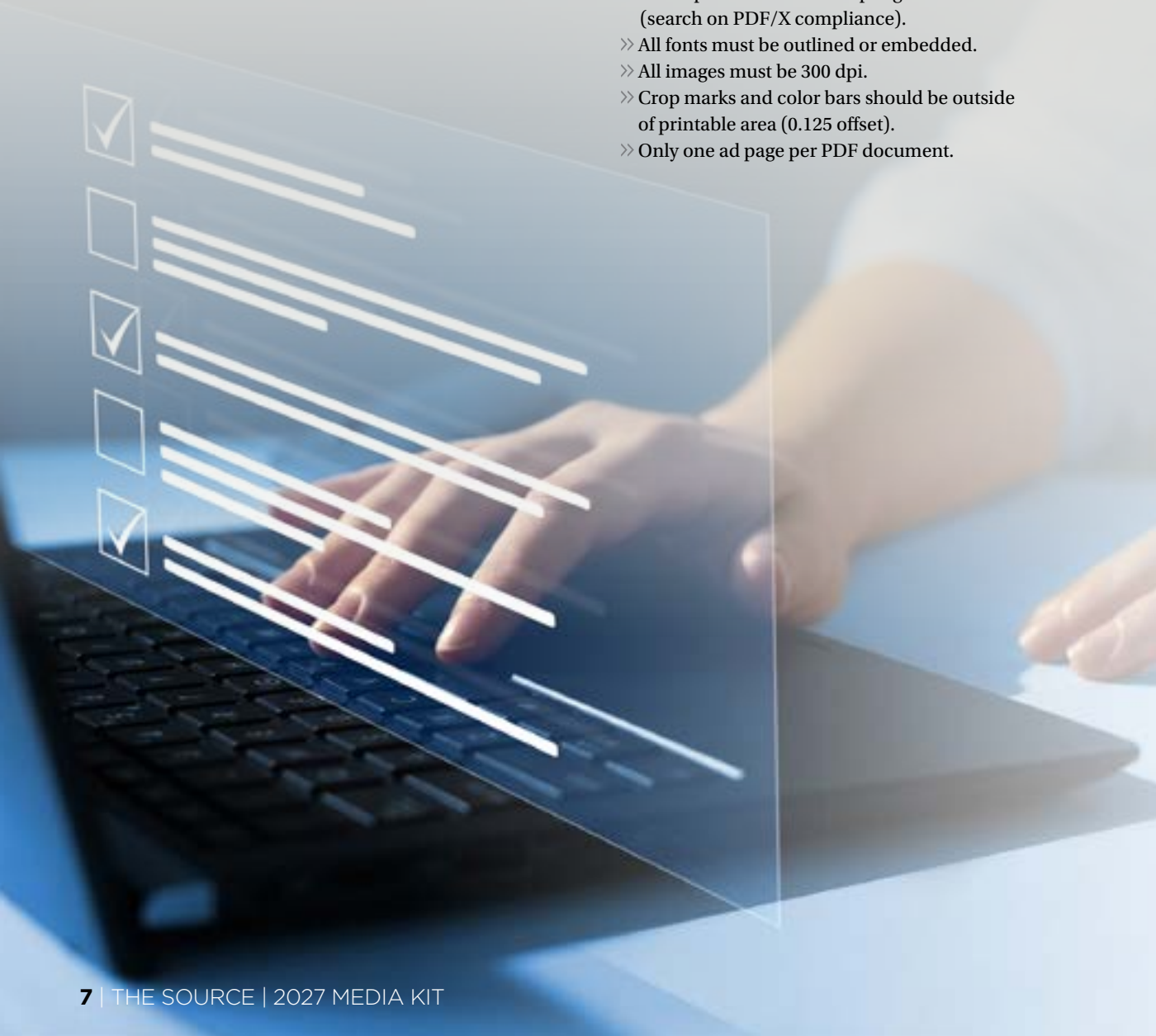
- **Phase One: Production team checks for compliance with print specifications and basic HealthTrust content requirements. This initial review typically takes place within a few days of submission.**
- **Phase Two: Approved ad materials are reviewed by the HealthTrust Strategic Sourcing team. Several weeks are allotted for this secondary review, so that ample notice can be provided (via email) of any required changes.**

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PRINT SPECS

THE SOURCE



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%.
- 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%)

QR CODES

- **Color:** Any QR code appearing in a print advertisement is **required to be composed of one color: black** (100% K). For the best QR code scanning results and to avoid registration issues on press, no multi-color, no RGB color format, no spot colors and no gradients will be accepted.
- **Size:** To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75 inches wide by 0.75 inches long.
- **Disclaimer:** Any unusual, branded, customized or multi-color QR codes could ultimately lead to an unscannable QR code in the printed magazine. Publisher accepts no responsibility for QR codes that malfunction as a result of press errors.

AD SUBMISSIONS

- Files 10MB or smaller may be emailed to Unlock at **adsubmit@unlockhealthnow.com**.
- For files larger than 10MB, contact Unlock at **adsubmit@unlockhealthnow.com** for other methods of file transfer.

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DIGITAL RATES & SPECS

The Source e-newsletter is distributed monthly. There are five available slots in each edition, with two different size options.

Terms:
Minimum 3-month commitment

Newsletters are distributed mid month.

	Ad Close	Ad Materials Due
Q1	12/9/26	2/16/26
Q2	3/4/27	3/9/27
Q3	6/2/27	6/8/27
Q4	9/2/27	9/9/27

AD	Size	Quarterly Cost
Banner	468 x 60	$4,725
Billboard	250 x 250	$2,520

CIRCULATION
16,000+

DISTRIBUTION
MONTHLY



ACCEPTABLE FILE FORMAT

All web images must be 72 dpi
File types: jpg, png, gif
Color format: RGB or indexed
Click tags OK
Maximum file size 900 kb
Must include one click-through URL
Must include one HealthTrust Contract #

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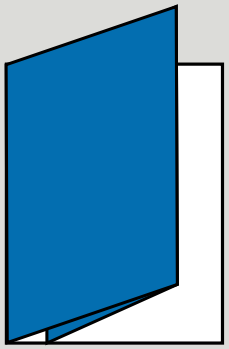
Contact: David Sherman
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ENHANCEMENT ADVERTISING

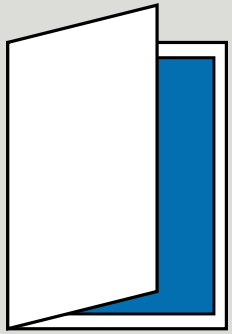
THE SOURCE

Enhancement Advertising opportunities with *The Source* are tailored to your needs. Each is custom quoted, and some may require extended timelines for implementation and approvals. Email **thesourceads@healthtrustsource.com** for details.

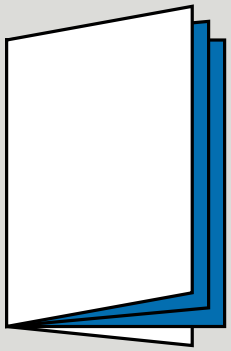
GATEFOLD



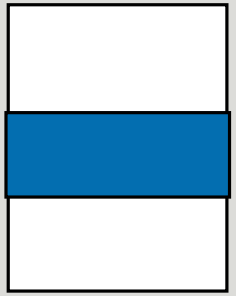
TIP-ON



BIND-IN



BELLY BAND



SPECIAL SECTION

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



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 nonsequential issue opportunities are available. Contact **thesourceads@healthtrustsource.com** *for more information.*

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ADVERTISING GUIDELINES, POLICIES & 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.

- All ad materials, including 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. Approved 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.**
- **Ad materials must include the HealthTrust contract number(s).** (See wording at right for details.)
- Ad materials must refer to the organization as HealthTrust or HealthTrust Performance Group. Do not use HealthTrust Purchasing Group. Ad content may not refer to "partners" or "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 advertorials**. (See Enhancement Opportunities on previous page or contact us for details.)

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- 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.
- Ad content may not refer to competitors by name.
- 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: New ad materials are subject to rejection if invoices from previous published 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 the supplier is authorized to publish the entire contents and subject matter thereof. All ad material will be billed at 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 thirty (30) days after invoice date. Outstanding balances must be paid before new ads can be published.**

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.

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 within our online catalog for ordering or more information.

REQUIRED FORMAT FOR CONTRACT #s:

HealthTrust Contract #1111 or, for multiple contracts: HealthTrust Contracts #1111, #2222, #3333

HealthTrust's Insertion Order (IO) is the binding contract related to advertising in *The Source*. HealthTrust will not sign additional contracts, purchase orders, invoices, etc., initiated by suppliers and/or their advertising agencies.