



# 2019 Media Kit

Your Comprehensive Guide to Advertising Opportunities  
With the Texas Hospital Association



# Texas Hospitals Overview

## Advertising Contacts

For sales inquiries, contact:

### Tracey White

Advertising Sales  
Texas Hospital Association  
512-515-9035

[advertising@tha.org](mailto:advertising@tha.org)

For all other inquiries, contact:

### Jessica Hoeftling

Manager, Corporate Relations  
Texas Hospital Association Foundation  
512/465-1020

[jhoeftling@tha.org](mailto:jhoeftling@tha.org)

For contracts, go to [www.tha.org/advertising](http://www.tha.org/advertising)

## Artwork Contact

For questions on ad specifications  
or artwork requirements, contact:

### Cynthia Morales

Manager, Creative Services  
Texas Hospital Association  
512/465-1528

[cmorales@tha.org](mailto:cmorales@tha.org)

## Editorial Contact

For information on editorial content in any  
of the THA family of companies publications,  
contact:

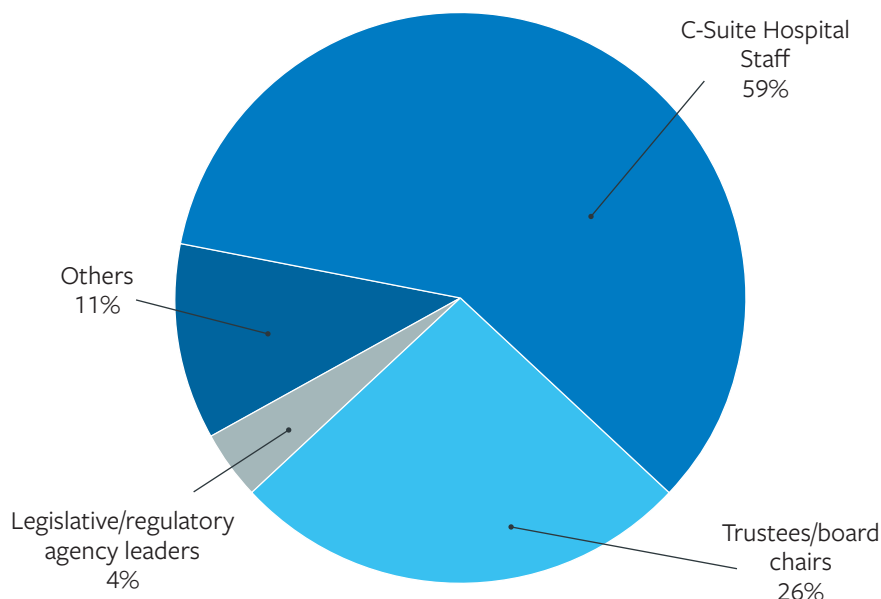
### Anna Charnitski

Manager, Communications Content  
Texas Hospital Association  
512/465-1543

[acharnitski@tha.org](mailto:acharnitski@tha.org)

## Texas Hospitals Reader Profile

Participants by Title



Source: Texas Hospitals Reader Profile as of Oct. 2018

## Texas Hospitals Reader Profile

### C-Suite Hospital Staff

CEOs of hospitals/health systems.....	420
Chief nursing officers.....	412
Chief financial officers.....	338
Chief operating officers.....	191
Chief information officers.....	223
Chief quality officers.....	349
Other officers.....	3,058
Trustees/Board Chairs.....	2,192
Legislative/regulatory agency leaders.....	288
Others.....	956

Total circulation: **8,427**

## 2019 Editorial Calendar

Issue Date	Featured Editorial	Key Dates
<b>January/ February</b>	<b>Main Feature:</b> To be announced  <b>Secondary Feature:</b> To be announced	<b>Ad Space Deadline:</b> <b>Dec. 28</b>
<b>March/ April</b>	<b>Main Feature:</b> To be announced  <b>Secondary Feature:</b> THA Annual Award Winners	<b>Ad Space Deadline:</b> <b>Mar. 1</b>
<b>May/ June</b>	<b>Main Feature:</b> To be announced  <b>Secondary Feature:</b> To be announced	<b>Ad Space Deadline:</b> <b>May 1</b>
<b>July/ August</b>	<b>Main Feature:</b> To be announced  <b>Secondary Feature:</b> To be announced	<b>Ad Space Deadline:</b> <b>July 1</b>
<b>September/ October</b>	<b>Main Feature:</b> To be announced  <b>Secondary Feature:</b> To be announced	<b>Ad Space Deadline:</b> <b>Sept. 1</b>
<b>November/ December</b>	<b>Main Feature:</b> To be announced  <b>Secondary Feature:</b> THA Board Chair Profile	<b>Ad Space Deadline:</b> <b>Nov. 1</b>

**\*AD ARTWORK DEADLINES ARE FIRM.  
ALL ADS ARE DUE 5 DAYS AFTER AD DEADLINE.**

# Advertising Rates and Ad Specifications

Rates are per issue. Recognized advertising agencies may receive a 15 percent commission on display ad space or special placement.

Ad Rates and Specifications				
Placement	1 Issue	3 Issues (per issue)	6 Issues (per issue)	Ad Specifications
Corporate Profile	\$2,549	\$2,036	\$1,730	7.25" x 9.75" (no bleed)
Full Page	\$2,430	\$1,940	\$1,649	7.25" x 9.75" (no bleed)
½ Page	\$1,215	\$972	\$824	7.25" x 4.75" (no bleed)
¼ page	\$615	\$497	\$424	3.5" x 4.75" (no bleed)
Back Cover	\$2,995	\$2,405	\$1,995	7.25" x 4.75" (no bleed)
Inside Covers	\$2,549	\$2,036	\$1,730	7.25" x 9.75" (no bleed)

## Advertisement Requirements

- Submit camera-ready artwork in a high-resolution, **press-quality PDF** format (CMYK) with fonts embedded.
- All PMS colors must be pro-matched – CMYK.
- A PDF file may be sent via email to [artwork@tha.org](mailto:artwork@tha.org). In the email **subject line**, please specify name of publication and month in which the ad is to appear (**e.g., Texas Hospitals - Jan/Feb**).
- **A Corporate Profile** is an article similar to a marketing case study where your company can show off the great work it has done. Articles will be laid out as a one-page spread. Word count should be 500-700 words. Corporate profiles must be submitted as word documents. Advertisers must provide any images to be used in corporate profiles (high quality 300 dpi).
- Please keep in mind that the final trim size of the publication is 8.5" x 11".

### Questions about artwork:

Please contact **Cynthia Morales**, Creative Manager, at 512/465-1528 or [cmorales@tha.org](mailto:cmorales@tha.org). **Please do not submit artwork to this email address.**

### Artwork Submissions:

Send to [artwork@tha.org](mailto:artwork@tha.org)

## The CME you want. 24/7.



**PHYSICIANS.** Get free CME on the go with Texas Health Steps Online Provider Education. All courses can be accessed 24/7 from your computer or mobile device. Choose from a wide range of topics with direct relevance to your practice, including many courses with ethics credit.

**Learn more at [txhealthsteps.com](http://txhealthsteps.com).**

**TEXAS Health and Human Services** | **Texas Health Steps**

**FEATURED COURSES**

**TEEN CONSENT AND CONFIDENTIALITY**  
Learn about legal requirements and best practices for providing health services to adolescents.

**PHYSICIAN CME**  
Accredited by the Texas Medical Board of Pharmacy Education UPHSCA Designated Continuing Education for Physicians

**ACADIAN PROUD & STRONG TEXAS**  
Acadian Ambulance Service is proud to provide emergency and non-emergency care to **MILLIONS OF TEXANS**



**800.259.1111** | [Acadian.com/Texas](https://www.acadian.com/Texas)

**Nationally Accredited/Employee Owned**

### ADVERTISER INFORMATION ☐ BILLING CONTACT (check if Advertiser receives invoice)

\*Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Contact Phone: (\_\_\_\_) \_\_\_\_\_  
City/ST/Zip: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Main Phone/Fax: (\_\_\_\_) \_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_ \*Website: [www.](http://www.) \_\_\_\_\_  
List information **EXACTLY** as you wish it to appear in the magazine's advertising index.

### AGENCY INFORMATION ☐ BILLING CONTACT (check if Agency receives invoice)

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ City/ST/Zip: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### RATE

☐ Check here for guaranteed page placement (other than covers) for an additional 15%.

Guaranteed page placement page #: \_\_\_\_\_

# of Insertions: \_\_\_\_\_

Total per issue: \$ \_\_\_\_\_

Add 15% if guaranteed page number: \_\_\_\_\_

Discount: \_\_\_\_\_

Contract Total: \_\_\_\_\_

AD SIZES		RATES		
Final trim size of the publication is 8.5" x 11"		1 time	3 times	6 times
<input type="checkbox"/> Corporate Profile	7.25"w 9.75"h	\$2,549	\$2,036	\$1,730
<input type="checkbox"/> Full Page	7.25"w 9.75"h	\$2,430	\$1,940	\$1,649
<input type="checkbox"/> 1/2 Page Horizontal	7.25"w x 4.75"h	\$1,215	\$ 972	\$ 824
<input type="checkbox"/> 1/4 Page Vertical	3.5"w x 4.75"h	\$ 615	\$ 497	\$ 424
<input type="checkbox"/> Back Cover	7.25"w x 9.75"h (Set with bleed. Add .25")	\$2,995	\$2,405	\$1,995
<input type="checkbox"/> Inside Covers	7.25"w x 9.75"h (Set with bleed. Add .25")	\$2,549	\$2,036	\$1,730

### ALL ADS ARE FOUR COLOR - CMYK

#### ARTWORK:

☐ Pick up artwork from (indicate mo/yr): \_\_\_\_\_ issue.

☐ Artwork materials are enclosed.

☐ Artwork materials to be delivered by deadline date.

All PMS colors must be pro-matched. final trim size of the magazine is 8.5" x 11".

**SUBMIT ARTWORK:** Send a print-quality PDF file to [artwork@tha.org](mailto:artwork@tha.org). In the subject line specify month/publication (i.e March/April Texas Hospitals).

### INSERTION FREQUENCY

☐ 1 time

☐ 3 times

☐ 6 times

#### INSERTION DATES (check all that apply)

Issue	2019
<input type="checkbox"/> Jan/Feb.	<input type="checkbox"/>
<input type="checkbox"/> March/April	<input type="checkbox"/>
<input type="checkbox"/> May/June	<input type="checkbox"/>
<input type="checkbox"/> July/Aug.	<input type="checkbox"/>
<input type="checkbox"/> Sept./Oct.	<input type="checkbox"/>
<input type="checkbox"/> Nov./Dec.	<input type="checkbox"/>

#### DEADLINE DATES

Issue	Ad Space Deadline	Artwork Deadline
Jan/Feb.	Dec. 28	Jan. 2
March/April	March 1	March 6
May/June	May 1	May 6
July/Aug.	July 1	July 6
Sept./Oct.	Sept. 1	Sept. 6
Nov./Dec.	Nov. 1	Nov. 6

Execution of this Advertising Contract/Insertion Order signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 2).

The Texas Hospital Association will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. If you would prefer to pay by credit card, you will incur a service charge of an additional 6%.

☐ Please check here if you would like to be invoiced for credit card payment with the additional 6% service charge.

Authorized Signature: \_\_\_\_\_

### TEXAS HOSPITAL ASSOCIATION REPRESENTATIVE

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_ **Please remit both pages to [advertising@tha.org](mailto:advertising@tha.org) or fax to 512-853-4564.**

## Terms and Conditions for Texas Hospital Association Advertising Contract/Insertion Order

1. All advertisements, advertorials, and advertising materials and articles (hereinafter referred to as "advertisements") shall be considered for publication by the Texas Hospital Association (Publisher) upon the representation that the Advertiser or Agency is authorized to publish the entire contents and subject matter thereof. All advertisements shall be clearly and prominently identified by trademark or signature of the Advertiser. The words "paid advertisement" shall be printed at the top of any advertisements that, in the opinion of the Publisher, may be confused with editorial pages. Acceptance of advertisement for publication does not imply endorsement by the Publisher, its publications or the Texas Hospital Association or any subsidiary in any way, except when indicated by the Publisher. **The Publisher reserves the right to refuse any advertisement that conflicts with the Publisher's public policies or applicable law. Fees collected prior to such refusal shall be returned to the Advertiser or Agency within forty-five (45) days.**

If an advertisement must be altered or modified for any reason, Publisher may bill Advertiser or Agency for graphic design services at a rate not to exceed one hundred dollars (\$100) per hour. Advertisements will not be altered or modified without prior approval of Advertiser or Agency.
2. The Publisher is not responsible for errors contained within copy that the Advertiser or its Agency supplies. The Advertiser or Agency shall supply copy and artwork at such time as shall meet the preparation schedule of the Publisher. If the Advertiser or Agency fails to provide advertising material by the deadline, the Publisher will, at its discretion, either publish the Advertiser's previous advertisement or publish nothing and bill the Advertiser or Agency for the space. If the Advertiser or Agency provides copy or art work that is considered unacceptable by the Publisher, the Advertiser or Agency will be given five (5) business days to provide acceptable copy or artwork. If the Advertiser or Agency fails to submit acceptable copy or artwork within this specified time frame, the Publisher will, at its discretion, either publish the Advertiser's previous advertisement or postpone the advertisement to a later issue provided that revised copy or artwork acceptable to the Publisher is submitted. The Publisher reserves the right to terminate this agreement if acceptable copy or artwork is not provided by the Advertiser or Agency. Advertisement materials will be destroyed by the Publisher one year after the last insertion if disposition instructions are not furnished by the Advertiser or Agency.
3. The Publisher shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God or any other circumstances beyond the reasonable control of the Publisher. This agreement cannot be invalidated by the Advertiser or Agency for wrongful insertion or omission by the Publisher. The Publisher agrees to credit the Advertiser or Agency for all such omissions and improper insertions. The Publisher's liability for any and all errors will not exceed the cost of the space paid for by the Advertiser or Agency.
4. In consideration of the Publisher's acceptance of any advertisements for publication, the Advertiser or Agency shall jointly and severally indemnify and save the Publisher harmless from and against any loss or expense, including, without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
5. Payment, based upon the current rate card in effect, shall be made within thirty (30) days of invoice date. **First-time advertisers or agencies are required to send payment with artwork for the first insertion.** The Advertiser or Agency placing the advertisement with the Publisher shall be jointly and severally liable for payment under this contract.

The Advertiser or Agency shall designate a party to receive Publisher's invoice. In the event payment is not made when due, Publisher may terminate the contract. If Advertiser or Agency contracts for a multiple insertion, but does not fulfill the entire contract, Publisher reserves the right to invoice the Advertiser or Agency at the single-insertion rate for any advertisements published. Should Publisher continue to publish the advertisement for the term of the contract, the Advertiser or Agency agrees to pay late charges and interest as permitted by law, as well as the Publisher's expenses of collection and/or attorney's fees; said fee and collection costs not to exceed twenty five (25) percent of the amount due hereunder. If an Agency fails to respond to a notice for payment, the Advertiser shall be responsible for the invoice and any associated collection costs. Returned checks will incur a twenty-five dollar (\$25) fee. Production charges for changes to the advertisement made by the Publisher at the request of the Advertiser or Agency will be billed at the rate of one hundred dollars (\$100) per hour, with a minimum charge of fifty dollars (\$50). Account must be current on payments for advertisements to appear in subsequent issues.
6. Adequate notice will be given of any rate changes. The Advertiser or Agency is protected at contracted rates for the duration of current contract.
7. The Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the terms and conditions set forth here. No waiver or modification to the foregoing shall be binding on the Publisher unless agreed to in writing.
8. The Advertiser or Agency will be presumed to have read the entire Advertising Contract/Insertion Order and be in agreement with all terms and conditions. Such agreement is indicated by the Advertiser's or Agency's signature on orders placing advertisements with Publisher. This agreement becomes binding when this Advertising Contract/Insertion Order is accepted in writing by the Publisher in writing. This agreement shall be construed under and in accordance with the laws of the State of Texas, and all obligations of the parties created under this Advertising Contract/Insertion Order shall be performable in Travis County, Texas.

**Please remit both pages to:**

**Email:** advertising@tha.org

**Fax:** 512-853-4564

✓ **Please initial here \_\_\_\_\_, and return**