



# Texas Healthcare Trustees

THA Family of Companies

# 2019 Media Kit

# Your Comprehensive Guide to Advertising Opportunities With Texas Healthcare Trustees

# Trustee Bulletin

FALL 2018

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## Preserving the Distinction Between Management and Governance

### Clarifying accountabilities is essential for high performance

By Stephen L. Mansfield, Ph.D., FACHE

One of the most difficult aspects of effective governance is understanding the distinction between the roles of management and the board, and how that demarcation varies among different organizations. After three decades of working for boards and serving on many myself, I have learned that clarifying these roles is imperative to well-functioning organizations and their boards. Fundamentally, the distinction answers the questions: How do boards excel at governing without stepping into management? And how do CEOs ensure that boards have what they need from management in order to govern effectively?

#### Board Culture

Knowing how to govern well differs in many respects from knowing how to lead or manage an organization capable and is perhaps more art than science. Formal education and training, as well as daily practice, equips organizational managers and leaders for their roles. However, best-practice governance principles are perhaps less well studied and applied; and most of us who serve on boards evolve our governance skill sets over time through participation in periodic board and committee meetings.

CONTINUED ON NEXT PAGE →

## Bulletin

SUMMER 2018



### Is Your Hospital Struggling with Board Recruitment for Emergencies?

popular spot for travelers on their way to Big Bend National Park Service recommends for its "splendid isolation." The rural town sits just north of the park, more than two hours from the closest Walmart. Many flock to the region. But for the local hospital, it can be a challenge to find qualified candidates to fill open board seats.

operated emergency medical service that responds to local 911 with a number of other responsibilities that come with small-town living. The challenge is to sustain ground transportation services for the level of care than what the Alpine hospital can provide, such as premature newborn care.

CEO and chief financial officer at Alpine's 25-bed Big Bend Regional Medical Center. "We've had instances in which we've literally thought about putting people in the back of a pickup truck and driving them to El Paso."

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## Bulletin

SPRING 2018



### How to Document Your Board's Values

know them or not. Some organizations add a list of values to their mission statements. The three statements make up the core of the organization's culture.

by listening to board discussions for a few minutes. It may be surprising to me.

familiar with them. They should be able to recite them.

the values have not been documented, consider writing them down.

what values they most respect when it comes to governance. They are likely to throw out concepts such as "timely" and "transparency." Make a list on a flip chart or pad of all the values they suggest. The intent is not to reach consensus but to build the list and understanding. Let the ideas flow — it will be revealing. In a meeting with the Leadership Academy at the Georgia Realtors, the presidents and others made a list of more than a dozen desired values for directors.

CONTINUED ON NEXT PAGE →

Texas Healthcare Trustees is a statewide association whose members are Texas hospitals and health systems and the 3,000 board members who govern those organizations. As an organization we work to provide top-tier education, resources and leadership development opportunities to trustees.

# Trustee Bulletin

## Readership Facts

- The Trustee Bulletin is mailed out twice a year to over 3,100 people
- The readership profile includes:  
Chief Executive Officers  
Chief Governance Officers  
Trustees

## Fast Facts: Top Trustee Issues

- Physician issues
- Finance and reimbursement
- Sustainable funding
- Quality and patient safety
- Strategic planning
- Community engagement

## Advertising Contacts

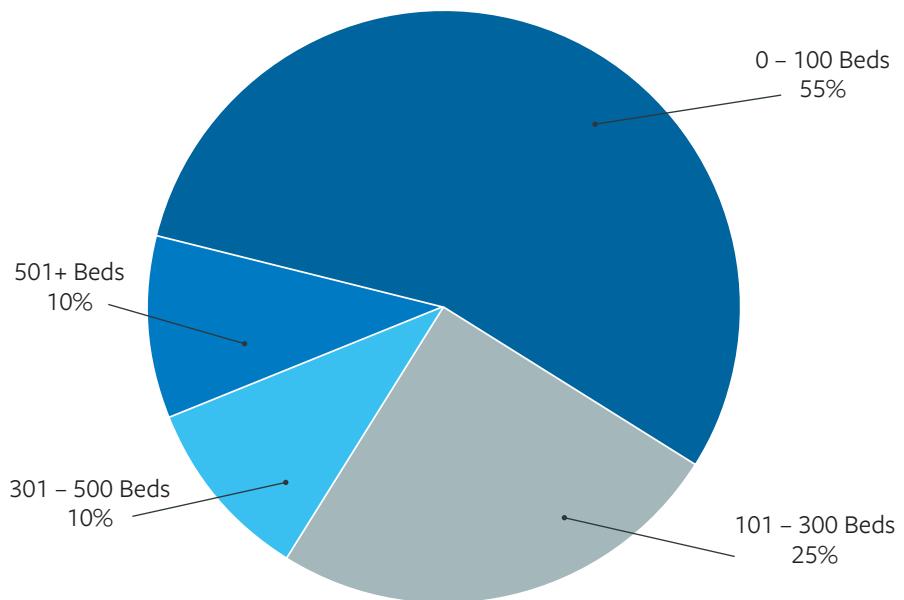
For sales inquiries, contact:

**Tracey White**  
Advertising Sales  
512/515-9035  
[advertising@tha.org](mailto:advertising@tha.org)

For all other inquiries, contact:

**Jessica Hoefling**  
Manager, Corporate Relations  
Texas Hospital Association Foundation  
512/465-1020  
[jhoefling@tha.org](mailto:jhoefling@tha.org)

## Reader Profile by Hospital Bed Size



Source: THT Membership Profile as of October 2018

## Reader Profile

Bed Size	# of Hospitals
0 - 100 Beds.....	359
101 - 300 Beds.....	161
301 - 500 Beds.....	64
501+ Beds.....	64

## Four-Color Rates

Prices are per issue. Recognized advertising agencies will receive a 15 percent commission on a one-time insertion.

Placement	1 Issue	2 Issues (per issue)	Ad Specifications
Outside Back Cover	\$900	\$810	7.25" x 5.25" (no bleed)
Full Page, Non-bleed	\$800	\$720	7.25" x 9.75" (no bleed)
½ Page Horizontal	\$450	\$405	7.25" x 4.75" (no bleed)

### Ad Requirements

All ad sizes are non-bleed

Submit ad in PDF format (CMYK)

Final publication trim size is 8.5" x 11"

All PMS colors must be pro-matched.

Key Dates	Deadlines
Winter 2019	<b>Ad Space and Artwork Deadline: Dec. 15</b>
Summer 2019	<b>Ad Space and Artwork Deadline: May 1</b>

# Governance2Go enewsletter and Web Advertising



Governance2Go, distributed monthly, is the official leadership e-publication from the Texas Healthcare Trustees that tackles today's most relevant issues, gathered from sources like The Associated Press, Harvard Business Review, The New York Times, and other industry publications. Delivered to the inboxes of over 2,800 health leading care trustees, executives and administrators, Governance2Go keeps professionals informed of topics that impact their organizations.

Rates listed are for monthly issues of Governance2Go of your choice. Additionally, for each issue of Governance2Go you advertise in, you also will receive a half skyscraper advertisement 160 x 300 on the THT website that will stay in place for the duration of that newsletter (**1 month placement per issue**).

## Advertising Rates

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

Ad dimension	File Format	Size	Cost (per issue)
728x90	GIF, JPG	40k	\$1,240
580x70	GIF, JPG	40k	\$1,120
468x60	GIF, JPG	40k	\$1,000

## Special Sponsor Opportunity

**Webinar series** - THT is offering a special opportunity for a company-sponsored series of three pre-recorded 30-45 minute webinars each quarter. Webinars will be focused on the latest hot button issues in hospital governance. Each series is pre-recorded a month in advance, with logo recognition and introduction to each webinar speaker. Distribution will be to THT's membership of over 3,000 Trustees and CEO's.

\$4,000  
Includes three pre-recorded 30-45 minute webinars and one Thought Leadership Series whitepaper.

# THT Governance Thought Leadership Series (Sponsored Whitepaper)

Texas board members regularly look to Texas Healthcare Trustees as a thought leader and go-to source for governance, leadership and high-level health care education and resources. To increase the resources available to Texas board members, THT seeks industry leaders to partner with us to deliver relevant, high-quality articles and/or white papers on governance best practices in selected topics.

THT staff will work with industry partners to recommend and determine relevant content and resources for each issue based on topics. This is a monthly, THT-branded publication that THT will directly email to over 2,800 of our members, who are hospital/health system board members, CEOs and administrative support professionals.

## Submission Requirements

- Submissions should provide a high-level summary or overview of health care trends or governance best practices. Resources should not be written on a technical topic or detailed issue. Resources should be written in the same manner as one would present to a governing board.
- All submissions should be between 750-2000 words.
- Content must be submitted as a Word document(s).
- Any graphs, charts or images may be modified by Texas Healthcare Trustees to fit THT branding standards.
- THT may edit copy and lay out the content in accordance with THT's style guide.

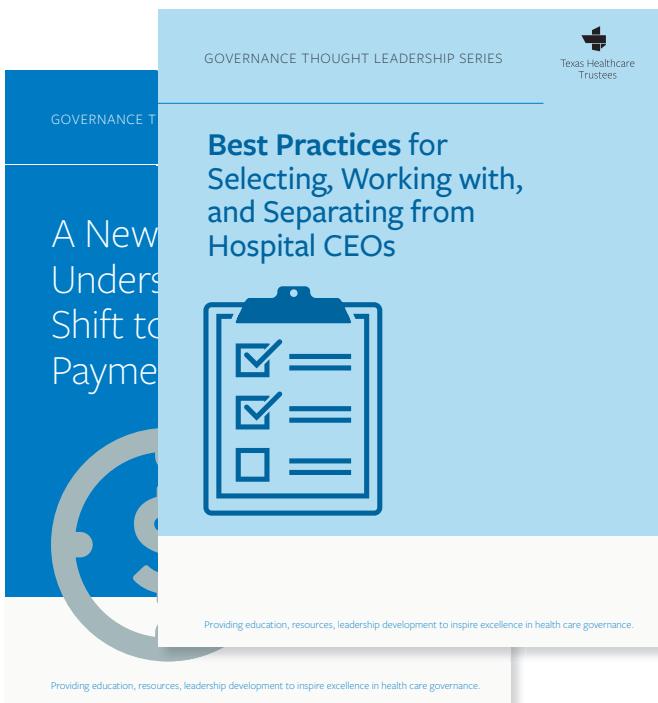
## Pricing:

**\$1,500 per issue\***

\*A minimum purchase of 2 issues for optimal exposure is recommended.

## Audio Interview Add-On \$500

Included as an add-on option with any insertion order is the opportunity to purchase an audio interview hosted by THT.



## Deadlines

January Content Due: Jan. 3 Sent On: Jan. 24	February Content Due: Jan. 24 Sent On: Feb. 14	March Content Due: Feb. 28 Sent On: March 21	April Content Due: March 28 Sent On: April 18
May Content Due: April 25 Sent On: May 16	June Content Due: May 23 Sent On: June 13	July Content Due: June 20 Sent On: July 11	August Content Due: July 25 Sent On: Aug. 15
September Content Due: Aug. 29 Sent On: Sept. 19	October Content Due: Sept. 26 Sent On: Oct. 17	November Content Due: Oct. 24 Sent On: Nov. 14	December Content Due: Nov. 21 Sent On: Dec. 12

# 2019 THT Healthcare Governance Conference

The Texas Healthcare Trustees Healthcare Governance Conference draws nearly 500 hospital trustees and chief executive officers from Texas hospitals of all types, sizes and locales. This popular event combines multiple peer networking engagements with educational sessions specifically for hospital trustees. The 2019 conference will be held at the JW Marriott San Antonio Hill Country Resort & Spa on July 18-20.

The 2018 THT Conference had approximately 50 sponsors with tabletop exhibits in our exhibit hall as well as several other companies sponsoring the event itself. For maximum exposure, companies can choose to have a sponsorship presence at this event and advertise in the onsite program at discounted rates\*. Non-sponsors may also advertise in the program.

Learn more about opportunities to sponsor by contacting Jessica Hoefling at 512/465-1020 or [jhoebling@tha.org](mailto:jhoebling@tha.org).

## Ad Rates and Specifications

Placement	Sponsor Rate	Non-Sponsor Rate	Ad Specifications
<b>Full Page Color (CMYK)</b>	\$720	\$820	7.25" x 9.75" (no bleed)
<b>Full Page Black and White</b>	\$600	\$700	7.25" x 9.75" (no bleed)
<b>Half Page Color (CMYK)</b>	\$405	\$505	7.25" x 4.75" (no bleed)
<b>Half Page Black and White</b>	\$324	\$424	7.25" x 4.75" (no bleed)

**\*Note:** Diamond, Platinum, Gold, and Silver sponsorships include program advertisements. Refer to the THT Healthcare Governance Conference Prospectus for details.

**A Pillar of the Community**

Many community hospitals are the largest employer and only comprehensive healthcare provider in their region. That's why so many pair with Community Hospital Corporation for support. Pillars stand alone but gain their strength by standing side by side. CHC stands with hospitals across the country to ensure their continued success.

**Key Dates**

**Ad Space and Artwork Deadline:**  
June 21

**Program distribution date:**  
July 18

**Sales Inquiries**

**Tracy White**  
512-515-9035  
[advertising@tha.org](mailto:advertising@tha.org)

# Trustee Bulletin

## 2019 Advertising Contract/Insertion Order

For sales inquiries, contact Tracey White at 512-515-9035 or [advertising@tha.org](mailto:advertising@tha.org).

For all other inquiries, contact Jessica Hoefling at [jhoefling@tha.org](mailto:jhoefling@tha.org).



### 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	2 times
<input type="checkbox"/> Back Cover	7.25"w 5.75"h	\$900	\$810
<input type="checkbox"/> Full Page	7.25"w 9.75"h	\$800	\$720
<input type="checkbox"/> 1/2 Page Horizontal	7.25"w x 4.75"h	\$450	\$405
<input type="checkbox"/> 1/4 Page Vertical	3.5"w x 4.75"h	\$250	\$225

### 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".

### INSERTION DATES (check all that apply)

Issue	Artwork Deadline
<input type="checkbox"/> Winter 2019	Dec. 15
<input type="checkbox"/> Summer 2019	May 1

**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 Summer/Trustee Bulletin).

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 Healthcare Trustees 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 4%.

Please check here if you would like to be invoiced for credit card payment with the additional 4% service charge.

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

### TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

Please remit both pages to [advertising@tha.org](mailto:advertising@tha.org)  
or fax to 512-853-4564.

# Governance2Go eNewsletter

## 2019 Advertising Contract



Texas Healthcare  
Trustees

### ADVERTISER INFORMATION

### BILLING CONTACT

 (check if Advertiser receives invoice)

\*Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Contact Phone: (        ) \_\_\_\_\_  
City/ST/Zip: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Main Phone/Fax: (        ) (        ) \*Website: [www.](#) \_\_\_\_\_

List information **EXACTLY** as you wish it to appear in the advertising index.

### AGENCY INFORMATION BILLING CONTACT

 (check if Agency receives invoice)

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

### INSERTION DATES

 (check all that apply)

Issue	Artwork Deadline
<input type="checkbox"/> January 2019	Dec. 1
<input type="checkbox"/> February 2019	Jan. 1
<input type="checkbox"/> March 2019	Feb. 1
<input type="checkbox"/> April 2019	Mar. 1
<input type="checkbox"/> May 2019	April 1
<input type="checkbox"/> June 2019	May 1
<input type="checkbox"/> July 2019	June 1
<input type="checkbox"/> August 2019	July 1
<input type="checkbox"/> September 2019	Aug. 1
<input type="checkbox"/> October 2019	Sept. 1
<input type="checkbox"/> November 2019	Oct. 1
<input type="checkbox"/> December 2019	Nov. 1

### RATE

AD SIZES	RATES
<input type="checkbox"/> Leadership Board	728x90 \$1,240
<input type="checkbox"/> Lower Leaderboard	580x70 \$1,120
<input type="checkbox"/> Top Banner	468x60 \$1,000
<input type="checkbox"/> Webinar Series	\$4,000 (see media kit for details)

# of Issues: \_\_\_\_\_

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

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

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

**SUBMIT ARTWORK:** Send a high-resolution PDF file to [artwork@tha.org](mailto:artwork@tha.org). In the subject line specify month/publication (i.e January/G2G).

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 Healthcare Trustees 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 4%.

Please check here if you would like to be invoiced for credit card payment with the additional 4% service charge.

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

### TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

# THT Governance Thought Leadership Series 2019 Sponsored Whitepaper Contract

For sales inquiries, contact Tracey White at 512-515-9035 or [advertising@tha.org](mailto:advertising@tha.org).



For all other inquiries, contact Jessica Hoefling at [jhoebling@tha.org](mailto:jhoebling@tha.org).

Texas Healthcare  
Trustees

## SPONSOR 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 advertising index.

## AGENCY INFORMATION BILLING CONTACT

(check if Agency receives invoice)

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

## INSERTION DATES

(check all that apply)

Issue	Artwork Deadline
<input type="checkbox"/> January 2019	Jan. 3
<input type="checkbox"/> February 2019	Jan. 24
<input type="checkbox"/> March 2019	Feb. 28
<input type="checkbox"/> April 2019	Mar. 28
<input type="checkbox"/> May 2019	April 25
<input type="checkbox"/> June 2019	May 23
<input type="checkbox"/> July 2019	June 20
<input type="checkbox"/> August 2019	July 25
<input type="checkbox"/> September 2019	Aug. 29
<input type="checkbox"/> October 2019	Sept. 26
<input type="checkbox"/> November 2019	Oct. 24
<input type="checkbox"/> December 2019	Nov. 21

## RATES

Issue	Rate	Audio Interview
<input type="checkbox"/> January 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> February 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> March 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> April 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> May 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> June 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> July 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> August 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> September 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> October 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> November 2019	\$1,500	<input type="checkbox"/> \$500*
<input type="checkbox"/> December 2019	\$1,500	<input type="checkbox"/> \$500*

## \*AUDIO INTERVIEW ADD-ON

Included as an add-on option with any insertion order is the opportunity to purchase an audio interview hosted by THT.

## AUDIO INTERVIEW ADD-ON

Artwork deadline: See above

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

The Texas Healthcare Trustees 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 4%.

Please check here if you would like to be invoiced for credit card payment with the additional 4% service charge.

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

## TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

# 2019 THT Healthcare Governance Conference Program

## Advertising Contract /Insertion Order

For sales inquiries, contact Tracey White at 512-515-9035 or [advertising@tha.org](mailto:advertising@tha.org).

For all other inquiries, contact Jessica Hoefling at [jhoebling@tha.org](mailto:jhoebling@tha.org).



Texas Healthcare  
Trustees

### 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: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

### RATES

Please indicate your choice by checking the appropriate box. Availability is on a first come, first served basis based on date both contract and payment are received.

#### SPONSOR

- \$720** – Full page (CMYK)
- \$600** – Full page (Black and White)
- \$405** – Half page (CMYK)
- \$324** – Half page (Black and White)

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

#### NON-SPONSOR

- \$820** – Full page (CMYK)
- \$700** – Full page (Black and White)
- \$505** – Half page (CMYK)
- \$424** – Half page (Black and White)

### AD SPECIFICATIONS (Final publication size 8.5x11)

**Full Page Ad** (no bleeds)

7.25" x 9.75"

**Half Page Ad** (no bleeds)

7.25" x 4.75"

### ARTWORK FORMAT

High resolution PDF file  
(CMYK for color ads - embed all fonts)

### SEND ARTWORK TO:

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

### PAYMENT/SUBMISSION DEADLINES

Artwork, signed contract and payment in full are due no later than June 21, 2019.  
See Contract Terms.

### CANCELLATIONS

Cancellations will not be accepted unless received in writing by June 21, 2019.

### SEND CONTRACT TO:

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

### IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Healthcare Trustees  
P.O. Box 95353  
Grapevine, TX 76099-9733

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 1-10 (see page 2).

The Texas Healthcare Trustees 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 4%.

Please check here if you would like to be invoiced for credit card payment with the additional 4% service charge.

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

### TEXAS HEALTHCARE TRUSTEES 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 Healthcare Trustees 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 Healthcare Trustees (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 Healthcare Trustees, 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 sixty dollars (\$60) 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, reason-

able 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 sixty dollars (\$60) per hour, with a minimum charge of thirty dollars (\$30). 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 both pages.**