



Texas Healthcare  
Trustees

THA Family of Companies

# 2021 MEDIA KIT

YOUR COMPREHENSIVE GUIDE TO ADVERTISING  
OPPORTUNITIES WITH TEXAS HEALTHCARE TRUSTEES



**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 distributed three times per year to approximately 3,000 people, twice by mail and once digitally.
- The readership profile includes:
  - Hospital Boards of Trustees
  - Chief Executive Officers
  - Executive Assistants

## Fast Facts: Top Trustee Issues

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

## Advertising Contacts

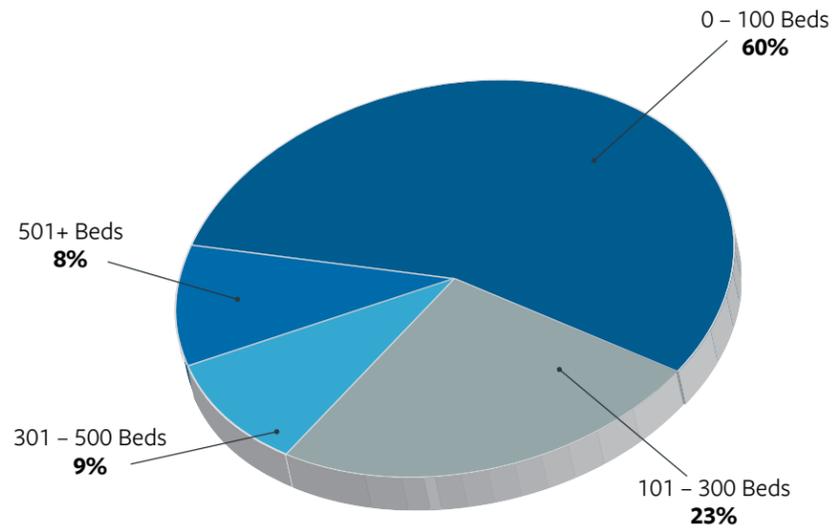
For sales inquiries, contact:

**Noelle Parsons**  
 Manager, Corporate Relations  
 Texas Hospital Association Foundation  
 512/465-1013  
[nparsons@tha.org](mailto:nparsons@tha.org)

For all other inquiries, contact:

**Jessica Hoefling**  
 Senior Director, 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 May 2020

## Reader Profile

Bed Size	# of Organizations
0 - 100 Beds	288
101 - 300 Beds	109
301 - 500 Beds	44
501+ Beds	36

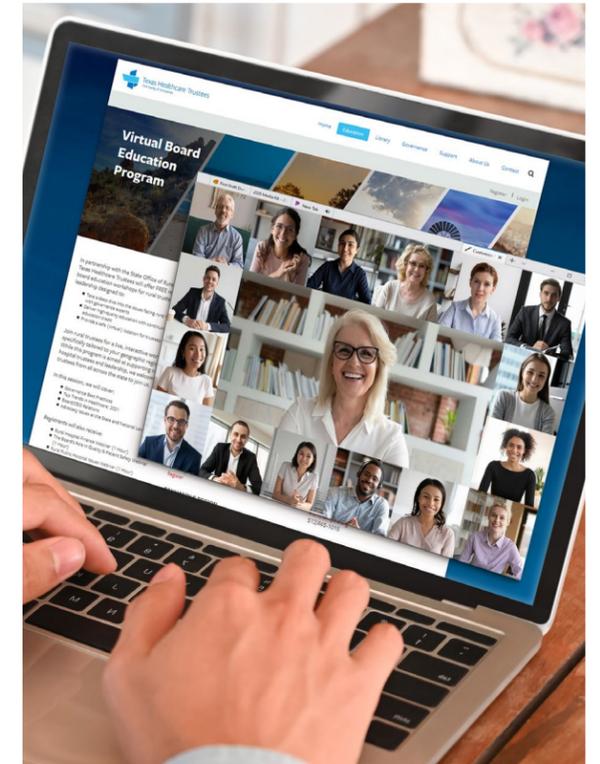
# Webinars and Website Advertising

## Webinars (Limited Availability)

THT offers both live and on-demand webinars to meet the needs of hospital trustees across Texas. THT’s webinars are suited for both individual trustees and group education sessions for hospital boards. A great way to get in front of our membership and show your support is to sponsor webinars we are already offering to our members. By sponsoring our education, you are helping our hospitals receive lower registration fees.  
**Cost: \$1560 per webinar**

## Benefits

- THT features your logo on marketing for this webinar and webinar webpage with a link to your website
- THT thanks your organization for sponsorship in the introduction to the webinar
- Up to five of your staff members can attend the webinar for free
- A link to one of your resources is included on the sponsored webinar’s webpage



## Web Advertising

THT offers two different online advertising opportunities: a half skyscraper advertisement on the THT website and a banner ad placement in *Connecting Texas Trustees*, a monthly newsletter emailed to over 2,800 members. Rates below reflect three months of placement on the THT website and one monthly issue of *Connecting Texas Trustees*.

Ad Type	Top banner in <i>Connecting Texas Trustees</i>	Half skyscraper ad on THT website (Price per 3 month placement)
Ad dimension	675x60	160 x 300
File Format	PNG, JPG	GIF, JPG
Price per placement	\$520	\$520

Four-Color Rates			
Prices are per issue. Recognized advertising agencies will receive a 15% commission on a one-time insertion.			
Placement	1 Issue	3 Issues (per issue)	Ad Specifications
Outside Back Cover	\$940	\$845	7.25" x 5.25" (no bleed)
Full Page, Non-bleed	\$835	\$755	7.25" x 9.75" (no bleed)
½ Page Horizontal	\$470	\$425	7.25" x 4.75" (no bleed)
¼ Page Vertical	\$265	\$235	3.5" x 4.25" (no bleed)
<b>Ad Requirements</b> 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 2021	<b>Ad Space: November 20</b> <b>Artwork Deadline: November 30</b>
Summer 2021	<b>Ad Space: April 16</b> <b>Artwork Deadline: April 23</b>
Fall 2021 (Digital Issue)	<b>Ad Space: August 15</b> <b>Artwork Deadline: August 20</b>

# Share Your Knowledge with Our Membership

Texas board members regularly look to THT 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.



There are two ways you can partner with THT to distribute your whitepapers to our membership -

## 1. Content Feature in Connecting Texas Trustees Newsletter

We will include a link and short blurb about your whitepaper or relevant educational content in our *Connecting Texas Trustees* newsletter. This is a monthly emailed newsletter to our membership that provides updates on THT's upcoming offerings. The email distribution list includes approximately 2,000 hospital and health system CEOs, trustees, and administrative support professionals.

**Cost: \$520 per issue month of placement**

## 2. Thought Leadership Sponsored Whitepaper

If you would prefer to have your whitepaper be emailed out to our membership in its own eblast as well as have it become a part of our online resource library, this is the option for you. THT will work with your organization to brand your whitepaper and directly email it out to approximately 2,000 hospital and health system CEOs, trustees, and administrative support professionals.

**Cost: \$1560 per whitepaper**

# 2021 THT Healthcare Governance Conference

## Program Advertising

The THT Healthcare Governance Conference draws 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 2021 conference will be held at the San Antonio Hill Country Resort and Spa on July 22-24.

The 2020 conference was cancelled due to COVID-19, so our members will be eager to gather again in 2021.

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 Noelle Parsons at 512/465-1013 or [nparsons@tha.org](mailto:nparsons@tha.org).**



## Key Dates

**Ad Space and Artwork Deadline:** TBD  
**Program distribution date:** July 22

Ad Rates and Specifications			
Placement	Sponsor Rate	Non-Sponsor Rate	Ad Specifications
Full Page Color (CMYK)	\$755	\$860	7.25" x 9.75" (no bleed)
Half Page Color (CMYK)	\$425	\$530	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.

# Trustee Bulletin

## 2021 Advertising Contract/Insertion Order

For sales inquiries, contact **Noelle Parsons** at 512/465-1013 or [nparsons@tha.org](mailto:nparsons@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.** \_\_\_\_\_  
 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: \_\_\_\_\_

Cash Discount: Subtract 4% off of total if paying by check or ACH\*: \_\_\_\_\_

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

	AD SIZES Final trim size of the publication is 8.5" x 11"	RATES (PER ISSUE)	
		1 time	3 times
<input type="checkbox"/> Back Cover	7.25"w 5.75"h	\$940	\$845
<input type="checkbox"/> Full Page	7.25"w 9.75"h	\$835	\$755
<input type="checkbox"/> 1/2 Page Horizontal	7.25"w x 4.75"h	\$470	\$425
<input type="checkbox"/> 1/4 Page Vertical	3.5"w x 4.75"h	\$265	\$235

### 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 newsletter is 8.5" x 11".

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

ISSUE	ARTWORK DEADLINE
<input type="checkbox"/> Winter 2021	November 30
<input type="checkbox"/> Summer 2021	April 23
<input type="checkbox"/> Fall 2021 (Digital)	August 20

**SUBMIT ARTWORK:** Send a print-quality PDF file to [nparsons@tha.org](mailto:nparsons@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 10).

\*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. Cash Discount Available: Take 4% off total if paying by check or ACH.

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

#### TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

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

**PAYMENT**  
 Remit payment by ACH:  
 Texas Healthcare Trustees  
 Account No. 0101887742  
 ACH or Transit Routing #111900785

**IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:**  
 Texas Healthcare Trustees  
 P.O. Box 95353  
 Grapevine, TX 76099-9733

# Webinars and Website Advertising

## 2021 Advertising Contract

For sales inquiries, contact **Noelle Parsons** at 512/465-1013 or [nparsons@tha.org](mailto:nparsons@tha.org).



### COMPANY INFORMATION

\*Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ Contact Phone: \_\_\_\_\_  
 City/ST/Zip: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
 Main Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ \*Website: **www.** \_\_\_\_\_

#### WEBINAR SPONSORSHIP

Rate:	\$1560 per webinar
# of Webinars	

Sponsorship Cost: \_\_\_\_\_

Cash Discount: Subtract 4% off of total if paying by check or ACH\*: \_\_\_\_\_

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

Additional Notes: \_\_\_\_\_

#### WEBSITE ADVERTISING

Rate:	\$520 for 3 months of advertising
# of Months	
Selected Months	

Advertising Cost: \_\_\_\_\_

Cash Discount: Subtract 4% off of total if paying by check or ACH\*: \_\_\_\_\_

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

Additional Notes: \_\_\_\_\_

#### CONNECTING TEXAS TRUSTEES ADVERTISING

Rate:	\$520 per month
# of Months	
Selected Months	

Advertising Cost: \_\_\_\_\_

Cash Discount: Subtract 4% off of total if paying by check or ACH\*: \_\_\_\_\_

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

Additional Notes: \_\_\_\_\_

Execution of this contract signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 10).

\*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. Cash Discount Available: Take 4% off total if paying by check or ACH.

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

#### TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

**IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:**  
 Texas Healthcare Trustees  
 P.O. Box 95353  
 Grapevine, TX 76099-9733

**PAYMENT**  
 Remit payment by ACH:  
 Texas Healthcare Trustees  
 Account No. 0101887742  
 ACH or Transit Routing #111900785

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

# Content Feature or Sponsored Whitepaper

## 2021 Sponsored Whitepaper Contract

For sales inquiries, contact **Noelle Parsons** at 512/465-1013 or [nparsons@tha.org](mailto:nparsons@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.** \_\_\_\_\_  
 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: \_\_\_\_\_

**OPTION 1: CONTENT FEATURE**

<b>Rate:</b>	<b>\$520 per month of placement</b>
<b># of placements:</b>	
<b>Preferred month(s):</b>	

Cost: \_\_\_\_\_

Cash Discount: Subtract 4% off of total if paying by check or ACH\*: \_\_\_\_\_

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

Additional Notes: \_\_\_\_\_

**OPTION 2: THOUGHT LEADERSHIP SPONSORED WHITEPAPER**

<b>Rate:</b>	<b>\$1,560 per whitepaper</b>
<b># of whitepapers:</b>	
<b>Preferred month(s) of distribution:</b>	

Cost: \_\_\_\_\_

Cash Discount: Subtract 4% off of total if paying by check or ACH\*: \_\_\_\_\_

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

Additional Notes: \_\_\_\_\_

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 10).

\*The Texas Healthcare Trustees will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice. Cash Discount Available: Take 4% off total if paying by check or ACH.

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

### TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

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

# 2021 THT Healthcare Governance Conference Program

## Advertising Contract/Insertion Order

For sales inquiries, contact **Noelle Parsons** at 512/465-1013 or [nparsons@tha.org](mailto:nparsons@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.** \_\_\_\_\_  
 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: \_\_\_\_\_

### 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

- \$755** – Full page (CMYK)
- \$425** – Half page (CMYK)

#### NON-SPONSOR

- \$860** – Full page (CMYK)
- \$530** – Half page (CMYK)

Advertising total: \_\_\_\_\_

Cash Discount: Subtract 4% off total if paying by check or ACH\*: \_\_\_\_\_

**Contract total:** \_\_\_\_\_

### AD SPECIFICATIONS

(Final publication size 8.5x11)  
**Full Page Ad** (no bleeds)  
 7.25”w x 9.75”h  
**Half Page Ad** (no bleeds)  
 7.25”w x 4.75”h

### ARTWORK FORMAT

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

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

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

### REMIT PAYMENT BY ACH:

Texas Healthcare Trustees  
 Account No. 0101887742  
 ACH or Transit Routing #111900785

### SEND ARTWORK TO:

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

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

### TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

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

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

**Please remit both pages to [nparsons@tha.org](mailto:nparsons@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 sole 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 sole 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 (in the publisher’s sole discretion) 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 sole 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 sole 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 or damages 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: [nparsons@tha.org](mailto:nparsons@tha.org)**

**Fax: 512-853-4564**

✓ **Please initial here \_\_\_\_\_, and return both pages.**