

# 2020 AHRMM MEDIA KIT

[www.ahrmm.org/advertise](http://www.ahrmm.org/advertise)



**AHRMM**  
Advancing Health Care through  
**Supply Chain Excellence**



**CQO:**  
**The Health Care  
Supply Chain**



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# WHO IS AHRMM? ←



## THE ASSOCIATION

The Association for Health Care Resource & Materials Management (AHRMM), a professional membership group of the American Hospital Association, has proudly served the health care supply chain community since 1951. AHRMM offers the latest education, news and advocacy information, professional development and career resources for health care supply chain professionals around the world.

## THE AHRMM REACH

[Ahrmm.org](http://Ahrmm.org) is the go-to resource for anyone looking for information on the health care supply chain and is filled with current and practical news, tools and resources spanning a variety of field-related topics.

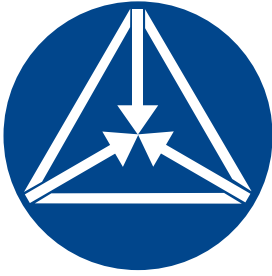
Our strong online presence and reputation is built by expert contributors, thought leaders, members, collaborators and marketers who continually deliver high quality content that meets the diverse needs of AHRMM's audience.

### WHERE DO AHRMM MEMBERS WORK?

- Hospitals/Medical Centers
- Integrated Delivery Networks
- Group Purchasing Organizations
- Acute Care Facilities
- Consulting Firms
- Military/VA/Government Organizations

### WHO WILL YOU REACH?

- Vice Presidents of Supply Chain
- Directors of Supply Chain
- Value Analysis Professionals
- Chief Financial and Resource Officers
- Supply Chain Managers
- Contract Administrators
- Military Logisticians
- Purchasing Managers



**BRAND  
MANAGEMENT**

**AHRMM OFFERS MULTIPLE MARKETING PLATFORMS** you can use to reach your audience and build brand awareness with a verified group of health care buyers and decision makers.

**WEBSITE**



**AHRMM WILL WORK WITH YOU** to create a marketing campaign designed to help your company gain a presence on the platforms where your clients and buyers are spending their time.



**CONFERENCE &  
EXHIBITION**

**ENGAGING YOUR TARGET AUDIENCE** with your brand's content on their preferred media, and in ways that are meaningful and relevant to them, can help your company grow customers' trust and loyalty.

**DATA**



**ASSOCIATE YOUR BRAND** with what's driving the health care supply chain field. With content contributed by AHRMM members and collaborators, we are uniquely positioned to represent the peer-to-peer voice of the health care supply chain with timeliness, accuracy and relevancy.



**PRINT**

**MEMBERS PERCEIVE AND RELY ON  
AHRMM**

**CONTENT  
MARKETING**



to be the authoritative and independent voice in the health care supply chain field.



# EMAIL NEWSLETTERS | STARTING AT \$400

Place your ad in front of key health care supply chain decision makers and influencers who join AHRMM for exclusive access to email newsletters and updates. Choose from multiple placement options to capture interest and engage potential leads.

**4,100+** weekly opt-in subscribers

**4 OUT OF 5** members rank the AHRMM email communications as important or very important

The screenshot shows the AHRMM eNews email interface. At the top is the AHRMM logo and the text "Advancing Health Care through Supply Chain Excellence". Below the logo is the word "eNews" in a large, bold font. A navigation bar includes "Mark | Member ID | Exp. Date". The main content area features an advertisement for "Early Bird Registration opens February 10" with a cityscape background. Below this is another advertisement for "COMING SOON A NEW AHRMM LEARNING CENTER" with a laptop icon and a green callout box stating "An award-winning, powerful learning platform, connecting learners to transformative education and certification programs." At the bottom, there is a footer for "AHRMM20 Health Care Supply Chain Innovate. Engage. Connect." and event details for "July 26-29, 2020 Austin, Texas".

The screenshot shows the AHRMM Career Center Job Alert email interface. At the top is the AHRMM logo and the text "Advancing Health Care through Supply Chain Excellence". Below the logo is the text "Career Center JOB ALERT". A navigation bar includes "Career Center Pricing", "Resume Writing", "Career Learning Center", and "Career Coaching". The main content area features an advertisement for "Early Bird Registration opens February 10" with a cityscape background. Below this is another advertisement for "COMING SOON A NEW AHRMM LEARNING CENTER" with a laptop icon and a green callout box stating "An award-winning, powerful learning platform, connecting learners to transformative education and certification programs." At the bottom, there is a footer for "AHRMM20 Health Care Supply Chain Innovate. Engage. Connect." and event details for "July 26-29, 2020 Austin, Texas".

**eNEWS**

**SENT WEEKLY ON TUESDAY**  
Delivering top health care supply chain and AHRMM news, must-know information and event announcements.

**AVERAGE OPENS**  
**22%**

**CAREER CENTER JOB ALERT**

**SENT WEEKLY ON FRIDAY**  
Informing members of the latest job opportunities in the field.

**AVERAGE OPENS:**  
**27%**

**AHRMM NOW**

**SENT ON THE FIRST & THIRD THURSDAY OF THE MONTH**  
Highlighting the latest education, field events and upcoming deadlines.

**AVERAGE OPENS:**  
**28%**

Digital materials are due five business days before publish date. Advertising is assigned on a first-come, first-served basis. All artwork should be submitted to [mkravenas@aha.org](mailto:mkravenas@aha.org).



## WEBSITE | STARTING AT \$2,000

With content that is updated daily, [www.ahrmm.org](http://www.ahrmm.org) is a one-stop shop for trusted resources, news, advocacy and professional education for health care supply chain professionals.

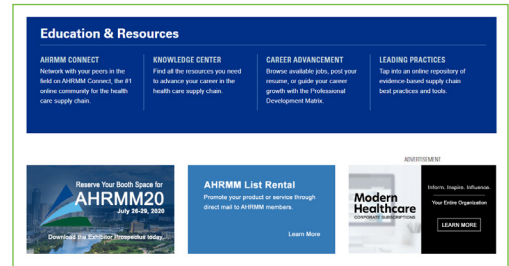
**180,000** Sessions per year

**47,000** Average monthly pageviews

**90,000** Annual visitors

**3.10** Average pages per session

**3:01** Average time in minutes on site



### ADDITIONAL INFORMATION

- Banner clicks and impressions tracking available.
- Only JPG, PNG, or GIF files are accepted.
- Ad will be hyperlinked to the advertiser's website.
- All website advertising materials should be sent to [mkravenas@aha.org](mailto:mkravenas@aha.org).
- Ad spaces are assigned on a first-come, first-served basis.
- Minimum ad run time is one month.

The responsive AHRMM website provides optimal viewing across desktop, smartphones, and tablets, giving your ads **MAXIMUM EXPOSURE!**



## AHRMM CONNECT | STARTING AT \$1,000

AHRMM Connect – [www.connect.ahrmm.org](http://www.connect.ahrmm.org) – is a private online community exclusively for AHRMM members to connect with peers and share experiences, professional information and best practices, seek and share advice and exchange resources.

AHRMM Connect offers the opportunity to gauge what the health care supply chain community's pain points and needs are from their discussion topics. AHRMM can work with you to create ads that promote the products, services and technology solutions most helpful and applicable to this niche audience.

### ADDITIONAL INFORMATION

- Banner clicks and impressions tracking available.
- Only JPG, PNG, or GIF files are accepted.
- Ad will be hyperlinked to the advertiser's website.
- All website advertising materials should be sent to [mkravenas@aha.org](mailto:mkravenas@aha.org).
- Ad spaces are assigned on a first-come, first-served basis.
- Minimum ad run time is one month.

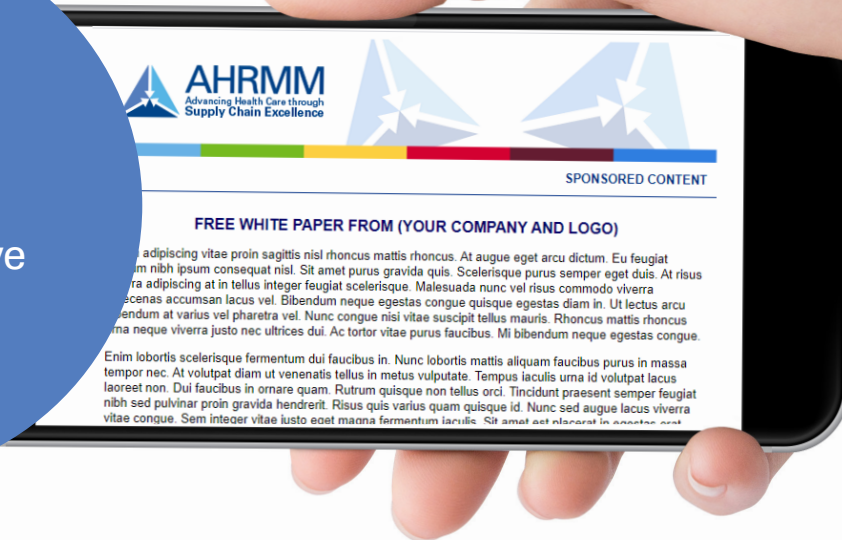




## CUSTOM eBLAST | Starting at \$1,850

Position your company as a supply chain thought leader by sharing quality, premium content with the targeted AHRMM audience (members and prospects) via a dedicated email blast. Reach your niche audience quickly and build a lasting and trusted relationship.

Send us your pre-formatted HTML file or text, URL, and images, and we will create the eBlast for you.



### eBLAST SPECS AND GUIDELINES

- Recommended width is 650-pixels maximum.
- Advertiser to provide email content (200-word max) and subject line (50 characters max).
- No spaces within image file name and all links to images and URLs must be mapped - contain the full URL to the file location (Incorrect example: company image.png, Correct: <http://www.website.com/companyimage.png>).
- No background images or layer images as they may not be supported by some email providers.
- No JavaScript or any other forms of active content (forms, flash, dynamic ads) are allowed as they cause deliverability issues which can affect the campaign responses, hinder deliverability of future campaigns, and not render correctly in many email providers.
- AHRMM will include information adherent to CAN SPAM guidelines, including unsubscribe instructions.
- A limit of one custom eBlast per quarter is allowed on a first-come, first-served basis.
- Reservations are suggested 30 days prior to eBlast deployment date.
- AHRMM can create an eBlast for the advertiser if supplied with content, links, and images. Identical duplication/recreation of supplied artwork is not guaranteed.
- eBlasts created by AHRMM are considered property of AHRMM and will not be released to advertiser for further distribution.





## SPONSORED WHITE PAPER | \$5,000

Host your white paper on a dedicated page on the [www.ahrmm.org/knowledge-center](http://www.ahrmm.org/knowledge-center) for three months.

- Full white paper tagged with one content area and three searchable tags for SEO optimization.
- The white paper page in the Knowledge Center will feature advertiser's logo with a hyperlink pointing to the company website.
- AHRMM will further promote your white paper via:
  - One dedicated custom eBlast sent on mutually agreed upon date to approximately 6,000 AHRMM members and prospects.
  - Two eNews sent to approximately 4,200 AHRMM members.
- A web and email traffic report will be provided approximately two weeks after completion of the campaign.

## GUIDELINES

- All submissions must be educational in nature. Content deemed "overtly promotional" will not be accepted.
- AHRMM has full editing rights, as well as right of refusal on all content deemed not appropriate for the AHRMM audience.
- Advertiser can submit a pre-formatted HTML file or email copy, URL, logo, and images, and AHRMM will create the eBlast.
- White paper copy (2,400 words max), up to 250-word abstract in Word and/or PDF format, up to 50-characters subject line, and a company logo in a high-resolution JPG or EPS should be sent to [mkravenas@aha.org](mailto:mkravenas@aha.org) five business days before publish date.
- Advertiser must have rights to the images supplied.
- No videos, infographics and/or podcasts can be accepted.
- Reservations are suggested 30 days prior to the preferred launch date.

"Content" refers to white papers, reports, case studies, leading practices, blogs, etc. Each message from AHRMM and our advertisers must provide immediate value to those who subscribe to the list.





**SUPPLY CHAIN STRATEGIES & SOLUTIONS MAGAZINE | starting at \$199.50**

Put your company in front of 4,100+ health care supply chain purchasers and influencers with AHRMM’s membership magazine, *Supply Chain Strategies & Solutions (SCSS)*.

The magazine offers up-to-date information on the latest health care supply chain trends, best practices, case studies and Association activities.

Article topics range from data analytics, bundled payments, clinical engagement practices, Lean supply chain management to GS1 data standards and UDI.

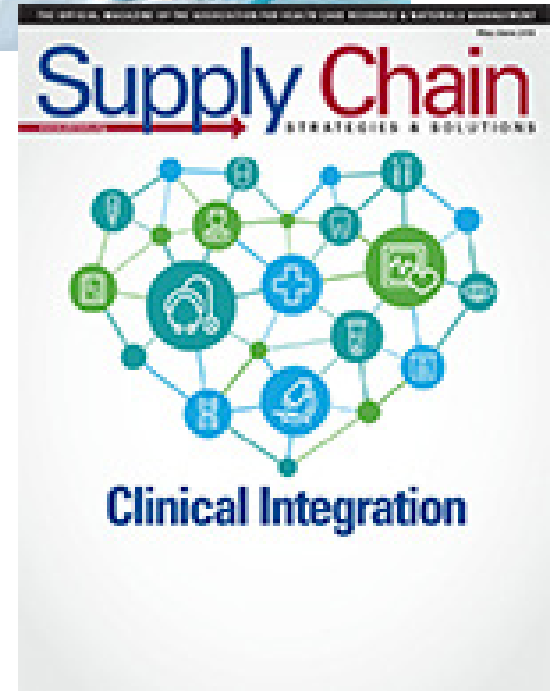
**AVAILABLE IN PRINT AND DIGITAL VERSIONS**

**FULL COLOR**

**PUBLISHED SIX TIMES PER YEAR**

**BONUS DISTRIBUTION AT THE AHRMM ANNUAL CONFERENCE**

**4 OUT OF 5 MEMBERS RANK SCSS AS A VERY IMPORTANT OR IMPORTANT RESOURCE**



Review the 2020 editorial calendar at [www.ahrmm.org/advertise](http://www.ahrmm.org/advertise). For more information on SCSS advertising and to reserve your space, contact Rob Shafer at [RShafer@naylor.com](mailto:RShafer@naylor.com).



## LIST RENTAL | starting at \$1,750

Promote your product or service through direct mail to AHRMM members quickly and conveniently. Obtain accurate names and addresses of health care supply chain decision makers for direct mail efforts with AHRMM's electronic mail lists.

### GUIDELINES:

- All list rentals are for one-time use only.
- Lists will be sent in digital format to a third party bonded mail house only.
- Lists are offered as a complete set or by geographical region.
- Lists only include member names and preferred mailing addresses. No email addresses, phone or fax numbers will be provided.
- Sample of the material to be mailed must be submitted to AHRMM for review and approval prior to processing of the list order.
- AHRMM reserves the right to refuse any list rental order if the use is considered inappropriate for the interests of AHRMM members.
- List orders will be processed within five (5) business days after receipt of payment, unless otherwise specified.
- For market research opportunities, check out the Survey Panel below.



## SURVEY PANEL

Keep a pulse on your client base by gathering their feedback with the high-quality survey panel of provider-based health care supply chain experts and decision-makers. The AHRMM Survey Panel includes AHRMM members who have agreed to share their expertise with the field to help advance health care products and services.

### HOW IT WORKS:

1. Contact us to request a sample and other optional services.
2. We quickly respond with a proposal including pricing.
3. Once the proposal is accepted, you develop your survey - use a third-party developer or use our optional services.
4. Once the survey is final, a link is sent to the panel and typically the quota is met within 48 hours or less.
5. If utilized, optional survey analysis is completed and a report delivered within five days.

### AREAS OF INFLUENCE INCLUDE:

- Medical/Surgical
- Operating Room
- Central Service
- Clinical Laboratory
- Anesthesia
- Infection Prevention
- Emergency Department
- Mailroom/Printing
- Cardiology
- Environmental Services
- Administration
- Diagnostic Imaging
- Acute Care Units
- Interventional Radiology
- Physician Clinic
- Information Technology
- Oncology
- Facility Planning and Construction
- Pharmacy

**\$100 to \$200 per response  
(Sample Fee + Honoraria)**

#### Optional services include:

- » Survey development
- » Survey analysis
- » Focus groups

**CONTACT US:** Marcia Wise at [marcia@peer-panels.com](mailto:marcia@peer-panels.com).



## ANNUAL CONFERENCE SPONSORSHIP AND EXHIBITION

The AHRMM Conference & Exhibition is renowned for its ability to bring together top health care supply chain decision makers and key influencers to collaborate, innovate, develop strategy and identify best practices.

Exhibiting at and sponsoring the event allows you to be a part of this dynamic environment and integrate your brand into the attendee experience through a wide range of communication channels and promotional opportunities.

AHRMM's exhibition schedule is specifically designed with 6.5 dedicated hours so that exhibitors have a captive audience when the exhibit hall doors open.

Whether your business objective is to boost sales, generate buzz for a new product or increase brand awareness, AHRMM will work with you to develop an integrated sponsorship and advertising package tailored to your marketing goals. AHRMM offers many advertising and sponsorship channels to help you build meaningful relationships with your audience:

- Networking event sponsorships
- Speaking opportunities
- Web, email, and mobile banner ads
- Mobile app promoted posts and push notifications
- Pre- and post-show attendee mailing lists
- General Session introductions
- Promotional item sponsorships
- And more!



**55+** learning labs

**6.5** dedicated exhibit hall hours

**1,000+** attendees

**200+** exhibiting companies

**48%** of attendees at Director level or higher (based on AHRMM19 attendees)



### LEARNING PAVILIONS IN EXHIBIT HALL

Maximize your trade show ROI by presenting a 30-minute education program in one of two Learning Pavilions held in the Exhibit Hall. With more than 1,000 conference attendees, a Learning Pavilion is a great way to showcase your products and business solutions and position your company as a trusted expert in the eyes of your clients and prospects.

For AHRMM Conference sponsorship and advertising, contact AHRMM at [ahrmm@aha.org](mailto:ahrmm@aha.org).  
To reserve a booth, contact Scott Narug at [snarug@aha.org](mailto:snarug@aha.org).



## EDUCATION

Sponsoring an AHRMM educational event is an effective way to position your company as a thought leader in front of health care supply chain professionals and executives. Educational event sponsorships support AHRMM's dedication to strengthening our 4,100+ members' professional skills and expanding the Cost, Quality and Outcomes (CQO) Movement.

### **CUSTOMIZED SPONSORSHIP BENEFITS COULD INCLUDE:**

- Sponsor identifies topic that aligns with AHRMM's CQO Movement and provides speaker(s).
- Sponsor selects education event modality: webinar, webcast, online course.
- AHRMM manages event registration and platform.
- Event is offered FREE to all of AHRMM's 4,100+ members.
- Sponsor receives logo recognition on pre-event promotion including a dedicated email to membership.
- AHRMM recognizes sponsor before, during, and post-event.
- Sponsor receives participant list post-event and can set up landing page to collect emails.
- Recorded event or course is offered free to AHRMM members and stays on AHRMM's Learning Center for up to one year.



For pricing and a complete list of benefits, contact AHRMM at [ahrmm@aha.org](mailto:ahrmm@aha.org).

## **DIGITAL ADVERTISING CONTENT MARKETING**

Mary Kravenas  
Field Engagement Specialist  
[kravenas@aha.org](mailto:kravenas@aha.org)

## **SCSS PRINT & DIGITAL**

Rob Shafer  
Media Director, Naylor Association Solutions  
[rshafer@naylor.com](mailto:rshafer@naylor.com)

## **LIST RENTAL**

Kimberly Green  
Membership & Chapter Relations Specialist  
[kgreen2@aha.org](mailto:kgreen2@aha.org)

## **PANEL SURVEY**

Bryan Davis  
[bryan@peer-panels.com](mailto:bryan@peer-panels.com)

## **SPONSORSHIP**

AHRMM  
[ahrmm@aha.org](mailto:ahrmm@aha.org)

## **EXHIBITION**

Scott Narug  
AHRMM Senior Sales Manager  
[snarug@aha.org](mailto:snarug@aha.org)



## DIGITAL

### eNEWS, AHRMM NOW AND CAREER CENTER JOB ALERT



LOCATION	SPECIFICATIONS	RATES
<b>Top</b> (2 available)	300w x 250h pixels, 25KB (max)	\$650/ad, both ads for \$1,100
<b>Bottom</b> (2 available)	300w x 250h pixels, 25KB (max)	\$400/ad, both for \$750

## WEBSITE



LOCATION	SPECIFICATIONS	RATES
Bottom (3 available)	500w x 300h pixels, 30KB (max)	\$2,000/ad space  <u>Purchase all 3 ad spaces</u> \$5,000/month \$12,500/3 months \$20,000/6 months

## AHRMM CONNECT



LOCATION	SPECIFICATIONS	RATES
Home Right	300w x 250h pixels, 30KB (max)	\$1,800/month \$9,180/6 months \$16,200/12 months
Home Bottom	962w x 125h pixels, 40KB (max)	\$1,500/month \$7,650/6 months \$13,500/12 months
Interior Right	300w x 250h pixels, 30KB (max)	\$1,250/month \$6,375/6 months \$11,250/12 months

## DATA

### LIST RENTAL



AUDIENCE	CIRCULATION	RATE
All Members	4,300	\$2,500
Providers	3,450	\$2,250
Executives	125	\$1,750

## CONTENT MARKETING

### CUSTOM eBLAST

AUDIENCE	CIRCULATION	RATE
All Members	4,300	\$3,000
Providers	3,450	\$2,500
Executives	125	\$1,850



### SPONSORED WHITE PAPER

AUDIENCE	SPECIFICATIONS	RATE
AHRMM Members and Prospects	White Paper (2,400 words max), 250-word abstract (Word doc.) logo (.eps or high res .jpg), one outbound link	\$5,000



Ready to place an order?

Download the advertising contract and application at [www.ahmmm.org/advertise](http://www.ahmmm.org/advertise).





**CQO:**  
The Health Care  
Supply Chain

155 N. Wacker Dr, Suite 400 | Chicago, IL 60606

**Expand your reach to 4,100 health care supply chain experts with AHRMM's marketing channels. Contact us to build your campaign today!**

[www.ahrmm.org/advertise](http://www.ahrmm.org/advertise)