



The Source

The **HEALTHTRUST UNIVERSITY** Member Magazine

2012 Media Kit



The Membership

HealthTrust members cumulatively spend \$19.7 billion annually through contracted HealthTrust Purchasing Group vendors and suppliers like you.

The HealthTrust membership includes the combined purchasing power of the nation's top for-profit and nonprofit health-care organizations.

Connecting with members through advertising opportunities with HealthTrust is the most effective way to communicate information about your on-contract products and services to these targeted buyers.



HealthTrust Purchasing Group is a Parallon Business Solutions company. Parallon also offers supply chain solutions, business performance services, workforce management solutions, project management expertise and consulting services. Learn more at parallon.net and healthtrustpg.com.



Member Profile HealthTrust members include C-suite executives, supply chain leaders and clinical department heads in areas such as pharmacy, nursing, medical/surgical services, imaging, food services and laboratory. This audience is responsible for materials, purchasing, supply chain and clinical operations. Most members work in hospitals, ambulatory surgery centers, other non-acute care facilities and/or corporate office facilities.

Committed Purchasers
At a minimum, each GPO member facility agrees to purchase 80 percent of their products and services through HealthTrust's contracted portfolio.

Powerful Decision Makers
Ninety-three percent of *The Source* readers either approve or recommend products and services for purchase.

Buyers with Diverse Needs
Members purchase medical/surgical, pharmaceuticals, implants and market-based products through contracted vendors and suppliers.



The Member Magazine of HealthTrust University

The Source is the official magazine of HealthTrust University, distributed in print and available online four times a year. Honored as one of APEX's most improved magazines of 2010, *The Source* provides members with resources and knowledge to help them do their jobs better. Decisions about the magazine's content are driven by what members say they want to read about—stories on cost containment, technology, leadership, purchasing trends and HealthTrust's programs, products and services. Because HealthTrust regularly surveys its readers for their feedback on the magazine, this benefit of membership is one that continues to be highly regarded and valued by members.

Established:
September 2006
Circulation: 15,000+
Frequency: Quarterly
Mailing Dates: January, April, July, October
Bonus Distribution:
Industry trade shows throughout the year

Features: Each issue of the magazine will include features profiling members, outlining best practices, and focusing on the topics of most interest to HealthTrust members.



Member Success Story:

This column is targeted to help members share good advice and successful processes with other members, as well as fulfill their need for more content on best practices.



Teamwork Tools: Easy-to-digest articles full of practical advice based on members' request for content about leadership and management.



Your Sourcebook: Features regular HealthTrust columns and departments on topics such as cost containment, eliminating waste and inefficiency, promoting green technology, protecting data and improving a facility's crisis management plan.



Spotlight On: A column focusing on a HealthTrust-related service line, program, or initiative, including total cost management, sustainability or diversity.



**All print advertisers in *The Source* magazine are also included in the digital edition of *The Source*, available to members and contracted vendors at healthtrustsource.com.

2012 *The Source* Editorial Calendar

The Source Q1

Feature: Weathering the continuing financial crisis

Feature: CEO Success Story: What executives are doing in light of health-care reform to keep their hospitals successful?

SourceBook: Flexing your negotiation muscle

Teamwork Tools: Tips for working with a multigenerational workforce

The Source Q2

Feature: How to transform the hospital supply chain by instituting best practices from other industries

Feature: Cost containment success stories

SourceBook: Is billing just billing?: More effective expense and A/R management

Teamwork Tools: Organizational innovation: Striking a balance between incremental and breakthrough innovation

The Source Q3 (Bonus distribution at HTU Conference & Vendor Fair)

Feature: Strategies for navigating logistics and transportation trends

Feature: Smart sourcing success stories

SourceBook: Accountable care organizations

Teamwork Tools: Checklist for upping your productivity and efficiency

The Source Q4

Feature: How digital technologies are increasing efficiencies

Feature: Environmental stewardship success stories

SourceBook: Strategies for lean manufacturing; environmentally friendly facilities management

Teamwork Tools: Job shadowing; how to use social media for greater engagement

Rates & Specs

The Source Magazine

AD SIZES	NON-BLEED	BLEED
Spread:	15 3/4 w x 10 3/8 d	17 w x 11 1/8 d
Full-Page:	7 7/8 w x 10 3/8 d	8 5/8 w x 11 1/8 d <i>One-Half</i>
Page Horizontal:	7 3/8 w x 4 3/4 d	Not Available
One-Half Page Island:	4 3/8 w x 7 d	Not Available

- Final Trim Size: 8 3/8 w x 10 7/8 d perfect bound
- Live Area: 7 7/8 w x 10 3/8 d
- 133 Line Screen, Satin Stock
- Ad dimensions are trim size
- Bleed ads need 1/8" bleed beyond the trim size
- Keep live matter 1/4" from trim edges

COLOR	1X	2X	3X	4X
Spread	\$9,086	\$8,789	\$8,492	\$8,195
Cover 4	\$5,576	\$5,393	\$5,211	\$5,029
Cover 2 or 3	\$5,163	\$4,994	\$4,825	\$4,656
Opposite Table of Contents & CEO's column	\$4,956	\$4,794	\$4,632	\$4,470
Other Guaranteed Positions	\$4,543	\$4,395	\$4,246	\$4,098
Full Page	\$4,130	\$3,995	\$3,860	\$3,725
1/2 Page	\$2,602	\$2,508	\$2,411	\$2,319

* Rates listed above are net rates.

CLOSINGS

Q1: 12/12/11–space closing; 12/19/11–materials closing

Q2: 3/21/12–space closing; 3/28/12–materials closing

Q3: 6/1/12–space closing; 6/8/12–materials closing

Q4: 9/7/12–space closing; 9/14/12–materials closing

No cancellations will be accepted after closing date and/or after an insertion order is received.

Covers and guaranteed positions are non-cancelable.

Advertiser Guidelines:

- Advertiser may only advertise products and services currently under contract with HealthTrust
- Advertiser may not use the term "exclusive"
- Advertiser must refer to HealthTrust instead of HPG
- Black and white brief summary ad pages (pharmaceutical disclaimer pages, etc.) are priced at 50 percent of the 2X color rate
- Advertiser to include the HealthTrust Purchasing Group contract number in ad so members can easily find advertised product in the HealthTrust online catalog

AD REQUIREMENTS

The Source magazine is a computer-to-plate publication.

PREFERRED MATERIALS:

- Only PDF (PDF/X-1a preferred), EPS or TIF print-ready files.
- PDF Files: All images must be 300 dpi or better. All fonts must be embedded.
- EPS Files: Must be 100% size, 300 dpi or better. Embed all images and convert all fonts to outlines.
- TIF Files: Must be 100% size, 300 dpi or better. Flatten any layers. Do not use compression and do not embed color profiles.

PREPARATION:

- Convert all RGB colors to CMYK. Use spot color only if paying an up-charge.
- Black and white ads should use black only (not 4-color).
- Color match cannot be guaranteed without a high-resolution color proof.
- Revised proofs must be supplied whenever a text or design change is made.
- Advertisers will be billed for all production work required at cost plus 35 percent.



AD SUBMISSION:

Files may be emailed to Natalie Willis at nwillis@hammock.com
 Contact Production Department for upload instructions;
 Email: nwillis@hammock.com or call (615) 690-3424
 CDs and DVDs are also acceptable.

ADVERTISING INQUIRIES:

Contact Cathy Williams: (703) 587-7142

TheSourceAds@healthtrustsource.com



HealthTrust provides additional distribution of *The Source* at industry trade shows, including:

- Federation of American Hospitals
- Healthcare Financial Management Association's ANI conference
- Association for Healthcare Resource & Materials Management