

# HEALTHCARE PURCHASING NEWS®

CLINICAL INTELLIGENCE FOR SUPPLY CHAIN LEADERSHIP [www.hpnonline.com](http://www.hpnonline.com)

40  
YEARS

## 2017 MEDIA KIT

- |                                |                              |                                    |
|--------------------------------|------------------------------|------------------------------------|
| Biohazard Supplies             | Laboratory                   | Revenue Cycle Systems              |
| Capital Equipment              | Linens & Textiles            | Safety and Protection Products     |
| Cardio and Orthopedic Implants | Med/Surg Supplies            | Software/Data                      |
| Carts/Workstations             | Network/Computer Equipment   | Sterile Processing                 |
| Communication                  | Office Supplies              | Storage and Inventory Systems      |
| Diagnostic Imaging/Radiology   | O.R. Equipment               | Surveillance/Reporting             |
| Environmental Services         | O.R. Supplies                | Sustainability Strategies          |
| Food Services/Nutrition        | Outpatient Services          | Tracking Systems                   |
| Freight Management             | Patient Handling             | Transportation                     |
| Furniture                      | Pharmaceuticals              | UDI - Unique Device Identification |
| Handwashing Systems            | Plant Operations/Maintenance | Warehouse Management               |
| Home Health                    | Population Health            | Waste Management                   |
| Infection Prevention           | Purchased Services           | and more...                        |

# TEAM



**Kristine Russell**  
 Publisher/Executive Editor  
 krussell@hpnonline.com



**Rick Dana Barlow**  
 Senior Editor  
 rickdanabarlow@hpnonline.com



**Valerie J. Dimond**  
 Managing Editor  
 vdimond@hpnonline.com



**Kara Nadeau**  
 Features Editor  
 knadeau@hpnonline.com



**Susan Cantrell,**  
 Infection Prevention Editor  
 susan\_cantrell@bellsouth.net

## CLINICAL INTELLIGENCE FOR SUPPLY CHAIN LEADERSHIP

For 40 years, *Healthcare Purchasing News* has continued to bring our subscribers the insight they need to make intelligent decisions day-to-day throughout an ever-changing healthcare environment. Helping readers navigate the challenges of supply procurement and positively impact costs, patient safety, quality outcomes, efficacy and reimbursement is at the core of our mission.

## INFLUENTIAL AUDIENCE

*HPN's* loyal and far-reaching audience includes professionals in Supply Chain and Materials Management, Surgical Services, Central Services/Sterile Processing, Infection Prevention, Nursing, Senior Administration and other prominent members of product evaluation and value analysis committees. *HPN* continues to be the industry's only comprehensive business news magazine covering every angle of supply chain and materials management and its role in delivering high-quality patient care.

## EDITORIAL INTEGRITY

The *HPN* editorial staff has decades of collective experience, and are well-known and respected in the industry for their excellence in editorial content and focus. Editorial contributions from industry experts, along with association collaborations, raise the value of your ad placement while providing opportunities to build and maintain brand awareness and loyalty for your products.

## THE HPN DAILY UPDATE E-NEWSLETTER

Everyday, readers turn to our *HPN Daily Update* e-newsletter for timely coverage of the latest industry news. If it's important to the profession, you'll find it in our *Daily Update*, emailed every morning to subscribers and posted daily at [www.hpnonline.com](http://www.hpnonline.com).

## EMPOWERMENT THROUGH EDUCATION

*HPN* strongly believes in the power of education. For nearly two decades we've provided comprehensive continuing education tests both in print and online. *HPN's* Self-Study Series is approved by CBSPD for five year's certification and by IAHCSSM for three years.

## RECOGNIZING EXCELLENCE

At *HPN*, we also believe in leading by example. That's why we seek out the best of the best and celebrate them with our annual Supply Chain and CS/SPD Department of the Year awards, Supply Chain Focused CEOs, Supply Chain Operations Worth Watching and Infection Prevention Success Stories. These stories showcase hospitals and healthcare facilities that are successfully using products, processes and services to achieve cost saving and care delivery goals.

## QUALIFIED READERSHIP & ACCOUNTABILITY

*HPN* has more than 31,000<sup>1</sup> audited qualified subscribers. One of the ways you can reduce risk is by buying audited media – exclusively. Audited media means an independent third-party verifies our circulation data to give you the true, accurate readership numbers you can trust.

## PARTNERSHIPS

- AHRMM** - Association for Healthcare Resource & Materials Management
- AACN** - American Association of Critical-Care Nurses
- AHVAP** - Association of Healthcare Value Analysis Professionals
- AORN** - Association of periOperative Registered Nurses
- APIC** - Association for Professionals in Infection Control and Epidemiology
- AHE** - Association for the Healthcare Environment

- CBSPD** - The Certification Board for Sterile Processing and Distribution
- Bellwether League**
- FDA UDI team Conferences**
- HFMA** - Healthcare Financial Management Association
- HIDA** - Health Industry Distributor Association
- HSRC** - Health Sector Supply Chain Research Consortium, W. P. Carey School of Business, Arizona State University
- IAHCSSM** - International Association of Healthcare Central Service Materiel Management

- IDN Summit**
- HIMSS** - Healthcare Information and Management Systems Society
- HSCA** - Healthcare Supply Chain Association
- OR Manager**
- SHEA** - Society for Healthcare Epidemiology of America
- SMI** - Strategic Marketplace Initiative
- World Congress** - Leadership Summit on Healthcare Supply Chain Management

# HEALTHCARE PURCHASING NEWS

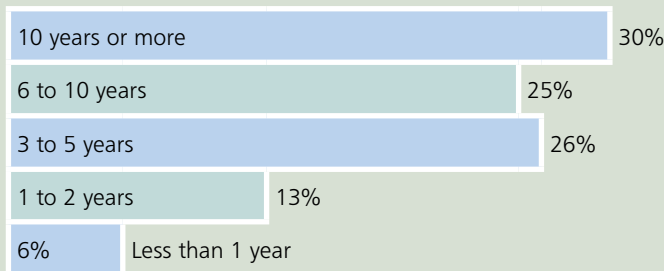
## Readership Stats

WHY *HPN* LEADS THE MARKET IN QUALITY CIRCULATION & READERSHIP<sup>2</sup>

- 7.4** IS THE AVERAGE NUMBER OF YEARS AN *HPN* SUBSCRIBER HAS BEEN A LOYAL SUBSCRIBER WHICH CLEARLY MEANS THAT *HPN* IS A PUBLICATION THAT DELIVERS ROE – RETURN ON ENGAGEMENT, INVOLVEMENT AND VALUE.
- 81%** HAVE BEEN SUBSCRIBERS FOR MORE THAN THREE YEARS AND 30% HAVE SUBSCRIBED FOR 10 YEARS OR MORE.
- 91%** OF *HPN'S* SUBSCRIBERS HAVE READ THREE OF THE LAST FOUR ISSUES; 75% READ ALL FOUR.
- 85%** OF *HPN'S* SUBSCRIBERS SAY *HPN* KEEPS THEM UP-TO-DATE ON HEALTHCARE INDUSTRY DEVELOPMENTS
- 2.8** IS THE AVERAGE NUMBER OF READERS THAT SEE A COPY OF *HPN* EACH MONTH IN HEALTHCARE FACILITIES ALL OVER THE U.S.
- 88,925** IS THE AVERAGE NUMBER OF READERS THAT SEE *HPN* EACH MONTH.
- 100%** OF *HPN'S* SUBSCRIBERS ARE VAC (VERIFIED AUDIT CIRCULATION) AUDITED, GUARANTEEING YOUR AD IS SEEN BY THE RIGHT HEALTHCARE PROFESSIONALS.<sup>1</sup>
- 95%** OF *HPN* SUBSCRIBERS WHO RECEIVE OUR DAILY UPDATE NEWSLETTER RATE IT AS USEFUL.

## LOYAL READERS<sup>2</sup>

**81% HAVE SUBSCRIBED FOR THREE OR MORE YEARS**



## Annual Industry Guide

POLYBAGGED WITH THE *HPN* ISSUE AND MAILED IN NOVEMBER

THE ANNUAL *HPN* INDUSTRY GUIDE IS DISTRIBUTED THROUGHOUT THE YEAR AT KEY INDUSTRY CONFERENCES.

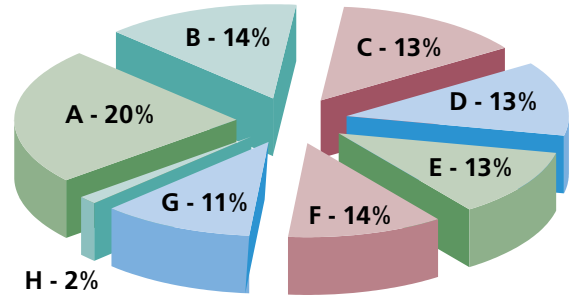
THE ONLINE INDUSTRY GUIDE PORTAL PROVIDES OUR READERSHIP WITH A SEARCHABLE TOOL FOR IDENTIFYING WHICH COMPANIES PROVIDE WHICH PRODUCTS AND INCLUDES A LINK BACK TO YOUR COMPANY 24/7 ONLINE.



1 - December 2015 VAC Statement.  
 2 - 2016 *HPN* Reader Profile Survey.

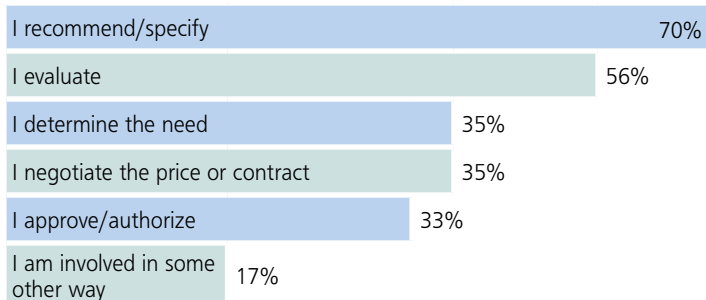
# READER PROFILE DECISION MAKERS<sup>1</sup>

- A** VPS, DIRECTORS AND MANAGERS OF MATERIAL, VPS OF SUPPORT SERVICES, ASSISTANT MATERIALS MGR., OTHER MATERIAL MGMT. PERSONNEL, CONTRACTS-DIRECTOR, MANAGER, SUPERVISOR; VALUE ANALYSIS COORDINATOR — **20%**
- B** INFECTION CONTROL PRACTITIONERS, INFECTION CONTROL DIRECTORS/SUPERVISORS — **14%**
- C** OR DIRECTORS/MANAGERS/ SUPERVISORS; SURGICAL SERVICES DIRECTORS/MANAGERS/SUPERVISORS; OR MATERIAL MANAGER; OTHER OR PERSONNEL INVOLVED IN PURCHASING — **13%**
- D** CHIEF PURCHASING DIRECTORS, PURCHASING MANAGERS; BUYERS, PURCHASING AGENTS AND OTHER PURCHASING PERSONNEL — **13%**
- E** HEAD NURSE/DIRECTOR OF NURSING; MEDICAL DIRECTOR; PROFESSIONAL DEPARTMENT HEAD; EVALUATION/STANDARDIZATION & SAFETY COMMITTEE MEMBER; CLINICAL EDUCATOR; NURSING/PRACTITIONER — **13%**
- F** CENTRAL SERVICE DIRECTORS/SUPERVISORS/MANAGERS, OTHER CENTRAL SERVICE PERSONNEL (TECH, COORD), ENVIRONMENTAL SERVICES MANAGER — **14%**
- G** CEO,CFO,COO, HOSPITAL ADMINISTRATOR — **11%**
- H** CONSULTANT, OTHER — **2%**

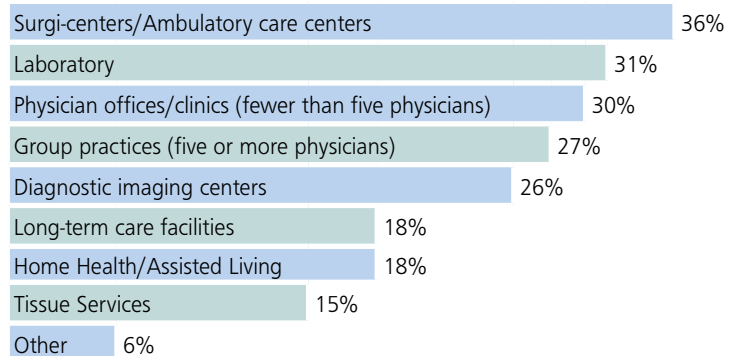


**94%** of HPN subscribers are involved in their healthcare facility's purchasing decisions.<sup>2</sup>

## HPN READERS ARE INVOLVED IN THE PURCHASE OF EQUIPMENT/SERVICES<sup>2</sup>

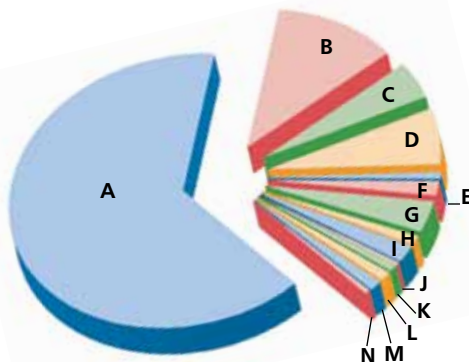


## 63% OF HPN READERS HAVE PURCHASING RESPONSIBILITY FOR NON-HOSPITAL FACILITIES IN ADDITION TO THEIR HOSPITAL/IDN<sup>2</sup>



## REACH THE FACILITIES THAT USE YOUR HEALTHCARE PRODUCTS AND SERVICES<sup>1</sup>

- A** STAND ALONE HOSPITALS (FOR PROFIT, NON-PROFIT, GOVERNMENT) — **65%**
- B** INTEGRATED NETWORKS (MULT. HOSPITALS/ALTERNATE SITES) — **12%**
- C** HOSPITAL GROUP PURCHASING ORGANIZATION OR ALLIANCE — **4%**
- D** MULTI-HOSPITAL SYSTEM CORP HEADQUARTERS — **7%**
- E** GOVERNMENT PURCHASING AGENCIES — **1%**
- F** SURGI-CENTERS/AMBULATORY CARE CENTERS — **2%**
- G** LONG-TERM CARE — **3%**
- H** HOME HEALTHCARE — **1%**
- I** GROUP PRACTICE/CLINIC — **2%**
- J** INSURANCE/ACCOUNTING/ INVESTMENT/3RD PARTY ADMINISTRATOR — **.2%**
- K** DISTRIBUTOR — **1%**
- L** MANUFACTURER — **1%**
- M** CONSULTANT — **1%**
- N** OTHER — **1%**



## AUDITED CIRCULATION

*HEALTHCARE* **HPN has 31,415 subscribers, of which 92% are direct request, confirmed independently by Verified Audit Circulation (VAC). This audited circulation statement is an accurate**



**picture of our readership, including vital information such as the industry, job titles, purchasing influence and geography of our subscribers. VAC audits also provide a breakout of requested versus unrequested copies, which can be crucial when you are marketing your healthcare products and services because HPN is targeting engaged buyers.**



1 - December 2015 VAC Statement.  
2 - 2016 HPN Reader Profile Survey.

# HPN'S 2017 EDITORIAL CALENDAR

Issue	Supply Chain Management	Sterile Processing	Surgical & Critical Care Services	Infection Prevention	Products & Purchased Services	Bonus Distribution/Coverage
<b>JAN</b>	Enterprise Labeling (RFID, RTLS, Bar Coding)	Effective Cleaning Techniques & Tools	Patient Handling and Positioning Products	Catheter Use and Care Processes	Patient Engagement Technologies	11th World Congress Leadership Summit on Healthcare Supply Chain Management: JAN 30 – 31, New Orleans OR Business Manager: JAN 30 – FEB 2, New Orleans
Edit Close: 11/21/2016 Ad Close: 12/6/2016	Early Planning - Purchase an ad in December 2016, receive your January 2017 ad at 40% discount.					
<b>FEB</b>	Pharmacy Supply Chain Lessons	QA/Sterility Assurance & Instrument Maintenance	OR/Critical Care/ Patient Room Air Quality	Infection Screening Strategies	Clinical Data Analytics	HIMSS: FEB 19 – 23, Orlando, FL
Edit Close: 12/20/2016 Ad Close: 1/6/2017	Signet Ad Recognition Study: A FREE ad effectiveness study conducted by Signet Research for all February full-page advertisers.					
<b>MAR</b>	GPO Evolution	SPD Compensation Survey	OR Scheduling Tools and Analytics	Infection Prevention Success Stories	Carts & Storage	FHA - Federated 2017: MAR 5-7, Washington, DC McKenna Lecture HSRC: MAR 22-23, Arizona State University
Edit Close: 1/20/2017 Ad Close: 2/6/2017	E-product blast to our entire opt-in readership for full page advertisers.					
<b>APR</b>	Crisis and Disaster Planning	Standardizing IFUs	Surgical Instruments	Striking Back on Sepsis	Inventory Trackers	AORN: APR 1 – 5, Boston, MA MODEX/ProMat: APR 3 – 6 – Chicago, IL IDN Summit: APR 10 – 12, Orlando, FL GHX: APR 24 – 26, National Harbor, MD Medical World Americas: TBD
Edit Close: 2/21/2017 Ad Close: 3/6/2017	Show Product Spotlight—Highlight your show product introductions in our show marketplace and special show product e-blast for AORN.					
<b>MAY</b>	Managing Laboratory Supply Chain	SPD Department of the Year	Anesthesia Awareness and Pain Monitoring	Infection Prevention Compensation Survey	Sterile Processing Equipment/ Technology Guide	ASCA: MAY 3 – 6, Washington DC SMI: MAY 3 – 5, Naples, FL DDW: MAY 6 – 9, Chicago, IL SGNA: MAY 7 – 9, New Orleans, LA IAHCSMM: MAY 7 – 10, Nashville, TN AHA: MAY 7 – 10, Washington DC Intalere: MAY 15 – 18, Orlando, FL WOCN: MAY 20 – 23, Salt Lake City, UT AACN: MAY 21 – 25, Houston, TX
Edit Close: 3/21/2017 Ad Close: 4/4/2017	Show Product Spotlight—Highlight your show products in IAHCSMM, AACN show marketplace section in print and special show product e-blast.					
<b>JUN</b>	Supply Chain Management Compensation Survey	Reprocessing Turnover Improvements	Point of Use: Tracking and Verification	Infection Prevention Guide	Preventing Never Events	AAMI: June 9 – 12, Austin, TX APIC: June 14 – 16, Portland, OR HFMA/ANI: June 25 – 27, Orlando, FL Premier: June 27 – 30, Washington, DC
Edit Close: 4/20/2017 Ad Close: 5/8/2017	Infection Prevention Buyers Guide —Feature your 50-word product review and photo in our IP Product /APIC Marketplace and Preshow invitation e-blast.					
<b>JUL</b>	Supply Chain Department of the Year	Instrument Decontamination	Patient Monitoring	Improving Emergency Prep/Outbreak Response	Freight/Shipping Tips	NADONA/LTC: JUL 14-19, Orlando, FL AHRMM: July 23 – 26, Washington, DC
Edit Close: 5/19/2017 Ad Close: 6/6/2017	Show Product Spotlight—Highlight your show product introductions in our AHRMM show marketplace section and Preshow invitation e-blast.					
<b>AUG</b>	Supply Chain Focused Physicians	CS/SPD Certification & Training	Personal Protection Equipment	Wound & Skin Care	Facility Construction/ Renovations	IDN Summit: Aug 28 – 30, Phoenix, AZ
Edit Close: 6/20/2017 Ad Close: 7/7/2017	Signet Ad Recognition Study: A FREE ad effectiveness study conducted by Signet Research for all February full-page advertisers.					
<b>SEP</b>	Top Supply Chain Cost Drivers	SPD Renovations	Room Decontamination	Environmental Services Guide	Sustainable Shopping Lists	AHE: SEP 19 – 22, Orlando, FL HIDA: SEP 26 – 28, Chicago, IL
Edit Close: 7/21/2017 Ad Close: 8/6/2017	Show Product Spotlight—Highlight your show product introductions in our show marketplace and special show product e-blast for AHE.					
<b>OCT</b>	Supply Chain Business Ventures	Instrument Storage & Containers	Surgical Suite Renovation	Hygiene Practices & Accountability	Compliance Credentialing/Security	Bellwether League: OCT 2, Chicago, IL OR Manager: OCT 2-4, Orlando, FL ANCC: OCT 11 - 13, Houston, TX AHVAP: OCT 18-20, Dallas, TX SMI: OCT 24 – 26, Dallas, TX
Edit Close: 8/24/2017 Ad Close: 9/5/2017	Hygiene Products—Feature your 50-word product review and photo in our Product Focus Marketplace.					
<b>NOV</b>	Strategic Sourcing for the Care Continuum	Endoscope Cleaning Strategies	Kit/Procedure Tray Planning	Disposable & Reusable Textiles	Equipment Contract Purchasing Hurdles	Medica 2017: Nov 13 – 16, Dusseldorf RSNA: NOV 26 – DEC 1, Chicago, IL
Edit Close: 9/22/2017 Ad Close: 10/6/2017	Endoscope Guide —Feature your 50-word product review and photo in our Product Marketplace and e-blast.					
<b>2018 INDUSTRY GUIDE</b> Edit: 9/22/2017 • Ad: 10/6/2017	Distributed with the November edition and available all year long online and at trade shows. Advertise in the Industry Guide and receive a FREE Logo, 6 FREE product cross reference listings in the Annual Industry Guide and FREE online hotlinks. Advertisers earn additional discounts by advertising in HPN November — earn 40% off your Industry Guide ad.					
<b>DEC</b>	Supply Chain Operations Worth Watching	Disinfectants & Sterilants	Respiratory Products	Infection Prevention Focused Surface Materials	Waste Management including Sharps Disposal/Safety	
Edit Close: 10/20/2017 Ad Close: 11/6/2017	Earn special 40% off rate card discounts when you advertise in both December 2017 and January 2018 Disinfectants/Sterilants — Feature your 50-word product review and photo in our Product Marketplace					

# RATES AND SPACE

SIZE	*Gross	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
<b>Spread</b>		\$12,965	\$12,453	\$11,612	\$11,156	\$10,512	\$9,993	\$9,517	\$9,321	\$9,096	\$8,942
<b>Full page</b>		\$6,363	\$6,175	\$5,957	\$5,719	\$5,396	\$5,123	\$4,878	\$4,786	\$4,688	\$4,597
<b>2/3 pg</b>		\$5,410	\$5,228	\$5,053	\$4,878	\$4,562	\$4,338	\$4,142	\$4,058	\$3,974	\$3,896
<b>1/2 pg island</b>		\$4,765	\$4,604	\$4,450	\$4,296	\$4,009	\$3,812	\$3,630	\$3,560	\$3,490	\$3,420
<b>1/2 pg</b>		\$4,218	\$4,079	\$3,938	\$3,805	\$3,559	\$3,385	\$3,224	\$3,161	\$3,098	\$3,034
<b>1/3 pg</b>		\$3,735	\$3,609	\$3,483	\$3,364	\$3,140	\$2,985	\$2,838	\$2,782	\$2,726	\$2,670
<b>1/4 pg</b>		\$3,343	\$3,231	\$3,119	\$3,013	\$2,824	\$2,705	\$2,593	\$2,543	\$2,495	\$2,446
<b>1/6 pg</b>		\$2,859	\$2,761	\$2,663	\$2,578	\$2,411	\$2,292	\$2,179	\$2,137	\$2,088	\$2,046
<b>1/8 pg</b>		\$2,390	\$2,340	\$2,261	\$2,183	\$2,112	-	-	-	-	-

COLOR	PER AD	PER SPREAD
<b>2-color standard</b>	\$700	\$1,135
<b>2-color matched PMS</b>	\$915	\$1,525
<b>4-color or 3-color process</b>	\$1,250	\$2,000
<b>Metallics</b>	\$1,215	\$1,970

All rates based on payment in U.S. funds by check, ACH or wire transfer. Check with your representative for rates with other forms of payment.

## COVERS & POSITION

Premiums for covers and other guaranteed position ads, over earned rate:

### Inside Front Cover

add 20% to the size/frequency earned discount

### Inside Back Cover

add 15% to the size/frequency earned discount

### Back Cover

add 25% to the size/frequency earned discount

### Guaranteed Position

add 10% to the size/frequency earned discount

## CLOSING DATES and FREQUENCY DISCOUNTS

- Published monthly, mailing the 1st day of the month of issue date.
- Closing is four weeks prior to issue date (e.g., April issue closes March 1).
- Cancellations are not accepted after the closing date.
- Materials are due within seven days after the closing date.
- Ads requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Late ad changes cannot be guaranteed and are subject to additional charges.
- Frequency rate is determined by number of insertions within the 12-month contract period. Unless Publisher receives written notification, the contract period is the calendar year.
- Frequency discounts apply to any size ads, with the exception of covers. Please contact the Publisher for frequency rates over 24x. Rate adjustments are made at the time of earned frequency rate.

## COMMISSIONS

Recognized agencies receive 15% commission on all ads except classified. Production and mechanical charges are not commissionable. Terms: 30 days. Agency commission on unpaid invoices over 60 days is forfeited. Publisher must receive written notification of newly authorized agencies prior to insertion order.

## CLASSIFIED ADVERTISING

### Web Classifieds

350 net per web ad which includes up to 100 words. Additional words are \$.35 each. Online ads that run for one insertion will appear online at [www.hpnonline.com](http://www.hpnonline.com) for one month. Online ads will appear within 48 hours of submission (excluding weekends/holidays). All classified ads must be prepaid. No agency commission or cash discount. Frequency rates are available for print ads only.

Add Logo \$30

### Print Classifieds

Rates are \$190 net per column inch – 2" minimum. A column is 2 1/8" wide. These also have no reader service number.

### Online Listing – Industry Guide

Online listings submitted after October 1, 2017 are available for \$90 net per listing, per insertion. Listings include company name, address, phone/fax numbers and hotlink.

## LIST RENTAL RATES

Base price (includes Cheshire labels)	\$180/M	Make direct mail a leading part of your marketing mix with <b>HPN's</b> subscriber lists, which include more than 31,415 <sup>1</sup> materials managers, supply chain directors, purchasing directors, OR/ surgical services directors, central service/sterilization professionals, infection preventionists, and other key healthcare professionals!
Pressure-sensitive labels	\$10/M additional charge	
CD/Email	\$50 additional charge	
Key coding	\$2/M additional charge	
Job function, SCF state/zip code, company size, facility selections	\$10/M additional, each select	
Products specified, number of beds selections	\$15/M additional, each select	
Minimum order	\$500	
Working days required	Three days	

All lists are updated monthly with demographic selections available at an additional charge, plus shipping and handling.

**Email lists also available for \$450.00 net per thousand – transmission included – demographic selects extra (see above).**

## DISPLAY AD SPECIFICATIONS

### PRINT AD SIZES IN INCHES



#### SPREAD

Non-bleed: 14.75 x 10  
Bleed: 15.75 x 11  
Trim: 15.5 x 10.75  
Live: 14.75 x 10



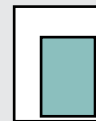
#### FULL PAGE

Non-bleed: 7 x 10  
Bleed: 8 x 11  
Trim: 7.75 x 10.75  
Live: 7.25 x 10.25



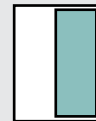
#### 2/3 VERTICAL

Non-bleed: 4.5 x 9.75  
Bleed: 5.25 x 11  
Trim: 5 x 10.75  
Live: 4.25 x 10.25



#### 1/2 ISLAND

Non-bleed: 4.375 x 7.375  
Bleed: 5.125 x 8.25  
Trim: 4.875 x 8  
Live: 4.375 x 7.5



#### 1/2 VERTICAL

Non-bleed: 3.25 x 9.75  
Bleed: 4.125 x 11  
Trim: 3.875 x 10.75  
Live: 3.125 x 10.25



#### 1/2 HORIZONTAL

Non-bleed: 6.75 x 4.75  
Bleed: 8 x 5.5  
Trim: 7.75 x 5.25  
Live: 7.25 x 4.75



#### 1/3 SQUARE

Non-bleed: 4.5 x 4.75



#### 1/3 VERTICAL

Non-bleed: 2.125 x 9.75



#### 1/3 HORIZONTAL

Non-bleed: 6.75 x 3



#### 1/4 VERTICAL

Non-bleed: 3.25 x 4.75



#### 1/6 VERTICAL

Non-bleed: 2.125 x 4.75



#### 1/8 HORIZONTAL

Non-bleed: 3.25 x 2.5

# ONLINE ADVERTISING



## HPN WEBSITE ADVERTISING – HPNONLINE.COM

Don't miss the opportunity to link your company to our website. Purchase a banner or button, sponsor an editorial section, or buyers' guide location. We offer you a custom solution.

### www.hponline.com - Unique Monthly Statistics

Monthly Visitors	161,207	Average CTR range	.68% - 6.13%
Average Monthly Page Views	272,204	AVG Leaderboard Impressions	34,381
Unique IPs	48,888	Average Pop-Up Impressions	55,707

Source: Web Log Expert reports, Revive Ad Server reports

### Position

HPN banner ads **SHUFFLE** positions in our popular newsletter and online placements for best exposure, at publisher's discretion. **LOCKED** positions are available at 10% over rate, with a minimum purchase of three consecutive months, and are on a first-come-first-served basis.

WEBSITE	*net	Pixels	1 Month	3 Months*	12 Months*
Page Curl		500 x 500	\$2,747	\$2,518	\$1,888
Pop-up		600 x 400	\$4,522	\$4,145	\$3,109
Wall Paper		1346 x 768 px 1420 x 900 px 1580 x 900 px 1900 x 1080 px	\$7,100	\$6,508	\$4,881
Push-Down Super Leaderboard		970x90 to 970x415	\$5,278	\$4,838	\$3,629
Super Leaderboard		970x90	\$3,490	\$3,199	\$2,399
Half-Page		300x600	\$3,959	\$3,629	\$2,722
Sky Scraper		160x600	\$3,968	\$3,637	\$2,728
Standard Banner		468x60	\$1,929	\$1,768	\$1,326
Leaderboard		728x90	\$3,910	\$3,584	\$2,688
Medium Rectangle		300x250	\$2,253	\$2,066	\$1,549
Video Ad		300x250	\$2,609	\$2,391	\$1,793

\*billed monthly

### Whitepaper Library

HPNONLINE.com will host your White Paper PDF in our online library, send a custom e-Blast to 5,000 names chosen from our specific distribution categories, and track respondents for lead generation. You can add up to three questions for data capture that will give you deeper insights into the nature of your respondents. This information, as well as the email address and contact information of all responders, is included in the performance report you will receive upon completion of your campaign. \$3,500

### Exclusive Sponsorships

EXCLUSIVE Sponsorships of our HPN staff-written reports covering specific industry topics. See the HPN Editorial Calendar for the topics available by issue. There is only one sponsorship available per report, ensuring your company exclusive visibility.

- The issue is delivered to more than 31,000 subscribers in print, and includes your logo as the sponsor on each spread of the article.
- Lead Generating Announcements:
  - Exclusive email blast announcement of the article that includes a sponsorship sidebar with your logo.
  - Links to the article in HPN's "It's Coming" issue announcement email also generate leads.
- Includes Clicks and Impressions from HPN:
  - Your Pop-up ad appears over the dimmed website article.
  - Your sponsorship logo, headline, image, 50 words, text links and URL remain stationary as visitor scrolls the website article on the web page.
- Digital Edition
  - Your left-of-cover ad OR a tabbed ad insert in the HPN digital edition.
  - Your logo on each spread announcing you as the sponsor.
- Special Sponsor ad on HPN homepage for the month the article launches with your logo and link.



Price: \$8236 gross  
(Value - over \$18,000)

For full specs on building banners and email blasts, visit [www.hponline.com/advertising/specifications/](http://www.hponline.com/advertising/specifications/)



# HEALTHCARE PURCHASING NEWS

CLINICAL INTELLIGENCE FOR SUPPLY CHAIN LEADERSHIP

www.hponline.com

KSR Publishing, Inc

HEADQUARTERS:

2477 Stickney Point Road • Suite 315B  
Sarasota, FL 34231  
www.hponline.com  
PH 941-927-9345 • FX 941-927-9588

## PUBLISHER/ EXECUTIVE EDITOR

**Kristine Russell**  
krussell@hponline.com  
941-927-9345 ext. 201  
Fax: 941/927-9588

## EDITORIAL STAFF

**Rick Dana Barlow**  
Senior Editor  
rickdanabarlow@hponline.com  
847-466-7425

**Valerie J. Dimond**  
Managing Editor  
vdimond@hponline.com  
941-927-9345 ext. 202  
Fax: 941-927-9588

**Kara Nadeau**  
Features Editor  
knadeau@hponline.com  
508-314-3127

**Susan Cantrell**  
Infection Prevention Editor  
susan\_cantrell@bellsouth.net  
615-356-6440

## ADVERTISING CONTRACTS/ CLASSIFIEDS/LIST RENTALS

**Tiffany Coffman**  
tcoffman@hponline.com  
941-927-9345 ext. 203  
Fax: 941-927-9588  
*Please send all advertising contracts,  
advertising materials, classifieds, and  
list rental requests to our Florida office.*

## REPRINTS

**Tracy Arendt**  
tarendt@hponline.com  
941-927-9345 ext. 204  
Fax: 941-927-9588

## SALES

### Midwest Sales

**Donna Boatman-Riley**  
dboatman@hponline.com  
815-393-4624  
Fax: 815-393-3633

### East Coast/West Coast Sales

**Blake & Michelle Holton**  
bholton@hponline.com  
mholton@hponline.com  
407-971-6286  
Fax: 407-971-8598

## EDITORIAL ADVISORY BOARD

**Joe Colonna**, Vice President, Supply Chain, Piedmont Healthcare, Atlanta, GA

**Karen Conway**, Executive Director, Industry Relations, GHX, Louisville, CO

**Michele De Meo**, CRCST, (Ret.)

**Dee Donatelli**, RN, CMRP, CVAHP, President and CEO of Mid-America Service Solutions, LLC. part of the Vizient collaborative's nationwide

**Mary Beth Lang**, Executive Vice President, Cognitive Analytics Solutions at Pensiamo, Greater Pittsburgh Area, Hospital & Health Care

**John Mateka**, Director, Materials Management, Clarendon Health System, Manning, SC

**Melanie Miller**, RN, CNOR, CSPDM, Consultant, CA

**Dennis Orthman**, Senior Director, Strategic Marketplace Initiative (SMI)

**Jean Sargent**, CMRP, FAHRMM, FCS, Principal, Sargent Healthcare Strategies, Port Charlotte, FL

**Rose Seavey**, RN, BS, MBA, CNOR, ACSP, Seavey Healthcare Consulting Inc.

**Richard W. Schule**, MBA, BS, FAST, CST, FCS, CRCST, CHMMC, CIS, CHL, AGTS, Director, Clinical Education, STERIS Corporation

**Robert Simpson**, CMRP, President and CEO, LeeSar Regional Service Center and Cooperative Services of Florida, Fort Myers, FL

**Barbara Strain**, Director, Value Management, University of Virginia Health System, Charlottesville, VA

**Deborah Petretich Templeton**, R Ph., MHA, Chief of Care Support Services, Geisinger Health System, Danville, PA

**Ray Taurasi**, Principal, Healthcare CS Solutions

**Brian Viele**, R.N., BSN, CCRN, Director, ICU/ BHU/Clinical Consultants/Inpatient Cardiopulmonary, Mid Coast Hospital, Brunswick, ME

## TERMS & CONDITIONS

**PRINT:** All advertising and copy is subject to The Publisher's approval. The Publisher reserves the right to reject advertising. Print quality standards are based on SWOP standards and regulations. The Publisher reserves the right to select ad location unless the Advertiser pays for a special position. Publisher may insert the word "ADVERTISEMENT" in any ad that simulates editorial. Ads requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Late ad changes cannot be guaranteed and are subject to additional charges. Cancellations are not accepted after the closing date. Contracts may be cancelled by the Advertiser or the Publisher on written notice, prior to the closing date of issue. Should the Advertiser fail to fulfill the contract, the Publisher may bill the Advertiser for the difference between the rate paid on previous ads and the rate earned (short rate). Publisher also may bill for the value of merchandising credits utilized, but not earned due to the failure to fulfill the contract. Advertisers and their Agencies are solely responsible and accept full liability for all content of their ads. The Publisher shall not be liable for delays in delivery, non-delivery, or for the failure to publish or distribute all or any part of the publication due to circumstances beyond the Publisher's control. Further, the Publisher shall not be liable for damages if, for any reason, Publisher fails to publish an ad. The Publisher assumes no liability for errors or omissions in key numbers, reader service descriptions, reader service numbers, or the index of advertiser's company name listing. The Publisher's liability for any error will not exceed the charge for the ad in question. No conditions, oral or printed in the contract, order, copy instructions, or elsewhere, which conflict with the Publisher's policies as set forth in this Media Kit, will be binding on the Publisher. Failure to make the Advertiser's order correspond in price with the 2017 rate schedule is regarded only as a clerical error, and publication is made and charged according to the terms of the schedule in force without further notice.

**DIGITAL:** Digital Products include but are not limited to Online Ad, Custom Content, Whitepapers, e-newsletters, Webinars. The Advertiser and/or Agency acknowledges that KSR is the owner of the copyright in all ads (including artwork) prepared by the employees, or agents of KSR on behalf of the Advertiser and/or Agency and neither the Advertiser nor any other party is entitled to publish, reproduce or otherwise enjoy the rights in such ads or artwork without the prior written permission. All Digital Products are subject to KSR's final approval. Ad posted on websites may be consecutively and positionally rotated with other ads. If agreed, KSR will design the ad and/or KSR Digital Product and will provide Advertiser and/or Agency with a draft or sample before the ad and/or KSR Digital Product is published. Advertiser's and/or Agency's digital signature and/or email approval on the sample of the ad constitutes Advertiser's and/or Agency's acceptance of the ad and/or KSR Digital Product and suitability for publication. Full payment must be received by KSR, along with an executed copy of this Agreement, prior to KSR publishing the Digital Product. KSR makes no representation or warranty, express or implied, as to the efficacy or suitability of any Digital Product published/posted by or on behalf of the Advertiser, nor to the effectiveness, or outcome of, or response to such Digital Product, and the Advertiser's liability to pay the fee to KSR in full and without deduction shall not be dependent in any way upon such efficacy, outcome of or response to the Digital Product. Advertiser and/or Agency warrants that all the information contained in the leads shall remain confidential, and shall not be disclosed and/or made available for use by any third party through any means including, but not limited to, sale, rental or transfer. In the event of a breach of this confidentiality provision by Advertiser and/or Agency, KSR shall be entitled to injunctions, both preliminary and final, without bond or security, and such remedies shall be in addition to all other remedies available to KSR, including, but not limited to, a claim for damages. No leads will be delivered until KSR receives payment in full.

Advertiser and/or Agency warrants that all the information contained in the leads shall remain confidential, and shall not be disclosed and/or made available for use by any third party through any means including, but not limited to, sale, rental or transfer. In the event of a breach of this

confidentiality provision by Advertiser and/or Agency, KSR shall be entitled to injunctions, both preliminary and final, without bond or security, and such remedies shall be in addition to all other remedies available to KSR, including, but not limited to, a claim for damages. No leads will be delivered until KSR receives payment in full.

**DEADLINES:** If materials (including but not limited to copy, artwork, negatives, disks, and ad approval) are not received by KSR by the due date, KSR is authorized to substitute available materials or previously run materials in its place or delete the space and charge the Advertiser for the full cost for the space.

**PAYMENT:** An Agency warrants: (a) that it has full power and authority to enter into this Agreement on behalf of Advertiser; (b) that Advertiser has been made aware of and has agreed to its joint and liability hereunder; and (c) that nothing in this Agreement shall be construed to establish a principal-agent relationship between KSR and Agency. Amounts due under this agreement not received within KSR's payment terms may be rebilled directly to the Advertiser, who will be held responsible for payment. This Agreement may not be canceled or terminated by the Advertiser and/or Agency for any reason. The net amount is non-refundable. The Advertising Agency and Advertiser assume and agree to pay the charges specified in the Media Kit for advertising published at their direction. In the event the Advertiser and/or Agency default in payment of bills, the Advertiser and/or Agency will be jointly liable for all fees and sums of collection, including but not limited to, reasonable attorney's fees and court costs incurred by the Publisher in the collection of said bills. If a credit card is used for payment, Advertiser and/or Agency agrees that KSR may charge the net amount to the credit card provided. An agency commission of fifteen percent (15%) is given to Publisher-recognized agencies if payment is made within the Publisher's payment terms. All outstanding account balances shall be subject to a one and one-half percent (1.5%) monthly finance charge and all invoices past terms shall be subject to a twenty percent (20%) late fee.

**INDEMNITY:** Advertiser and/or Agency assumes sole responsibility for the materials provided to KSR and shall indemnify KSR for any claims arising against KSR including, but not limited to, claims for defamation, rights of privacy, unfair competition, trademark and copyright infringement, is or is likely to be misleading or deceptive or in violation of any applicable law, regulation, statute, or guideline. KSR may assign any of its rights or obligations under the Agreement to any third party at any time without notice to the Advertiser. The Advertiser may not assign any of its obligations under the Agreement without prior written consent of KSR. The Advertiser must notify KSR in writing within 7 days of any change of ownership of the Advertiser and fully indemnifies KSR against any loss or damage suffered by KSR as a result of the Advertiser's failure to notify KSR of such change. The Agreement shall not be amended except by a document in writing signed by the parties. If any provision of the Agreement is held invalid or unenforceable, its invalidity or enforceability will not affect any other provisions of this Agreement. If, for any reason beyond the control of KSR including, but not limited to the result of fire, flood, blackout, industrial action, theft, sabotage or equipment breakdown, KSR cannot complete its obligations under the Agreement, KSR shall be entitled to delay performance of the Agreement or terminate the Agreement at its absolute discretion and the Advertiser shall not make any claim for loss or damages in respect of such delay or termination.

**RESOLUTION:** Every dispute concerning the interpretation, effect, or breach of this Agreement shall be resolved in the courts of Sarasota County, State of Florida and is governed in accordance with the laws of the State of Florida. If The Publisher is forced to take legal action to enforce or interpret the provisions of this Agreement, all costs, including but not limited to, collection fees, attorneys' fees, travel expenses, court costs, and any post-judgment collection fees, shall be the sole responsibility of Advertiser and/or Agency.