



AHP Association for
Healthcare
Philanthropy.

2019
Media Planner

2019 AHP MEDIA PLANNER



Advertise in *Healthcare Philanthropy* and reach **health care development decision makers** who raise billions annually.



Supporting health care fundraising professionals

4,500
Members



The mission of the Association for Healthcare Philanthropy (AHP) is to inspire, educate and serve those transforming health care through philanthropy. As the world's largest association for health care fundraising professionals, AHP represents organizations in North America and around the world that raise money for community health services.

Connect with influential AHP members who represent approximately 70% of the health care philanthropy industry and support a wide range of health care facilities including:

- Community and private hospitals
- Health care systems
- Children's hospitals
- Teaching hospitals and medical institutions
- Long-term care facilities
- Hospices
- Medical centers
- Advocacy groups
- Specialty hospitals



Reach health care philanthropy leaders

Advertise in *Healthcare Philanthropy's* print publications to reach nearly 4,500 members who raise funds for more than 2,000 of the largest nonprofit health care providers in the United States and Canada.

AHP members cover a breadth of health care fundraising titles from executive director and chief development officer to major gift officer, annual campaign manager, event coordinator and grant writer.

89% of members are from the U.S., 10% are in Canada, and 1% are based in other countries.

AHP's Members Are High-Level Decision Makers



22%
Director



15%
Vice President

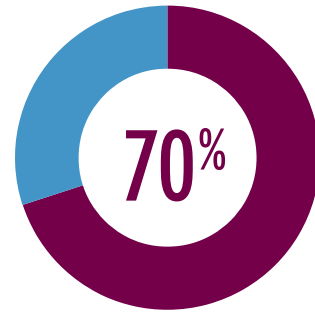


15%
President
CEO/CDO



7%
Manager

Health Care Philanthropy Sector Representation



of the sector is represented by AHP members

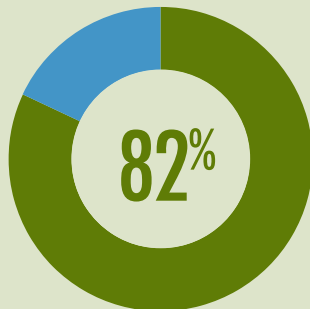
- AHP Members
- Other



Healthcare Philanthropy's readers give high marks for

- ✓ Quality content **78%**
- ✓ Readability **76%**
- ✓ Usefulness **67%**
- ✓ Visual Appeal **66%**
- ✓ Timeliness **65%**

Readers depend on Healthcare Philanthropy

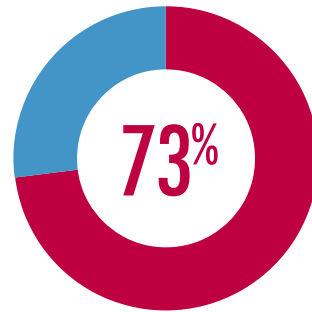


Regularly read each issue

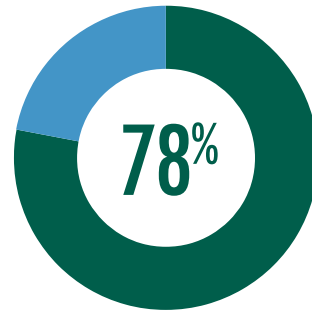
Reader Snapshot

AHP's journal is a highly valued product among members and a key component of AHP's vision to become the thought leader in health care philanthropy. Independent studies have shown the journal is well-regarded and frequently read. *Healthcare Philanthropy* is published in a PDF format and available on AHP's searchable Resource Library.

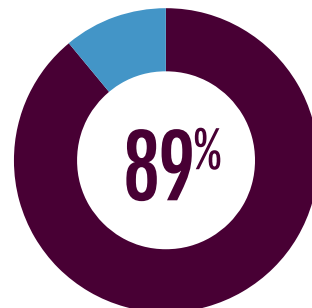
Healthcare Philanthropy is a "must-read" for health care philanthropy fundraisers



Members rate the journal as "excellent"



Read the cover article



Call an article to a colleague or their board's attention



Be Recognized as a Thought Leader

AHP and **Healthcare Philanthropy** present an exclusive opportunity to sponsor the annual **Forward Thinking** series of articles in both the Spring and Fall issues! This special cutting-edge series advances the profession with professionally researched and written articles on topics recommended by the Journal Advisory Council.

The **Forward Thinking Sponsorship** includes:

- A **Forward Thinking** icon featuring your company's name on the cover of **Healthcare Philanthropy**, on the Table of Contents, and on the article.
- The opportunity to contribute sidebar copy—**approximately 300 words plus your company logo**.
- A special layout so your company receives extra attention as the exclusive sponsor.
- The **Forward Thinking** icon with a link to the article on the AHP website.
- Free high-res PDF digital reprint of the article.
- A full page-four color ad.
- Use of the **Forward Thinking** icon and "Sponsor of the 2019 **Healthcare Philanthropy Forward Thinking** series" copy on ads and sales collateral.
- Up to 15 additional copies of **Healthcare Philanthropy**.
- Bonus full issue distribution at AHP conferences.

Sponsorship Rate: \$5,000.00 1x rate; \$4,500.00 2x rate

2019 Healthcare Philanthropy Rates

(Effective January–December 2019. All rates are net.)

Ad Size	1x Member Rate	1x Non-Member Rate	2x Member Rate	2x Non-Member Rate
Two-page	\$4565	\$4672	\$4213	\$4315
Back Cover	\$3993	\$4100	\$3672	\$3774
Inside Front/ Inside Back Cover	\$3774	\$3874	\$4368	\$3570
Full Page	\$3091	\$3198	\$2846	\$2948
2/3 page	\$2468	\$2570	\$2310	\$2423
1/2 page	\$1831	\$1938	\$1683	\$1785
1/3 page	\$1316	\$1424	\$1219	\$1326
1/4 page	\$1020	\$1122	\$944	\$1046
1/6 page	\$750	\$857	\$694	\$801

Position Guarantee

Advertisers may lock in guaranteed position for a 15% premium. All other requests for positions will be noted but cannot be guaranteed.

2019 Deadlines and Bonus Distributions

Issue	Deadlines	Bonus Distribution
Spring	Ad Space: February 22 Material: March 6	Convence Canada
Fall	Ad Space: July 19 Material: August 9	AHP Annual International Conference



Additional Advertising Opportunities

Stand out from the competition with these special options.

Bellyband—Wrap your sales message around one or both issues and readers will immediately see your sales message.

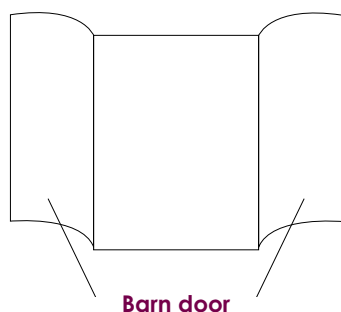
- 1x rate \$5,600
- 2x rate \$5,300

**All rates are net and include space and production costs; pricing is for each issue*

Barn Door Cover—Extend your usable ad space and entice readers to open the gate to your view your sales message.

- 1x rate \$8,300
- 2x rate \$8,000

**All rates are net and include space and production costs; pricing is for each issue*



Cover Wrap—Guarantee your message gets noticed with this four-page ad wrapped around and bound to an issue of *Healthcare Philanthropy*. This premium format provides you with a large space to engage with readers.

- 1x rate \$4,500
- 2x rate \$4,300

**All rates are net and include space and production costs; pricing is for each issue. Call for production specs.*

Cover Tip—Present your message to readers before they've even turned a page. Your ad is affixed to the front cover of *Healthcare Philanthropy*, ensuring your message grabs readers' attention.

- 1x rate \$7,000
- 2x rate \$6,600

**All rates are net and include space and production costs; pricing is for each issue. Call for production specs.*

Polybagged 4-Page Outsert—Speak directly to readers and position your company as a thought leader by providing readers with useful information that brands your executives as experts and your product or service as the solution. Your outsert is polybagged and mailed with *Healthcare Philanthropy*.

- 1x rate \$5,000
- 2x rate \$4,500

**All rates are net and include space and production costs; pricing is for each issue. Call for production specs.*

Healthcare Philanthropy Journal Ad Sizes

<p>Double Page Spread Bleed 17" x 11.125"</p> 	<p>Full-Page Bleed 8.625" x 11.125"</p> 	<p>Full-Page No Bleed 7" x 9.5"</p> 	
<p>2/3 Page Horizontal 7" x 6.333"</p> 	<p>2/3 Page Vertical 4.583" x 9.5"</p> 	<p>1/2 Page Horizontal 7" x 4.583"</p> 	<p>1/2 Page Long Vertical 3.333" x 9.5"</p> 
<p>1/2 Page Vertical Island 4.583" x 7"</p> 	<p>1/3 Page Square 4.583" x 4.583"</p> 	<p>1/3 Page Horizontal 7" x 3"</p> 	<p>1/3 Page Vertical 2.166" x 9.5"</p> 
<p>1/4 Page Horizontal 4.583" x 3.333"</p> 	<p>1/4 Page Vertical 3.333" x 4.583"</p> 	<p>1/6 Page Horizontal 4.583" x 2.166"</p> 	<p>1/6 Page Vertical 2.166" x 4.583"</p> 

Magazine Trim Size: 8.375" x 10.875"

Important: Please name the file with your company name and include a message indicating in which publication and in which issue the advertisement should appear.

2019 AHP CONNECT

Deliver Your Message Directly

The *AHP Connect* newsletter is published every other Thursday. It is distributed via email to nearly 4,500 AHP members and 1,000+ non-member subscribers.

Your sales message reaches development professionals in all sectors of health care, including community and private hospitals, health care systems, medical centers, children's hospitals, teaching hospitals and medical institutions, long-term care facilities, hospices, advocacy groups and specialty hospitals.

Combine Healthcare Philanthropy advertising with your AHP Connect advertising and earn a discount off AHP Connect rates.

AHP Connect enjoys an average open rate of 24% and an average click rate of 5.5%.



Specs for AHP Connect Advertising

Display Type	Dimensions	Page Placement
Leaderboard	630x90	Above masthead
Lower Leaderboard	580x70	Below masthead
Box Ad/Billboard	280x200 + Content	Below first feature
Rectangle/Top	468x60	Below features
Sponsored Content	150x100 logo + Content	In body as space allows
Product Showcase 1	175x125	In body as space allows
Product Showcase 2	175x125	In body as space allows
Callout Text	125x100	In body as space allows

Advertising is available within the body of the *AHP Connect* newsletter and includes a link to your company's specified URL address.

Additional specifications for display ads:

- Advertiser must provide GIF or JPG files and click-through URLs (domain named)
- No ads or banners that require or install plug-ins, include audio, or use cookies

2019 Pricing

Display Type	Member Rates			Non-Member Rates		
	1 month (2 ads)	3 months (6 ads)	6 months (12 ads)	1 month (2 ads)	3 months (6 ads)	6 months (12 ads)
Leaderboard	\$1,632	\$3,672	\$5,508	\$1,877	\$4,223	\$6,334
Lower Leaderboard	\$1,530	\$3,443	\$5,164	\$1,760	\$3,959	\$5,938
Box Ad/Billboard	\$765	\$1,722	\$2,582	\$880	\$1,980	\$2,969
Rectangle/Top	\$306	\$689	\$1,033	\$352	\$792	\$1,187
Sponsored Content	\$510	\$1,148	\$1,722	\$587	\$1,320	\$1,980
Product Showcase 1	\$204	\$459	\$689	\$235	\$528	\$792
Product Showcase 2	\$204	\$459	\$689	\$235	\$528	\$792
Callout Text	\$102	\$230	\$345	\$117	\$264	\$396

Each rate is monthly and includes one (1) ad in (2) issues each month.



2019 PRINT ADVERTISING SPECIFICATIONS

Artwork Requirements

Press-optimized PDF (PDF/X-1a) files are preferred. High-res EPS, TIFF, and JPEG files are accepted. All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black and white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Email materials to adproduction@contentcommunicators.com. Contact Ad Sales Manager Alison Bashian at 440.232.0108 or alisonb@contentcommunicators.com for details.

Production Services

Creative services available. Contact the ad sales manager for a quote.

Payment Terms and Contracts

- First-time advertisers are required to pay first insertion in advance.
- Payment for ads is due within 30 days of invoice. A late fee of \$50 per month or 2 percent per month (whichever is greater) will be charged on delinquent accounts.
- A contract covers a number of issues within a 12-month period. Two-page spreads count as one insertion. Credits earned by increasing advertising frequency during a contract year will be applied toward future insertions.

Cancellations

Must be received, in writing, prior to the space reservation deadline.

Copy Policy

Publisher reserves the right to reject advertising considered objectionable in wording and/or appearance. The advertiser assumes all liability for content of printed advertisements and any claims against AHP arising from the advertisement. The publisher is not responsible for any advertisements omitted for any reason. The trademark and/or signature of the advertiser must clearly and prominently identify all advertisements. The publisher reserves the option to add the word "advertisement" to an ad.

Note: Agency contracts apply, but are subject to AHP terms and conditions.

