

# Connect Newsletter

The AHP Connect Newsletter is emailed to AHP members every other Thursday. Each issue includes the latest highlights in healthcare philanthropy news, thought leadership articles, educational and professional opportunities, and community updates.

## TOP HALF



### Strategies to Better Align Your Marketing and Development Teams

The relationship between marketing and development teams can be a tricky one to navigate. Check out these four tactics to help the teams work more collaboratively and to truly value the unique skillset they both bring to the table.

[Read the Post](#)

## CALLING ALL EXECUTIVES



THE AHP EXECUTIVE SUMMIT

Join us starting March 23 for [Leading Forward 2021](#), the AHP Executive Summit designed for chief development officers, executive directors, and other executive leaders in healthcare philanthropy.

Enjoy interactive, meaningful conversations with fellow leaders in virtual 75-minute Zoom sessions every two weeks.

Sessions will explore seven key areas of focus for healthcare philanthropy leaders in a pandemic-affected world.

[Register Now](#)

Sponsored Content  
High Placement

Rectangle Top Ad  
(Unavailable until 2022)



### How and Why to Refresh Your Donor Recognition Strategy

Effective and impactful donor recognition is a profound fundraising tool and critical ongoing success. But traditional donor recognition is a challenge when people can't come in person to the hospital. For that reason and more it might be

## BOTTOM HALF

ADVERTISEMENT

Box Ad  
(Unavailable until 2022)

## JOIN US FOR A WEBINAR

[How to Engage and Grow Philanthropic Partnerships in a Post-Pandemic World](#) on [March 24 at 2 pm ET](#). Registration is FREE.

[Maximizing Individual Success through Diversified Revenue, Increased Collaboration, and Data-Driven Goals](#) on [March 31 at 2 pm ET](#). \$49 for AHP members; \$99 for non-members; AHPPrime members FREE.

ADVERTISEMENT

Lower Leaderboard

ADVERTISEMENT

Product  
Showcase



### Featured Positions

[Vice President of Foundation Operations](#)

Presbyterian Healthcare Services

Albuquerque, NH

[Director of Corporate and Foundation Relations](#)

Pennington Biomedical Research Foundation

Ramoth, Central Region

[Assistant VP - Philanthropy](#)

MedStar Health Inc.

Washington, DC

See all job postings or post a job in the [AHP Job Center](#).

Sponsored Content  
Low Placement

© 2021 Association for Healthcare Philanthropy

2000 South Clark Street • Suite 810 • Arlington, VA • 22202 • 703.532.4243 • [www.ahp.org](#)

To unsubscribe from AHP Connect, [click here](#). To manage your AHP email subscriptions, [click here](#). To unsubscribe from ALL AHP emails, send an email to [unsubscribe@ahp.org](#) with "Remove from ALL AHP emails" in the subject line.



## 2021 CONNECT ADVERTISING RATES

Rates below are divided by **Affiliate Member (AM)** and Non-members (NM).

<b>Specs</b>	<b>1 Month (2 Ads)</b>	<b>3 Months (6 Ads)</b>	<b>6 Months (12 Ads)</b>
<b>Upper Leaderboard</b> 630px wide x 90px high	<b>AM: \$1,600</b> NM: \$1,900	<b>AM: \$3,400</b> NM: \$3,700	<b>AM: \$5,200</b> NM: \$5,500
<b>Lower Leaderboard</b> 630px wide x 90px high	<b>AM: \$1,300</b> NM: \$1,600	<b>AM: \$3,000</b> NM: \$3,300	<b>AM: \$4,700</b> NM: \$5,000
<b>Box Ad</b> 280px wide x 200px high + content	<b>AM: \$700</b> NM: \$1,000	<b>AM: \$1,700</b> NM: \$2,000	<b>AM: \$2,400</b> NM: \$1,700
<b>Rectangle Top Ad</b> 468px wide x 60px high	<b>AM: \$300</b> NM: \$600	<b>AM: \$600</b> NM: \$900	<b>AM: \$1,000</b> NM: \$1,300
<b>Sponsored Content High Placement</b> 150px wide x 150px high logo + content	<b>AM: \$800</b> NM: \$1,100	<b>AM: \$1,300</b> NM: \$1,600	<b>AM: \$2,000</b> NM: \$2,300
<b>Sponsored Content Low Placement</b> 150px wide x 150px high logo + content	<b>AM: \$600</b> NM: \$900	<b>AM: \$1,000</b> NM: \$1,300	<b>AM: \$1,700</b> NM: \$2,000
<b>Product Showcase</b> 175px wide x 125px high	<b>AM: \$200</b> NM: \$500	<b>AM: \$400</b> NM: \$700	<b>AM: \$600</b> NM: \$900

### ADVERTISING REQUIREMENTS

- Image files must be in PNG, JPG, or GIF formats according to the specs respective to the ad package purchased
- Must provide all URLs to be hyperlinked to the ad; UTM parameters are strongly encouraged but not required
- No ads requiring plug-ins, or with audio or cookies can be used