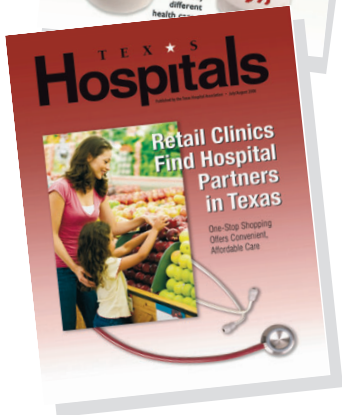
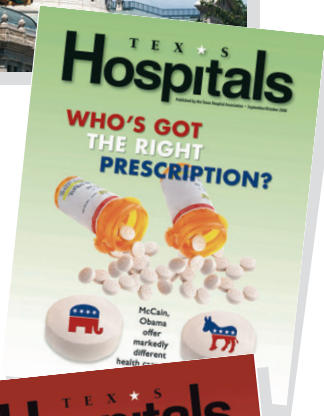
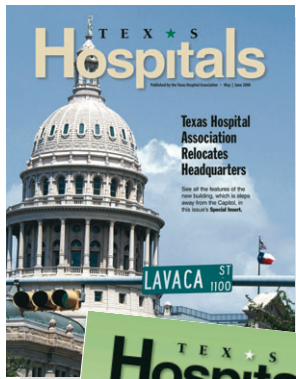


# TEXAS Hospitals

Advertising Opportunities



## About The Texas Hospital Association

The Texas Hospital Association represents the largest and most dynamic health care market in the United States. Ten percent of all U.S. hospitals are in Texas, including many of the country's most respected and influential institutions.

Since its founding in 1930, THA has grown and evolved with the hospital field itself and is one of the largest state hospital associations in the nation. Today, membership reflects the diversity of the health care environment. Eighty-five percent of all hospitals and health systems in Texas are THA members, including hospitals of all sizes and types and multi-facility health systems, as well as companies that supply needed products and services.

When you want to influence the health care market, reaching Texas hospital leaders is critical, and the Texas Hospital Association can help you get your message in front of them.

## About Texas Hospitals

*Texas Hospitals* is a full-color magazine published six times per year by THA. With more than 8,500 readers, *Texas Hospitals* reaches the key health care decision-makers in the state. In addition, THA members can access it online in the member section of the THA Web site.

The magazine has been a widely read Association publication since it was first introduced in 1945. Today, it is one of the most valued industry publications in Texas. Thousands of health care professionals look to the magazine as a source of information and ideas.

THA's flagship publication also showcases THA members and their achievements...and it is the ideal forum for vendors who want to reach decision-makers with information about their products/services. Advertising in *Texas Hospitals* is a smart investment!

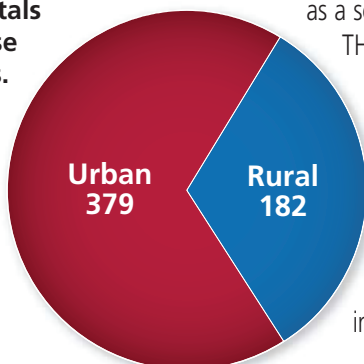
Some 67 percent of *Texas Hospitals* readers have the authority to make purchasing decisions for products and services.

## What Our Readers Say

To assess readers' perceptions of the magazine, THA commissioned the Institute for Communications Research in the College of Mass Communications at Texas Tech University to conduct a Web-based readership study in spring 2007. Based on the level of participation, the survey provides a 95 percent confidence level in the results, with a margin-of-error of +/- 4 percent. The results were extremely positive, and demonstrated that *Texas Hospitals* is an effective vehicle for advertisers who wish to reach key decision-makers and purchasers.

- 56.6 percent of readers are upper-level executives, including CEOs, vice presidents, directors and department heads.
- Some 67 percent of *Texas Hospitals* readers have the authority to make purchasing decisions for products and services.
- More than half of readers say they pay attention to the ads and 25 percent said they had contacted an advertiser in *Texas Hospitals*.
- More than 87 percent read the magazine regularly.
- More than 40 percent read *Texas Hospitals* more frequently than other trade publications, and the median length of time respondents have been reading the magazine is three or more years.
- More than 56 percent of respondents said that at least one other person reads their copy of the magazine.
- Overall, readers hold *Texas Hospitals* in high regard on its own merits and when compared to other similar trade magazines.

Texas hospitals serve diverse populations.



# TEXAS Hospitals

## Texas Hospitals Reader Profile

CEOs of hospitals/health systems/other THA-member organizations	700
THA personal members	750
Hospital/health system department heads/managers	6,000
Texas Healthcare Trustees board chairmen	439
Legislative/regulatory agency leaders	275
Others	475

Total circulation (approximately): **8,500**

## Advertorial Opportunities

In addition to offering traditional advertising space, *Texas Hospitals* also offers businesses the opportunity to purchase advertorial space. Advertorial space may be purchased in one-page increments, with the advertiser providing camera-ready content in either full four-color or black and white. Advertorial pages are labeled as advertising and are listed as advertorials separately from advertising in the Advertiser Index. The Texas Hospital Association does not publish advertising or advertorial content that conflicts with or might harm the association's policies and advocacy mission.

## 2010 EDITORIAL CALENDAR

### January/February

**Safety First:** How Texas Hospitals Are Creating a Culture of Safety with Today's Workforce Challenges  
**Collier Award winner profile**  
**Community Service Award winner profile**  
**THA Leadership Guide**

### March/April

**Aligning Hospital and Physician Incentives:** Approaches to Clinical Integration and Integrated Delivery Systems  
**2010 Leadership Conference Wrap-up**  
**End-of-Life Care:** Moving Past the Misinformation

### May/June

**Maintaining the Texas Trauma System**  
**Safety Net:** Challenges and Opportunities  
**Update on the Texas "On the CUSP: Stop BSI" initiative**

### July/August

**The ROI of Quality:** How Quality Initiatives Benefit the Bottom Line  
**Medical Homes:** New Alternatives and Opportunities for Hospitals

### September/October

**Charity Care:** How Texas Hospitals Are Meeting – and Exceeding – Standards  
**Disaster Planning:** Lessons Learned

### November/December

**Profile of Incoming Chairman Bill Webster**  
**Preview of 2011 Texas Legislative Session**  
**Final Thoughts:** Words from Outgoing Chairman Mike Williams

# 2010 Texas Hospitals Advertising Rates

## Texas Hospitals

is published six times per year by the Texas Hospital Association, and available online to THA members on the THA Web site. THA is one of the largest state hospital associations in the nation, representing more than 85 percent of hospitals in Texas. With more than 8,500 readers, *Texas Hospitals* reaches the key health care decision-makers in the state.

More than half of readers say they pay attention to the ads and 25 percent said they had contacted an advertiser in *Texas Hospitals*.

### Advertising Rates Per Page

Prices are per issue. Advertising agencies may deduct a 15 percent discount.

#### Four-Color Rates

Ad Size	1 Issue	3 Issues	6 Issues
Advertorial	\$2,535	\$2,025	\$1,725
Full Page	\$2,206	\$1,763	\$1,499
2/3 Page	\$1,478	\$1,183	\$1,004
1/2 Page	\$1,103	\$ 883	\$ 749
1/3 Page	\$ 750	\$ 601	\$ 510
1/4 Page	\$ 558	\$ 452	\$ 386

Deduct 25 percent from ad cost for black-and-white. You must provide a color laser for mark-up (see *Electronic File Requirements for complete details*). All PMS colors must be pro-matched.

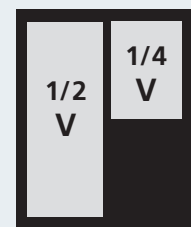
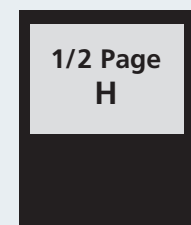
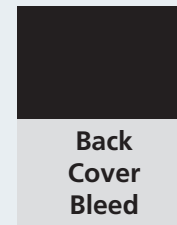
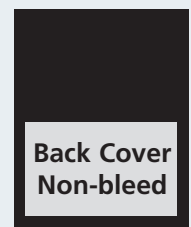
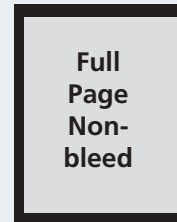
#### Four-Color Cover Rates

Ad Size	1 Issue	3 Issues	6 Issues
Back Cover	\$2,750	\$2,200	\$1,870
Inside Covers (full page size)	\$2,316	\$1,851	\$1,573

#### Ad Dimensions

Size	Non-Bleed	Bleed
Back Cover	7.25 x 4.75	8.75 x 5.75
Full Page	7.25 x 9.75	8.75 x 11.25
2/3 Page Vertical	4.75 x 9.75	
1/2 Page Horizontal	7.25 x 4.75	
1/2 Page Vertical	3.5 x 9.75	
1/3 Page Vertical	2.25 x 9.75	
1/4 Page Vertical	3.5 x 4.75	

Final trim size of the publication is: 8.5 x 11



## Ad Deadlines

Issue	Space Reservation Due	Artwork Due
January/February 2010 .....	December 1, 2009.....	December 15, 2009
March/April.....	February 2, 2010 .....	February 16, 2010
May/June.....	April 1, 2010 .....	April 15, 2010
July/August.....	June 1, 2010 .....	June 15, 2010
September/October .....	August 3, 2010 .....	August 17, 2010
November/December .....	October 1, 2010.....	October 15, 2010
January/February 2011 .....	December 1, 2010.....	December 15, 2010

For advertising information or to reserve ad space, contact [opportunities@tha.org](mailto:opportunities@tha.org)

More information online at: [www.tha.org](http://www.tha.org)

# T E X ★ S Hospitals

## ELECTRONIC FILE REQUIREMENTS

### Advertisements

- Submit camera-ready artwork in a high-resolution, **press quality PDF Format** (CMYK )
- Embed all fonts
- Convert all PMS spot colors to CMYK \*
- Please use your company name for the PDF file name (e.g., **YourCompanyName.PDF**)
- A PDF file may be sent via e-mail to [artwork@tha.org](mailto:artwork@tha.org). In the **e-mail subject line**, please specify **name** of publication and **month** in which the ad is to appear (e.g., **Texas Hospitals - Jan/Feb 2010**).
- If your PDF file is too large to e-mail, please load it to a CD-ROM and mail it to:

**Texas Hospitals Advertising**

Attn: Advertising  
P.O. Box 679010  
Austin, Texas 78767-9010

**Overnight delivery must be sent to:**

1108 Lavaca, Suite 700  
Austin, Texas 78701

**Questions about artwork:**

Please contact Barbara Battista, Director of Creative Services, at 512/465-1528 or via e-mail to [bbattista@tha.org](mailto:bbattista@tha.org). **Please do not submit artwork to this e-mail address.**

*\* Spot colors or color files MUST be set as or converted to four-color (CMYK) process as specified to achieve optimal printed results. THA is not responsible for the final output of advertisements that do not follow the guidelines outlined above.*

### Advertorials

- Advertorials must be submitted as camera-ready artwork in **press quality, high-resolution PDF format (CMYK)** with all **fonts imbedded**.
- Advertorials must be created in a professional design software such as InDesign or Quark (no Microsoft Office software documents accepted).
- Advertorials may be purchased in one-page increments only.
- Advertorials must be designed with **no bleeds**, and otherwise must meet the size specifications provided in the media kit.
- Advertorial content must be **high quality and error free**. Publisher is not responsible for typos or other errors in content.
- Publisher reserves the right to reject advertorial for any reason, including quality, or content that is in conflict with Texas Hospital Association position or advocacy mission.

For advertising information or to reserve ad space, contact [opportunities@tha.org](mailto:opportunities@tha.org).

**More information online at:**  
[www.tha.org](http://www.tha.org)



TEXAS HOSPITAL ASSOCIATION

P.O. Box 679010  
Austin, Texas 78767-9010  
512/465-1000



**ADVERTISER INFORMATION**     **BILLING CONTACT** (check if Advertiser receives invoice)

\*Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ Contact Phone: (\_\_\_\_) \_\_\_\_\_  
 City/State/ZIP: \_\_\_\_\_ Contact E-mail: \_\_\_\_\_  
 \*Main Phone/Fax: (\_\_\_\_) \_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_ \*Web Site: www. \_\_\_\_\_  
 \*List information **EXACTLY** as you wish it to appear in the magazine's advertising index.

**AGENCY INFORMATION**     **BILLING CONTACT** (check if Agency receives invoice)

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/ZIP: \_\_\_\_\_  
 Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

RATE	AD SIZES		COLOR RATES		
	Final trim size of the publication is: 8.5 x 11		1 TIME	3 TIMES	6 TIMES
Total per issue \$ _____	<input type="checkbox"/> Back Cover	7.25 x 4.75 (or 8.75 x 5.75 for bleed)	\$2,750	\$2,200	\$1,870
x Number of Insertions _____	<input type="checkbox"/> Advertorial	7.25 x 9.75	\$2,535	\$2,025	\$1,725
= Contract Total \$ _____	<input type="checkbox"/> Inside Front Cover	7.25 x 9.75 (or 8.75 x 11.25 for bleed)	\$2,316	\$1,851	\$1,573
For black-and-white, deduct 25 percent from color ad rates.	<input type="checkbox"/> Inside Back Cover	7.25 x 9.75 (or 8.75 x 11.25 for bleed)	\$2,316	\$1,851	\$1,573
For guaranteed page placement, other than covers, add 15 percent to color rates.	<input type="checkbox"/> Full Page	7.25 x 9.75 (or 8.75 x 11.25 for bleed)	\$2,206	\$1,763	\$1,499
Guaranteed page placement page #: _____	<input type="checkbox"/> 2/3 Page Vertical	4.75 x 9.75	\$1,478	\$1,183	\$1,004
	<input type="checkbox"/> 1/2 Page Horizontal	7.25 x 4.75	\$1,103	\$ 883	\$ 749
	<input type="checkbox"/> 1/2 Page Vertical	3.5 x 9.75	\$1,103	\$ 883	\$ 749
	<input type="checkbox"/> 1/3 Page Vertical	2.25 x 9.75	\$ 750	\$ 601	\$ 510
	<input type="checkbox"/> 1/4 Page Vertical	3.5 x 4.75	\$ 558	\$ 452	\$ 386

**AD COLOR**

Four-Color     Black-and-White     Other (please specify)

**ARTWORK**

- Pick up ad materials from \_\_\_\_\_ indicate month/year \_\_\_\_\_ issue.
- Advertising materials enclosed.
- Advertising materials to be delivered by due date.

You must provide a pdf for mark-up (see specification sheet for complete details).  
 All PMS colors must be pro-matched.

**INSERTION FREQUENCY**

1 time     3 times     6 times

**INSERTION DATES**

(check all that apply)

ISSUE	2010	2011
<input type="checkbox"/> Jan./Feb.	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> March/April	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> May/June	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> July/Aug.	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Sept./Oct.	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Nov./Dec.	<input type="checkbox"/>	<input type="checkbox"/>

**DEADLINES**

SPACE	ART
Dec. 1	Dec. 15
Feb. 2	Feb. 16
April 1	April 15
June 1	June 15
Aug. 3	Aug. 17
Oct. 1	Oct. 15

Execution of this Advertising Contract/Insertion Order signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-10 (see page 2).

Printed Name: \_\_\_\_\_ Printed Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**TEXAS HOSPITAL ASSOCIATION REPRESENTATIVE**

Printed Name: \_\_\_\_\_ Printed Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Texas Hospitals Advertising Contract/Insertion Order – Terms and Conditions

1. All advertisements, advertorials, and advertising materials and articles (hereinafter referred to as “advertisements”) shall be considered for publication by the Texas Hospital Association (Publisher) upon the representation that the Advertiser or Agency is authorized to publish the entire contents and subject matter thereof. All advertisements shall be clearly and prominently identified by trademark or signature of the Advertiser. The words “paid advertisement” shall be printed at the top of any advertisements that, in the opinion of the Publisher, may be confused with editorial pages. Acceptance of advertisement for publication does not imply endorsement by the Publisher, its publications or the Texas Hospital Association in any way, except when indicated by the Publisher. **The Publisher reserves the right to refuse any advertisement that conflicts with the Publisher’s public policies or applicable law. Fees collected prior to such refusal shall be returned to the Advertiser or Agency within forty-five (45) days.**

If an advertisement must be altered or modified for any reason, Publisher may bill Advertiser or Agency for graphic design services at a rate not to exceed sixty dollars (\$60) per hour. Advertisements will not be altered or modified without prior approval of Advertiser or Agency.
2. The Publisher is not responsible for errors contained within copy that the Advertiser or its Agency supplies. The Advertiser or Agency shall supply copy and artwork at such time as shall meet the preparation schedule of the Publisher. If the Advertiser or Agency fails to provide advertising material by the deadline, the Publisher will, at its discretion, either publish the Advertiser’s previous advertisement or publish nothing and bill the Advertiser or Agency for the space. If the Advertiser or Agency provides copy or art work that is considered unacceptable by the Publisher, the Advertiser or Agency will be given five (5) business days to provide acceptable copy or artwork. If the Advertiser or Agency fails to submit acceptable copy or artwork within this specified timeframe, the Publisher will, at its discretion, either publish the Advertiser’s previous advertisement or postpone the advertisement to a later issue provided that revised copy or artwork acceptable to the Publisher is submitted. The Publisher reserves the right to terminate this agreement if acceptable copy or artwork is not provided by the Advertiser or Agency. Advertisement materials will be destroyed by the Publisher one year after the last insertion if disposition instructions are not furnished by the Advertiser or Agency.
3. The Publisher shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God or any other circumstances beyond the reasonable control of the Publisher. This agreement cannot be invalidated by the Advertiser or Agency for wrongful insertion or omission by the Publisher. The Publisher agrees to credit the Advertiser or Agency for all such omissions and improper insertions. The Publisher’s liability for any and all errors will not exceed the cost of the space paid for by the Advertiser or Agency.
4. In consideration of the Publisher’s acceptance of any advertisements for publication, the Advertiser or Agency shall jointly and severally indemnify and save the Publisher harmless from and against any loss or expense, including, without limitation, reasonable attorney’s fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
5. Payment, based upon the current rate card in effect, shall be made within thirty (30) days of invoice date. **First-time advertisers or agencies are required to send payment with artwork for the first insertion.** The Advertiser or Agency placing the advertisement with the Publisher shall be jointly and severally liable for payment under this contract.

The Advertiser or Agency shall designate a party to receive Publisher’s invoice. In the event payment is not made when due, Publisher may terminate the contract. If Advertiser or Agency contracts for a multiple insertion, but does not fulfill the entire contract, Publisher reserves the right to invoice the Advertiser or Agency at the single-insertion rate for any advertisements published. Should Publisher continue to publish the advertisement for the term of the contract, the Advertiser or Agency agrees to pay late charges and interest as permitted by law, as well as the Publisher’s expenses of collection and/or attorney’s fees; said fee and collection costs not to exceed twenty-five (25) percent of the amount due hereunder. If an Agency fails to respond to a notice for payment, the Advertiser shall be responsible for the invoice and any associated collection costs. Returned checks will incur a twenty-five dollar (\$25) fee. Production charges for changes to the advertisement made by the Publisher at the request of the Advertiser or Agency will be billed at the rate of sixty dollars (\$60) per hour, with a minimum charge of thirty dollars (\$30). Account must be current on payments for advertisements to appear in subsequent issues.
6. A fifteen (15) percent discount on space and color is allowed to all recognized agencies provided that they furnish artwork as requested. Production charges or reprint charges are not commissionable. “Recognized agency” refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher, furnish and prepay transportation and charges on all printing materials submitted, and process prompt payment. Agency discount is forfeited on all accounts unpaid after thirty (30) days from the date of any invoice.
7. Bind-in inserts are available upon request. Please contact Publisher for quote.
8. Adequate notice will be given of any rate changes. The Advertiser or Agency is protected at contracted rates for the duration of current contract.
9. The Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the terms and conditions set forth here. No waiver or modification to the foregoing shall be binding on the Publisher unless agreed to in writing.
10. The Advertiser or Agency will be presumed to have read the entire Advertising Contract/Insertion Order and be in agreement with all terms and conditions. Such agreement is indicated by the Advertiser’s or Agency’s signature on orders placing advertisements with Publisher. This agreement becomes binding when this Advertising Contract/Insertion Order is accepted in writing by the Publisher in writing. This agreement shall be construed under and in accordance with the laws of the State of Texas, and all obligations of the parties created under this Advertising Contract/Insertion Order shall be performable in Travis County, Texas.

### Please remit both pages to:

THA Advertising, P.O. Box 679010, Austin, TX 78767-9010

**Or Fax:** 512/692-2653

✓ **Please initial here \_\_\_\_\_, and return both pages.**