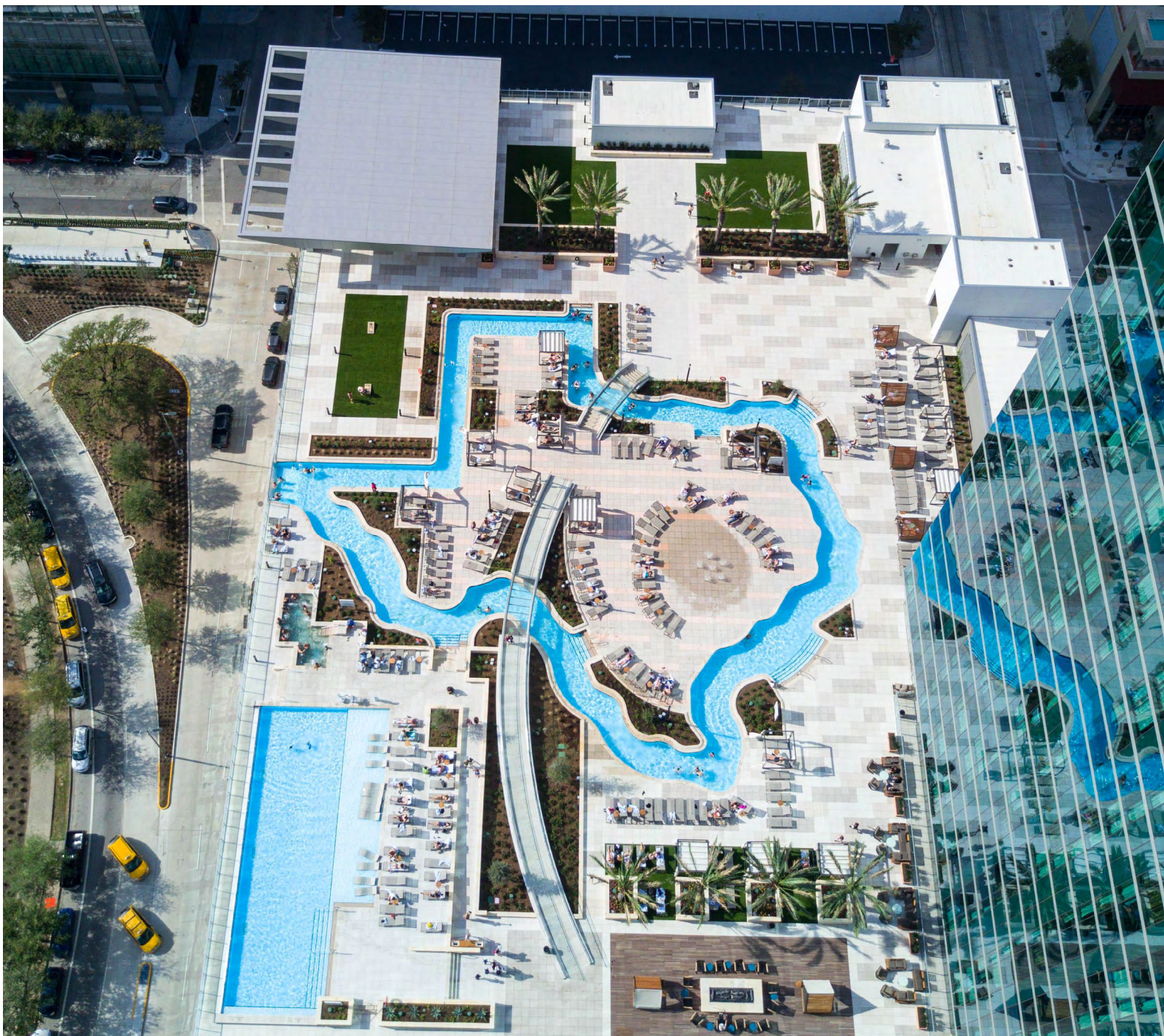




Texas
Hospital
Association

2024 MEDIA KIT

YOUR COMPREHENSIVE GUIDE TO ADVERTISING
OPPORTUNITIES WITH TEXAS HOSPITAL ASSOCIATION



The **Texas Hospital Association** is the leadership organization and principal advocate for the state's hospitals and health care systems. Based in Austin, THA enhances its members' abilities to improve accessibility, quality and cost-effectiveness of health care for all Texans.



The Scope

Launched in January 2023, **The Scope** replaced THA’s legacy magazine, Texas Hospitals, as THA’s online source for advocacy news, information and thought leadership related to Texas hospitals and priority issues impacting the health care landscape in Texas.

To date, over 70 articles have been published on *The Scope*, generating over 2.6 million impressions across THA’s social media platforms garnering nearly 100,000 unique pageviews in 2023.

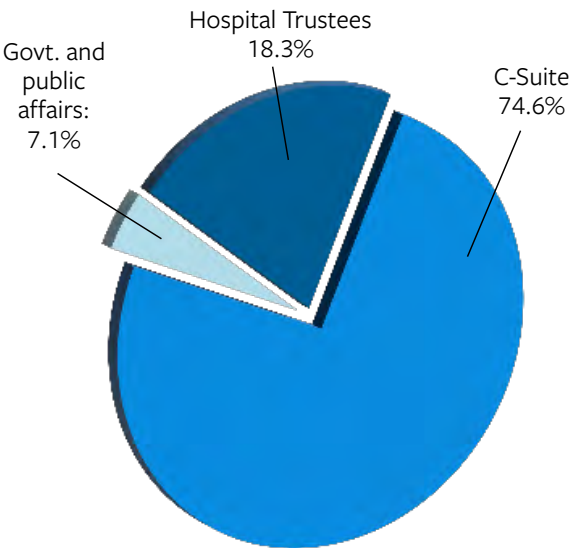
The Scope Reader Profile

In addition to being hosted on the THA website, which receives over 30,000 unique visits per month, each month’s blog articles will also be sent to THA’s membership distribution list, which consists of over 5,000 recipients

with an average open rate of 21% and an average click through rate of 2.6%. Feature articles will also be posted and promoted across THA’s social media platforms.

Demographic Breakdown

C-Suite Hospital Staff	
Chief Executive Officers.....	730
Chief Operating Officers/Chief Administrative Officers.....	115
Chief Financial Officers	229
Chief Nursing Officers.....	266
Chief Medical Officers/Chief of Staff.....	140
Other C-Suite Officers (CQO, CCO, CLO, CIO etc.).....	367
Other Hospital Staff (VPs, Directors, etc.).....	2,505
Hospital Trustees.....	972
Government/Public Affairs Leaders.....	380



Total circulation: 5,337



Advertising and Content Opportunities

On this new digital platform, THA is offering two opportunities for sponsors to get their products and services in front of key decision-makers within Texas hospitals and health systems.

Sponsored Content Post

Sponsored content is a way for advertisers to integrate their messages into the stream of *The Scope* site content. It's also a way to share richer messages or more complex points of view than traditional display advertising.

Sponsored Content Elements

Headline: 5 – 8 words

Subhead or Preview Text: 20 – 30 words of copy that appears ahead of the post and in the e-newsletter.

Author: Include author name and title.

Article Copy: 500 – 800 words in either Word doc or Google doc.

Company Name and Description: Include advertiser name, website and 10 – 20-word description of the company.

Cost per Article: \$2200

Sponsored Content Rate

THA will offer twelve opportunities per year for sponsors to buy full articles posted to the blog (two per quarter). While the content would be clearly labeled sponsored content, the sponsor would provide a full article for THA to post as a stand-alone article on the blog which will appear on social media and in the monthly recap email.

Cost per Article: \$2200

In Story Ad Placement

Advertisers will get a hyperlinked rotating display ad placed within a feature article on *The Scope*. Feature articles will be promoted across all THA's social media platforms and will be distributed to members via a monthly Scope e-newsletter. Ads will remain in rotation across *The Scope*'s blog pages for three months.

Ad Rates and Specifications

# of articles	Display Ad
1 article	\$800
3 articles	\$750 each
6 articles	\$700 each
Ad Specs	728 x 90px

Advertising Contact

For sales inquiries, contact:

Vicki Dale

Director, Business Services

Texas Hospital Association Foundation

512-465-1013

vdale@tha.org

For contracts, go to

www.tha.org/advertising



Additional Advertising Opportunities and Content

THA Health Care Advocate

THA's most read weekly email!

This advocacy-focused email reaches approximately 4,400 hospital C-suite and government relations employees. Ad space is available in these emails with an opportunity to include a link connected to your advertisement.

Ad Rates and Specifications	
Frequency	Weekly
Cost	\$650 per ad
Ad Size	610 x 100 pixels



THA Education Bulletin: Content Feature



Ad Rates and Specifications	
Frequency	Monthly
Cost	\$780 per month

A great way to be seen as a subject matter expert with our membership is to share your educational content. The THA Education Bulletin is a monthly emailed newsletter to our membership that provides updates on THA's upcoming educational offerings. The email distribution list includes over 3,000 people chosen from 16 different C-Suite employee types as well as trustees, nurses, compliance staff and finance staff.

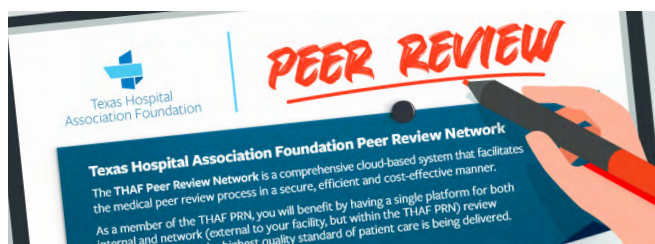
This opportunity includes the placement of a link and short narrative about your whitepaper or relevant educational content in an issue of our THA Education Bulletin newsletter.

The THA Education Bulletin publishes by the 1st of each month. All content is due by the first week of the prior month. Please submit your artwork to jbelle@tha.org.

Quality Quarterly Insights: Content Feature

Does your company provide products or services for clinical leaders or health care providers? Each quarter, THA's Quality & Patient Safety division delivers a quarterly e-newsletter to chief physician, nursing and quality officers, infection prevention professionals, registered nurses, and patient safety professionals with pertinent information, guidance and educational opportunities for clinicians within Texas hospitals.

This opportunity includes the placement of a link and short description about your whitepaper or relevant educational content in an issue of the Quality Quarterly Insights.



Ad Rates and Specifications	
Frequency	Quarterly
Cost	\$780 per quarter

New in 2024: Newsmakers Presenting Sponsorship

A pillar of THA's social media strategy is to recognize and celebrate the work of our member hospitals and the faculty, staff and executives who have dedicated their careers to excellence in health care.

Every month, THA recognizes leaders in Texas hospitals who are making significant executive moves. These "Newsmakers" are highlighted on social media weekly and in a standing article every month on *The Scope*. THA is offering one year-long opportunity for a company to sponsor Newsmakers for the entire year. This is an unmatched opportunity to associate your company's brand with Texas hospitals' executive leadership.

To date, Newsmakers content on LinkedIn has an **average engagement rate of 5%**. According to a 2022 article posted by Social Insider, this exceeds LinkedIn's average engagement per impression rate of 3.16%.

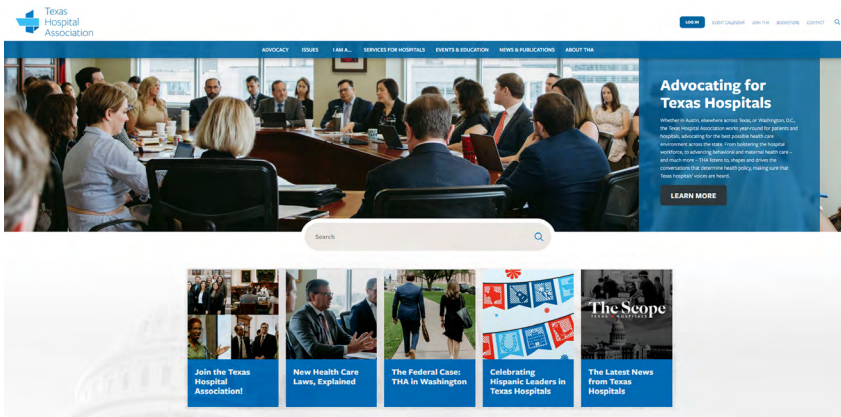


Benefits

- Company logo on monthly Newsmakers graphic;
- Tagged company mention on LinkedIn every month;
- Display ad on *The Scope*'s Newsmakers article, published monthly.

Cost per year: \$10,000

Website Advertising



The THA website receives over 30,000 unique visits from health care leaders, providers and industry stakeholders per month. You can support Texas hospitals and showcase your brand by placing a linked digital ad on the THA website. Advertisers can either sponsor a digital ad on a page related to their product or service, the home page of *The Scope*, or the THA home page.

Ad Type	Leaderboard Banner Ad (Price per 3 month placement)	Inline Rectangle Ad (Price per 3 month placement)
Ad Dimensions	728x90 px, 72 DPI	300x250 px, 72 DPI
File Format	JPG, PNG	GIF, JPG
Price Per Placement (Home Page)	\$1,400	Not available for home page placement
Price Per Placement (Scope Home Page)	\$1,000	Not available for home page placement
Price Per Placement (Related Page)	\$700	\$700

Advertising & Content Opportunities

2024 Advertising Contract / Insertion Orders

For sales inquiries, contact Vicki
Dale at vdale@tha.org



COMPANY INFORMATION

☐ **BILLING CONTACT** (check if Advertiser receives invoice)

*Company: _____ Contact: _____

Address: _____ Contact Phone: _____

City/ST/Zip: _____ Contact Email: _____

Main Phone: _____ Fax: _____ *Website: **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/ST/Zip: _____

Phone: _____ Fax: _____ Email: _____

☐ **THE SCOPE IN STORY AD PLACEMENT**

Options:	1, 3, or 6 ads
# of ads:	
Cost Per Ad:	
Contract Total:	

THE SCOPE SPONSORED CONTENT POST

Options:	1 Article
Cost Per article:	\$2200
Number of articles:	
Contract Total:	

☐ **THA HEALTH CARE ADVOCATE**

Rate:	\$650 per advertisement
# of Advertisements:	
Preferred Date(s):	
Contract Total:	

☐ **THA EDUCATION BULLETIN CONTENT FEATURE**

Rate:	\$780 per feature
# of placements:	
Preferred Month(s):	
Contract Total:	

☐ **WEBSITE ADVERTISING**

Rates:	\$1400/ \$1000/ \$700 per ad
# of Months:	
Selected Page:	
Contract Total:	

☐ **QUALITY QUARTERLY INSIGHTS CONTENT FEATURE**

Rate:	\$780 per quarter
Frequency	Quarterly
Preferred Quarters:	
Contract Total:	

☐ **NEWSMAKERS SPONSORSHIP**

Rate:	\$10,000 per year
# per year:	Exclusive Sponsorship
Contract Total:	

CONTRACT GRAND TOTAL: _____

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 1-8 (see page 7).

*The Texas Hospital Association will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice.

Cash Discount Available: Take 4% off total if paying by check or ACH.

PAYMENT

Remit payment by ACH:

Texas Hospital Association

Account No. **NEW:** 592313707

ACH or Transit Routing # **NEW:** 114000093

IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Hospital Association

Attn: Robin Jackson

NEW: PO Box 2756, San Antonio, TX 78299

COMPANY REPRESENTATIVE

Name: _____

Title: _____

Signature: _____

Date: _____

Terms and Conditions for Texas Hospital Association Advertising Contract/Insertion Order

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 sole 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 sole 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 (in the Publisher’s sole discretion) 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 sole 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 time frame, the Publisher will, at its sole 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 or damages 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. Adequate notice will be given of any rate changes. The Advertiser or Agency is protected at contracted rates for the duration of current contract.
7. 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.
8. 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:

Email: vdale@tha.org

Fax: 512-853-4564

Your Signature: _____ Date: _____

THA Representative Signature: _____ Date: _____



Texas
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Founded in 1930, THA is the leadership organization and principal advocate for the state's hospitals and health care systems. Based in Austin, THA enhances its members' abilities to improve accessibility, quality and cost-effectiveness of health care for all Texans. One of the largest hospital associations in the country, THA represents more than 85 percent of the state's acute-care hospitals and health care systems, which employ some 369,000 health care professionals statewide.

Visit www.tha.org for additional information



1108 Lavaca, Austin TX, 78701-2180