

Greenhealth

A Practice Greenhealth Member Publication

2012 Media Kit



PRACTICE
Greenhealth

GreenhealthMagazine.org

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Practice Greenhealth is the nation's **leading** membership and networking organization for institutions in the **health care community** that have made a commitment to **sustainable environmentally responsible practices**.

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Greenhealth Magazine
Reach more than **3,000** health care professionals representing more than **1,200** health care facilities

6 **Interactive**
GreenhealthMagazine.org
When Practice Greenhealth members and non-members seek ideas, best practices and the latest trends, they go online to GreenhealthMagazine.org

7 **Greenhealth Academy™**
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Select the topics and sessions from our calendar of more than 30 webinars that most appeal to your customer base

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CleanMed is THE premiere national environmental conference for leaders in health care sustainability

9 **Integrated**
Marketing Solutions
Purchasing cycles vary from buyer to buyer; our economical marketing solutions are designed to reach these influential decision makers when they are ready to buy

Practice Greenhealth Advertising Sales Contact:

Lara Sutherland, *Director of Business Membership*, Practice Greenhealth
Phone/Fax: (866) 598-2210 ■ LSutherland@PracticeGreenhealth.org

Greenhealth magazine

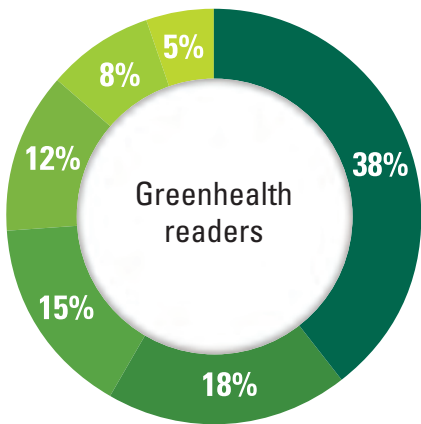
meet our readers

Greenhealth magazine gives you the immediate ability to grow your business potential.

Greenhealth offers unparalleled opportunities to reach your highly-defined market segment, put your brand in front of **top decision makers**—leaders at the forefront of implementing sustainability practices, green building design and environmentally preferable purchasing.

Greenhealth readers influence decisions about purchasing sustainable products for health care facilities—your most qualified prospects.*

*Based on 2011 subscriber data.



- Administrative
- Other
- Environmental Services
- Facilities
- Safety and Support Services
- Purchasing

Practice Greenhealth is the nation's leading membership and networking organization for institutions in the health care community that have made a commitment to sustainable, eco-friendly practices. With over 1100 member hospital facilities, and 60 health care supplier and service providers, no other organization brings you such a targeted audience.

→ **81%**
SAY GREENHEALTH MAGAZINE IS AN IMPORTANT MEMBER BENEFIT

→ **3,000**
HEALTH CARE DECISION-MAKERS

→ **1,200**
HEALTH CARE ORGANIZATIONS



Sustainable Hospitals

Greenhealth magazine

Editorial Calendar

February/ March 2012

Sustainable Design/Construction

- Sustainable Architecture
- Green Buildings

Space Deadline: **2/17**

Material Deadline: **2/20**

April/May 2012 — BONUS DISTRIBUTION

CleanMed Conference Issue

- Environmental Excellence Awards
- CleanMed Conference Issue

Space Deadline: **3/16**

Material Deadline: **3/23**

June/July 2012 — SPECIAL ISSUE

Staff, Patient & Community Wellness

- The Healthy Hospital Room
- Healing Gardens

Space Deadline: **6/8**

Material Deadline: **6/8**

September/October 2012

Waste Reduction

- Regulated Medical Waste
- Waste Minimization Strategies

Space Deadline: **8/13**

Material Deadline: **8/20**

Nov/Dec 2012 — BONUS CIRCULATION

Environmentally Preferable Purchasing

- Greening the Supply Chain
- Evaluation Product Attributes

The 2012 Annual Buyer's Guide is your chance to promote products and services to health care decision makers in the issue they will save on their shelves. Practice Greenhealth members reference this **important resource guide** throughout the year for the products and services they need to purchase.

Space Deadline: **10/10**
Material Deadline: **10/17**

***Bonus circulation: Extra 5,000 Readers (Directors of Material Management, Contract Directors, and Service Directors)**

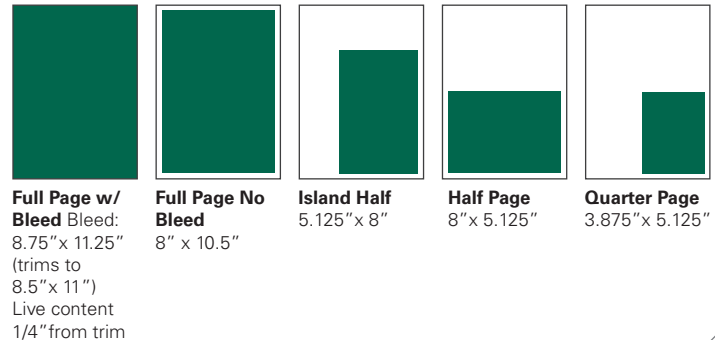


Greenhealth magazine

Rates and Specs

Member Net Rates:

Size	1x	3x	5x
Quarter Page	\$2,275	\$2,125	\$1,975
Half Page	\$3,000	\$2,750	\$2,500
Island Half	\$3,180	\$2,905	\$2,630
Full Page	\$4,000	\$3,600	\$3,200
Inside Cover	\$4,140	\$3,720	\$3,300
Outside Back Cover	\$4,280	\$3,840	\$3,400



Rate is based on per issue cost. Non-member pricing add 20%

PLEASE READ CAREFULLY.

Submissions that do not meet these guidelines may not be accepted OR may be returned for correction.

MATERIALS SUBMISSION:

- Publication Trim Size: 8.5" x 11" Publication Bleed Size: 8.75" x 11.25"
- Copy Safe Area: Keep all copy at least .25" from edge of trim size for ads that bleed.
- Files must be submitted as a PDF or compressed ZIP archive via email to Lara Sutherland at LSutherland@PracticeGreenhealth.org. Your message must indicate the advertiser name, ad size, and publication issue month for placement.
- **ONLY ACCEPTED FILE FORMATS:**
Adobe PDF files (preferred): Files must be created at 100% of output size, with 0.125" bleed, and with crop marks offset by 0.125". Graphics must be optimized for printing output, with images at a minimum resolution of 300 dpi, and all fonts MUST be embedded.

Adobe InDesign Native Layout files:
Artwork must be saved as InDesign 4.0+ (CS3) for PC or Macintosh. All linked graphics and fonts used (screen & printer) MUST be included.
- Advertiser is encouraged to supply a printed proof produced at 100% of final size. *Greenhealth* is not responsible for printing errors on ads not accompanied by a printed proof.

ACCEPTANCE OF CONTRACTS:

1. No refund will be allowed for errors in submitted advertisements.
2. The advertiser and/or the advertiser's agency agree to indemnify the publisher against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringement in their advertisements.
3. An order may be cancelled by Practice Greenhealth if the agent(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
4. Cancellation policy: Client must cancel in writing, including reason for cancellation. Written notice must be received BEFORE the insertion order deadline of upcoming issue. Fax or e-mail is acceptable. Client will be billed the difference in rates times the number of issues run.
5. Advertiser must complete the total program of insertions to qualify for the frequency rate. If advertiser cancels any portion of this program prior to completion, it will result in a loss of any unearned discounts and billing at the advertiser's actual earned frequency rate.
6. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any errors will not exceed the cost of the advertisement.
7. All advertising rates and conditions are subject to change without notice.

GreenhealthMagazine.org

Online advertising offers a unique combination of cost-effective targeted marketing with a growing audience and unmatched tracking capabilities.

Rates:

Unit	For 1 month	For 3 months	For 6 months	For 12 months
Leaderboard Banner (728x90)	\$1,200	\$3,600	\$6,800	\$12,000
Web Button (300x250)	\$1,200	\$3,600	\$6,800	\$12,000
Sponsored Department	\$1,800	\$5,400	\$9,000	\$16,000
Email Blast	\$1,100	\$3,300	\$6,000	\$11,000

Rates are based on 3-month minimum.
Non-member pricing add 20%

GreenhealthMagazine.org is available to both members and non-members (for a limited time). Make sure your product or service is top of mind when these purchasers are ready to buy.

GreenhealthMagazine.org reaches over 30,000 decision-makers responsible for the environmental bottom line and sustainable progress in their facilities.

Leaderboard Web Banners. (728x90 pixels) Featured on homepage and throughout site. Limit rotation to two advertisers per location.

Web Buttons. (300x250 pixels) Featured on homepage and throughout site. Limit rotation to two advertisers per location.

Sponsored Department: Advertiser to provide 45-word company description and url. Limit to 4.

Email Blast: Exclusive sponsorship of email blast announcing issue.

The screenshot displays the GreenhealthMagazine.org homepage. At the top, there are two 728x90 pixel Leaderboard Banners for 'CleanMed 2012' (April 30-May 2, 2012 | Denver, Colorado). Below these is the main navigation bar with categories: DESIGN/BUILD, CONSERVE, WELLNESS, SUPPLY CHAIN, WASTE, HEALTHY HOSPITALS, and THE O.R. The main content area features a large article titled 'MGH's New Lunder Building' with a 300x250 pixel Web Button. Other articles include 'Kaiser Permanente Goes Solar in California', 'In Memory of Judene Bartley', and 'Perkins + Will Launches Transparency Site'. A 'DEPARTMENTS' sidebar lists 'THE O.R.', 'SUPPLY CHAIN', 'HEALTHY HOSPITALS', 'WELLNESS', and 'MEMBER SPOTLIGHT'. A 'SPECIAL SECTIONS' sidebar includes 'Architects and Engineers Company Profiles' and 'Business Member Spotlight'. At the bottom, there are more 300x250 pixel Web Buttons for 'CleanMed 2012' and 'SAN FRANCISCO GREENFILM' (March 3-6, 2011).



Greenhealth
ACADEMY™

Environmental Education Webinars

Promote your commitment to environmental initiatives by having Practice Greenhealth webinar content streamed live through a link on your website for access by your staff and your customers from up to 1,000 locations at one time!

Select the webinars from the topics that most appeal to your customer base.



Your Sponsorship Includes:

Your logo included on marketing materials sent to our full membership of over 1,200 hospitals nationwide.

8,500 personalized e-mail invitations highlighting your sponsorship.

Customized invitation created for you to use with your customers.

Customized 2D webinar player, branded for your company with colors and logos, placed through a link on your company's website or intranet site.

Rates:

Sponsorship opportunity, including Live Streaming:	
3 programs	\$8,000
6 programs	\$15,000
12 programs one per month	\$25,000

Your customers will have the ability to ask the subject matter expert presenters direct questions during the live webinar as well as chat with other participants.



CleanMed2013 Creating Healing Environments

April 24 – April 26, 2013 | Boston

CleanMed is THE premiere national environmental conference for leaders in health care sustainability. It's the one annual opportunity for businesses with sustainable products and services to meet the health care leaders who are the top decision makers for purchasing.

CleanMed 2013 promises to deliver representatives from hospitals, health care systems, group purchasing organizations (GPOs), food service directors and health care architects and designers from across the country and around the world.

Visit www.cleanmed.org to reserve your booth space today!

Exhibitor Space and Costs:

Practice Greenhealth Member

10' x 10' space: \$2,700

10' x 20' space: \$4,050

Non-Member

10' x 10' space: \$3,000

10' x 20' space: \$4,500

Attendee List in Excel format**

14 days prior to the show only: \$150

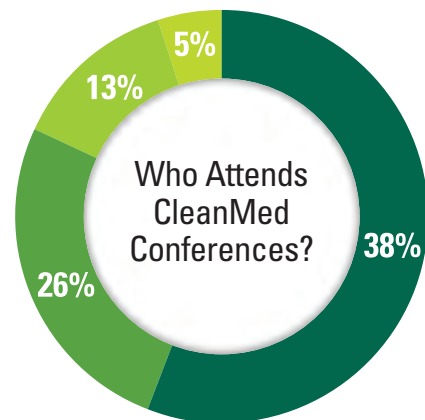
14 days prior AND complete list following the show: \$250

**excludes any attendee that opted out of providing their name and contact information to the show director

Contact Lara Sutherland at (866) 598-2210 or LSutherland@PracticeGreenhealth.org for more information.

82% of CleanMed attendees influence decisions about purchasing sustainable products—your most qualified prospects.*

*Based on CleanMed 2011 attendance.



- Hospital Management/Procurement
- Sustainability Staff
- Physicians/Nurses
- Other (Students, Educators, Architects, Facility Managers)



Integrated media plans have been proven to lead to a better ROI.

91%

of B2B decision-makers agree:

“It’s easy for me to recognize or remember a company’s brand or products when I see messages about it in multiple media such as magazines, online or at events.”

—US Forrester Research



Integrated Marketing Solutions

Purchasing cycles vary from organization to organization and from buyer to buyer. Our economical marketing solutions are designed to reach these influential decision makers when they are ready to buy. **Maximize the impact on a prospect's mind, for maximum profit at minimum cost.**

PACKAGE 1: *Greenhealth Premier*

Price: \$28,000

- ▶ Five full-page ads, far forward placement in *Greenhealth* magazine
- ▶ 12 months online homepage and run of site web banner/button
- ▶ 12x Email blast Sponsorship
- ▶ Business Spotlight advertorial in Nov/Dec Buyer's Guide

Value: \$16,000

Value: \$12,000

Value: \$11,000

Value: \$3,400

Value: \$42,400

PACKAGE 2: *Greenhealth Preferred*

Price: \$20,000

- ▶ Five full-page ads, far forward placement in *Greenhealth* magazine
- ▶ 12 months online homepage and run of site web banner/button

Value: \$16,000

Value: \$12,000

Value: \$28,000

PACKAGE 3: *Greenhealth Supporting*

Price: \$12,000

- ▶ Three full-page ads, far forward placement in *Greenhealth* magazine
- ▶ Six months online homepage and run of site web banner/button

Value: \$10,800

Value: \$6,800

Value: \$17,600

PACKAGE 4: *Greenhealth Participant*

Price: \$7,000

- ▶ One full-page ad *Greenhealth* magazine
- ▶ Three months online homepage and run of site web banner/button

Value: \$4,000

Value: \$3,600

Value: \$7,600

CleanMed Exhibit Package

Receive a **15% discount** on your print or online ad in the CleanMed issue if you have a **CleanMed booth**.



Greenhealth Advertising Policy

PRINT ADVERTISING TERMS AND AGREEMENTS

1. GREENHEALTH reserves the right to review and possibly reject any advertising.
2. Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
3. GREENHEALTH does not guarantee a specific circulation or readership for an advertisement.
4. A contract year is five consecutive issues.
5. Advertisers with two or more divisions may group insertions for frequency discounts.
6. Cancellations will not be accepted after the closing date for reservations and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.
7. New materials are due at least 15 days prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.
8. Requested positions are not guaranteed unless a special position premium has been paid or the position agreed in writing.
9. The advertiser and agency assume liability for all content, including text and illustrations of advertising published, and also assume responsibility for any claims made against GREENHEALTH, including the cost associated with defending such a claim.
10. All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "advertisement."
11. GREENHEALTH shall be under no liability for failure, for any reason, to insert an ad.
12. Any revision or special handling required for advertising materials will be billed to the advertiser and GREENHEALTH shall be under no liability for accuracy of changes requested.
13. GREENHEALTH does not assume liability for the return of advertising material.
14. Rates are based on negatives, camera-ready art or acceptable electronic materials. See mechanical specifications.
15. Advertisers or their designated agencies will be invoiced on publication.
16. Payment is due within 30 business days of the invoice date. No early or pre-payment discount may be applied.
17. Advertisers who do not keep accounts up to date may be prohibited from advertising or required to pre-pay.

ONLINE ADVERTISING TERMS AND AGREEMENTS

1. GREENHEALTH reserves the right to review and possibly reject any advertising.
2. GREENHEALTH does not guarantee a specific number of impressions or click throughs.
3. GREENHEALTH advertising must be prepaid.
4. Insertion orders must be submitted at least 10 days before issue month and cancellations are not permitted after this date.
5. Ad materials and linking information must be received five days before issue month or previous ad will be used.
6. Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
7. The advertiser and agency assume liability for all content, including text and illustrations of advertising published, and also assume responsibility for any claims made against GREENHEALTH and its representatives, including the cost associated with defending such a claim.
8. All advertising that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "advertisement."
9. GREENHEALTH shall be under no liability for failure if the ad does not appear in the e-mailed version of GREENHEALTH, on the designated website page(s) or a broken link.
10. Rates are based on supplied files meeting the published specifications.

PLEASE FILL OUT FORM COMPLETELY. ALL ITEMS ARE REQUIRED.

Date* _____ Purchase Order # (if applicable) _____

Advertiser* _____

Agency _____

Contact Name* _____

Contact Name _____

Telephone* _____ Fax* _____

Telephone _____ Fax _____

Email* _____

Email _____

Mailing Address* _____

Mailing Address _____

City* _____ State* _____ Zip* _____

City _____ State _____ Zip _____

Contact for materials: Advertiser Ad Agency **Bill:** Advertiser Ad Agency

Customer agrees to advertise as follows:

Print Ad

Size	Color	Issues Running	Cost*
<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/2 island <input type="checkbox"/> Full Pg	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Feb/Mar <input type="checkbox"/> Apr/May <input type="checkbox"/> Jun/Jul <input type="checkbox"/> Sept/Oct <input type="checkbox"/> Nov/Dec	

Online Ad

Size	Months Running	Cost*
<input type="checkbox"/> 728x90 (leaderboard) <input type="checkbox"/> 300x250 (button) <input type="checkbox"/> Email Blast <input type="checkbox"/> Sponsored Department / Indicate Section:	List months:	

CleanMed Booth

Size	Attendee List	Cost*
<input type="checkbox"/> 10x10 <input type="checkbox"/> 10x20	<input type="checkbox"/> Pre Show <input type="checkbox"/> Pre & Post Show	

Packages

Packages	Cost*
<input type="checkbox"/> Premier <input type="checkbox"/> Preferred <input type="checkbox"/> Supporting <input type="checkbox"/> Participant	

Summary of Costs

Summary of Costs	Total Cost
Ad Space \$_____ Online \$_____ Booth Space \$_____ Package \$_____	

***See rate card for pricing and discount structure.**

Artwork: Use same art for all ads
 Use new art for each ad (Include individual insertion instructions as required.)

Payment: Bill full amount Bill each insertion

Special instructions:

AUTHORIZATION:

Advertiser/Agency Signature _____ Date _____

Greenhealth Signature _____ Date _____

SUBJECT TO TERMS OUTLINED IN OUR ADVERTISING SPECIFICATIONS

Submit electronically by clicking the button to the right, or by fax to **866-598-2210**

Or submit by email to Lara Sutherland at LSutherland@PracticeGreenhealth.org

