

Greenhealth

A Practice Greenhealth Member Publication

2016 Media Kit



Greenhealth gives you the edge to reach health care purchasers when they are ready to buy.

THE voice
for sustainable
health care



GreenhealthMagazine.org

Contents

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.**

3

InPrint

Greenhealth Magazine

Reach more than **4,500** health care professionals representing nearly **1,300** health care facilities and health systems.

6

Interactive

GreenhealthMagazine.org

When health care purchasers seek ideas, best practices and the latest trends in sustainable health care, they go online to GreenhealthMagazine.org.

7

InPerson

CleanMed 2016

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

8

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.



Greenhealth Advertising Sales Contact:

Sarah Owen ■ sowen@ntpshow.com
703.706.8201

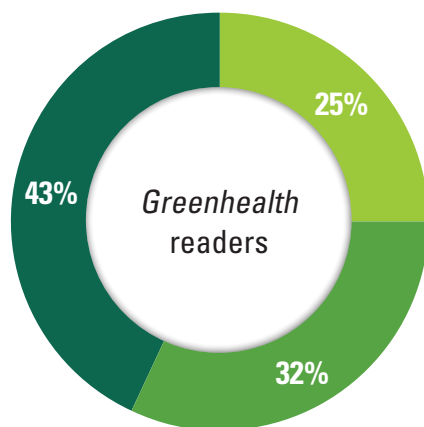
Greenhealth magazine

Meet our readers

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

Greenhealth offers unparalleled opportunities to put your brand in front of **top decision makers**—leaders committed to implementing sustainability practices, green building design and environmentally preferable purchasing. Prospects learn your brand is aligned with Practice Greenhealth and feel comfortable taking your calls and visiting your booth at CleanMed.

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



Purchasing Responsibility

- Purchasing Process Influencers
- Purchasing Decision Makers
- Sustainability Professionals-Identify Need

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 friendly practices. With nearly 1,300 member hospital facilities and health systems, no other organization brings you such a targeted audience.

- **81%**
SAY GREENHEALTH MAGAZINE IS AN IMPORTANT INFORMATIONAL TOOL
- **4,500**
HEALTH CARE DECISION MAKERS
- **1,300**
HEALTH CARE ORGANIZATIONS



Greenhealth magazine



Editorial Calendar

Winter 2016

EPP/Greening the Supply Chain and Buyer's Guide

- | Greening the Supply Chain
- | Cost of Product Ownership

The 2015 Annual Buyer's Guide

Space Deadline: **11/4** Material Deadline: **11/19**

Spring 2016

CleanMed Conference Issue

- | Environmental Excellence Award Winners
- | CleanMed Conference & Exhibition

Space Deadline: **3/11** Material Deadline: **3/18**

Summer 2016

Benchmarking Measurement and Metrics Issue

- | Why Metrics Matter
- | Tracking Performance

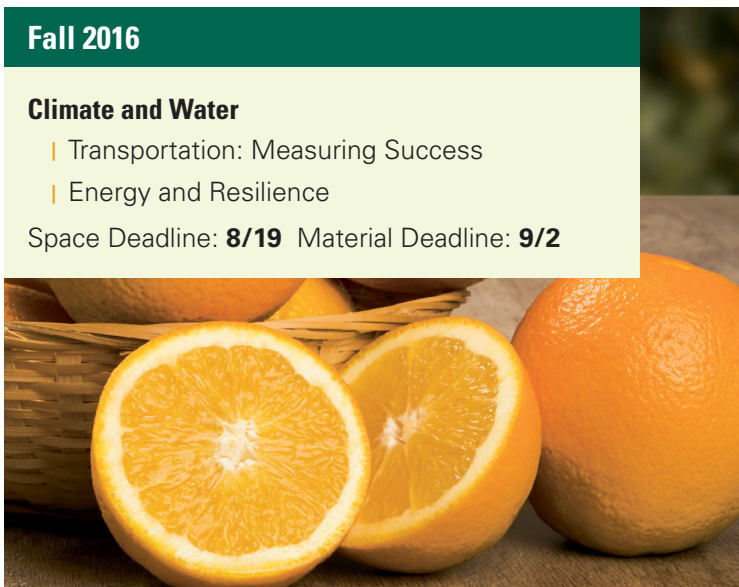
Space Deadline: **5/13** Material Deadline: **5/27**

Fall 2016

Climate and Water

- | Transportation: Measuring Success
- | Energy and Resilience

Space Deadline: **8/19** Material Deadline: **9/2**



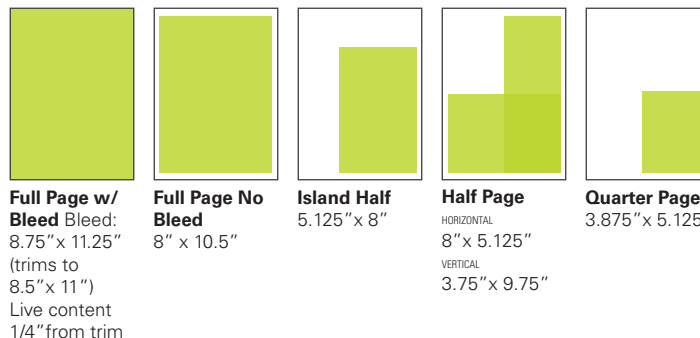
Greenhealth magazine

Rates and Specs

Member Net Rates:

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

Rate is based on per issue cost.



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" (bleed not applicable to fractional ads).
- 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 Sherry MacDonald at smacdonald@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 .125" bleed, and with crop marks offset by .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 email 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.



MAY 17-19, 2016
The Omni Dallas Hotel | Dallas, Texas

Redefining Health Care Sustainability

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 2016 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: \$3,300 (Corner booth: add \$500)

10' x 20' space: \$5,300 (Corner booth: add \$750)

Non-Member

10' x 10' space: \$3,800 (Corner booth: add \$500)

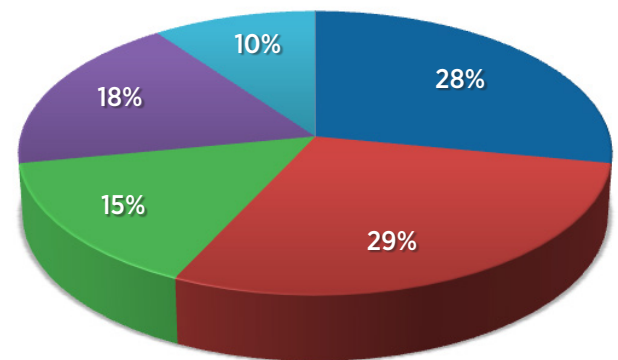
10' x 20' space: \$5,800 (Corner booth: add \$750)

10' x 10' booth package includes **two** attendee registrations

10' x 20' booth package includes **three** attendee registrations



72% of CleanMed attendees influence decisions about purchasing sustainable products—your most qualified prospects.*



- Identifies a need
- Evaluates and recommends suppliers
- Authorizes a purchase
- Approves specific vendors
- Other

* Based on 2015 data.

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	\$3,300	\$6,000	\$10,800
Web button (300x250)	\$1,000	\$2,900	\$4,800	\$8,400

GreenhealthMagazine.org reaches over 30,000 health professionals responsible for the environmental bottom line and sustainable progress in their facilities. Make sure your product or service is top of mind when these purchasers are ready to buy.

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.

More than two out of three Practice Greenhealth members prefer to read Greenhealth online AND in print.



728x90 pixels

300x250 pixels

Integrated

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: <i>Greenhealth Preferred</i>		Package Cost: \$25,000
Greenhealth Magazine Components		
▶ Four full-page ads, far forward placement in <i>Greenhealth</i> magazine	Value:	\$12,000
Greenhealthmagazine.org Components		
▶ 12 months online homepage and run of site Web leaderboard banner	Value:	\$10,800
CleanMed 2016 Components		
▶ Mobile App Advertisement	Value:	\$1,000
▶ Digital Signage	Value:	\$7,500
		Package Value: \$31,300

PACKAGE 2: <i>Greenhealth Supporting</i>		Package Cost: \$10,250
Greenhealth Magazine Components		
▶ Two full-page ads, far forward placement in <i>Greenhealth</i> magazine	Value:	\$6,400
Greenhealthmagazine.org Components		
▶ Six months online homepage and run of site Web leaderboard banner	Value:	\$4,800
CleanMed 2016 Components		
▶ Mobile App Advertisement	Value:	\$1,000
		Package Value: \$12,200

PACKAGE 3: <i>Greenhealth Participant</i>		Price: \$6,500
Greenhealth Magazine Components		
▶ One full-page ad in <i>Greenhealth</i> magazine	Value:	\$3,600
Greenhealthmagazine.org Components		
▶ Three months online homepage and run of site Web leaderboard banner	Value:	\$3,600
		Package Value: \$7,200

BONUS: Companies who combine one of these packages with the purchase of exhibit space at CleanMed 2016 will receive special recognition on the CleanMed Website.

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 four 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. Refer to editorial calendar on page 4 for specific dates.
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 pre-paid.
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 nonadvertising material must be clearly marked "advertisement."
9. GREENHEALTH shall be under no liability for failure if the ad does not appear in the emailed 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"/> Full Page	<input type="checkbox"/> B&W <input type="checkbox"/> Color	<input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter	

Online Ad

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

CleanMed Booth

Size	Booth # (please indicate top 3 choices)	Cost*
<input type="checkbox"/> 10x10 <input type="checkbox"/> 10x20	List months:	

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

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 _____

Practice Greenhealth Signature _____ Date _____

SUBJECT TO TERMS OUTLINED IN OUR ADVERTISING SPECIFICATIONS





PRINT & DIGITAL ADVERTISING SALES

Sarah Owen

P 703.706.8201

sowen@ntpshow.com