

Trustee Bulletin

The Texas Healthcare Trustee **Trustee Bulletin** is a quarterly 16-page, four-color newsletter mailed to 4,000 hospital trustees and their chief executive officers across Texas. THT celebrates

its 50th anniversary in 2011, making it the oldest trustee organization in the country. THT is a member of the Texas Hospital Association family of companies.

Fast Facts: Top Trustee Issues

- Physician Issues – 50.8%
- Finances – 48.7%
- Health Care Reform – 31.5%
- Leadership/visioning/strategic planning – 27.5%
- Managed Care Reimbursement Levels – 26.7%
- Patient Safety – 23.0%

Source: THT Membership Survey 2010

Reader Profile by Bedsize

Dues Category	% of Members
0 - 100 Beds.....	61%
101 - 200 Beds.....	14%
201 - 300 Beds.....	9%
301 - 400 Beds.....	5%
401 - 500 Beds.....	3%
501 - 600 Beds.....	2%
601 + Beds.....	6%

Four-Color Rates

Prices are per issue. Recognized advertising agencies will receive a 15 percent commission on a one-time insertion, or a single 10 percent discount on placement in four or more consecutive issues.

Ad Size	1 Issue	4 Issues
Outside Back Cover	\$900	\$810
Full page, non-bleed	\$800	\$720
1/2 page	\$450	\$405
1/3 page	\$350	\$315
1/4 page	\$250	\$225

Ad Requirements

All ad sizes are non-bleed
 Submit ad in PDF format (CMYK)
 Final publication trim size is 8.5" x 11"
 All PMS colors must be pro-matched.

Ad Dimensions

Outside Back Cover	7.25"w x 5.25"h
Full Page	7.25"w x 9.25"h
1/2 Page Horizontal	7.25"w x 4.75"h
1/2 Page Vertical	3.5"w x 9.75"h
1/3 Page Vertical	2.25"w x 9.75"h
1/4 Page Vertical	3.5"w x 4.75"h

Advertising Inquiries

Brian Stevens
 512/465-1524
bstevens@tha.org

For contract and insertion order form, visit www.tha.org/advertising



Key Dates	Deadlines	Bonus Distribution
1st Quarter 2011	Ad Space: Feb. 4 Ad Materials: Feb. 11 Issue Mail Date: March 15	
2nd Quarter 2011	Ad Space: May 6 Ad Materials: May 13 Issue Mail Date: June 15	THT Annual Conference
3rd Quarter 2011	Ad Space: Sept. 2 Ad Materials: Sept. 9 Issue Mail Date: Oct. 15	Rural Health Forum
4th Quarter 2011	Ad Space: Nov. 11 Ad Materials: Nov. 18 Issue Mail Date: Dec. 30	THA Annual Conference

2012 THA Annual Conference Program

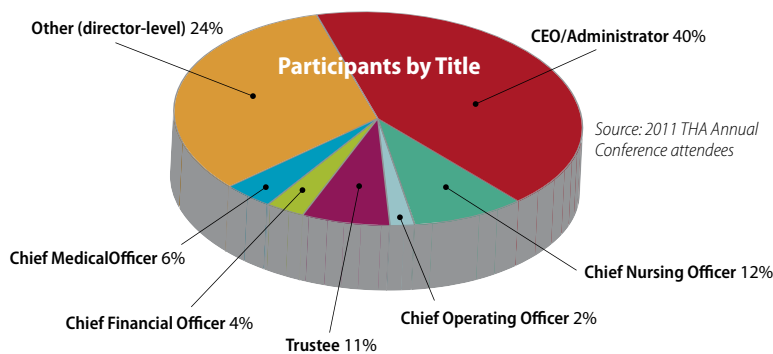
The Texas Hospital Association's annual conference draws hospital C-suite from across the state. This premier hospital leadership conference will be held **Feb. 1-2 at the Austin Convention Center** and Hilton Austin Hotel in downtown Austin. The conference provides hospital administrators, clinical leadership and management teams with the knowledge, networking and resources needed to lead their facilities in today's ever-changing health care environment. More than 450 hospital leaders attended the 2011 conference, with more than 100 sponsors/exhibits.

For maximum exposure, companies choose to have a sponsorship presence at this two-day event and advertise in the onsite program at discounted rates.* Non-sponsors also may advertise in the program.

Learn more about opportunities to sponsor/exhibit by contacting Brian Stevens at 512/465-1524 or bstevens@tha.org, or view the Exhibitor Prospectus at www.tha.org/sponsorship.

The conference offers a diverse array of marketing opportunities – from sponsorships and exhibits to advertising.

Who attends the THA Annual Conference?



Fast Facts

- 65% of exhibitors made at least five contacts at the conference.
- 67% of exhibitors will consider participating again.
- 68% of attendees say they benefitted from the exhibits.
- 99% of attendees will return for future conferences.

Source: 2011 THA Annual Conference sponsor and participant evaluations

Key Dates

Ad space reservation deadline: 12/7/11

Ad materials deadline: 12/7/11

Program distribution date: 2/1/12

Get even more value for your advertising and sponsorship investment!

Ask about bundled pricing for advertising placements in 2012 Annual Conference Program, and pre- and post-conference issues of *Texas Hospitals* magazine.

Ad Rates and Specifications

Placement	Sponsor/Exhibitor Rate	Non-Sponsor/Exhibitor Rate	Ad Specifications
Outside Back Cover CMYK	\$2,300	\$2,600	Final trim size of the publication: 8.5 x 11 7.25" w x 9.75" h (non-bleed)
Inside Front/ Back Cover CMYK	\$2,050	\$2,350	7.25" w x 9.75" h (non-bleed)
Full page CMYK	\$1,750*	\$2,050	7.25" w x 9.75" h (non-bleed)
Half page CMYK	\$1,050*	\$1,350	7.25" w x 4.75" h (non-bleed)
Quarter page CMYK	\$ 750*	\$1,050	3.5" w x 4.75" h (non-bleed)

*Note: Diamond, Emerald and Ruby sponsorships include program advertisements. Refer to the Exhibitor Prospectus for details at www.tha.org/sponsorship.

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