



Texas Healthcare
Trustees

THA Family of Companies

2023 MEDIA KIT

YOUR COMPREHENSIVE GUIDE TO ADVERTISING
OPPORTUNITIES WITH TEXAS HEALTHCARE TRUSTEES



Texas Healthcare Trustees is a statewide association whose members are Texas hospitals and health systems and the 3,000 board members who govern those organizations. As an organization we work to provide top-tier education, resources and leadership development opportunities to trustees.

Trustee Bulletin

Readership Facts

- The Trustee Bulletin is a digital publication distributed quarterly to hospital CEOs, boards of trustees, and administrative support professionals.

Fast Facts: Top Trustee Issues

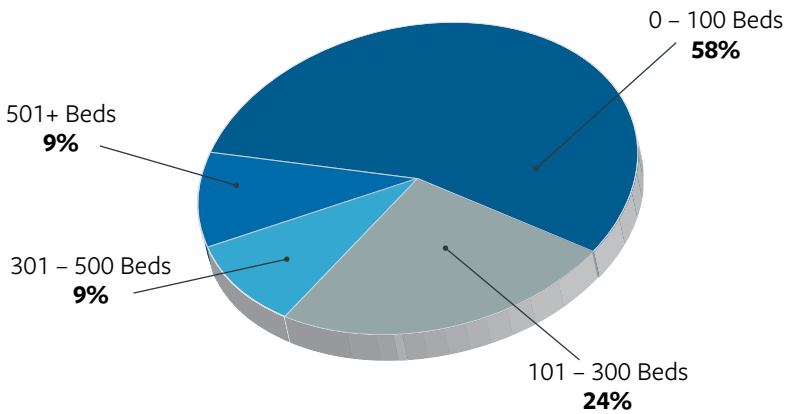
- Workforce and staffing
- Finance and reimbursement
- Quality and patient safety
- Continual regulatory and legislative change
- Strategic planning
- Rapidly evolving health care environment

Advertising Contacts

For sales inquiries, contact:
Vicki Dale
Manager, Corporate Relations
Texas Hospital Association Foundation
512-465-1013
vdale@tha.org

For contracts, go to
www.tha.org/advertising

Reader Profile by Hospital Bed Size



Source: THT Membership Profile as of August 2021

Reader Profile

Bed Size	# of Organizations
0 – 100 Beds.....	260
101 – 300 Beds.....	108
301 – 500 Beds.....	40
501+ Beds.....	39

Key Dates	Deadlines
2023 Feb/March	Ad Space: Jan. 10 Artwork Deadline: Jan. 13
2023 May/June	Ad Space: April 4 Artwork Deadline: April 8
2023 Aug/Sept	Ad Space: July 5 Artwork Deadline: July 8
2023 Nov/Dec	Ad Space: Sept. 7 Artwork Deadline: Sept. 10

Bulletin Rates

Prices are per issue. Recognized advertising agencies will receive a 15% commission on a one-time insertion.

Placement	1 Issue	2 Issues (per issue)	4 Issues (per issue)	Ad Specifications
Corporate Profile*	\$1050	\$910	\$768	500 - 700 words
Leaderboard Ad	\$675	\$550	\$455	728 x 90 pixels
Digital Ad	\$675	\$550	\$455	300 x 250 pixels
Sponsored Content	\$1050	\$910	\$768	500 – 800 words

Sponsored Content:

This is a way for advertisers to integrate their messages into the stream of The Bulletin’s 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.
Advertiser Name and Description: Include advertiser name, website and 10 – 20-word description of the company.

*A **Corporate Profile** is an article similar to a marketing case study where your company can show off the great work it has done. Articles will be laid out as a one-page spread. Word count should be 500-700 words. Corporate profiles must be submitted as word documents. Advertisers must provide any images to be used in corporate profiles (high quality 300 dpi).

Digital Sponsorship and Website Advertising

THT offers both live and on-demand webinars to meet the needs of hospital trustees across Texas. THT's webinars are suited for both individual trustees and group education sessions for hospital boards. A great way to get in front of our membership and show your support is to sponsor webinars we are already offering to our members. By sponsoring our education, you are helping our hospitals receive lower registration fees.

THT's Digital Education Sponsorship: \$7,000

Support trustee education for the entire year.

Benefits

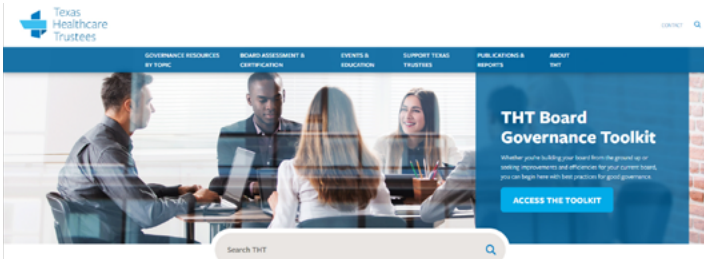
- Exclusive sponsorship of all trustee webinars for the year (at least six webinars).*
- Logo (linked) featured on all marketing for trustee webinars for the year and on the webinar web page.
- Inclusion of digital ad on THT website webinar landing page.
- Verbal thank you/recognition of sponsorship at beginning of each webinar.
- Pre-recorded webinar or white paper sent to THT members.
- Recognition as exclusive sponsor in THT newsletter, e-magazine and social media.
- A link to one of your resources is included on the webinar web page.
- Up to five of your staff members can attend the webinar for free.
- * This does not include AdminLeadership series.

THT's Online Education Sponsorship: \$13,000

Show your commitment to accessible education.

Benefits

- Includes aforementioned benefits within the [THT's Digital Education Sponsorship](#).
- The exclusive sponsor of the Healthcare Governance Conference digital platform.
- Complimentary corporate profile in Trustee Bulletin
- Up to four free virtual registrations for the Healthcare Governance Conference.
- Two onsite attendees at Healthcare Governance conference. Does not include booth.
- Branding recognition on the platform.
- Push notification with link to resource on the platform.
- Company logo on THT website and in the in-person conference program.
- Three call-outs on THT's social media platforms.
- List of conference attendees with contact information provided prior to conference (no email or phone numbers).
- Logo recognition in all marketing to virtual event attendees.



Web and The Boardroom Brief Advertising

THT offers two different online advertising opportunities: a digital advertisement on the THT website and a banner ad placement in *The Boardroom Brief*, a monthly newsletter emailed to over 2,000 members. Rates below reflect three months of placement on the THT website and one monthly issue of *The Boardroom Brief*.

Ad Type	Top banner in <i>The Boardroom Brief</i>	Digital ad on THT website (Price per 3 month placement)
Ad dimension	675x60	160 x 300
File Format	PNG, JPG	GIF, JPG
Price per placement	\$615	\$615

Share Your Knowledge with Our Membership

Texas board members regularly look to THT as a thought leader and go-to source for governance, leadership and high-level health care education and resources. To increase the resources available to Texas board members, THT seeks industry leaders to partner with us to deliver relevant, high-quality articles and/or white papers on governance best practices in selected topics.

There are three ways you can partner with THT to distribute your content to our membership -



1. Content Feature in *The Boardroom Brief* Newsletter

We will include a link and short blurb about your whitepaper or relevant educational content in our *The Boardroom Brief* newsletter. This is a monthly emailed newsletter to our membership that provides updates on THT's upcoming offerings. The email distribution list includes approximately 2,000 hospital and health system CEOs, trustees, and administrative support professionals.

Cost: \$950 per issue month of placement

2. Thought Leadership Sponsored Whitepaper

If you would prefer to have your whitepaper be emailed out to our membership in its own eblast as well as have it become a part of our online resource library, this is the option for you. THT will work with your organization to brand your whitepaper and directly email it out to approximately 2,000 hospital and health system CEOs, trustees, and administrative support professionals. Only one whitepaper to be sent each month. THT staff will work with you on scheduling and best exposure opportunities.

Cost: \$1770 per whitepaper

3. Sponsored E-mail

We will include a link and short blurb about your whitepaper or relevant education content sent as a direct email to THT members. Only one sponsored email per month is available and scheduling will be determined on a first come, first served basis. The email distribution includes hospital and health system CEOs, trustees and administrative support professionals.

Cost: \$1670 per month of placement

Trustee Bulletin

2023 Advertising Contract/Insertion Order

For sales inquiries, contact **Vicki Dale** at
512-465-1013 or vdale@tha.org.



Texas Healthcare
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ADVERTISER 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: _____

RATE

of Insertions: _____

Total per issue: \$ _____

Cash Discount: Subtract 4% off
of total if paying by check or ACH*: _____

Contract Total: _____

AD SIZES		RATES (PER ISSUE)		
		1 issue	2 issues	4 issues
<input type="checkbox"/> Corporate Profile	500 - 700 words	\$1050	\$910	\$768
<input type="checkbox"/> Leaderboard Ad	728 x 90 pixels	\$675	\$550	\$495
<input type="checkbox"/> Digital Ad	300 x 250 pixels	\$675	\$550	\$495
<input type="checkbox"/> Sponsored Content	500 - 800 words	\$1050	\$910	\$768

ALL ADS ARE FOUR COLOR - CMYK

ARTWORK:

- ☐ Artwork materials are enclosed.
- ☐ Artwork materials to be delivered by deadline date.

INSERTION DATES (check all that apply)

ISSUE	ARTWORK DEADLINE
<input type="checkbox"/> Feb/Mar 2023	Jan 13
<input type="checkbox"/> May/June 2023	April 8
<input type="checkbox"/> Aug/Sept 2023	July 8
<input type="checkbox"/> Nov/Dec 2023	Sept 10

SUBMIT ARTWORK: Send a PDF file to vdale@tha.org.
In the subject line specify month/publication (i.e Feb/Mar 2023 Bulletin).

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 10).

*The Texas Healthcare Trustees 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.

Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

Please remit both pages to
vdale@tha.org or fax to
512-853-4564.

PAYMENT

Remit payment by ACH:
Texas Healthcare Trustees
Account No. 592313723
ACH or Transit Routing #114000093

**IF PAYING BY CHECK, SEND PAYMENT
AND COPY OF CONTRACT TO:**
Texas Hospital Association
P.O. Box 2756
San Antonio, TX 78299

Education Sponsorship and Advertising

2023 Advertising Contract



For sales inquiries, contact **Vicki Dale** at
512-465-1013 or vdale@tha.org.

Texas Healthcare
Trustees

COMPANY INFORMATION

*Company: _____ Contact: _____
Address: _____ Contact Phone: _____
City/ST/Zip: _____ Contact Email: _____
Main Phone: _____ Fax: _____ *Website: **www.** _____

DIGITAL EDUCATION SPONSOR

Rate:	\$7000 per year
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Sponsorship Cost: **\$7000**

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

Add. Notes: _____

ONLINE EDUCATION PARTNER

Rate:	\$13000 per year
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Sponsorship Cost: **\$13000**

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

Add. Notes: _____

WEBSITE ADVERTISING

Rate:	\$615 for 3 months of advertising
# of Months	3 Months
Selected Months	

Sponsorship Cost: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

Add. Notes: _____

THE BOARDROOM BRIEF ADVERTISING

Rate:	\$615 per ad
# of Months	
Selected Months	

Sponsorship Cost: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

Add. Notes: _____

Execution of this contract signifies assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated in sections 1-8 (see page 10).

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Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

**IF PAYING BY CHECK, SEND PAYMENT
AND COPY OF CONTRACT TO:**
Texas Hospital Association
P.O. Box 2756
San Antonio, TX 78299

PAYMENT
Remit payment by ACH:
Texas Healthcare Trustees
Account No. 592313723
ACH or Transit Routing #114000093

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vdale@tha.org or fax to 512-853-4564.

Content Feature or Sponsored Whitepaper

2023 Sponsored Content Contract

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at 512/465-1013 or vdale@tha.org.



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ADVERTISER 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: _____

☐ **THOUGHT LEADERSHIP
SPONSORED WHITEPAPER**

Rate:	\$1770 per whitepaper
# of	
Preferred Month(s):	

Sponsorship Cost: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

☐ **SPONSORED EMAIL**

Rate:	\$1670 per email
# of	
Preferred Month(s):	

Sponsorship Cost: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

☐ **THE BOARDROOM BRIEF:
CONTENT FEATURE**

Rate:	\$950 per month of placement
# of placements:	
Preferred month(s):	

Sponsorship Cost: _____

Cash Discount: Subtract
4% off of total if paying
by check or ACH*: _____

Contract Total: _____

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Authorized Signature: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

Please remit both pages to
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AND COPY OF CONTRACT TO:**
Texas Hospital Association
P.O. Box 2756
San Antonio, TX 78299

PAYMENT
Remit payment by ACH:
Texas Healthcare Trustees
Account No. 592313723
ACH or Transit Routing #114000093

Terms and Conditions for Texas Healthcare Trustees 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 Healthcare Trustees (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 Healthcare Trustees, 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.**
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.

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.
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

✓ Please initial here _____, and return all pages.