



Texas Healthcare
Trustees

THA Family of Companies

2024 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.



The Boardroom Brief

Readership Facts

- The Boardroom Brief is the official publication of THT, sent to approximately 2,000 hospitals board members, CEOs and administrative professionals every month.

Fast Facts: Top Trustee Issues

- Workforce and staffing
- Finance and reimbursement
- Quality and patient safety
- Continual regulatory and legislative change
- Cybersecurity
- Rapidly evolving health care environment
- Health care technology

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

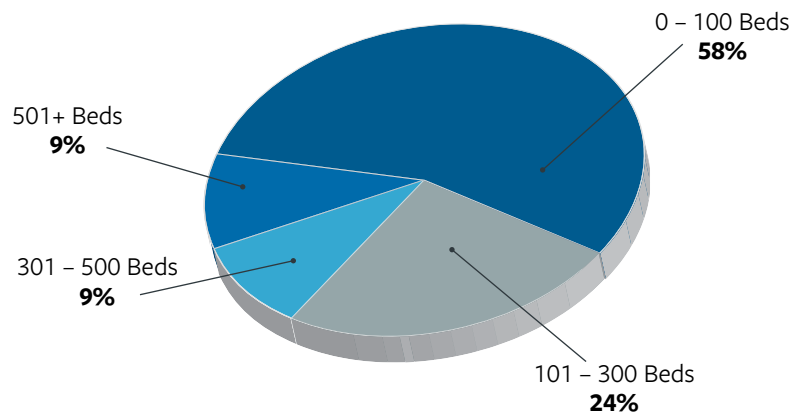
Reader Profile by Hospital Bed Size

Source: THT Membership Profile as of August 2021

Bed Size	# of Organizations
0 – 100 Beds.....	262
101 – 300 Beds.....	109
301 – 500 Beds.....	41
501+ Beds.....	39

Please submit your artwork and content no later than the **1st day of the month.**

Reader Profile by Hospital Bed Size



Artwork and content are due by the 1st of the month, before of each month of publication.

SUBMIT ARTWORK: Send a PDF file to jbelle@tha.org. In the subject line specify month/publication (i.e Feb/Mar 2024 The Boardroom Brief).

The Boardroom Brief Rates

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

Placement	1 Issue
Corporate Profile*	\$1050
Leaderboard Ad	\$675
Sponsored Content	\$1250

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: 1200 words in either Word doc or Google doc.

Company 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 1200 words. Corporate profiles must be submitted as word documents. Advertisers must provide any images to be used in corporate profiles (high quality 300 dpi).

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 a few ways you can partner with THT to distribute your content to our membership -

1. 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

2. THT Digital Education Sponsorship

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.

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.

Support trustee education for the entire year:

Cost: \$7000 annually

3. Website Advertising

THT offers digital advertising on the THT website, the go-to website for Texas hospital board members. Rates below reflect three months of placement on the THT website.

Ad Type	Digital ad on THT website (Price per 3 month placement)
Ad dimension	160 x 300 pixels, 72 DPI
File Format	PNG, JPG
Price per placement	\$615



2024 Advertising Contract

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.

THE BOARDROOM BRIEF

AD TYPE & SIZE		RATES (PER ISSUE)
		1 issue
Corporate Profile	500 - 700 words	\$1050
Leaderboard Ad	728 x 90 pixels	\$675
Sponsored Content	500 - 800	\$1250

Ad Type: _____
 Ad Cost: _____
 # of Ads: _____
 Preferred Month(s): _____
 Contract Total: _____

THOUGHT LEADERSHIP SPONSORED WHITEPAPER

Rate:	\$1770 per whitepaper
# of	_____
Preferred Month(s):	_____
Contract Total:	_____
Notes:	_____

DIGITAL EDUCATION SPONSORSHIP

Rate:	\$7000 per year
# of Advertisements:	1
Year in place:	2024
Contract Total:	_____
Notes:	_____

WEBSITE ADVERTISING

Rate:	\$615 per feature
# of placements:	_____
Preferred Quarter(s):	_____
Contract Total:	_____
Notes:	_____

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COMPANY INFORMATION

Name: _____ Title: _____
 Authorized Signature: _____ Date: _____

TEXAS HEALTHCARE TRUSTEES REPRESENTATIVE

Name: _____ Title: _____
 Authorized Signature: _____ Date: _____

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 Healthcare Trustees
 P.O. Box 2756
 San Antonio, TX 78299

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.

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

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 there of. 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.**

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 _____