Connect

Cultivate

2019 Marketing Guide
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## CONNECT

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CONNECT

Connect with key buyers and decision makers in the Central Service/Sterile Processing (CS/SP) profession when you harness the marketing power of the International Association of Central Service Materiel Management (IAHCSMM). IAHCSMM provides dynamic opportunities for reaching more than 30,000 premier CS/SP professionals who are ready to explore the newest technology and innovations in products and services impacting their profession.

CULTIVATE

IAHCSMM offers year-round promotional avenues to help grow your brand and expand company recognition with CS/SP professionals and key purchasing decision makers from across the globe. These educational sponsorships or advertising opportunities allow you to communicate your message and continually build interest in your company and the products and services you offer.
ENGAGE WITH THE CS INDUSTRY

Established in 1958, the International Association of Healthcare Central Service Materiel Management (IAHCSMM) has been providing Central Service/Sterile Processing (CS/SP) professionals with the broadest range of certification and continuing education offerings, as well as professional support.

30,000+ Certified Professionals

3,700+ Hospitals/Medical Centers Represented

500+ Surgery Centers Represented

150+ Military and VA Facilities Represented
Patients rarely meet CS/SP professionals, but they certainly rely on these technicians to provide clean, sterile, well-functioning instruments, and diligently follow best practices, guidelines and standards that will allow them to stay ahead of the technological curve.

IAHCSMM is the premier association representing more than 30,000 healthcare CS/SP technicians, managers, directors, consultants and educators. The CS/SP professionals IAHCSMM represents are a diverse group from all corners of the United States and around the world, and encompass a wide range of title, tenures and backgrounds. Regardless of location or title, they are all dedicated to improving patient safety and providing exemplary service to their healthcare customers.

IAHCSMM’s commitment to advancing CS/SP knowledge, skill sets and professionalism is why more than 30,000 healthcare professionals rely on IAHCSMM to keep them sharp, focused and abreast of the very latest standards, best practices and technological advancements.

IAHCSMM PROFESSIONALS

30,000+ MEMBERS & CERTIFICANTS

18% SUPERVISORY & MANAGEMENT

76% TECHNICIANS

6% EDUCATORS, CORPORATE REPS, TRAINEES

30,000+ CRCST
The Certified Registered Central Service Technician (CRCST) is an integral member of the healthcare team, responsible for decontaminating, inspecting, assembling, disassembling, packaging and sterilizing reusable surgical instruments or devices in a healthcare facility.

3,500+ CIS
The Certified Instrument Specialist (CIS) demonstrates the knowledge and recognition of medical Instruments and instrument support system functions necessary for ensuring safe and timely delivery of surgical instruments to patients.

1,800+ CHL
The Certified Healthcare Leader (CHL) is an individual who possesses the necessary management and supervisory skills to provide effective leadership in the CS department.

900+ CER
The Certified Endoscope Reprocessor (CER) is an individual who possesses the necessary skill set to either manage the endoscope process or safely process endoscopes in a healthcare facility.
BECOME AN INDUSTRY ALLY

IAHCSMM values the industry’s corporate leaders who help the CS/SP profession stay at the forefront of patient safety. To show our appreciation, IAHCSMM offers an annual partnership package that can have a direct impact on establishing a stronger customer base within the lucrative CS/SP market.

Due to the annual subscription of a partnership, partnerships must be established by mid-November, to commence the following calendar year.
BUILD YEAR-ROUND INTEREST FOR YOUR COMPANY AND BRAND WITH THESE 2019 BENEFITS:

⇒ One full-page color ad in each issue of PROCESS magazine ($14,370 value)
⇒ Partner recognition in PROCESS
⇒ Enhanced listing in the Online Buyer’s Guide, plus 6 category picks ($1,500 value)
⇒ Complimentary CE points for approved programs
⇒ Membership discounts

SHOWCASE YOUR COMPANY ON A ONE-ON-ONE BASIS WITH THESE CONFERENCE BENEFITS:

⇒ Exhibit booth rental credit ($5,000 value)
⇒ One full-page color ad and color logo description enhancement in the Conference Program & Guide to the Expo ($2,100 value)

INCORPORATE YOUR COMPANY INTO YOUR 2019 BENEFITS:

⇒ One quarter-page color ad in each issue of PROCESS magazine ($8,070 value)
⇒ Partner recognition in PROCESS
⇒ Upgraded listing in the Online Buyer’s Guide, plus 3 category picks ($950 value)
⇒ Complimentary CE points for approved programs
⇒ Membership discounts

HIGHLIGHT YOUR COMPANY AND YOUR PRODUCTS WITH THESE CONFERENCE BENEFITS:

⇒ Exhibit booth rental credit ($2,000 value)
⇒ Color logo description upgrade in the Conference Program & Guide to the Expo ($100 value)

2019 PARTNER LISTING
3M Health Care
Advanced Sterilization Products
Advantage Support Services
Aesculap
AOI
Apiary Medical, Inc.
Battrik Medical
BD
Belimed, Inc.
Beyond Clean
Bioseal
Cantel
Capital Medical Resources
Cardinal Health
Case Medical
Cenorin
Censis Technologies
Certol International
Chalmers Medical Group
ChemDAQ
Civco
Clarus Medical
Crosstex
Cygnus Medical
Evoqua Water Technologies
General Hospital Supply Corporation
Getinge
Halyard Health
Hänel Storage Systems
Healthmark Industries
Innovative Sterilization Technologies
KARL STORZ Endoscopy-America
Key Surgical, LLC
McGan Technology
Medline Industries, Inc.
Microsystems
Mobile Instrument Service & Repair, Inc.
Northfield Medical
Novo Surgical
Olympus America, Inc.
oneSOURCE Document Management
Pegasus Medical Concepts
PolyConversions, Inc.
Proper Manufacturing Co., Inc.
Pure Processing
Richard Wolf Medical Instruments
RMPS Publishing, LLC
Scanlan
Serim Research Corporation
SIPS Consults
SIS
Skytron
SP Concepts, Inc.
Steelco USA
STERIS Corporation
STERIS – Instrument Management Services
Stryker
Summit Medical – An Innovia Medical Company
SurgiHealth Solutions
Symmetry Surgical
TBJ, Inc.
Teleflex
The Ruhof Corporation
Thermo-Diagnostics
TSO3
Turbett Surgical
Velmed
CULTIVATE

GROW YOUR BRAND RECOGNITION

Cultivating your brand is essential, and when you want your company and its products to stand out from the crowd, IAHCSMM’s year-round marketing opportunities help you achieve your goal. Our print, digital and online advertising connections, as well as our educational sponsorships can help nurture your CS/SP customer base so your target market thinks of your company’s products when they are ready to buy.

31,000+
Print Magazine Circulation - PROCESS

43,000+
Digital Publication Circulation - Central Source

64,000+
Unique Monthly Visitors - IAHCSMM Website
CONTINUING EDUCATION LESSONS
Each three-to-four page lesson plan covers an in-depth topic and is followed by a quiz for continuing education, used by certificants for their annual certification renewals.

Each lesson variety is printed bi-monthly (6 times annually) in the IAHCSMM publication, PROCESS, and is also available online for up to three years. Sponsorship includes one full year of print and digital versions.

STATISTICS
Print
Circulation (Bi-Monthly)
• 31,000+
• 96% USA Printed Version
• 4% Canadian Printed Version
• 3% Foreign Online Version

Mailed last week of month preceding issue date

CLOSING DATES
November 15, 2018

BASE RATES
$10,000 CHL (Management Lessons)
Sponsored by STERIS Corporation
$10,000 CIS (Instrumentation Lessons)
Sponsored by Aesculap
$10,000 CRCST (Technical Lessons)
Sponsored by 3M Health Care
$10,000 CER (Endoscope Lessons)
Sponsored by Healthmark Industries
PROCESS MAGAZINE

PROCESS (formerly Communiqué) is the official bi-monthly print publication of IAHCSMM, boasting a circulation of over 31,000. The readership is a prime concentration of qualified decision makers who are genuinely interested in learning about your healthcare equipment, products and services.

Why the name change? Nearly every aspect of the profession is process-driven, and the same can be said of IAHCSMM’s service offerings: education, certification and professional growth- all of which are vital processes that lead to CS/SP professionals’ success.

The magazine is printed using a 4-color process to showcase our regular articles and features, plus present a vibrant opportunity for advertisers to reach their healthcare audience in a rich, colorful professional publication.

PUBLICATION STATISTICS

Print
Circulation (Bi-Monthly)
- 31,000+
- 96% USA Printed Version
- 4% Canadian Printed Version
- 3% Foreign Online Version

Mailed last week of month preceding issue date

Digital
- 5,118 Average Downloads (Each Current Issue)
- 9,996 Annual Downloads (Archived Issues)

CLOSING DATES
IAHCSMM does not print an editorial calendar.

January/February 2019 Issue
Ad Deadline: Friday, November 16

March/April 2019 Issue
Ad Deadline: Friday, January 11

May/June 2019 Issue
Ad Deadline: Friday, March 15

July/August 2019 Issue
Ad Deadline: Friday, May 10

September/October 2019 Issue
Ad Deadline: Friday, July 12

November/December 2019 Issue
Ad Deadline: Friday, September 13

BASE RATES
All rates are net, non-commissionable
Double Page Spread: $4,790
Full Page: $2,395
Half Page: $1,645
Quarter Page: $1,345

PREMIUM UPGRADES
All rates are net non-commissionable
Back Cover: +40% = $958
Inside Front Cover 1: +30% = $718.50
Inside Front Cover 2: +30% = $718.50
Inside Back Cover: +30% = $718.50
OPP TOC 1 or 2: +25% = $598.75
OPP TOC 1 or 2: +25% = $598.75
Preferred Full: +20% = $479
Preferred Half: +20% = $329
Preferred Quarter: +20% = $269
Tip-Ins, Poly Bag, Belly Band: Contact for Quote

CREDITS AND PENALTIES
Credits may be earned by increasing frequency during a contract year. Any advertiser who does not fulfill a contract will be subject to penalty fees of the maximum rate listed per size originally contracted.

TERMS
Net 30 days from date of invoice. Pre-payment required with first order of new customers.

CANCELLATIONS
Not accepted after closing date.
SIZING
All ads that bleed must have an 1/8” bleed on all sides. Please keep type and other ad elements that are not intended to bleed a 1/4” away from final trim line. The publication trim size is 8.5” x 10.875”, and the publication bleed size is 8.75” x 11.125”.

2-PAGE SPREAD (including bleed): 17.25” x 11.125”
FULL PAGE WITHOUT BLEED: 7.25” x 9.625”
FULL PAGE WITH BLEED: 8.75” x 11.125”
HALF PAGE HORIZONTAL: 7.25” x 4.5”
HALF PAGE VERTICAL: 3.5” x 9.625”
QUARTER PAGE: 3.25” x 4.5”

FILE REQUIREMENTS
All files and images must be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Please do not include crop mark, registration marks or color bars when submitting PDFs. All artwork must be submitted in the correct size.

High-resolution PDF, flattened .tif or .jpg files are acceptable formats. High-resolution PDFs, Adobe Illustrator or Photoshop files are preferred. Please note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. We do not accept files submitted in formats not listed above.

COPY REGULATIONS
Acceptance of advertising is subject to IAHCMMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCMMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCMMM reserves the right to revise or reject, at its discretion, any advertisement which it deems objectionable in text or illustration. No deliberate attempt to simulate the publication’s format is permitted; the publisher reserves the right to place the word “advertisement” on any submission that, in their opinion, resembles editorial matter.
CENTRAL SOURCE
Since its inception in 2009, Central Source has been the official bi-monthly digital publication of IAHCSMM, with a circulation of more than 43,000 email addresses.

Each month, the latest issue of Central Source is delivered directly to email inboxes, providing a wide range of useful, timely and easy-to-digest feature articles, expert advice, news briefs, informative web links, career advancement tips, and more.

PUBLICATION STATS
Distributed Bi-Monthly
E-mailed Second Tuesday of Issue Month

Circulation:
• 43,000+
• 22% Open Rate
• 20% Click Rate
• 8,500+ Annual Digital Downloads

CLOSING DATES
February 2019 Issue
Ad Deadline: Wednesday, February 6

April 2019 Issue
Ad Deadline: Wednesday, April 3

June 2019 Issue
Ad Deadline: Wednesday, June 5

August 2019 Issue
Ad Deadline: Wednesday, August 7

October 2019 Issue
Ad Deadline: Wednesday, October 9

December 2019 Issue
Ad Deadline: Wednesday, December 4

BASE RATES
All rates are net, non-commissionable
Large Vertical Banner: $1,500
Medium Vertical Banner: $1,100
Small Vertical Banner: $750

CREDITS AND PENALTIES
Credits may be earned by increasing frequency during a contract year. Any advertiser who does not fulfill a contract will be subject to penalty fees of the maximum rate listed per size originally contracted.

TERMS
Net 30 days from date of invoice. Pre-payment required with first order of new customers.

CANCELLATIONS
Not accepted after closing date.
MONTHLY FEATURES

Educator Update
An expert-written column geared toward CS/SP professionals of all titles and experience levels

Manager Monthly
Spotlighting CS/SP-based managers and supervisors who are improving quality in their departments

Breaking News You Can Use
Helpful tips and important news affecting the healthcare industry at large

Vendor Vantage
Educational articles written from the viewpoint of the CS/SP-based vendor community

Catapult Your Career
Offering resume and interviewing tips, and other strategies for advancing one’s career

Certification Corner
Helping readers understand CS/SP advocacy initiatives

SIZING
Large Vertical Banner: 145 x 750 pixels

FILE REQUIREMENTS
All files and images must be high-resolution (minimum 150 ppi, 300 ppi preferred). All artwork must be submitted in the correct size. High-resolution PDF, .jpg and .png files are acceptable formats. High-resolution PDFs, Adobe Illustrator or Photoshop files are preferred. Please note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. We do not accept files submitted in formats not listed above.

When sending image, include direct URL link for the ad to redirect from the magazine and our website.

COPY REGULATIONS
Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCSMM reserves the right to revise or reject, at its discretion, any advertisement which it deems objectionable in text or illustration. No deliberate attempt to simulate the publication’s format is permitted; the publisher reserves the right to place the word “advertisement” on any submission that, in their opinion, resembles editorial matter.
WEBSITE
More than just a website, iahcsmm.org is a complete online resource for the CS/SP community. Visitors depend on the site for education, industry news, event details, member services, professional development, interactive forums, and much more.

With nearly 64,000 visits each month, iahcsmm.org is the ideal site to showcase your company, be seen by thousands of industry decision makers and boost internet traffic directly to your website.

BASE RATES
All rates are net, non-commissionable
All rates are per 3-month consecutive blocks

Menu Skyscraper: $2,250
Leaderboard Banner: $1,350
Square Button: $1,000

TERMS
Net 30 days from date of invoice. Pre-payment required with first order of new customers.

PAGES AND SECTIONS
Square Buttons and Leaderboard Banners, available on select pages and appear directly within the page:

- Career Center
- CS Week
- Educational Courses

Menu Skyscrapers, available on select sections of the website and appear under the left navigational menu, showing for most pages within the section:

- Education
- Events*
- Members
- Resources

*Does not include Annual Conference micro-site (see Compete section for rates)

FILE REQUIREMENTS
All files and images must be high-resolution files (minimum 150 ppi, 300 ppi preferred). All artwork must be submitted in the correct size.

High resolution .jpg and .png files are acceptable formats. When sending image, include direct URL link for the ad to redirect from our website.

COPY REGULATIONS
Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in posting of advertisement. IAHCSMM reserves the right to revise or reject, at its discretion, any advertisement which it deems objectionable in text or illustration.
SIZING
Menu Skyscraper: 225w x 500h pixels
Leaderboard Banner: 840w x 85h pixels
Square Button: 160w x 160h pixels

PRESS RELEASES
IAHCSMM will display official press releases from the vendor community in the news section of the Association website. The standard press release format includes the following: Headline: brief attention-grabbing statement summarizing the news. Subhead (optional): secondary statement(s) which builds on the headline and further clarifies the message. Dateline: the city where the news is originating and the date of the release. Press releases should include the company’s logo. All submissions must be submitted in PDF format.
# WEBSITE STATS

## SQUARE BUTTON AND LEADERBOARD BANNERS AVERAGE VIEWS

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## MENU SKYSCRAPER AVERAGE VIEWS

### Education Section:
Includes: Education Home, Educational Courses, Lesson Plan Home, Publications, Interactive Courses, Educational DVDs and Education FAQ pages.

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### Members Section:
Includes: Members Home, Discussion Forum Home, PROCESS Online Home, Central Source Online Home and Membership FAQs pages.

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### Events Section:
Includes: Events General, Upcoming and Past IAHCSMM Conference History, CS Week, Allied Events, Local and Regional Event pages. Does not include current Annual Conference pages.

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### Resources Section:

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<td>3,620</td>
</tr>
<tr>
<td>Annual</td>
<td>63,183</td>
</tr>
</tbody>
</table>
ONLINE BUYER’S GUIDE
When looking for industry suppliers and services, our members turn to the official IAHCSMM Online Buyer’s Guide. Available 24 hours a day, 365 days a year, the IAHCSMM buyer’s guide allows members to find your company quickly and easily.

Advertising in the IAHCSMM Online Buyer’s Guide offers both suppliers and directory users unique opportunities to connect.

BASE RATES
All rates are net, non-commissionable. All rates are annual, effective at date of purchase.

Basic Listing: $750

INCLUSIONS
Basic Listing
- Company name and contact information
- Social media links
- 500 character company introduction
- 2,000 character company full description
- One product category pick

PREMIUM UPGRADES
All rates are net non-commissionable. All rates are annual, effective at date of purchase

Product Category Pick: $100/each additional
Color Logo: $250
Product Catalog: $350
Product Photo: $500
Featured Listing: $1,000

TERMS
Pre-payment required with all orders.

COPY REGULATIONS
Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCSMM reserves the right to revise or reject, at its discretion, any listing which it deems objectionable in text or illustration.
CONTACT INFORMATION
For more information on any of the marketing opportunities presented in this guide visit iahcsmm.org/vendors or contact:

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