Audience

Get Your Share of the $41.2 Billion Health Care Construction Market

Healthcare Facilities Today is a website used by health care facility managers, engineers, architects, designers, and constructors responsible for the construction, renovation and operations of hospitals, medical clinics, and nursing homes. Each day the website reports on industry news, facility management and operations practices and product information.

HealthcareFacilitiesToday.com serves facilities and construction executives responsible for the largest healthcare facilities in the United States and Canada.

Who Visits Healthcare Facilities Today?

High-level Facility Executives:

Director Of Planning And Development
St Joseph's Health Centre
Toronto, ON

VP of Facilities Operations
St. Jude Children's Research Hospital
Memphis, TN

Facility & Operations Mgr
Kaiser Permanente
San Diego, CA

VP of Facilities
Tucson Medical Center
Tucson, AZ

Facility Managers:

Director Facilities
Good Samaritan Hospital
Downers Grove, IL

Chief Operating Officer
Newton Medical Center
Newton, NH

Facility Manager
Columbia Memorial Hospital
Catskill, NY

Facility Manager
Children's Hospital
Hopkins, MN

SR VP
Univ Maryland Med Ctr
Baltimore, MD

Engineering & Maintenance

Construction Managers:
Managers:

Director Facilities Maintenance
Johns Hopkins Hospital
Baltimore, MD

Chief Engineer
Lillibridge Health Trust
Bridgeton, MO

Operating Engineer
Integris Cancer Institute
Oklahoma City, OK

Maint Dir Facil Mgmt
Shriners Hospitals For Chi
Chicago, IL

Director Of Maintenance
San Francisco VA Medical
San Francisco, Ca

Sr Construction Manager
Mayo Clinic
Rochester, MN

Director of Construction
Piedmont Mountainside Hospital
Jasper, GA

Environmental Managers:

Director of Environmental Services
Seattle Childrens Hosp
Seattle, WA

Director of Environmental Services
Temple University Hospital
Philadelphia, PA

Safety & Environmental Director
St Luke's-Roosevelt Hospital Center
New York, NY

Director Of Environmental Svs
Saint Francis Hospital Memphis
Memphis, TN

Interior Designers:

Dir Of Fac Planning & Design
Childrens Mercy Hospital
Kansas City, MO

Director Design And Construction
Indiana Univ Health
Indianapolis, IN

Interior Designer
JFK Health
Edison, NJ

Senior Interior Designer
OSF Healthcare
Peoria, IL

Architects:

Staff Architect
University Hospitals Health System
Beachwood, OH

Senior Architect
NYS Department of Health
Albany, NY

Project Manager Architect
Rhode Island Hospital
Providence, RI

Staff Architect
The Queens Medical Center
Honolulu, HI

Senior Architect
NYS Department Of Health
### Years of experience

<table>
<thead>
<tr>
<th>Years of Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 30 years</td>
<td>15%</td>
</tr>
<tr>
<td>26 to 30 years</td>
<td>12%</td>
</tr>
<tr>
<td>21 to 25 years</td>
<td>12%</td>
</tr>
<tr>
<td>16 to 20 years</td>
<td>15%</td>
</tr>
<tr>
<td>11 to 15 years</td>
<td>16%</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>17%</td>
</tr>
<tr>
<td>5 years or less</td>
<td>13%</td>
</tr>
</tbody>
</table>

Average years of experience is 16

### Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 35 years old</td>
<td>5%</td>
</tr>
<tr>
<td>35 to 44 years old</td>
<td>17%</td>
</tr>
<tr>
<td>45 to 54 years old</td>
<td>24%</td>
</tr>
<tr>
<td>55 to 64 years old</td>
<td>45%</td>
</tr>
<tr>
<td>65 years or older</td>
<td>9%</td>
</tr>
</tbody>
</table>

Average age is 56 years.
Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>77%</td>
</tr>
<tr>
<td>Female</td>
<td>23%</td>
</tr>
</tbody>
</table>

2019 New Construction

43% will undertake the new construction of buildings in 2019.

2019 Renovation/Retrofit/Modernization

77% will undertake the renovation, retrofit or modernization of buildings in 2019.
Website Advertising

Advertise to Healthcare Facilities Management Executives

HealthcareFacilitiesToday.com averages more than 23,000 unique visitors per month and 35,000 page views per month. Maximize your visibility and increase brand awareness among its influential audience of architects/designers, operations managers, building owners and facility managers.

HEALTHCAREFACILITIESTODAY.COM

Run of Site Ads

Healthcare Facilities Today Run of Site Advertising targets Healthcare Facilities professionals while they are on a trusted website that relates to their profession and to the products being sold. It is the combination of those things that makes having an ad on the Healthcare Facilities Today website a critical place for brands who want to generate sales in this marketplace.

SEE SPECIFICATIONS

For run of site advertising, please provide a leaderboard ad, an image ad, and a mobile ad.

Leaderboard Ad:

- **Image Size:** 728 pixels wide x 90 pixels high
- **Max File Size:** 50K
- **URL:** Include link to landing page

https://reachfms.com/hft.aspx#section1
Image Ad:
- **Image Size:** 300 pixels wide x 250 pixels high
- **Max File Size:** 50K
- **URL:** Include link to landing page

Mobile Leaderboard:
- **Image Size:** 320 pixels wide x 50 pixels high
- **File Type:** No animation allowed
- **Max File Size:** 50K
- **URL:** Include link to landing page

Email materials to [webads@tradepress.com](mailto:webads@tradepress.com)

[Advertising Policies & Guidelines](#)
Healthcare Facilities Today Retargeting

Healthcare Facilities Today is the best place to get in front of key facilities professionals, and we can help extend your message by targeting health care FMs all across the web. Reach the people you want to do business with. Target top prospects that you know you need to reach, but otherwise can’t get in front of. Drive more health care FMs directly into your purchasing funnel.

**Reporting:**
Ad impressions. Ad clicks.

**Program:**
You provide your campaign budget and campaign duration. Our experienced digital media managers and analysts will custom configure your campaign and make recommendations with your targeting needs in mind.

---

**Leaderboard Ad:**
- **Image Size:** 728 pixels wide x 90 pixels high
- **Max File Size:** 50K
- **URL:** Include link to landing page

**Image Ad:**
- **Image Size:** 300 pixels wide x 250 pixels high
- **Max File Size:** 50K
- **URL:** Include link to landing page

**Mobile Leaderboard:**
- **Image Size:** 320 pixels wide x 50 pixels high
- **File Type:** No animation allowed
• **Max File Size:** 50K
• **URL:** Include link to landing page

Landing page content must be relevant to the ad and helpful to the user. It must promote transparency and foster trustworthiness. It should make mobile and computer navigation easy and should be fast to load.

Animated gifs must end after a max of 30 seconds. HTML5 not allowed. HD animated gifs are not supported.

Additional ad requirements apply relating to copyrighted material, prohibited content, spammy ads and the like. Ads must be approved before going live.

Additional ad requirements apply relating to copyrighted material, prohibited content, spammy ads and the like. Ads must be approved before going live.

Email materials to **webads@tradepress.com**

[Advertising Policies & Guidelines](#)
FM Social Media Marketing Solution

Connecting with facility professionals on social channels like Facebook is no easy task. The standard targeting on these platforms is tailored for local and consumer products; it's not meant for reaching B2B audiences. Most targeting is overly generic keywords and categories which end up reaching kids or hobbyists and doesn't get to the audience you need. It becomes impossible to get in front of the right people at any kind of scale resulting in minimal returns. We can make your social media efforts easier and more productive. Since we can identify our targeted print and digital readers/users on the platform, we will get your brand message in front of decision makers you are unable to reach.

Through our turnkey social marketing program, our targeted decision-maker databases, and employing best practices, we give your brand maximum visibility on Facebook. We help you reach top facilities management executives that you are unable target yourself. With our program, you will end up driving more of the prospects you want directly into your purchasing funnel.

**Reporting:**

Campaign impressions and engagements

**Program:**

You provide your campaign budget and campaign duration. Our experienced digital media managers will configure your campaign to reach the our audience with your creative.

**Campaign Tiers:**

**Campaign budget 1:**
25,000 - 30,000 impressions

**Campaign budget 2:**
40,000 - 50,000 impressions

**Campaign budget 3:**
60,000 - 75,000 impressions
Social Media Marketing Specs:

- **Image Size:** 1200x628 (if submitting video see video specs below)
- **Primary Text:** 125 characters max
- **Headline (optional):** 40 characters max
- **Description (optional):** 130 characters max
- **Website URL:** The URL for the web page you want people to visit.
- **Display Link:** Show a shortened link instead of your full website URL in some placements. The link should go to the same domain as your website URL. The position of the display link varies by placement.
- **CTA:** Learn More, Apply Now, Book Now, Contact Us, Download, Get Offer, Get Quote

Ad Requirements:

- Only 1/6 of your image can have text in it, Facebook will not approve ads that have images with too much text
- Ads must have landing page
- Ads must conform to Facebook ad standards
- Landing page content must be relevant to the ad and helpful to the user. It must promote transparency and foster trustworthiness. It should make mobile and computer navigation easy and should be fast to load.
- Ads must name the product, service, or entity being promoted. Image or animated ads must clearly display identifying information such as a product or company name, logo, or display URL on the final static frame (after the animation has ceased).
- Additional ad requirements apply relating to copyrighted material, prohibited content, spammy ads and the like. Ads must be approved before going live.

Video Specifications:

- Recommended format: **.mp4, .mov or .gif**
- [View full list of supported formats](https://reachfms.com/hft.aspx#section1)
- Required Lengths By Placement:
- Facebook: **240 minutes max**
- Audience Network: **5 - 120 seconds**
- Instagram Stories: **Up to 120 seconds**
- Instagram Feed: **Up to 120 seconds**
- Rewarded Video: **3 - 60 seconds**

- Resolution: **600px minimum width**
- File size: **Up to 4 GB max**

**Video Recommendations**

- Recommended Length: **Up to 15 seconds**
- Recommended Aspect Ratio: **Vertical (4:5)**
- View aspect ratio specifications
- Sound: **Enabled with captions included**

[Email materials to webads@tradepress.com](mailto:webads@tradepress.com)

[Advertising Policies & Guidelines](https://reachfms.com/hft.aspx#section1)
Dynamic, Lead-Gen Web Ad

Get better conversion rates with your content marketing assets. We create an ad for you with form fields right inside the ad. We’ve seen increased conversion rates when comparing to the traditional landing page approach. Some programs have had a 100% higher conversion rate when comparing to their landing page with form.

Dynamic, Lead-Gen Web Ad Specs

For the "Lead Generated" we will run ads in our dynamic placements. Here are the specs:

Get better conversion rates with your content marketing assets. We create an ad for you with form fields right inside the ad. We’ve seen increased conversion rates when comparing to the traditional landing page approach. Some programs have had a 100% higher conversion rate when comparing to their landing page with form.

- **Tag**: company name as it should appear above headline
- **Image**: 216 x 120 minimum dimensions. (You can send a larger image and we will crop it to fit the above)
- **Headline**: 45 characters max including spaces and special characters
- **Description**: 80 characters max including spaces and special characters
  the pdf the user should get after filling out the form. Should be optimized for digital.

Select a Call-To-Action option below:

- Free, Read It Now
- Download Free Brochure
• Get Free Whitepaper

**Program Requirements:**

In-ad customer consent line will read:

*This sponsor can send me information related to the content above via email* (not changeable)

- Ad text and pdf are vetted for approval.
- Ad text must correspond to pdf content. PDF must deliver on expectations set from the ad.
- PDFs that are not high enough quality or purely advertorial in nature as to not deliver on expectations will not be accepted.

As publisher we retain the right to refuse ad text or content asset as we see fit and as it relates to the best well being of our audience.
Mobile-Targeted Ads

As an advertiser on HealthcareFacilitiesToday mobile, your ad will be displayed on every visit to HealthcareFacilitiesToday from a mobile device.

You will receive reports detailing interaction with your ad in terms of monthly impressions and clicks.

View a Mobile sample Ad

SEE SPECIFICATIONS

Mobile Site Ad Specs:
- **Image Size:** 320 pixels wide x 50 pixels high
- **File Type:** No animation allowed
- **Max File Size:** 50K
- **URL:** Include link to landing page

Email materials to webads@tradepress.com

[Advertising Policies & Guidelines](https://reachfms.com/hft.aspx#section1)
## 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Focus Topic</th>
<th>Target Topic One</th>
<th>Target Topic Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Infection Control</td>
<td>Emergency Prep</td>
<td>HVAC</td>
</tr>
<tr>
<td>February</td>
<td>Facility Design</td>
<td>Lighting</td>
<td>Plumbing</td>
</tr>
<tr>
<td>March</td>
<td>Security</td>
<td>HVAC</td>
<td>Technology</td>
</tr>
<tr>
<td>April</td>
<td>Energy Efficiency</td>
<td>Plumbing</td>
<td>Environmental Services</td>
</tr>
<tr>
<td>May</td>
<td>Infection Control</td>
<td>Technology</td>
<td>Food Service</td>
</tr>
<tr>
<td>June</td>
<td>Facility Design</td>
<td>Environmental Services</td>
<td>Renovation</td>
</tr>
<tr>
<td>July</td>
<td>Security</td>
<td>Food Service</td>
<td>Cyber Security</td>
</tr>
<tr>
<td>August</td>
<td>Energy Efficiency</td>
<td>Renovation</td>
<td>Interior Design</td>
</tr>
<tr>
<td>September</td>
<td>Infection Control</td>
<td>Cyber Security</td>
<td>New Construction</td>
</tr>
<tr>
<td>October</td>
<td>Facility Design</td>
<td>Interior Design</td>
<td>Patient Experience</td>
</tr>
<tr>
<td>November</td>
<td>Security</td>
<td>New Construction</td>
<td>Emergency Prep</td>
</tr>
<tr>
<td>December</td>
<td>Energy Efficiency</td>
<td>Patient Experience</td>
<td>Lighting</td>
</tr>
</tbody>
</table>
ENTERNSLETTER

Facility Pulse

A daily e-newsletter (Monday - Friday) that provides a quick read and links to articles and items of interest for healthcare facilities executives and construction management professionals.

Sold in daily increments

Program Send Total:
25,000

Reporting:
You will receive a report with email opens and clicks.

Bonus Reporting
Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your ad.

View Facility Pulse Sample

SEE FACILITY PULSE SPECIFICATIONS

Facility Pulse Specs:

- 175 pixels wide x 100 pixels tall
- File size: 30K
- File type: gif or jpg
- Headline: 70 characters max
- Description text max 90 characters (Spaces and special characters are included in the character count.)
- Include the URL to which you would like the ad linked.
- Include company name
- Call to Action: 20 character max including spaces and special characters

Email materials to webads@tradepress.com
Behaviorally-Targeted Direct Email

Our advanced data-intelligence system, Au DataMine, will build a list of prospects most likely to purchase your exact products. We can then develop a tailored campaign for you that will generate the best leads for your company.

**Save Time and Money Finding New Prospects**

AU DataMine is built on the largest and most comprehensive database of FM decision-makers. As a result, you save time and money trying to identify new customers. We are constantly identifying new decision-makers, using our experience with audience building in the facilities marketplace, who fit your buyer profile.

View sample

**Email Reporting**

You will receive a report with email opens and clicks.

**Lead Gen Reporting**

Your report will include the emails, phone numbers, names, titles, companies and street addresses where we have them for recipients who click on your lead generation, call-to-action links. (Not all links apply)

See Email Specifications

**Behaviorally-Targeted Direct Email Specs:**

**Supply your own email HTML**

If supplying your own HTML, have the email designed to be 600 pixels wide or less (PDF files are not accepted.) Email layouts containing 350 - 500 words perform best. (Hosted images and "in line style" is required) Emails should be set up for responsive design. A proof will be sent to you prior to the email blast for your sign off and approval.
Or have our team setup you email creative:

See our creative setup and design policies.

Email materials to webads@tradepress.com

**AU DataMine Email Lead Gen Program Requirements**

1. Provide a subject line with a maximum of 50 characters, including spaces and punctuation.
2. From Line (the companies name or person's name. Not an email address)
3. Suppression file of clients opt-outs/unsubscribes
4. Clients opt-out/unsubscribe link must be embedded in the HTML along with a physical address.
5. Seed names and email addresses of who needs to see the test and final blasts. Only one seed name can be responsible for sending final approval of the test blast to amanda.balistrieri@tradepressmedia.com
6. Clicks intended to deliver emails must adhere to one of the following best practice conventions:
   - Link indicates customer is requesting contact from manufacturer; (examples: Send me information. Contact me about XXX. Email me about XXX.)
   - Link indicates the user wants a demo, test drive or is looking for more information;
     (examples: Request Cost-Savings Analysis. Request Demo. Request Software Preview. Email Brochure. Sign Up For A Test Drive.)
   - Link indicates user request to receive manufacturer's eBook, Webcast, WhitePaper or similar highly-valued content piece.
     (examples: Request Guide. Request eBook. Request Webcast.)
   - In some cases customers should add:
     I consent to be emailed regarding the content above. under buttons/links as needed to help make email consent more clear.
7. Link Landing pages must deliver on expectations from link text and contain coordinating language. (We can help with landing page setup)

[Advertising Policies & Guidelines](#)
Custom Email

Do it your way!

Sponsor an electronic newsletter with content specific to your business. Your Custom eNewsletter reaches buyers interested in your business solutions.

Reporting:
You will receive a report with email opens and clicks.

Bonus reporting:
Your report will include the names, titles, companies and street addresses where we have them for recipients who click through on your content links.

Circulation
Choose a circulation size to meet your needs in 1,000 increments.

SEE CUSTOM EMAIL SPECIFICATIONS

Custom eNewsletter Specs:

Have our team setup you email creative:
See our creative setup and design policies.

Supply your own completed newsletter:
Send an HTML version of your own completed newsletter designed to be 600 pixels wide or less (PDF files are not accepted.) E-newsletters containing 350 - 500 words perform best. Also provide a subject line with a maximum of 50 characters, including spaces and punctuation.

View a Custom eNewsletter sample

Did you know that 85% of wheelchairs in hospitals are contaminated with Staphylococcus aureus or MRSA? The Clorox® Total 360® System uses an electrostatic sprayer to quickly disinfect hard-to-reach spaces on high-touch surfaces, ideal for patients.
Need newsletter content created?

Please refer to the Content Development Services section below in Ad Policies & Guidelines.

Some Things to Note:

- Maximum number of 6 links per newsletter. Click tracking on links, provided by publication, are not tracked separately. There is one tracking entry per email.
- A proof will be sent to you prior to the e-newsletter mailing out.

Email materials to webads@tradepress.com

Advertising Policies & Guidelines ✐
Whitepaper Email

Promote your white papers

**Reporting:**
You will receive a report with email opens and clicks.

**Bonus reporting:**
Your report will include the names, titles, companies and street addresses where we have them for recipients who download the whitepaper.

**Circulation**
Choose a circulation size to meet your needs in 1,000 increments.

SEE WHITEPAPER EMAIL SPECIFICATIONS

**White Paper Specs:**

**Please submit the following:**
- PDF of the white paper
- Email subject line (56 characters or less)
- Intro copy for the white paper (approx 100 words or less)

Email materials to webads@tradepress.com

Advertising Policies & Guidelines 📖
Video on Demand Email

Promote your company's video via email

**Reporting:**
You will receive a report with email opens and clicks.

**Bonus reporting:**
Your report will include the names, titles, companies and street addresses where we have them for recipients who click to watch your video.

**Circulation**
Choose a circulation size to meet your needs in 1,000 increments.

See Video on Demand Email Specifications

Video on Demand Email Ad Specs:

Please submit the following:

- Video headline
- Description
- URL that links to the Video
- URL for clients to click on for more info about your company

Email materials to webads@tradePress.com

Advertising Policies & Guidelines
Case Studies Email

Promote up to three of your company's case studies via email

Reporting:
You will receive a report with email opens and clicks.

Bonus reporting:
Your report will include the names, titles, companies and street addresses where we have them for recipients who click to watch your video.

Circulation
Choose a circulation size to meet your needs in 1,000 increments.

See Case Study Specifications

Case Study Specs:
- 3 case studies (as pdf's) along with headlines for each case study.
- OR-
  - 3 headlines and 3 URL links to the case studies.

Please email the case studies directly to webads@tradepress.com. A proof will be sent to you prior to the mail date.

Email materials to webads@tradepress.com

Advertising Policies & Guidelines
Customized Sole Webcast Sponsorship

We do the creative and run a custom marketing campaign for your event that includes eNewsletter, website and email promotion to our high-value audience.

1. Before and During the Webcast:
   - Enjoy exclusive branding on promo or attendance building emails sent out during a two-week period

2. During the webcast:
   - Your 30-second, 5-slide commercial runs at the beginning of the Webcast
   - Your logo appears on-screen throughout the Webcast
   - Get valuable feedback by asking this audience up to four questions for your event via the event registration page and polling questions during the live event. (*sponsor can choose how they want to use those four between the registration page and live event polling)

3. After the webcast:
   - You receive database of registrants and attendees (Email address, Name, Title Company, City/State, Phone)
   - You get 12 months of bonus exposure as the webcast archive is posted on HealthcareFacilitiesToday.com

Key Values:
- Generate a key list of interested decision makers
- You control the content
- Live questions from attendees
Key educational opportunity to walk through the issues and explain the value and solutions you can bring to help solve the challenges attendees are dealing with

MATERIALS NEEDED

**Round 1 Materials**
- Webcast Title, Summary & Learning Objectives
- Presenter Name, Title, Photo & Bio
- Company Logo & URL
- Up to 4 Registration Questions or Polling Questions (You can decide which questions will be registration questions vs. which questions will be polling questions. Registration questions are required to answer in order to register, while polling questions are asked during the live event and are not a requirement to answer. You may do up to 4 registration questions if you would like.)

**Round 2 Materials**
- Webcast Slides
- Presenter Phone Number & Email
- Commercial —
  - Visual — PowerPoint or jpg images (Up to 5 slides, no animations or video)
  - Audio — Include script for in house recording OR provide an MP3/WAV file of audio recording
  - Length — 30 seconds or less (about 90 words)

Email materials to webads@tradePress.com

[Advertising Policies & Guidelines](https://reachfms.com/hft.aspx#section1)
Fastcast

A Bite-Sized Webcast Delivering Immediate Exposure to Busy Executive Facility Managers

Invest in this low-cost, highly customizable event for the perfect entry level webcast sponsorship. Your sponsorship includes:

- A dynamic marketing campaign tailored specifically to your event that includes eNewsletter, website and email promotion to our high-value audience
- Your own choice of sole-sponsored, custom content. We'll assist in copy review, slide generation and provide our experience and expertise to assure a successful event.
- The opportunity to get in front of and present your expert knowledge on your solutions to challenges that FM's face on the job.
- A 30-minute, fast-paced broadcast prompting facility managers to continue dialogue after the event
- Exclusive branding on promotional emails during the two weeks prior to the webcast
- The ability to promote to your prospect list (optional)
- Your logo included on screen throughout the presentation's entirety
- The exclusive database of all registrants including email address, name, title, company, city, state and phone

* Live events are limited to 1,000 attendees at the same time.

View a sample Fastcast

MATERIALS NEEDED

FastCast Materials:

- Logo
- URL link
- Image for promotion (product image or promotional image)
- Powerpoint presentation slides

https://reachfms.com/hft.aspx#section1
Email materials to webads@tradepress.com

Advertising Policies & Guidelines
Branded Features

Branded features appear in the news feed along trusted and topical content from HealthcareFacilitiesToday. You have a message and you need it in front of this audience of decision makers.

Branded Features are searchable, appear on the home, news and branded features landing pages and may contain multiple images, video treatments and are promoted via:

- Appears on the HealthcareFacilitiesToday Home Page for 1 month. Rotates in that position with all the branded features running during that time period. To view a sample, click here
- Appears on HealthcareFacilitiesToday Trending News Landing Page for 1 month. Rotates in that position with all the branded features running during that time period. To view a sample, click here
- Appears on the HealthcareFacilitiesToday eNewsletter for 1 day to a 25,000 circulation. click here
- Archived on HealthcareFacilitiesToday for 1 year on the Branded Feature Landing page. click here

BRANDED FEATURE PACKAGE SPECS

**Branded Package Specs:**

**Required Featured Page Components:**

- Headline (up to 10 words)
- Text file* (up to 4,000 words)
- Images, graphs, and/or charts: gif, jpeg or png
- Accepted Video URLs: YouTube or Vimeo
- Advertiser to provide URLs
- Company Name: 30 characters max*

Email materials to webads@tradepress.com

Advertising Policies & Guidelines

https://reachfms.com/hft.aspx#section1
*Content is subject to review and may be edited for length, clarity and style. Branded content is intended to provide useful or otherwise engaging, non-promotional information to facility professionals.
Print Supplements

HealthcareFacilitiesToday.com’s print supplements extend your reach to the qualified circulation files of Building Operating Management and Facility Maintenance Decisions' executive building ownership, facilities management and maintenance/engineering decision makers in the healthcare sector.

Reach a total print circulation of 21,000

February: Ad Close (December 30) Material Due (January 7)
- Designing/cleaning to avoid mold
- HVAC for infection control
- Security: Balancing safety & comfort

April: Ad Close (February 28) Material Due (March 6)
- Cyber security best practices
- Flooring options for hospitals
- Internet of things for an energy efficient facility

June: Ad Close (May 1) Material Due (May 8)
- Energy efficient lighting
- Designing to improve patient experience
- Fire safety

September: Ad Close (July 31) Material Due (August 7)
- Infection control vs. green cleaning best practices
- Sustainable grounds keeping
- Sounds masking

Contact your sales rep to reserve your ad space

VIEW MECHANICAL REQUIREMENTS
# Mechanical Requirements:

## Publication Trim Size:
7.875" x 10.75"

## Live Area:
7" x 10"

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Page</td>
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<td>1/6 Horizontal</td>
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</tr>
</tbody>
</table>
**Bleed Page:**

**Bleed:**
8.125" x 11"

**Trim:**
7.875" x 10.75"

NOTE: Pertinent matter on bleed advertisement must be kept at least .5 inch from any image edge. Bleed trim is .125 inch.

Additional *Building Operating Management* print ad specs can be found [here](https://reachfms.com/hft.aspx#section1).

[SUBMIT AD MATERIALS](https://reachfms.com/hft.aspx#section1)

[Advertising Policies & Guidelines](https://reachfms.com/hft.aspx#section1)
Print Specs

Preferred File Types

- **PDF/X-1a:2001 or TIFF (TIF)** for: 4-color process (CMYK) ads.
- **EPS or DCS2 (Photoshop eps)** for: 2-color (3 process colors) ads.
- **EPS or TIFF (TIF)** for: Grayscale or B/W (Process Black) ads.

(Note: We are unable to process Microsoft Publisher files)

10 STEP GUIDE to obtaining a maximum quality print ad

1. All fonts must be embedded, converted to outline or rasterized.
2. Photos and artwork should be at least 300 dpi. Lineart (ie: logos) should be 1200 dpi bitmap or a Vector image. We cannot submit any photos or artwork, to the printer, with less than 266 dpi.
3. All color must be set up in either spot color or CMYK (process color). All RGB colors will be converted and will not appear in print as it did on-screen.
4. All black type must be black only, not Rich Black or Registration.
5. All color photos must be converted to CMYK with a total ink limit of 300%. [Click here](#) to see how to insure proper ink density levels.
6. All black and white photos must be converted to grayscale with a 20-25% dot gain.
7. Documents should be set up to the correct final ad size.
8. Any bleeds need to be set at 0.125" on all sides - no printer's marks or slugs.
9. Transparencies must be flattened. [Layer/effects, Flattener Presets](#) must be set to "high resolution."
10. It is recommended to use the Adobe PDF preset: PDF/X-1a:2001 when creating your PDF file. This setting is an industry standard for printing (please deselect all printer mark defaults and, if applicable, include the bleed here).

Color Typography

For optimum reproduction and clear and sharp copy, use sans serif fonts such as Arial, Calibri, Helvetica, Myriad or similar for small type. Reverse type reproduces best with large bold sans serif fonts. The same is true for color type. Thin serif fonts are difficult to read in color or reverse type. It is recommended that four color type and/or small four color reverse knock-outs be avoided. Black type that uses four color blends should never be used (Registration not allowed).
## Mechanical Specs

- **Publication Trim Size:** 7.875 x 10.75
- **Live Area:** 7 x 10

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<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
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