



# 2012 Advertising Guide

*Make an investment for immediate ROI and long-term success*

**National Association of Healthcare Access Management**

2025 M Street NW, Suite 800 | Washington, DC 20036

Phone (202) 367-1125 | Fax (202) 367-2125

Web [www.naham.org](http://www.naham.org) | E-mail [info@naham.org](mailto:info@naham.org)

## Why Advertise with NAHAM?

The success of your marketing plan relies on reaching your target audience. NAHAM can help you achieve this goal through carefully placed advertisements in our key publications and educational products. NAHAM reaches more than 1,600 patient access services managers throughout the United States. Our members are often the decision-makers—your target market.

Patient access services managers provide quality services in registration and all of its support processes to patients, providers, and payors throughout their healthcare experience. Patient access services include admissions, registration, patient finance, guest relations, and related services.

Our membership is comprised of individuals with the titles of:

Access Services Director • Access Services Manager • Administrative Director of Business Services • Administrator for Clinical Information • Administrator, Outpatient Registration • Admissions Director • Admissions Manager • Assistant Director of Nursing • Assistant Director of Patient Financial Services • Assistant Vice President, Admissions Control • Business Analyst • Corporate Director, Accounts Receivable • Corporate Director, Patient Access • Data Manager • Director of Health Information Management • Director of Patient Access • Director of Patient Financial Services • Director of Centralized Scheduling • Director of Revenue Management • Director of Revenue Recovery • Director, Utilization Management • Financial Access Manager • Financial Counseling Manager • Manager of Bed Management • MPI/CDR Administrator • Registration Interpreter Services Manager • Revenue Integrity Specialist • System Director, Patient Access • TQI Associate • Trainer • Vice President of Operations • Vice President of Patient Financial Services • Vice President of Strategic Planning

NAHAM's publications and educational tools support our mission and are sought-after resources. They are highly valued by members and serve as vital reference tools for their organizations. In addition, our publications are often used as promotional pieces as NAHAM markets our membership to outside individuals. These activities will bring even greater exposure to your products and services.

**Read through this advertising guide and find the opportunities that are right for your organization. If you have any questions, or if you have an advertising idea you do not see listed here, please contact NAHAM at (202) 367-1125 or e-mail [info@naham.org](mailto:info@naham.org).**

## Access Management Journal

The *Access Management Journal* (ISSN 0894-1068) features articles and reports on technologies and procedures in hospital patient access departments, management and supervision, and changes in the healthcare industry with emphasis on those affecting patient access services.

This publication is designed for managers who are responsible for admitting, outpatient and emergency department registration, business offices, financial counseling, and those who have responsibility for—or work closely with—medical records, patient accounts, utilization review, discharge planning, and related administrative functions.

Published three times per year and indexed in the Hospital Literature Index, the *Journal* is an online publication, and articles and advertisements are formatted as individual PDF files. As this is an electronic medium, all advertisements can be full color. NAHAM Business Partners deduct 15% off the cost.

### Sizing and Pricing

Ad Size	Width	Height	Cost	Business Partners
Full Page	7"	8.375"	\$995	\$845
2/3 Page Vertical	4.75"	8.375"	\$695	\$590
1/3 Page Vertical	2.25"	8.375"	\$330	\$280
1/2 Page Horizontal	7"	4.75"	\$580	\$493
1/4 Page Horizontal	7"	2.375"	\$295	\$250

### Specifications

File	Image	Layout
<ul style="list-style-type: none"> <li>PC or Mac</li> <li>EPS, TIF, high-resolution PDF, or PDF/X-1 are accepted; EPS is preferred</li> <li>Ads must be complete and sized at 100 percent</li> </ul>	<ul style="list-style-type: none"> <li>Resolution must be 300 DPI minimum</li> <li>Embed all fonts and graphics when creating the postscript file</li> <li>Displays in full color</li> </ul>	<ul style="list-style-type: none"> <li>Typesetting, stripping, and other production costs will be billed to the advertiser at prevailing rates and are not to be commissioned</li> <li>Trim size: 8.5"W x 11"H</li> </ul>

### Closing Dates

Issue 1	Issue 2	Issue 3
<ul style="list-style-type: none"> <li>Materials Due: 03/01/12</li> <li>Delivery Date: 03/31/12</li> </ul>	<ul style="list-style-type: none"> <li>Materials Due: 07/01/12</li> <li>Delivery Date: 07/31/12</li> </ul>	<ul style="list-style-type: none"> <li>Materials Due: 11/01/12</li> <li>Delivery Date: 11/30/12</li> </ul>

E-mail your advertisement to NAHAM at [info@naham.org](mailto:info@naham.org).

## ***Access Management Journal*** **Discussion Guide**

The *Access Management Journal* seeks both to stimulate important conversations within the patient access services community and to enhance performance of access departments in healthcare facilities and their leaders and other staff. To help fulfill these objectives, NAHAM includes a companion Discussion Guide in each edition of the *Journal*.

The Discussion Guide provides questions for conversation to help staff explore further the topics included in the *Journal*. The Discussion Guide may also help readers consider the relevance of a given topic in their own organization.

The Discussion Guide is a four-page insert in each edition of the *Access Management Journal*. Sole support of this publication positions your company as a leader who wishes to promote the delivery of valuable educational content designed to help patient access professional bring improvements to their healthcare organizations, to their staff, and to themselves.

Each Discussion Guide sponsor will have their company name and logo included on the front cover of the guide in color. The sponsor's Web site hyperlink is included in the guide as well.

Sponsorship per each edition is \$2,000, and significant recognition is provided to the sponsoring company. Add a 15% discount if your company is a current NAHAM Business Partner.

If your company wishes to sponsor all three Discussion Guides in 2012, the total sponsorship amount is \$7,000. Add a 15% discount if your company is a current NAHAM Business Partner.

**If you are interested in sponsoring the *Access Management Journal* Discussion Guide, please e-mail NAHAM at [info@naham.org](mailto:info@naham.org).**

## CONNECTIONS: NAHAM’s Newsletter

NAHAM’s newsletter, *CONNECTIONS*, is filled with informative articles on industry topics, NAHAM news, and upcoming events. This mailer will be produced twice in 2012—distributed in June and December.

Any company may sponsor an issue of this newsletter, which circulates to the NAHAM membership (there is an additional cost to print beyond membership base). Sponsors may include an article on their company, product, or service, and/or place an advertisement. Notice of your sponsorship will also be printed on the masthead of the newsletter’s cover page. Add a 15% discount if your company is a current NAHAM Business Partner.

### Sizing and Pricing

Ad Size	Width	Height	Cost	Business Partners
2-Color Full Page	7.5”	10”	\$3,500	\$2,975
4-Color Tip-In*	8.5”	11”	\$4,500	\$3,825

\*Four-color tip-in will be produced by the advertiser and shipped to NAHAM, and must be submitted for approval prior to production

### Specifications

File	Image	Layout
<ul style="list-style-type: none"> <li>▪ PC or Macintosh</li> <li>▪ EPS, TIF, high-resolution PDF, or PDF/X-1 are accepted; PDF is preferred</li> <li>▪ Ads must be complete and sized at 100 percent</li> <li>▪ Hardcopy version must be submitted for approval prior to production</li> </ul>	<ul style="list-style-type: none"> <li>▪ Resolution must be 300 DPI minimum</li> <li>▪ Embed all fonts and graphics when creating the postscript file</li> <li>▪ Displays in two colors: PMS 540 and PMS 154</li> </ul>	<ul style="list-style-type: none"> <li>▪ Typesetting, stripping, and other production costs will be billed to the advertiser at prevailing rates and are not to be commissioned</li> <li>▪ Trim size: 7.5”W x 10”H</li> <li>▪ Paper stock: 100# matte text</li> </ul>

Call NAHAM at (202) 367-1125 for production timeline information.

## Web Site Advertising

NAHAM's Web site, [www.naham.org](http://www.naham.org), is a resource for healthcare access managers, staff members, vendors, and many other industry professionals. While NAHAM no longer offers banner advertising on our website, we do offer the new **NAHAM Marketplace**, a buyer's guide connected to our website.



Visit [www.healthindustryguide.com](http://www.healthindustryguide.com) for more information.

The National Association of Healthcare Access Management offers listings as a convenience. Inclusion in the NAHAM Marketplace does not imply NAHAM's endorsement or guarantee of any company, product, program, claim or technique.

For pricing, information, and assistance please contact our partner, Directory Solutions, at **888-777-6578**.

## Educational Resources and Products



Every year, NAHAM produces various educational tools and resources to assist patient access services managers with their daily duties as well as their long-term organizational planning. So we are able to offer these products to our membership at a reasonable cost, we often solicit sponsors to help cover the production costs of these items. Examples of these products include the NAHAM Forms Guide CD-ROM, the Collection of Positions Descriptions CD-ROM, and the Healthcare Access Training Manual. If your company is interested in supporting one of these resources, please let us know. NAHAM Business Partner members of NAHAM receive first selection regarding these special advertising opportunities.

## Annual Educational Conference and Exposition

Many sponsorship and advertising opportunities are available at the NAHAM Annual Educational Conference and Exposition. Advertising rates are set annually and may be found in the conference exhibitor prospectus and on the NAHAM Web site.

## NAHAM Career Center™

If you have a position to fill, the NAHAM Career Center™ by JobTarget is your solution. Current rates are \$135 for 60 days; add \$25 for each additional location; and \$59 to renew for another 60 days. [Go online for complete details.](#)

### CONTRACT OBLIGATIONS FOR ALL ADVERTISING

All advertising is subject to NAHAM's approval. NAHAM assumes no responsibility for, and will not be held liable for, any claims made in advertisements. No advertisements may be cancelled after the closing date. NAHAM assumes all photographs and endorsements have been covered by written consent. All fees contained herein are exclusive of advertising agency commissions.



# NAHAM Advertising Agreement Terms and Conditions

Advertiser or agency hereby contracts with the National Association of Healthcare Access Management (NAHAM) for advertising in the publication specified in this Advertising Agreement (hereinafter referred to as the Agreement) which includes these Terms and Conditions.

NAHAM agrees to accept said advertising with the understanding that any error or omission of advertising on its part shall not invalidate this agreement but will be made whole before final settlement by additional publishing of said advertising.

NAHAM reserves the right to reject, at its option, any object deemed objectionable by its editors in subject matter, text, illustration, or composition. Advertisers and their agencies assume liability for all content (text, graphics, and art) of their advertisements, as provided to NAHAM for publication, including responsibility for all claims made against NAHAM arising from publication of said advertisements. Advertiser agrees to pay reasonable legal fees and to indemnify NAHAM against loss or expense with respect to any claim or suit arising from advertising content including, but not limited to, plagiarism, libel, copyright infringement, and unauthorized use of person’s name or photograph.

*NAHAM makes no provision for advertising agency fees.*

The following policies apply to any advertiser whose account is not paid within 30 days of the invoice date:

- No further advertising will be accepted until the account is current. Exhibits, sponsorships, and other corporate funding will also be prohibited until that time.
- Interest will be charged at the rate of 1.5% per month, compounded.
- If the advertiser is a NAHAM Business Partner Member, the company may not take advantage of any Business Partner Member benefits earned during the previous year until the account is current.

THE UNDERSIGNED REPRESENTS that he/she has read this Agreement and all the terms, provisions, and conditions contained herein, and that he/she fully understands all such terms, provisions, and conditions. Each party represents and warrants that he/she is empowered to enter into and execute this Agreement. Each party represents and warrants that there are no other or further understandings or agreements between the parties concerning the advertising specified herein, and that there are no other representations or promises made by either or both of the parties. Each party represents and warrants that there are no expressed or implied warranties, modifications, or performance guarantees other than those stipulated in this Agreement. Any attempt to modify or change any term, provision, or condition, or terms, provisions, or conditions of this Agreement shall be invalid and of no legal effect unless such modification or agreement is made in writing and signed by both parties. This Agreement is made and becomes valid when accepted by NAHAM by the signature of its authorized representative below.

**FOR NAHAM**

**FOR ADVERTISER/AGENCY**

By \_\_\_\_\_

By \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_



# NAHAM Advertising Agreement

Advertiser \_\_\_\_\_

Advertising Agency (if applicable) \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

## Advertising Outlet **CHECK ONE ONLY; USE SEPARATE FORM FOR EACH AD PLACEMENT**

- Access Management Journal
- CONNECTIONS Newsletter
- Web Site Banner Advertisement
- Other \_\_\_\_\_

## Frequency

### Access Management Journal

- 1 Issue
- 2 Issues
- 3 Issues

## Sizing

### Access Management Journal

- Full Page
- 2/3 Vertical Page
- 1/3 Vertical Page
- 1/2 Horizontal Page
- 1/4 Horizontal Page

### CONNECTIONS

- 2-Color Full Page (7.5" x 10")
- 4-Color Tip-In (8.5" x 11")

## Fees **NAHAM MAKES NO PROVISION FOR ADVERTISING AGENCY FEES**

Advertising Fee	\$ _____
Special Positioning Charge <i>(if applicable)</i>	\$ _____
Additional Supplier Services	\$ _____
Color Charges <i>(if applicable)</i>	\$ _____
<b>SUBTOTAL</b>	\$ _____
Less: 15% NAHAM Business Partner Discount <i>(if applicable)</i>	\$ _____

**Total Due to NAHAM** \$ \_\_\_\_\_

## NAHAM Mailing List Rentals

### Instructions for ordering mailing list rentals

Thank you for your interest in a NAHAM label rental. Enclosed are a Label Request Form and a Release Form for NAHAM Mailing Lists.

1. All list rental requests must be in writing.
2. Sample mail piece specifying the product or service to be promoted must be included with the list rental request.
3. List renter must sign agreement complying with all terms of this policy, and include a signed copy with list rental request.
4. Requests shall be limited to a one-time use only for the product or service approved. The list renter shall not copy, store, or reproduce the rented list in any manner or medium, nor allow such action to occur nor transfer the rented list to any other entity or person except for the purposes of the onetime mailing or approved re-use. All use or reproduction outside that approved for the one-time mailing is strictly prohibited and violators of this provision will be prosecuted and further list rental requests from them will be denied.
5. Allow seven working days for review of request and delivery of labels. Labels will be sent to the list renter via Federal Express 2-Day Service unless the list renter provides an overnight courier account number or requests an electronic list.
6. Electronic lists can be sent to your mail house via email. They may not be sent to the list renter company.
7. List renter agrees to pay \$.65 per name, Partial lists may be ordered, however, please note that there is a minimum \$100 charge for any mailing list order. NAHAM Business Partner Members receive a 15% discount off the total cost for all mailing list orders.
8. If a newsletter, book, monograph, report, or other publication is sought to be promoted and if it constitutes a benefit to the NAHAM Membership as determined by the Executive Director of NAHAM at his/her sole discretion, the promotion shall include a discount for NAHAM members.
9. NAHAM will exchange lists with nonprofit associations without charge when NAHAM also desires use of the nonprofit association's list and the lists or list segments are of substantially similar size. All conditions of this agreement shall apply to list exchanges.
10. NAHAM will receive payment from list renter of invoiced amount within 30 days of receipt of invoice. NAHAM reserves the right to deny use of the list to any organization with an outstanding balance of any amount.
11. NAHAM retains any and all rights of copyright in any and all media that it holds or is entitled to hold in its Membership List or Membership Directory; any person or organization who has violated NAHAM copyrights in its Membership List or Membership Directory will not be granted permission to rent NAHAM lists under the terms of this policy or any other terms, and NAHAM reserves the right to seek additional remedies available to it under the law from any person or organization who violates NAHAM copyrights in its Membership List or Membership Directory.
12. This policy and agreement shall be administered at the sole discretion of NAHAM's Executive Director or his/her designee.

**Return Agreement Form, Application, and Payment to:**  
NAHAM, 2025 M Street NW, Suite 800, Washington DC 20036

## NAHAM MAILING LIST AGREEMENT FORM

I, the undersigned, understand that the NAHAM mailing list is to be used only for the purpose stated and only with materials previously submitted to and reviewed by the Association. I agree to not reproduce or store the list, in whole or in part, without the express consent of the Association.

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*Signature of authorized representative Date*

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*Title/Position Company Name*

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*Address*

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*City, State, Zip Telephone Number*

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*Fax number E-mail Address*

Sign and return this agreement with request for List Rental, Sample Mailing Piece, date list is needed, and address to which list is to be sent to

2025 M Street, NW; Suite 800; Washington, DC 20036  
or fax to 202-367-2125.

NAHAM reserves the right to refuse permission to rent the mailing list to any individual or entity whose products or programs are in conflict with NAHAM.s philosophy or principles. Use of the mailing list by any commercial or nonprofit entity does not imply endorsement by NAHAM.

NAHAM REQUIRES THAT A SAMPLE MAILING AND PAYMENT BE SUBMITTED WITH THE ENCLOSED APPLICATION AND RELEASE FORM. APPLICATIONS SUBMITTED WITHOUT THESE ITEMS WILL NOT BE PROCESSED. LABELS ARE FOR ONE TIME USE ONLY ANY MAY NOT BE REPRODUCED OR STORED IN A DATABASE IN ANY WAY FOR ANY OTHER PURPOSES.

Return Agreement Form, Application, and Payment to:

NAHAM, 2025 M Street NW, Suite 800, Washington DC 20036

## APPLICATION FOR MEMBERSHIP LABELS

Ship to:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Email

Order Information:

\_\_\_\_\_ Complete NAHAM Membership List

\_\_\_\_\_ Partial NAHAM Membership List.

Please send the following state(s):

\_\_\_\_\_

Purpose of Mailing (Sample must be approved by NAHAM in advance).

\_\_\_\_\_

### Delivery Information:

Please send an electronic data file via email:

Email Address:

Contact Name:

OR send labels via regular mail to delivery address above. Include \$15 for shipping and handling of physical labels.

### Payment Information:

Payment by: Visa      MasterCard      Check

Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

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*For office use only:*

Date: \_\_\_\_\_ Approved: \_\_\_\_\_ Label Count: \_\_\_\_\_ Amt. Paid: \_\_\_\_\_ Ship Date: \_\_\_\_\_