

#### CHILDREN'S HOSPITAL ASSOCIATION





# 2024 MEDIA KIT



The Children's Hospital Association (CHA) is a national organization representing more than 220 children's hospitals in the United States. As the national voice for children's hospitals, CHA advances child health through innovation in the quality, cost and delivery of care. The official publication of the Children's Hospital Association, *Children's Hospitals Today*, gives C-level hospital executives, administrators, directors, managers, and those on the front lines of children's health care the tools, strategy, insights and ideas they need to improve clinical operations and performance; maximize patients' well-being; stay connected as a specialized care industry, and fulfill their missions to improve and protect children's health care.

Contact Us Lauryn Scriber Advertising Sales Representative lscriber@smithbucklin.com 202-367-2461.

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### **DIGITAL ADVERTISING**

#### Children's Hospitals Today Website Advertising

https://www.childrenshospitals.org/cht

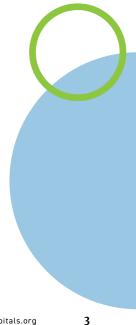
The *Children's Hospitals Today* website includes web-exclusive content, as well as features from the print issue. Advertisers will be provided with quarterly web statistics for measurable ROI.

Size	Per Month
<b>Interstitial</b> 728 x 90 pixels	\$1,500
<b>Leaderboard</b> 728 x 90 pixels	\$1,000
<b>Medium Rectangle</b> 300 x 250 pixels	\$700

#### **Key Metrics**

- 105,311 total pageviews per year
- 8,776 average monthly pageviews
- 63,936 total users per year
- 5,328 average monthly users





<sup>\*</sup>See page 6 for ad specifications and file requirements.

### **DIGITAL ADVERTISING**

#### Weekly E-newsletter

*Children's Hospitals Today* delivers a weekly e-newsletter to more than 9,600 children's hospital leaders, managers, and front-line employees.

#### **KEY METRICS**

- Average total open rate: 52%
- Average unique open rate: 24%
- Average total click-through rate: 13%

Size	Per week	4 weeks	13 weeks	26 weeks
Sponsored Content* 130 x 80 image	\$800	\$775	\$750	\$725
<b>Leaderboard</b> 580 x 60 pixels	\$700	\$675	\$650	\$625
<b>Skyscraper</b> 120 x 600 pixels	\$500	\$475	\$450	\$425

\*Sponsored Content includes image + text.

See page 6 for ad specifications and file requirements.

CHILDREN'S TOD	CE FOR THE LATEST NEWS
Consumers and busine	LEARNING Connucly Insetting the server at the serve feeling the servery data. Children's newspie data global LEARNING Connucly Insetting to Improve Child Cyconstelly and Haath Core. 30 SPCNSORED CONTENT Websize: The Changing Bail of Physiciaes in
Understanding trauma in staff and patients Emotional fluxms walansed during lines of nonzietrity has long-horn effects in ponders, bit mutameerlement can be provided and effective impating and help providers stellity alwaces in check statistics. HEADLINE & DESCRIPTION	Hougkki Administration Nov-6.
AMIGHT SAFETY Destigmatize, improve behavioral health transports for patients an SUV conferenced with patient laskly in meta makes transportation for behaviora health justeries a Nationation Contribute trans- metabolarces for medical emergencies. CIERACCUY PREPAREDNESS Develop effective orisis response In the summer of 2020, Childwar's Minnesola found that in the making of two tests Lasking at the organization hearted telefilled three key areas to inform test precises.	120 × 600
MICCINES A voice for kids in the effort to get vaccinated As a swarp pediate: infection disease doctor, Olie Lawy, M.D., Ph.D is downtrated to downloa a storag pediate: immunication program in an effort to control the COVID-19 pandemic. WORKING FROM HOME Gain buy-in for hybrid work models Through isettleack from shelf and a cross-organizational approach, Children's	

## **SPONSORED WEBINAR**

LIMITED AVAILABILITY!

Establish your organization as an **industry thought leader** by sponsoring a webinar! You provide the content and subject matter experts and we'll manage the entire process from start to finish. There's no better way to generate leads and grab the attention of industry professionals.



#### The webinar sponsorship includes:

Prep & Promotion	Production	Follow-Up
<ul> <li>A banner in five (5) CHT E-newsletters</li> <li>A medium rectangle website ad placement</li> <li>A customized registration page (inclusive of customized branding options, customized form fields, and trackable links for promotion)</li> <li>A rehearsal webinar session</li> </ul>	<ul> <li>Opportunity to conduct live polls and a Q&amp;A session with participants</li> <li>Technical and logistical support</li> </ul>	<ul> <li>Access to an on- demand live recording</li> <li>Detailed post-webinar reports including registrant contact information</li> </ul>

CHA will make all efforts to promote and advertise webinars in accordance with the webinar package benefits listed above, as may be modified by mutual agreement. Additional promotion from the sponsor is encouraged and CHA cannot be held solely accountable for webinar registration numbers deemed insufficient by the sponsor.

## **DIGITAL AD SPECIFICATIONS**

#### **Digital Website Ads**

Position	Size
Interstitial & Leaderboard	728 x 90 px
Medium Rectangle	300 x 250 px

- Jpeg and gif files only
- No animation
- Max file size = 40kb
- A signed insertion order must be submitted before ad(s) will be published
- Web ads are due at least five
  (5) days in advance of rundate

#### **Digital E-newsletter Ads**

Position	Size
Leaderboard	580 x 60 px
Sponsored Content*	Image: 130 x 80 px Headline : 50 characters
Skyscraper	120 x 600 px

- Jpeg and gif files only
- No animation
- Max file size = 40kb
- A signed insertion order must be submitted before ad(s) will be published
- E-newsletter ads are due the Friday prior to the e-newsletter rundate

\*Editors have the right to edit content for grammar, style, and punctuation.

## **TERMS & CONDITIONS**

#### Advertising acceptance

All advertising is subject to CHA's approval. CHA reserves the right to reject or cancel any advertisement, insertion order, or contract at any time.

Advertisements are accepted for publication and placement entirely on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend, and hold harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter or libelous statement in connection with advertising purchased according to the terms of this rate card.

#### **Publisher liability**

CHA shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the publisher. CHA shall not be liable for errors made in key numbers or for costs and damages if for any reason the publisher fails to publish an advertisement.

#### **Cancellation policy**

Contracts and insertion orders for print ads are due by the closing date of the print issue. Contracts cannot be canceled after the insertion order is signed and submitted.

#### Member discount

Children's Hospital Association member hospitals are entitled to a 30 percent discount from the basic, one-time rate for a print-ready ad.

#### **Agency commission**

Recognized agencies are permitted a 15 percent commission on gross billing for space and color. Agency commission is not permitted on accounts 60 days past due, nor on discounted ads.

#### **Other conditions**

No conditions, printed or otherwise, appearing on contracts, order, or copy instructions.

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### Lauryn Scriber

CHA Advertising 202-367-2461 lscriber@smithbucklin.com

