



CHILDREN'S
HOSPITAL
ASSOCIATION



2024 MEDIA KIT

OVERVIEW

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.

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DIGITAL ADVERTISING

Children's Hospitals Today Website Advertising

<https://www.childrenshospitals.org/cht>

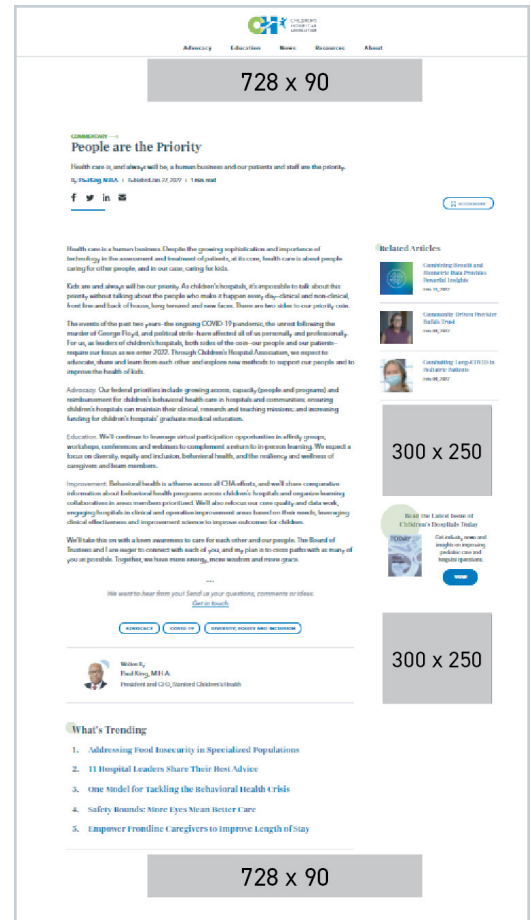
The *Children's Hospitals Today* website includes web-exclusive content, as well as features from the print issue. Advertisers will be provided with quarterly web statistics for measurable ROI.

Size	Per Month
Interstitial 728 x 90 pixels	\$1,500
Leaderboard 728 x 90 pixels	\$1,000
Medium Rectangle 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

*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.

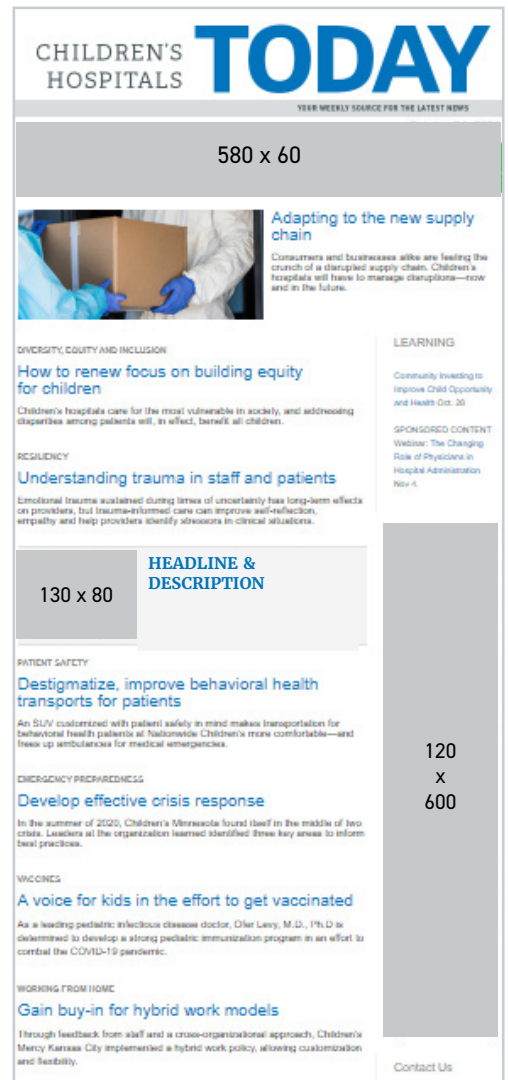
KEY METRICS

- ▶ 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
Leaderboard 580 x 60 pixels	\$700	\$675	\$650	\$625
Skyscraper 120 x 600 pixels	\$500	\$475	\$450	\$425

*Sponsored Content includes image + text.

See page 6 for ad specifications and file requirements.



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.

Webinar Package:
\$10,000



The webinar sponsorship includes:

Prep & Promotion	Production	Follow-Up
<ul style="list-style-type: none"> • A banner in five (5) CHT E-newsletters • A medium rectangle website ad placement • A customized registration page (inclusive of customized branding options, customized form fields, and trackable links for promotion) • A rehearsal webinar session 	<ul style="list-style-type: none"> • Opportunity to conduct live polls and a Q&A session with participants • Technical and logistical support 	<ul style="list-style-type: none"> • Access to an on-demand live recording • Detailed post-webinar reports including registrant contact information

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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