

## Everything You Need to Know About Healthcare Purchased Services Management

# Media and Advertiser Information

### Who We Are

Healthcare Purchased Services Magazine is the only periodical focusing exclusively on purchased services management in the healthcare industry. Since purchased service administrators are the gatekeepers for almost all service purchases at their hospitals, systems, and IDNs, it is important to keep your name and products in front of them. We believe that the Healthcare Purchased Services Magazine reaches this segment of the healthcare marketplace with timely information that these individuals require to up their purchased services game. Call us for more information on advertising with us.

### Contact Us

For information on placing ads, please contact Robert W. Yokl, Managing Editor, at 610-327-4820 or e-mail [ryokl@SVAHSolutions.com](mailto:ryokl@SVAHSolutions.com)

Box 939  
Skippack, PA 19474  
610-327-4820 (Main Number)  
[www.SVAHSolutions.com](http://www.SVAHSolutions.com)



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## HEALTHCARE PURCHASED SERVICES MAGAZINE

Advanced Strategies and Best Practices for a Healthier  
Bottom Line

[www.PurchasedServicesMagazine.com](http://www.PurchasedServicesMagazine.com)

# Table of Contents

Benefits to Advertisers .....	1
Our Mission .....	4
Why Another Magazine? .....	4
You Too Can Be Part of This Evolution .....	2
Advertising Rates .....	3
Website Banners .....	2
Website White Papers .....	2
Online Magazine Rates .....	4
Our Products and Services .....	5

# Our Products & Services

## Magazine



Purchased Services Magazine is the only periodical focusing exclusively on purchased services management in the healthcare industry. Since purchased service administrators are the gatekeepers for almost all purchased services at their hospitals, systems, and IDNs, it's important to keep your name and services in front of them. We can help!

## Awards



Being the acknowledged leader in purchased services information, we anticipate having a number of awards each year: Purchased Services Program of the Year, Purchased Services Team Leader of the Year, and Purchased Services Big Idea of the Year, all to promote and reward administrators in this important discipline.

## SAS



We offer a purchased services SAS called AmpliFi™ Purchased Services Advantage Program to make PSA jobs easier & more productive.

# Our Mission

Our mission with Healthcare Purchased Services Magazine is to help promote the best of the best strategies and methods in purchased services management and then to pass them along to our purchased services administrative (PSA) community, thus benefiting everyone in the healthcare purchased services world.

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*Promote the best strategies and methods in purchased services and then pass them on to the PSA community.*

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## Why a New Purchased Services Magazine?

We, as a company, have been proselytizing for years that purchased services (i.e., services purchased from an outside contractor) are equal to or even greater in importance and value than supply chain expenses because of their huge costs, which are growing exponentially at hospitals, systems, and IDNs. Even a hospital with 7.5 occupied beds could have \$10 million in purchased services expenses. Now, we are going to put our money where our mouths are by introducing the Healthcare Purchased Services Magazine to the healthcare marketplace. This is a magazine that will provide ideas and understanding of this new and emerging discipline that will enable our PSA community to master this art and science.

## You Too Can Be Part of This Evolution

As an advertiser, sponsor, or partners with our magazine or on our website, you too can be part of this evolution in healthcare purchased services management. **Let us show you how!**

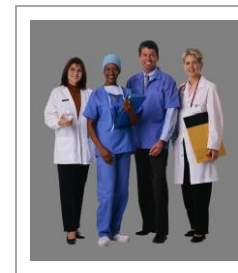
# Benefits to Advertisers

## Reach A Hard to Reach Market



PSAs are often hidden in their hospital, system, or IDN. They go by many titles, but they all have one thing in common: They facilitate the buying of contracted services and technologies for their healthcare organizations. We can help you find these individuals at the lowest cost per contact.

## Talk Directly to Your Customers



Purchased services teams and committees are made up of key department heads and managers who influence the buying of your services and technologies. Wouldn't you like to talk to these individuals directly about how you can make their jobs easier and more productive?

## Become A True Partner



Through our awards, honorable mentions, and recognition programs, your company can participate as a sponsor or partner with us on these events. What better way to get to know your target market and your customers.

# Advertising Rates

## Website Banners

Prominently place an online banner ad (with links) on our Healthcare Purchased Services Management home page at the following rates:

Location	Size	1x	2x	3x	4x
<b>Middle Page</b>	1 x 3	\$750.00	\$682.00	\$621.00	\$565.00
<b>Anchor of Page</b>	1 x 3	\$500.00	\$455.00	\$414.00	\$376.00
<b>Right Hand Column</b>	2-1/2 x 1	\$375.00	\$341.00	\$310.00	\$282.00
<b>Right Hand Column</b>	1 x 1	\$225.00	\$204.00	\$186.00	\$169.00

## Website White Papers

You can post your company's white papers on our Healthcare Purchased Services website for a monthly fee or \$997.00 per year. It's the easiest way to get your message across to thousands of purchased services administrators each and every month

## Online Magazine Advertising (Published Quarterly)

All online advertising will be billed monthly and due and payable within 15 days of receipt of our invoice. Banner and magazine ads are sold on a first come, first served basis. Annual Discounted Rates are based on the number of insertions. To qualify, an advertiser must sign a binding agreement. For more information, call or e-mail Robert W. Yokl at 610-327-4820 or [ryokl@SVAHSolutions.com](mailto:ryokl@SVAHSolutions.com)

Ad Size	1x	2x	3x	4x
<b>Full Page</b>	\$1,150	\$1,050	\$950.00	\$850.00
<b>2/3 Page</b>	\$975.00	\$875.00	\$775.00	\$676.00
<b>Half Page</b>	\$775.00	\$725.00	\$675.00	\$625.00
<b>Third Page</b>	\$626.00	\$575.00	\$525.00	\$475.00
<b>Quarter Page</b>	\$460.00	\$410.00	\$360.00	\$320.00

Ad Specifications	Width x Height
<b>Full Page</b>	8" x 10-3/8"
<b>2/3 Page</b>	5" x 9-5/8"
<b>Half Page (Vertical)</b>	3 1/2" x 9-5/8"
<b>Half Page (Horizon)</b>	7-1/2" x 4 3/4"
<b>Third Page</b>	2- 3/8" x 8- 5/8"
<b>Quarter Page</b>	2- 3/8" x 9- 5/8"

## Production Requirements

High-resolution (300 dpi or higher at publication size) pdf, jpg, or tif files. E-mail to Robert W. Yokl @ [ryokl@SVAHSolutions.com](mailto:ryokl@SVAHSolutions.com) 30 days prior to publication. Please don't send Microsoft PowerPoint or Publisher layouts, since we can't place them in our layout file. If you have questions, please call 610-327-4820.