Dear Members and Colleagues:

Kentucky Society of Healthcare Engineers is pleased to announce that we have chosen to work with Naylor, LLC, as our official integrated media communication partner. Naylor provides advertising, publication and media services that build your company’s image and link your brand with buyers in Kentucky’s healthcare facilities management industry. We are partnering with Naylor to provide the following:

- **KSHE Annual Membership Directory**
- **KSHE Monthly eNewsletter**

By affiliating your organization with Kentucky Society of Healthcare Engineers, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already included in our membership.

KSHE’s full complement of communications options delivers your message to key members, who specify products, lead projects and approve purchases on behalf of their companies. This is your opportunity to advertise and promote your products and services to a major purchasing audience.

KSHE is proud to serve as Kentucky’s leader in the healthcare facilities management industry and as the voice of the profession. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with KSHE through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Naylor is also committed to complying with the standards established by American and Canadian Anti-Spam Legislation. If you do not wish to be emailed by a Naylor representative, please contact David Freeman at dfreeman@naylor.com immediately to have your address removed from Naylor’s lists.

Tell the healthcare facilities management industry about your business’ quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in KSHE media.

Sincerely,

Jack Merrill
KSHE President
Kentucky Society of Healthcare Engineers

MEDIA KIT

DON'T MISS YOUR CHANCE TO REACH KENTUCKY'S HEALTH CARE FACILITY MANAGERS THROUGHOUT THE YEAR!

Annual Directory & KSHE Update

FOR MORE INFORMATION, PLEASE CONTACT:

Jacqueline McIllwain
Media Director
(352) 333-3360
jmcillwain@naylor.com
THE KSHE ADVANTAGE

• Our members are health care facility managers in Kentucky's more than $20 billion hospital industry!*  
• Our association has members in nearly 3 out of 5 hospitals throughout the state.  
• Our members are responsible for a variety of operations including:
  • Facilities Management  
  • Real Estate Services  
  • Building Maintenance  
  • Environmental Infection Control  
  • Energy Management  
  • Plant Engineering  
  • Healthcare Design  
  • Clinical and Biomedical Engineering

WHO YOU'LL REACH

You will reach healthcare facilities professionals who are responsible for making purchasing decisions for their organizations. Our members are regularly in need of products and services such as:

• Building Automation  
• Construction and Renovation Projects  
• Energy Management Initiatives  
• Grounds/Landscaping  
• HVAC controls  
• Roofing  
• Parking Lot Systems and Maintenance  
• Infection Control Products

Don't miss your opportunity to reach healthcare facility managers throughout the state of Kentucky!

Contact your Naylor account executive today!

KSHE UPDATE

Distributed to more than 2,600 professionals, KSHE Monthly eNewswire is an effective way for you to reach healthcare facility managers throughout Kentucky.

ANNUAL DIRECTORY

This new print and digital publication is your perfect advertising to promote your products and services to key decision makers throughout the bluegrass state.

*KSHE Marketing Questionnaire and IBIS World 62211*
## ANNUAL DIRECTORY

### Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

<table>
<thead>
<tr>
<th>Full-Color</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,499.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,599.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,399.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,999.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,729.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,269.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$959.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$739.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$579.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$449.50</td>
</tr>
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### Black-and-White Rates

<table>
<thead>
<tr>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,499.50</td>
</tr>
<tr>
<td>$1,289.50</td>
</tr>
<tr>
<td>$949.50</td>
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<tr>
<td>$719.50</td>
</tr>
<tr>
<td>$549.50</td>
</tr>
<tr>
<td>$429.50</td>
</tr>
<tr>
<td>$339.50</td>
</tr>
</tbody>
</table>

### Digital Edition Branding Opportunities

- **Skyscraper**: $1,200
- **Sponsorship Max**: $1,100
- **Toolbar**: $400
- **Belly Band**: $900

### Member Listing Enhancement

**Buyers’ Guide**

Separated by category, your profile provides the opportunity to enhance your company’s image and provide important information to customers who need your products and services.

### Special Advertising Sections:

**Product and Services Marketplace**

This marketplace provides the opportunity to enhance your company’s image and provide important information to customers who need your products and services.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on KSHE's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, Annual Directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

ANNUAL DIRECTORY DIGITAL EDITION

For the latest online specs, please visit: http://www.naylor.com/digitalmagspecs#roster

**Toolbar** | $400
Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

**Skyscraper** | $1,200
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

**Belly Band** | $900
The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

**Sponsorship** | $1,000
**Sponsorship MAX** | $1,100
Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.
INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Anesthesia
- Architecture/Design
- Asset Management
- Associations
- Capital Equipment
- Cardiology
- Carpet and Flooring
- Clinical
- Construction
- Consulting
- Data Cleansing
- Damage Recovery
- Distribution
- Elevators
- Electronically Contractors
- Environmentally Preferred Products
- Equipment Maintenance/Rental
- Facilities Management/Engineering
- Facilities Planning
- Financial Services
- Floor Care Suppliers and Equipment
- Food/Nutrition
- Furniture
- Group Purchasing Organization
- HVAC Maintenance
- Imaging
- IT/Software
- Janitorial Services
- Laboratory
- Landscape Services
- Laundry/Linen
- Medical/Surgical Products
- Mold Remediation
- Office Supplies
- Orthopedics
- Outsourcing
- Pediatrics
- Printing/Mailroom
- Publications
- Purchasing
- Roofing Contractors
- Safety
- Safety Products
- Shelving/Storage
- Software
- Support Services
- Surplus
- Textiles and Care
- Transportation
- Uniforms
- Washing Management
- Other________________________

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

_______Additional Categories X $20 = $____________________
Initial:_______Date:__________________
PRINT ADVERTISING SPECIFICATIONS

ANNUAL DIRECTORY

Roster Trim Size: 5.75" x 8.5"

Specs for Outsert/Inserts

Annual Directory
1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flysheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For more information, visit: http://www.naylor.com/digitalmagspecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $20.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).