

AUGUST 2020 ISSUE PREVIEW

FEATURE STORIES:

Edit Close: 6/25/2020 • Ad Close: 7/6/2020

SUPPLY CHAIN DEPARTMENT OF THE YEAR

For the 17th consecutive year of performance recognition, **HPN** profiles one of healthcare's best and brightest departments in its exclusive industry award spotlighting healthcare operational excellence.

KITS AND TRAYS

Successful tray planning requires committed communication and collaboration between surgical staff, physicians, SPD and even supply chain. Industry experts suggest how to design kits and procedure trays to enhance and support clinical and workflow effectiveness and efficiency and how to get back into active surgeries with COVID-19.

INSTRUMENT PRESERVATION

HPN explores how the OR can help SPD care for the devices and instruments surgeons use on patients before, during and after surgical procedures.

DISASTER PLANNING & OUTBREAK RESPONSE

How do infection preventionists contribute behind the scenes and on the front lines when crises or disasters strike, particularly involving pathogen exposure and spreading? **HPN** connects the dots and explains roles with clinical, administrative – including supply chain – and financial areas.

FREIGHT/SHIPPING

HPN examines how healthcare organizations can reduce their freight and shipping costs via access to new and emerging methods and technologies.

AUGUST ADVERTISER SPECIAL BONUS

**FULL-PAGE ADVERTISERS GET FREE PLACEMENT
IN E-PRODUCT INSIDER BLAST.**

HPN INDUSTRY SOURCE GUIDE

List your company, products, and services in **Healthcare Purchasing News'** annual reference and buyers guide published in November – in print and online for a full year.

YOUR COMPANY LISTING INCLUDES:

- First three product categories are FREE to all participants. Source Guide Advertisers (half-page or larger) receive three additional categories plus logo enhancements for all six categories
- HPN print edition, mailed to 33,500¹ HPN subscribers in November.
- The HPN digital edition is emailed to 30,000² HPN subscribers and the searchable database remains online all year at www.hpnonline.com and sg.hpnonline.com.

Visit <https://sg.hpnonline.com/> to view your current listings. Click **Log-in** to get started on 2021 listings. PREVIOUS Participants: If you don't have your username and password, please ask for them at tarendt@hpnonline.com so you can make changes directly online to your previous listing.

LISTING RATES:

- First 3 listings/6 for Source Guide advertisers (half-page or larger): FREE. Additional listings: \$90 each.
- Add logo to listings: \$300 each *Source Guide advertisers – half-page or larger – get first 6 logos FREE.*

ENHANCEMENTS:

- Add descriptive copy: 2 column-inches: (approx. 100 words) \$280 Additional inches: \$140 each
 - Add color photo to category: \$475 each
 - Add listing highlights: \$95 each
- Source Guide advertisers (half-page or larger) receive six FREE listings with full color logo.*

TRADESHOW COVERAGE

Show & Tell Virtual Conference

Includes:

Show & Tell landing page

- Company Logo
- Very brief description/product headline -15 words (Just enough to get the visitor to click for more) [Example](#)

Company page:

- Direct link to your webpage, white paper or MP4 video
- 1x eblast (may include up to 5 other companies) will be targeted to appropriate audience segments
- Promotion in newsletter and website ads
- 90 days of page-view reporting

Add-ons available. [Example](#)

**Contact your Sales Rep
for details.**



EAST COAST SALES

bholton@hpnonline.com
mholton@hpnonline.com
Blake or Michelle Holton
407-971-6286

MIDWEST SALES

Randy Knotts
rknotts@hpnonline.com
312-933-4700

WEST COAST SALES

bholton@hpnonline.com
mholton@hpnonline.com
Blake or Michelle Holton
407-971-6286

ADVERTISING MATERIALS

tcoffman@hpnonline.com
Tiffany Coffman
941-259-0842

PUBLISHER/EXECUTIVE EDITOR

Kristine Russell
krussell@hpnonline.com
(941) 259-0854

MANAGING EDITOR

Ebony Smith
esmith@hpnonline.com
(941) 259-0839

SENIOR EDITOR

Rick Dana Barlow
rickdanabarlow@hpnonline.com

FEATURES EDITOR

Kara Nadeau
knadeau@hpnonline.com

INFECTION PREVENTION EDITOR

Susan Cantrell
susan_cantrell@bellsouth.net

ENDEAVOR BUSINESS MEDIA

331 54th Ave N.
Nashville, TN 37209
941-927-9345 phone
941-927-9588 fax



HPN has 33,533* audited qualified subscribers. HPN's audience includes professionals in Supply Chain and Materials Management, Surgical Services, Central Services/Sterile Processing, Infection Prevention, Nursing, Senior Administration and other prominent members of product evaluation and value analysis committee

1 - December 2019 VAC Statement.

2 - Constant Contact, Jan-Sept 2019

*VAC December 2019