

BRIEFINGS IN HEALTHCARE VOLUNTEER SERVICES AND RETAIL OPERATIONS

REACH

1,400

HOSPITAL VOLUNTEER SERVICES DIRECTORS

EVERY WEEK

MEDIA KIT



MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

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Your trusted partner in custom gift shop solutions
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ZERO WASTE
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AHVRP BRIEFINGS
A WEEKLY NEWS AND INFORMATION PUBLICATION FROM THE ASSOCIATION OF HEALTHCARE VOLUNTEER SERVICE PROFESSIONALS

October 15, 2009

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B

Volunteer Software
"I have never had a better experience with software."
POWERFUL, FLEXIBLE, EASY TO USE.

• The Volunteer Reporter is the most powerful volunteer management software available.
• Volunteers can sign in on a touch-screen monitor.
• Free data conversions from VWorks.

Volunteer Software
800-391-9446

TV: It's Prime Time for Volunteerism
from USA Today
TV audiences are about to be peppered with celebrity public service announcements (PSAs), end-of-episode pleas from casts and volunteerism segments on reality shows, talk and news programs from *The View* to *Today*. But most of the messages will be more subtle, weaving motivational themes and dialogue into dozens of scripted sitcoms and dramas as plot points or character-driven story lines. "Embedding something into entertainment plants a seed that has value in ways a (PSA) doesn't. You're not beating someone over the head with it," says *CNN*'s NY's Hill Harper, whose character, medical examiner Sheldon Hawkes, has volunteered as a first-responder physician. [More](#)
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C

life-uniform **learn how scrub sales create new revenue for your hospital**
[click here](#)

Recognizing Online Volunteers and Using the Internet to Honor All Volunteers
from Civiva Communications
Organizations need to fully recognize the efforts of remote, online volunteers, and not differentiate the value of online versus onsite service. In addition, organizations should incorporate use of the Internet to recognize the efforts of ALL volunteers, both those who perform most of their service from home, work, school or other remote computers, and those who perform their service onsite, face-to-face. With cyberpace, it's never been easier to show volunteers - and the world - that volunteer contributions play a key part in an organization's successes. [More](#)
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Using Small Groups to Maximize Training
from The Corporation for National & Community Service
Small groups provide a valuable training tool that can simultaneously transmit information, teach project-specific as well as general skills, and reinforce the "sense of team" among members. Mosaica's newsletter, *Training Briefs*, presents ideas for program staff and site supervisors with limited time and resources for training. [More](#)
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D

PRODUCT SHOWCASE
Kilbourne & Kilbourne
Kilbourne & Kilbourne serves volunteer groups with stock and custom emblematic jewelry. Let us create that special pin for your group. Find us in our website, our store, our catalog, our plastic name tags, and gifts and favors for volunteers. Remember Kilbourne & Kilbourne when you want the finest in recognition items and the best in customer service. Order today! <http://www.mktad.com/briefing/ahvp/kilbourne.jpg>
[MORE](#)

Study: Why Empty Shelves Make Shoppers Buy More
from CNN
Shoppers are more likely to buy a product if they are told that another item has sold out, according to a new study. Paul Messinger, professor at the University of Alberta School of Business, led the study. He told CNN, "When one product is sold out, customers have the perception that an available product might also sell out if they don't buy it now." [More](#)
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F

The Dangers of Being a Micromanager
from U.S. & Small Business Solutions
You may wonder exactly why being a micromanager is bad for your business. On the surface, it seems wise to make sure that your staff is doing a good job, to pitch in and help with a project now and then. It seems to demonstrate a solid work ethic and set a good example for the team. What could be wrong with that? Well, if you're a manager, there's a lot wrong with that. [More](#)
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E

LIGHTHOUSE **Encouraging Gifts for All Occasions**
Lighthouse, a participating vendor of Purchasing Power Plus, is your one stop for encouraging and uplifting gift items. You will find the right quality gifts for any occasion. [Click here for more](#) [MORE](#)
PPP Participating Vendor

Tips for Handling Store Returns
from Small Biz 101
How a small business handles customers' complaints and store returns defines its customer service. It shows whether or not that company "gets" that customer service is not just about making a sale but about nurturing a relationship, a relationship that a small business keeps sweet by making a customer's every experience with the company a positive experience. [More](#)
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C1

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 1,400 Hospital Volunteer Services Directors (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$1750

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Callout Text Ad
\$1250

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$1000

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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BRIEFINGS IN HEALTHCARE VOLUNTEER SERVICES AND RETAIL OPERATIONS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO HEALTHCARE VOLUNTEER RESOURCE PROFESSIONALS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of healthcare volunteer resource professionals, Briefings in Healthcare Volunteer Services and Retail Operations keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

BRIEFINGS IN HEALTHCARE VOLUNTEER SERVICES AND RETAIL OPERATIONS IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN BRIEFINGS IN HEALTHCARE VOLUNTEER SERVICES AND RETAIL OPERATIONS:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in Briefings in Healthcare Volunteer Services and Retail Operations solidifies your place among weekly information provided to AHVRP members.



TARGETED DISTRIBUTION

Advertising in Briefings in Healthcare Volunteer Services and Retail Operations allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



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Subscribers to Briefings in Healthcare Volunteer Services and Retail Operations have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Briefings in Healthcare Volunteer Services and Retail Operations ensures your ad will be seen every week by our 1,400 subscribers.



AFFORDABLE

Advertising in Briefings in Healthcare Volunteer Services and Retail Operations is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



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Each issue of Briefings in Healthcare Volunteer Services and Retail Operations has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



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Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Briefings in Healthcare Volunteer Services and Retail Operations.



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As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.