

BUILDING HEALTH

REACH 7,600

HEALTHCARE ENGINEERS

EVERY WEEK MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

A 

C  A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE AMERICAN SOCIETY FOR HEALTHCARE ENGINEERING

Jan. 26, 2009 ASHE Pages >

New ASHE Monograph Identifies MRI Risks and Offers Solutions
from Patient Safety and Quality Healthcare
 The American Society of Healthcare Engineering (ASHE) has released its fifth management monograph for 2008 entitled Designing and Engineering MRI Safety. Authored by architect and president of Mednovus, Tobias Glik, it identifies the major physical and operational hazards that effective MRI suite planning can alleviate. [More](#)

C1  Medical Facilities Operation & Maintenance
Interior Design & Finishes
Operations & Maintenance

Dell Children's Now World's First LEED-Certified Hospital
from Earth 9.11
 Dell Children's Medical Center of Central Texas in Austin has just become the first hospital in the world to receive the Leadership in Energy and Environmental Design (LEED) Platinum Certification. Built on land that was once part of Austin's old Mueller Airport, the ground was once saturated with solvents and fuel. Now it has been restored to its original unpolluted state to help provide a healthier environment. [More](#)

House SCHIP Legislation Would Ban New Construction of Physician-Owned Hospitals
from Medical News Today
 Legislation (HR 2, S 275) is currently being considered in Congress that would mean financial trouble for physician-owned specialty hospitals, according to the Wall Street Journal. [More](#)

Opinion: Reduction in MRSA Infections a Collaborative Effort
from The Scientific Times
 In order to reduce the number of incidents of MRSA and other infections, everyone in the hospital must be involved, said Joelle Everett, an organizational change consultant who participated in a pilot project targeting methicillin-resistant Staphylococcus aureus (MRSA). [More](#)

E  The National Leader in Fire and Smoke Damper Inspections

Despite Protests, Hospital Continues With Plans
from The Signal
 After a four-year public review process and years of protests, Henry Mayo Newhall Memorial will be moving forward with its 15-year master expansion plan. However, a new lawsuit was filed on Dec. 22 claiming the master plan's environmental impact report is insufficient and there is not enough assurance that hospital inpatient rooms will be constructed. [More](#)

E  Providing flexible furniture solutions to organizations across the country, delivered and set-up in as little as 48 hours. [MORE](#)

D **PRODUCT SHOWCASE**

Improving Patient Satisfaction Scores 	AD-Series from Schlage When it comes to access control for healthcare, the AD-Series from Schlage is the right choice for a more flexible future. Customize each opening with networking options, interchangeable credential readers and more. Whether it's one door or one building, make a difference now with the AD-Series. For information, visit schlage.com/ad-series	DETEX LOW ENERGY OPERATOR  Detex Corporation manufactures the AO19 series M2000 low energy automatic operator for all your hospital doors. It is built to withstand the everyday use and extraordinary abuse that doors in healthcare facilities encounter. It is easy and simple to install and carries a three-year mechanical/one-year electrical warranty. MORE
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B

ADVERTISING OPTIONS

A LEADERBOARD

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

B SKYSCRAPER

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

F

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.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 7,600 Healthcare Engineers (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$3950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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BUILDING HEALTH, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS
AND INFORMATION TO LEADERS IN THE
HEALTHCARE CONSTRUCTION AND
ENGINEERING INDUSTRY.

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 engineering and facilities management professionals, Building Health 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.

BUILDING HEALTH
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN BUILDING HEALTH:



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