



ASSOCIATION FOR
HEALTHCARE
FOODSERVICE

AHF 2023 Media Kit

Association for Healthcare Foodservice

AHF IS THE LEADING
ORGANIZATION FOR
SELF-OPERATED FOOD
MANAGEMENT
PROFESSIONALS IN
HEALTHCARE, SENIOR
DINING, AND BEYOND.



Advertising Opportunities Summary Pricing Sheet

AHF Business Partner membership is required to access opportunities - \$715 per year

S.O. Connected Magazine Advertising

20% discount afforded to full annual sponsors at Silver+

EXCLUSIVE CENTER FOLDOUT INSERT OR ISSUE COVER-WRAP	\$8,000/ISSUE
TWO-PAGE SPREAD	\$6,000/ISSUE
FULL PAGE AD	\$3,000/ISSUE
HALF PAGE AD	\$2,000/ISSUE
ONE THIRD PAGE AD	\$1,750/ISSUE

Self-Op Weekly Bites Newsletter Advertising

PREMIUM BANNER AD (1ST TIER)	\$150/WEEK
STANDARD BANNER AD (2ND TIER)	\$100/WEEK
STANDARD BANNER AD - (3RD TIER)	\$80/WEEK

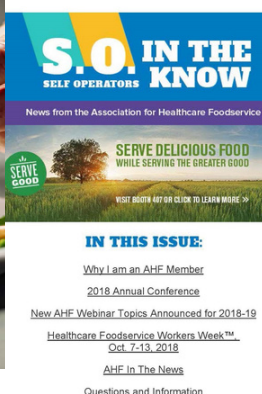
S.O. In the Know Monthly Newsletter Advertising

PREMIUM BANNER AD	\$3,000/ANNUAL OR \$275/MONTH
STANDARD BANNER AD	\$1,500/ANNUAL OR \$150/MONTH

Business Partner Directory Advertising

Available only to full annual sponsors at Silver+

TWO-PAGE SPREAD	\$6,000/EDITION
FRONT INSIDE COVER	\$3,500/EDITION
INSIDE BACK COVER	\$3,500/EDITION
FULL PAGE AD	\$3,000/EDITION
HALF PAGE AD	\$2,000/EDITION



SO Connected Magazine



S.O. Connected Magazine

20% discount afforded to Silver+ Sponsors

Quarterly printed magazine which serves as the flagship publication of the Association. Distributed to full AHF membership of 850+ operators (85%+ have buying power) and 400+ facilities and systems. Also available electronically for added visibility.

Files should be sent by email to info@healthcarefoodservice.org as JPEG, PDF, TIFF, or EPS. Images should be SWOP (CMKY or Grayscale). If images have been enlarged in a page layout program, the dpi must be between 300 and 450 at their final, scaled measurement.

Editorial & Advertising Schedule

Ad Deadline	Issue	Issue Date	Focus
Feb 1, 2023	Volume 11 / Issue 3	Spring, 2023	AHF Resource Guide/Toolkit
May 1, 2023	Volume 11 / Issue 4	Summer, 2023	Special Populations
Aug 1, 2023	Volume 12 / Issue 1	Fall, 2023	Emergency Preparedness
Dec 1, 2023	Volume 12 / Issue 2	Winter, 2023/24	Addressing Waste

Advertising Rates - 4 Color

Frequency	4 Issues	3 Issues	2 Issues	1 Issue
Exclusive Center Foldout Insert	\$30,000	\$22,000	\$15,000	\$8,000
Issue cover-wrap	\$30,000	\$22,000	\$15,000	\$8,000
Two Page Spread	\$20,000	\$16,000	\$11,000	\$6,000
Inside Front or Back Cover Ad	\$13,000	\$10,500	\$7,000	\$3,500
Full Page Ad	\$11,000	\$9,000	\$6,000	\$3,000
Half Page Ad	\$7,000	\$6,000	\$4,000	\$2,000
One-Third Page Ad	\$6,500	\$5,250	\$3,500	\$1,750
One-Quarter Page Ad	\$5,500	\$4,500	\$3,000	\$1,500

Dimensions / Ad Specifications

Two Page Spread	17" x 11" (add additional 0.125" for bleed)
Inside Front or Back Cover Ad	8.5" x 11" (add additional 0.125" for bleed)
Full Page Ad	8.5" x 11" (add additional 0.125" for bleed)
Half Page Ad (Horizontal)	7.5" x 4.75"
Half Page Ad (Vertical)	3.5" x 10"
One-Third Page Ad	2.5" x 10"
One-Quarter Page Ad	3.5" x 4.75"
Center Foldout Insert / Cover-Wrap	Custom, contact AHF

S.O. In The Know E-Newsletter

S.O. In the Know Monthly Newsletter



S.O. In The Know is AHF's Monthly E-Newsletter, released to all AHF members. The newsletter provides association updates, news, and highlights to AHF members. There are two different advertising opportunities available in this newsletter - Premium Placement & Standard Placement.

All graphics will be sized at 550 x 180 pixels. Advertisements are due by the 15th of the selected month. Should be sent in GIF or JPG format, less than 15 KB and emailed with company name and URL included.

Distributed to 1,300+ AHF members. 2020 issue average monthly open rate 25%, average monthly Issue CTR 6%.

Premium Placement

Premium placement provides advertising space at the top of the newsletter directly under the newsletter header. Advertisement is hyperlinked to URL of your choice. Placements can be annual or monthly. Annual will be provided on first come first serve basis.

Advertising	Rate	Specifications
12 Month Annual Placement	\$3,000	550x180 Pixels
1 Month Premium Placement	\$275	550x180 Pixels

Standard Placement

Standard placement provides space throughout AHF's newsletter. AHF limits standard advertisements to 3 per issue at maximum. Advertisement is hyperlinked to the URL of your choice.

Advertising	Rate	Specifications
12 Month Standard Placement	\$1,500	550x180 Pixels
1 Month Standard Placement	\$150	550x180 Pixels

Business Partner Directory

Business Partner Directory

20% discount afforded to full annual sponsors at Silver and above levels

AHF's Business Partner Directory is a product and service directory used by AHF Members to find products, services, and new suppliers. The Directory is released two times per year in PDF format, once in the spring and once in conjunction with AHF's Annual Conference. It is also available as an online searchable Directory that is accessible to members at all times throughout the year.

All **sponsors** are automatically included in the business partner directory, both printed and digital. Payments & signups must be completed by March 31st for inclusion in the spring PDF edition.

Non-Sponsor Directory Listing Inclusion

Include your company listing in the digital and print directory without being a sponsor

Annual Fee \$2000 + AHF Business Partner Membership \$715 (\$2,715)

Listing in the directory is available to AHF business partner members who are not sponsoring AHF. Listing provides your brand with visibility and access to 900+ AHF members looking for new products and services from accross the country.

Directory Advertising Opportunities

Must be a sponsor to advertise in the directory

Advertising	Rate	Specifications
Two-Page Spread	\$5,700/Edition	17" x 11" (add .0125" for Bleeds)
Front Inside Cover	\$3,500/Edition	8.5" x 11" (add .0125" for Bleeds)
Inside Back Cover	\$3,500/Edition	8.5" x 11" (add .0125" for Bleeds)
Full Page Ad	\$3,000/Edition	8.5" x 11" (add .0125" for Bleeds)
Half Page Ad (Vertical)	\$2,000/Edition	7.5" x 4.75"
Half Page Ad (Horizontal)	\$2,000/Edition	3.5" x 10"



Self-Op Weekly Bites

Self-Op Weekly Bites e-Newsletter

SUBSCRIBE **FRIDAY, MARCH 20, 2020**

Welcome to the free weekly newsletter from AHF! AHF's self-operated "weekly bites" pulls news from all over the industry right into your inbox. Anyone can sign up using the subscribe link above. Forward this to friends and colleagues. As you click on articles, our newsletter will learn what topics you are most interested in and tailor content to fit your profile.

Premium Tier 1

REGISTER TODAY
AHF 2020
ANNUAL CONFERENCE
AUGUST 4-7 | ORLANDO, FLORIDA

IGNITE EXCELLENCE
ENERGIZE. ENGAGE. EXCEED.

AHF PROVIDES RESOURCES & GUIDELINES ON COVID-19
AHF Blog
Updated March 19, 2020 We know our members are tracking the ongoing outbreak of coronavirus (2019-nCoV). To that end, we have compiled the below resources and tools from the CDC, AMA, and other sources. Furthermore, AHF business partners have begun sharing tools and resources that may be of value as you continue to plan. A discussion has also been...

TRUMP SIGNS SECOND MAJOR COVID-19 RELIEF PACKAGE
Modern Healthcare
President Donald Trump has signed Congress' second major COVID-19 relief package that includes several provisions involving the healthcare industry.

Standard Tier 2

If you only know Simplot for fries, you don't know us at all.
Learn more
Simplot
FOODSERVICE

COVID-19 MEMBER COMMUNITY DISCUSSION

FOODSERVICE OPERATORS PIVOT AND CLOSE AS COVID-19 SPREADS
FCSI The Consultant
Foodservice consultants are in a unique position to help restaurants and operators deal with the crisis. The post Foodservice operators pivot and close as Covid-19 spreads appeared first on Foodservice Consultants Society International.

HEALTHCARE OPERATORS WORK TO KEEP DINERS AND EMPLOYEES SAFE AMID COVID-19
FoodService Director
As COVID-19 continues to spread throughout the country, healthcare operators are implementing new measures to reduce their risks and

Standard Tier 3

AHF MEMBERSHIP
JOIN TODAY!
the premiere organization for self-operated healthcare food management professionals

CHEF SETS UP HOTLINE TO HELP HOME COOKS THE DAILY NEWS (BATAVIA, N.Y.)
ProChef SmartBrief
Chef Sarah Stagner established a hotline to provide advice for people who are cooking at home more amid the coronavirus outbreak. "Our goal is to help you plan a nutritious, balanced meal with what you have at home and make it possible for you to be comfortable cooking for you and your family," said

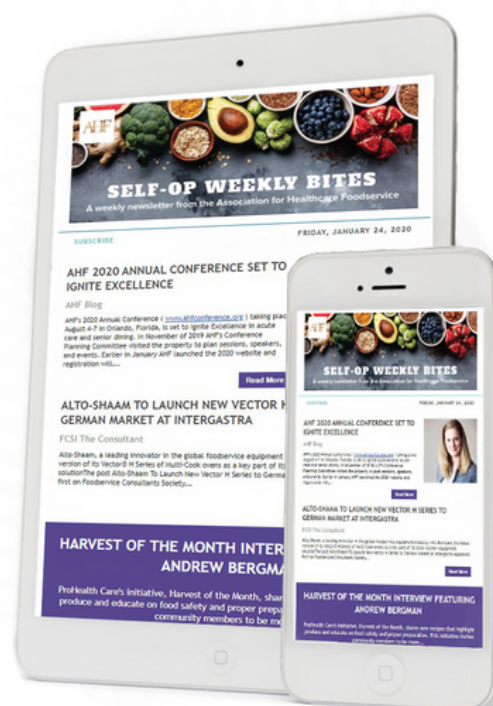
Self-Op Weekly Bites is AHF's most popular publication. A weekly e-newsletter and is free to members and nonmembers to subscribe to. Distributed to 2,200+ industry professionals and growing. This newsletter compiles industry content into one industry newsletter relevant to foodservice across the non-commercial foodservice segment, focusing on healthcare but could expand across C&U, Restaurants, K-12.

Minimum 2-week placement. Total open rate as of 2021 is 46%, total CTR is 21%. On average issues receive 650 unique and 1,100+ total impressions. The average advertisement CTR is between 1-3%.

Specs: 550x150 px - static image or animated gifs, hyperlinked.

Self-Op Weekly Bites Newsletter

Premium Banner Ad - Tier 1	\$150/Week
Standard Banner Ad - Tier 2	\$100/Week
Standard Banner Ad - Tier 3	\$80/Week



Unique Marketing Opportunities

Sponsored Educational Webinars

\$2,250

5 Available

Host a session outside our virtual conference to provide CEU's to AHF's members. Work with the AHF team to secure speakers, create content, and produce the webinar. Obtain a chance to gain some data insights and guide the content and session. Preference given to annual sponsors.

Coffee Talks

\$1,500

4 Available

Host an exclusive 30-minute coffee talk. Coffee talks can take many forms. They can be operator led case studies focused on the sponsors products/industry, discussion groups, educational segments, or other recommendation. If product/sponsor focused, must include operator presenters and present problem/solution stories. Topics should be submitted to AHF for review and approval prior to sponsorship.

Sponsored Chef Demonstration

\$2,200

2 Remaining

Provide AHF with a video demonstration of your chef's, or an operator chef, preparing a meal with your sponsored ingredients to inspire AHF's operators. Recipe and video will be placed on AHF recipe index on AHF's website and promoted in our publications. Recipe will be listed for at least 1 year. Preference given to annual sponsors.

Sponsored Recipe Listing

\$500

15 Available

Add a recipe using your ingredients to AHF's Recipe Index! The recipe will include photos, ingredients, branding, and be available online for at least 1 year. *Also see Sponsored Chef Demonstration opportunity above.

Operator Mail/Email List Rental

\$500/\$1095

Operator membership list which can be used to send a piece of marketing collateral 1 time by email or mail. AHF must approve collateral, and list can only be used once per purchase. \$500 for members, \$1,095 non-member.

Virtual Focus Groups

\$2,200

2 Available

Host a virtual focus group to dive deeper into products, programs, and services. Or simply display your latest line of offerings to a group of focused operators. The session will be 1 hour and marketed by AHF. Sponsors can select attendees from AHF's membership list, or provide an open call for participants. AHF recommends sessions of 8-15 operators.

AHF Community Discussion Board

Premium Online Community Button Advertisement

This new digital opportunity provides vendors with the ability to feed their ads right into operator email inboxes. These digital advertisements appear in each discussion post made by an AHF member in our community as well as in the daily/weekly/monthly digests sent directly to the members' email inbox. Approximately 100+ clicks per ad between online and email with 700+ impressions per month. This is a way for your advertisement to be front and center on a consistent basis as members utilize one of AHF's most active member offerings. Exclusive placement for the month(s) selected, purchased per month.

Specs: 200x200 px - static image, hyperlinked.

Online Community Button

Premium Placement - \$800/Month - 20% discount when purchasing 6 months.

The screenshot displays the AHF Community Discussion Board interface. At the top, navigation links include 'Community Home', 'Discussion 2.5K', 'Library 77', 'Events 0', and 'Members 1.3K'. Below these, a teal button labeled 'BACK TO DISCUSSIONS' and a dropdown menu set to 'sort by thread' are visible. The main discussion title is 'Acute Care Room Services & Insulin dependent diabetics', with a 'Follow' button to its right. The post is by 'Andrew Hennis' and was made '8 days ago'. The post content begins with 'To all, We are implementing acute care Room Service with meal delivery according to time patient ca...'. Below the post, a '1. Acute Care Room Services & Insulin dependent diabetics' section header is shown, followed by a '0 Recommend' button. The post details include a profile picture of Andrew Hennis, his name, and a teal 'ACTIONS' button. The post text reads: 'Posted 8 days ago', 'To all,', 'We are implementing acute care Room Service with meal delivery according to time patient calls for meal. If you are operating RS how do you handle nursing administering insulin and meal delivery?', and a signature block for Andrew Hennis, Director - Food & Nutrition Services at Iredell Health System, Statesville NC, with phone number 704.878.4581. A teal 'REPLY' button is located to the right of the post text. A premium placement advertisement for 'biscuits, ideal for grab 'n go' is displayed on the right side of the post. The ad features an image of a biscuit sandwich and the text 'LOVE THEM OR THEY'RE FREE!'. A blue arrow points from the 'Premium Placement' label below to the advertisement.

Community Home Discussion 2.5K Library 77 Events 0 Members 1.3K

BACK TO DISCUSSIONS Expand all | Collapse all sort by thread

Acute Care Room Services & Insulin dependent diabetics Follow

Add a tag

Andrew Hennis 8 days ago
To all, We are implementing acute care Room Service with meal delivery according to time patient ca...

1. Acute Care Room Services & Insulin dependent diabetics 0 Recommend

Andrew Hennis
Director - Food & Nutrition Services
Iredell Health System
Statesville NC
704.878.4581

biscuits, ideal for grab 'n go
LOVE THEM OR THEY'RE FREE!

Premium Placement

AHF Benchmarking Express & State of the Industry Report Sponsorship

Benchmarking & State of the Industry Report

Sponsorship Fee - \$6,500

Benchmarking Express Program

AHF's Benchmarking Express™ is a robust online program offering streamlined reporting, performance indicators, reports, statistics, and trend graphs that drive success. The program is free to AHF's self-operated acute care and senior dining members.

Benchmarking Sponsors receive a place on our benchmarking committee. Additionally, you can gain new insight into operators' needs with customized reports showing data for all AHF's KPI's. Obtain quarterly and annual reports with summarized data to share with customers. Receive branding recognition throughout the program.

State of the Industry Report

AHF's latest offering is an annual report showing the status of the healthcare and senior dining foodservice industry. With varied data points, this annual report serves as an annual reference point inclusive of future forecasts.

As a sponsor, you will receive branding on the report when it is released each year and sit on the committee to assist in development and discussions. During committee work, you will gain early access to critical data and insights.

AHF BENCHMARKING EXPRESS									
2022 Benchmarking Report									
Acute Care Facilities Quarter 1									
Acute Care Facility Facilities									
1st Quarter 2022									
Only from participating facilities Jan 1, 2022 through Mar 31, 2022									
				Month	With Cuts	Without Cuts	Total Reports		
				Jan	86	3	89		
				Feb	86	3	89		
				Mar	86	3	89		
				Total Q1 2022	258	9	279		
Percentile	No. of Beds	Food Cost per Patient Day	Net Cost per Patient Day	Net of Cash Transaction	Average Patient	Labor Hours per Hour	Food Cost per Hour	Total Cost per Patient Day	
25th	1-50	\$ 23.37	\$ 72.25	\$ 53.75	\$ 4.32	0.23	\$ 1.82	\$ 104.47	
50th	1-50	\$ 41.86	\$ 55.82	\$ 102.11	\$ 4.58	0.28	\$ 2.82	\$ 148.59	
75th	1-50	\$ 80.66	\$ 113.28	\$ 136.75	\$ 5.54	0.29	\$ 3.89	\$ 229.94	
25th	51-100	\$ 18.52	\$ 42.83	\$ 52.15	\$ 4.11	0.18	\$ 2.14	\$ 78.27	
50th	51-100	\$ 29.83	\$ 54.59	\$ 65.53	\$ 4.53	0.21	\$ 2.83	\$ 91.95	
75th	51-100	\$ 41.13	\$ 70.82	\$ 86.77	\$ 4.92	0.23	\$ 3.25	\$ 118.24	
25th	101-200	\$ 18.50	\$ 17.00	\$ 42.87	\$ 4.25	0.14	\$ 2.05	\$ 62.97	
50th	101-200	\$ 24.20	\$ 39.83	\$ 56.84	\$ 4.80	0.17	\$ 2.36	\$ 78.68	
75th	101-200	\$ 32.58	\$ 47.59	\$ 65.87	\$ 5.17	0.21	\$ 2.77	\$ 94.43	
25th	201-400	\$ 20.70	\$ 32.75	\$ 48.86	\$ 4.80	0.15	\$ 2.30	\$ 63.87	
50th	201-400	\$ 23.33	\$ 37.72	\$ 53.75	\$ 5.37	0.17	\$ 2.67	\$ 72.68	
75th	201-400	\$ 34.47	\$ 47.84	\$ 65.22	\$ 5.84	0.21	\$ 3.06	\$ 90.53	
25th	401+	\$ 17.58	\$ 27.53	\$ 38.86	\$ 4.83	0.15	\$ 2.28	\$ 57.95	
50th	401+	\$ 20.84	\$ 37.28	\$ 48.07	\$ 5.70	0.18	\$ 2.81	\$ 64.77	
75th	401+	\$ 27.88	\$ 47.80	\$ 57.14	\$ 6.20	0.20	\$ 3.17	\$ 78.96	

Sysco
At the heart of
food and service

This Year End Report is brought to you by
our AHF Benchmarking Express
Sponsors

Gordon
FOOD SERVICE

Association for Healthcare Foodservice (AHF)
www.healthcarefoodservice.org | (800) 839-1109 | info@healthcarefoodservice.org



AHF STATE of the INDUSTRY REPORT

HEALTHCARE FOODSERVICE
INDUSTRY STUDY

2021
The Association for Healthcare Foodservice (AHF) is the premier
organization for self-operated food management professionals
in healthcare, senior living, long term care, and beyond.

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Gordon Sysco
FOOD SERVICE



ASSOCIATION FOR
HEALTHCARE
FOODSERVICE

Secure Your Package Today!

Leah Reily, AHF Executive Director
lraily@healthcarefoodservice.org
1-800-899-1109 x700

Book time directly on
Leah's calendar: [CLICK HERE](#)



Association for Healthcare Foodservice
www.healthcarefoodservice.org
www.ahfconference.org
800-899-1109