Mental health care: Integrate mind and body
Addressing safety threats in facility design
Commentary: Preparing for a new normal

Bright spots are emerging from the COVID-19 pandemic that will affect health care delivery in the future.

COVID-19 coverage starts on pg. 2

LEADERSHIP
STYLES
(and when to use them)

6
A patchwork of palliative care
Children's Hospital at Montefiore helped adult patients and their families during the pandemic:

The rapid escalation of the COVID-19 pandemic and surge of cases in the U.S. stretched health care resources thin—often requiring providers to work extended hours of expertise. Children's Hospital at Montefiore (CHAM) in Bronx, New York, enlisted more than two dozen of its pediatricians, nurse practitioners and psychologists to assist with palliative care. CHAM sought to quickly respond to its inpatient needs with inpatient and outpatient care. CHAM, the largest inpatient palliative care center in New York City, with CHAM's inpatient palliative care team and is tasked with caring for patients who are critically ill or have complex medical conditions. CHAM is among the largest and most experienced inpatient palliative care programs in the United States, with more than 300 employees and more than 1,000 patients.
The Children’s Hospital Association is the national organization that represents more than 225 children’s hospitals in the United States. The Association advances child health through innovation in the quality, cost and delivery of care and serves as the voice for children’s hospitals nationally.

The official publication of the Children’s Hospital Association, Children’s Hospitals Today gives C-level hospital executives, administrators, directors, managers and those on the front lines of children’s health care the tools, strategy, insights and ideas they need to improve clinical operations and performance; maximize patients’ well-being; stay connected as a specialized care industry, and fulfill their missions to improve and protect children’s health care.

For more information about advertising, email The Townsend Group at cha@townsend-group.com, or call 202-367-2424.

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Children’s Hospitals Today has a circulation of **10,500** and a total readership of more than **26,000**. Those who influence buying and purchasing decisions in children’s hospitals are the magazine’s target audience.

**Key Subscribers**

- **C-suite/Directors**: 34%
- **Managers**: 18%
- **Administrative Staff**: 13%
- **Medical/Research Leaders**: 18%
- **Operations Leaders**: 4%
- **Nursing Leaders**: 18%
- **Strategy and Business Development Leaders**: 18%
- **Other**: 5%

- **58%** of subscribers read at least 3 of the last 4 issues
- **89%** of readers say *Children’s Hospitals Today* is a trusted source of information
- **89%** of readers say *Children’s Hospitals Today* covers a variety of topics relevant to them
The only publication for children’s hospital leadership, *Children’s Hospitals Today* provides timely and pertinent information on the trends and issues that directly affect the daily challenges children’s hospitals face. Each issue focuses on:

- Critical industry topics, including technology trends, health care reform, leadership and strategy, reducing costs and improving clinical and operational efficiencies
- Best practices, advice and case studies presented in features, interviews and expert columns
- Strategies based on research in areas such as quality and patient safety and performance improvement
- Real-world solutions for meeting evolving health care challenges like reimbursement and care delivery
- Peer-to-peer information sharing and networking

*Children’s Hospitals Today* delivers:

- Flagship publication of the Children’s Hospital Association, the only national organization representing more than 225 children’s hospitals in the United States
- Exclusive access to children’s hospital C-level executives and leaders that only *Children’s Hospitals Today* can deliver
- A connected and niche industry providing cutting edge research and high quality pediatric specialty and subspecialty care—the nation’s best care for children
- Children’s hospitals that not only are a critical community resource but have a span of service and expertise that is regional, national and international
- Original content, research and case studies from industry leaders and the leading children’s hospitals in the nation
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial topics</th>
<th>Ad close</th>
<th>Materials due</th>
<th>Ships</th>
<th>Bonus distribution</th>
</tr>
</thead>
</table>
| Winter | • Addressing burnout among front line caregivers  
                  • Using technology to improve the appointment scheduling experience for families  
                  • Helping families navigate the financial side of care | Nov. 30  | Dec. 18       | Jan. 29 | Quality and Safety in Children’s Health Conference (March 2021) |
| Spring | • Leveraging data and technology to improve quality of care  
                  • Universal suicide screenings  
                  • 5 ways to think like an entrepreneur and lead a hospital to success | Feb. 26  | March 22      | April 23 |                                                         |
| Summer | • Using trauma-informed care to promote wellness of staff and patient families  
                  • Improving provider/family relationships for better health outcomes  
                  • 3 new, emerging tech trends | June 3   | June 18       | July 23  |                                                         |
| Fall   | • Meeting the Triple Aim: Targeting the factors that drive positive health outcomes  
                  • Leaders share their biggest leadership lessons learned—the hard way  
                  • Improving diversity and equity in pediatric health care | Sept. 3  | Sept. 17      | Oct. 22  | Annual Leadership Conference and Meeting of the Membership (November 2021) |

Editorial topics subject to change. For additional editorial information or details, email magazine@childrenshospitals.org.

Advertising Sales Representative
The Townsend Group
2001 K Street, NW
3rd Floor North
Washington, DC 20006
Phone: 202-367-2424
cha@townsend-group.com
## RATE CARD & AD SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x rate per ad</th>
<th>3x rate per ad</th>
<th>4x rate per ad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover 2 or 3</strong></td>
<td>$3,375</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Trim: 8 x 10.4375 inches</td>
<td>Bleed: 8.25 x 10.6875 inches</td>
<td>$3,375</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>Cover 4</strong></td>
<td>$3,375</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Trim: 8 x 7.5 inches</td>
<td>Bleed: 8.25 x 7.75 inches</td>
<td>$3,375</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td>$2,995</td>
<td>$2,875</td>
<td>$2,745</td>
<td>$2,565</td>
</tr>
<tr>
<td>Trim: 8 x 10.4375 inches</td>
<td>Bleed: 8.25 x 10.6875 inches</td>
<td>$2,995</td>
<td>$2,875</td>
<td>$2,745</td>
</tr>
<tr>
<td><strong>2/3 (Vertical)</strong></td>
<td>$2,305</td>
<td>$2,220</td>
<td>$2,120</td>
<td>$1,970</td>
</tr>
<tr>
<td>Trim: 4.875 x 9.0 inches</td>
<td>Bleed: 5.125 x 9.25 inches</td>
<td>$2,305</td>
<td>$2,220</td>
<td>$2,120</td>
</tr>
<tr>
<td><strong>1/2 (Horizontal)</strong></td>
<td>$1,970</td>
<td>$1,875</td>
<td>$1,775</td>
<td>$1,590</td>
</tr>
<tr>
<td>Trim: 7.375 x 4.5 inches</td>
<td>Bleed: 7.625 x 4.75 inches</td>
<td>$1,970</td>
<td>$1,875</td>
<td>$1,775</td>
</tr>
<tr>
<td><strong>1/3 (Vertical)</strong></td>
<td>$1,390</td>
<td>$1,315</td>
<td>$1,250</td>
<td>$1,125</td>
</tr>
<tr>
<td>Trim: 2.52 x 9 inches</td>
<td>Bleed: 2.77 x 9.25 inches</td>
<td>$1,390</td>
<td>$1,315</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Four-color is included for all ads. Fractional ads do not bleed off the page. Additional bleed is to ensure proper placement. Once reserved, preferred positions can’t be canceled. Customers reserving special positions who cancel those positions later will be contractually obligated to pay all premiums for all unused positions if those positions are not sold.

### File requirements

PDF/X-1a is the preferred file format. The publisher is not responsible for color shifts, low-resolution photos or unreadable type. Ads should be sized to 100 percent of mechanical requirements with .125 inch bleeds and bleed marks. Only CMYK files will be accepted. RGB and PMS match colors must be converted to CMYK before submission.

Please submit artwork files to The Townsend Group at cha@townsend-group.com.
DIGITAL ADVERTISING

Digital Edition

The CHT digital edition is a great way to complement your print ad within the pages of the magazine.

<table>
<thead>
<tr>
<th>Size</th>
<th>Per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive Sponsorship</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>Includes Left of Cover, Half Page Horizontal Between Pages, Pop Up, and Logo Recognition</td>
<td></td>
</tr>
<tr>
<td><strong>Left of Cover</strong></td>
<td>$1,260</td>
</tr>
<tr>
<td>Trim: 8 x 10.4375 inches</td>
<td></td>
</tr>
<tr>
<td>Bleed: 8.25 x 10.6875 inches</td>
<td></td>
</tr>
<tr>
<td><strong>Half Page Horizontal Between Pages</strong></td>
<td>$840</td>
</tr>
<tr>
<td>431 x 1200 pixels</td>
<td></td>
</tr>
<tr>
<td><strong>Pop Up</strong></td>
<td>$650</td>
</tr>
<tr>
<td>300 x 250 pixels</td>
<td></td>
</tr>
<tr>
<td><strong>Logo Recognition</strong></td>
<td>$600</td>
</tr>
<tr>
<td>400 x 100 pixels</td>
<td></td>
</tr>
</tbody>
</table>

Jpeg and gif files only. No animation. Max file size 40kb for all ads. Please provide a linking URL.

Digital Edition E-blast

- Average total open rate: 34%
- Average unique open rate: 22%

Increase your visibility with an exclusive sponsorship of the CHT e-blast announcing the latest issue. Every e-blast delivers the digital edition to 12,000 readers and contains links to articles. Space is limited. Reserve yours today!

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper (120 x 600 pixels) and Sponsored Content (130 x 80 image, 50 character headline and 170 character description)</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Jpeg and gif files only. Max file size 40kb for all ads. Please call for details.
Website Advertising
www.childrenshospitals.org/cht

The Children’s Hospitals Today website includes web-exclusive content, as well as features and departments from the print issue. Advertisers will be provided with quarterly web statistics for measurable ROI. Space is limited. Call today to book your schedule.

KEY METRICS

- Average unique visitors per month: 17,372
- Average ad click-through rate: 0.1%
- Average time on pages: 3:18 minutes

Google Analytics: July 1, 2019 - June 30, 2020

Advertising Sales Representative
The Townsend Group
2001 K Street, NW
3rd Floor North
Washington, DC 20006
Phone: 202-367-2424
cha@townsend-group.com

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 650 x 90 pixels</td>
<td>$750</td>
</tr>
<tr>
<td>Button Banner 180 x 150 pixels</td>
<td>$650</td>
</tr>
<tr>
<td>Sponsored Article</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Jpeg and gif files only. Animated gifs allowed. Max file size 40kb. Please provide a linking URL.

The Summer 2020 issue of Children’s Hospitals Today features articles on the COVID-19 pandemic and how it will change health delivery, developing a behavioral health framework, and using simulation to assess facility design.

Google Analytics: July 1, 2019 - June 30, 2020
Weekly E-newsletter

*Children’s Hospitals Today* delivers a weekly e-newsletter to more than 12,000 children’s hospital leaders, managers and front-line employees. Readers will get what they need to know about children’s hospitals and the industry every week delivered to their inbox.

**KEY METRICS***

- Average total open rate: 37%
- Average unique open rate: 23%
- Average total click-through rate: 15%

<table>
<thead>
<tr>
<th>Size</th>
<th>Per week</th>
<th>13 weeks</th>
<th>26 weeks</th>
<th>52 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 580 x 60 pixels</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
</tr>
<tr>
<td>Skyscraper 120 x 600 pixels</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
</tr>
<tr>
<td>Sponsored Content #1 130 x 80 image + text*</td>
<td>$550</td>
<td>$520</td>
<td>$495</td>
<td>$470</td>
</tr>
<tr>
<td>Banner #1 400 x 60 pixels</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
<tr>
<td>Sponsored Content #2 130 x 80 image + text*</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
</tr>
<tr>
<td>Banner #2 400 x 60 pixels</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
<td>$385</td>
</tr>
</tbody>
</table>

Rates are per week with a minimum buy of 4 weeks.

Jpeg and gif files only. No animation. Max file size 40kb for all ads.

*Sponsored content requires headline (50 characters with spaces), article description (170 characters with spaces) and URL link to article. Editors have the right to edit content for grammar, style and punctuation.

*Sitecore: July 1, 2019 - June 30, 2020*
Establish your organization as an industry thought-leader by sponsoring a webinar! You provide the content and subject matter experts and we’ll manage the entire process from start to finish, including marketing, hosting and moderating. There’s no better way to generate leads and grab the attention of industry professionals who need your products and services.

Your webinar sponsorship includes:

- 60-minute time slot
- Hosting services, including a practical rehearsal
- Live organizer during the webinar

<table>
<thead>
<tr>
<th>Pre-webinar</th>
<th>During webinar</th>
<th>Post-webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor recognition in 5 or more social media promotions</td>
<td>• Opportunity to conduct live polls and Q&amp;As with participants through webinar platform</td>
<td>• Recording of live webinar</td>
</tr>
<tr>
<td>• Recognition in 3-5 CHA weekly e-newsletters</td>
<td>• Full list of registrants and attendees (including contact information and titles)</td>
<td></td>
</tr>
</tbody>
</table>

Contact Us

For more information about sponsored webinars with Children’s Hospitals Today contact The Townsend Group at 202-367-2424 or cha@townsend-group.com.

*Webinars must be educational in nature. Content and handouts are subject to CHA’s approval. Must purchase additional CHA e-newsletter placements to be considered for webinar sponsorship.
Case Studies

Insert a case study within the quarterly publication of *Children’s Hospitals Today* for maximum visibility. Running a case study in the magazine is a great way to position yourself as a thought-leader to our 26,000 readers. Supplements can be four pages, double-gatefold or regular insert. Additional digital features such as video are available in the digital edition.

Exclusive E-newsletters

This is a great thought-leadership opportunity, which would be deployed to our 12,000+ subscribers. The advertiser has the feature article, skyscraper, banner, as well as an additional sponsored content placement. Take advantage of this exclusive opportunity, giving you 100% share-of-voice.

Contact Us

For more information about custom opportunities in *Children’s Hospitals Today* contact The Townsend Group at 202-367-2424 or cha@townsend-group.com.
TERMS AND CONDITIONS

The publisher will not supply a faxed or soft proof for advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Children’s Hospitals Today. If the publisher detects an error before going to press, the publisher will make a reasonable effort to contact advertiser to give advertiser an opportunity to correct and resubmit advertiser’s file before publication. All advertising is subject to the publisher’s approval. The publisher reserves the right to reject or cancel any advertisement, insertion order or contract at any time. Use of Children’s Hospitals Today-excerpted editorial in advertising copy is subject to approval by the publisher.

Member discount
Children’s Hospital Association member hospitals are entitled to a 30 percent discount from the basic, one-time rate for a print-ready ad.

Agency commission
Recognized agencies are permitted a 15 percent commission on gross billing for space and color. Agency commission is not permitted on accounts 60 days past due, nor on discounted ads.

Advertising acceptance
Advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend, and hold harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person’s name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter or libelous statement in connection with advertising purchased according to the terms of this rate card.

Recruitment advertising
Recruitment, classified and job posting advertisements are currently not accepted in Children’s Hospitals Today. For more information about our online career center, please contact Vikki Sara at 703-753-5357 or vikki.sara@childrenshospitals.org.

Copy regulations
Advertising that simulates editorial content must carry the word “Advertisement” in 12-point type.

Publisher liability
Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the publisher. Publisher shall not be liable for errors made in key numbers or for costs and damages if for any reason publisher fails to publish an advertisement.

Placement policy
Advertising is fully interspersed and rotated throughout the magazine. In order to maintain editorial integrity, adjacencies (ads placed next to or within related content) are not allowed.

Cancellation policy
Contracts and orders for insertions are due by the closing date of the issue and cannot be canceled after that date.

Other conditions
No conditions, printed or otherwise, appearing on contracts, order, or copy instructions that conflict with the provisions of this rate card will be binding on the publisher.
Kansas City
16011 College Blvd., Suite 250
Lenexa, KS 66219
Phone: 913-262-1436

Washington, D.C.
600 13th Street, NW, Suite 500
Washington, DC 20005
Phone: 202-753-5500

Advertising Sales
The Townsend Group
2001 K Street, NW
3rd Floor North
Washington, D.C. 20006
Phone: 202-367-2424
cha@townsend-group.com