



*Texas Organization of Rural
& Community Hospitals*



(512) 873-0045 | TORCHNET.ORG

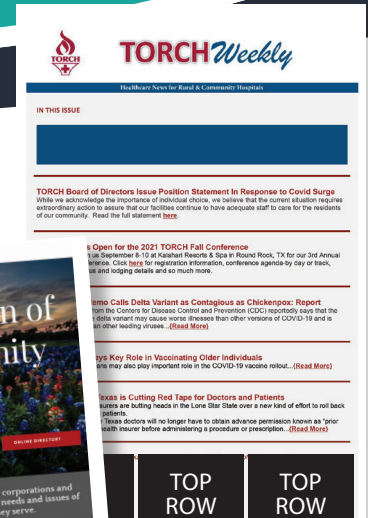
2023

Media Kit

TORCH ADVERTISING AND SPONSORSHIP OPPORTUNITIES

The Texas Organization of Rural & Community Hospitals (TORCH) thanks you for your interest in marketing your company or organization and for utilizing our resources to reach out to our many rural and community hospital members. There are numerous advertising and sponsorship opportunities available throughout the year. Several of our publications have been upgraded to allow us to highlight our endorsed vendors, corporate members and other interested companies through prominently placed advertisements and sponsorship recognition. If you are looking for a great way to expand your market to the 'rural space,' then please do not miss out. These opportunities are limited and the best ones will go first. This media kit is designed to walk you through the process, from selection, to purchasing, to ad placement and on to renewal. Please note our publication and conference deadlines to ensure that your company is positioned properly for future announcements and upcoming conferences. We look forward to serving you and helping you reach your goals.

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GENERAL PAYMENT INFORMATION

Please return completed Advertising Contract and Order Form inserted in this media kit along with payment information to TORCH Advertising, 3309 Forest Creek Drive, Unit 305, Round Rock, TX 78664-6168 or email accounting@torchnet.org. TORCH accepts payment by check or any major credit card or will invoice after placement. For further assistance email accounting@torchnet.org or contact our accounting office at (512) 873-0045.

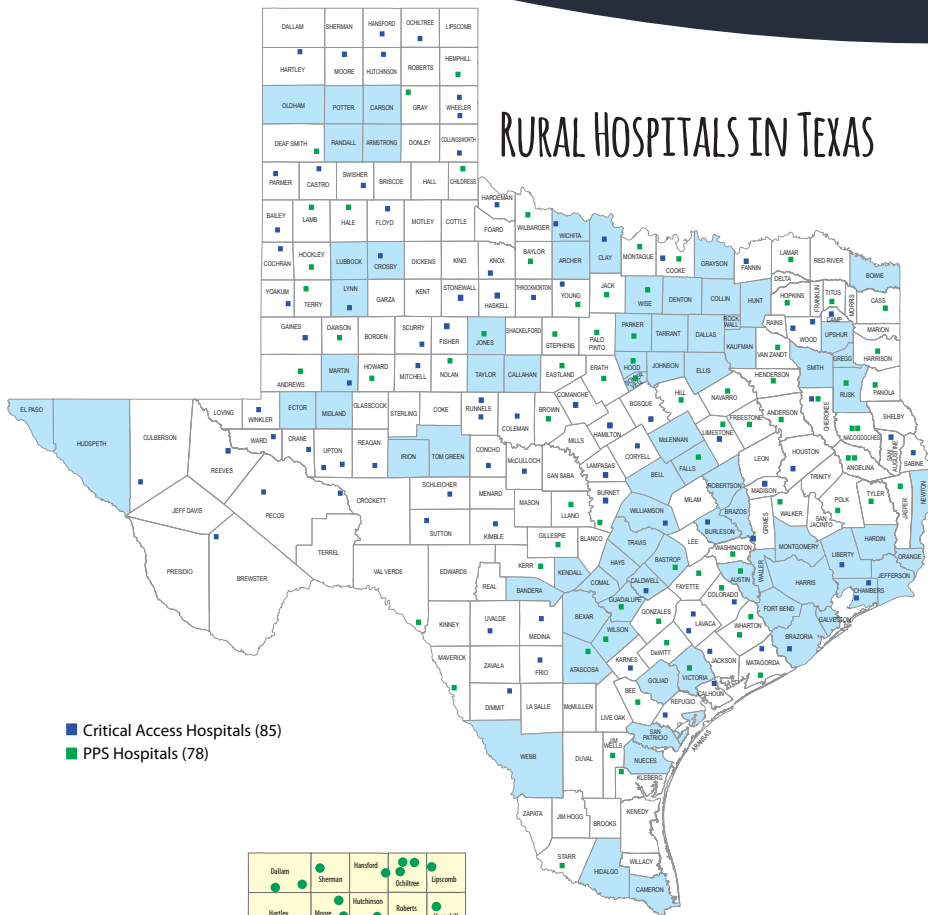
TORCH CONTACT INFORMATION

Our TORCH staff is available to answer your marketing questions and provide information regarding advertising, editorials and conferences. Please contact the following individuals:

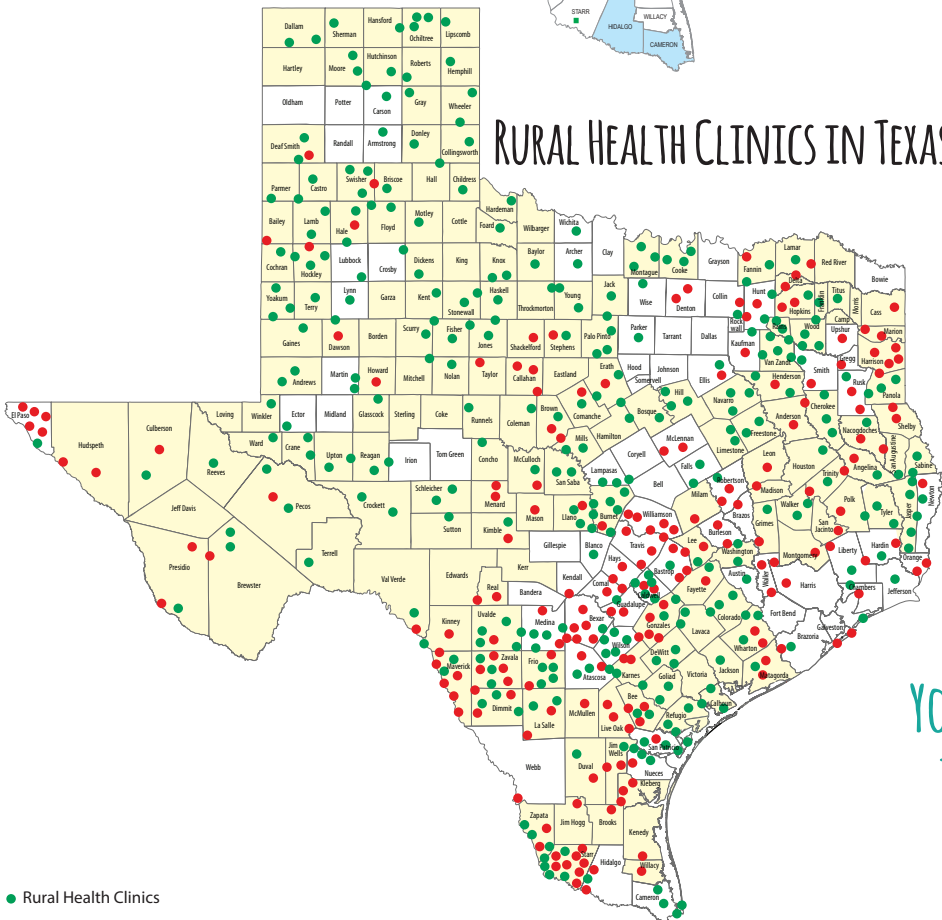
ADVERTISING MATERIALS/SALES EDITORIAL AND CONTENT
Carrie Ruiz
 Director of Operations
 (512) 615-6277
cruiz@torchnet.org

BILLING INFORMATION
Jessica Creech
 Accounting Specialist
 (512) 615-6270
accounting@torchnet.org

RURAL HOSPITALS IN TEXAS



RURAL HEALTH CLINICS IN TEXAS



Texas has the largest and most geographically diverse rural population of 3.6 million in the United States.

If Texas rural and community hospitals were a single health system, TORCH would represent the largest health system, along with its affiliated clinics and home health agencies, in Texas. TORCH hospital membership alone is almost 160 members that manage over 6,480 beds ranging in size from 12 to 216 beds. TORCH is affiliated with the Texas Association of Rural Health Clinics (TARHC) which provides services to more than 130 independent and hospital-based clinics located throughout the state.

In addition, our readership and circulation extends to:

- Key purchasers including executives, clinical leaders and board members of our TORCH hospitals and rural health clinic members;
- Almost 160 TORCH Corporate and Endorsed members;
- Key influencers of rural health policy, regulations, education and governance within the state of Texas; and
- Numerous out-of-state and national associations, government agencies and rural health leaders.

YOU CAN EXPECT TO BE SHOWCASED TO WELL OVER 1400 KEY RURAL HEALTH DECISION MAKERS!

GENERAL ARTWORK INFORMATION

ONLINE

- Use 300 dpi, RGB format for photos submitted for online ads and use Photoshop (if available) in your ad creation for one of the online publications. You can also create an ad in PowerPoint or InDesign/Illustrator that can be exported to a pdf file and will be converted at TORCH.
- Please use your company name for the jpg file name. (e.g., YourCompanyName.jpg)
- TORCH can accept up to 20 meg. in size per attachment but follow the email attachment allowance from your provider.
- DO NOT embed an ad in any Microsoft/Word Perfect document because of resolution difficulties.

PRINT

- Please have your ad created in InDesign rather than Illustrator (for file size reasons) if submitting a pdf file. Illustrator pdf files can be enormous in size.
- Submit camera-ready artwork at 300 dpi and press quality pdf format (CMYK).
- Convert all PMS (Pantone) spot colors to CMYK before output. This is especially important if not sending native InDesign files.
- Please use your company name for the pdf file name. (e.g., YourCompanyName.pdf)
- A pdf file may be sent via email to cruiz@torchnet.org or upload to a large file sharing site. In the subject line, please name with your company name Rural Matters ad.

Spot colors or color files MUST BE converted to four-color (CMYK) process as specified to achieve optimal printed results if the ad is done in InDesign and prior to exporting to a pdf. Go under Swatches, click on the colors you want to change, click on the lines in the upper top right corner, then click on Swatch Options and save as CMYK. TORCH is not responsible for the final output of advertisements that do not follow the guidelines outlined above. Instructions are available in the Adobe products on how to do any of these procedures.

Check with your email provider for the maximum allowed file size you can email.

LARGE FILE SHARING SITES – There are several large file sharing sites if your files are too large to email. Please go to those sites and follow instructions to upload files to send to cruiz@torchnet.org or contact TORCH for further instructions.

It is encouraged to have a designer create your ads before submission, someone familiar with the Adobe Creative Suite software/similar graphics software and who understands the process.

PRODUCING YOUR AD FOR RURAL MATTERS

FONTS – If you are sending native files, please package your files and send the fonts along with an IDML (InDesign) file. If done in Illustrator, please either send fonts or make outlines of your text in the ad.

COLOR – Use process CMYK colors only (not RGB, spot, lab or index colors). Color adjust images in Photoshop and convert all RGB images to CMYK before placing them in your ad. Do not embed color profiles in image files. If doing your ad in Illustrator, set up the CMYK profile in the document color mode. **If sending a photo ad (JPG), none of this is necessary.**

MARGINS/CROP MARKS/BLEEDS FOR COVER ADS – Set up all bleeds at a minimum of .125 inch beyond all trim edges. Set up at least a .125 inch to .25 inch margin in your full-page ad document. ***This only pertains to full page cover ads with bleeds.*** Template sizes are on page 6.

IMAGE RESOLUTION – All photo images in the ad must be at 300 dpi.

MAKE YOUR FILE A PDF – InDesign will automatically embed the fonts. Our preferred format is a Press Quality pdf file. Click crop/bleed marks when outputting to a pdf if full-bleed. The only full bleed ad placements are the cover ads, interior ads will not bleed. In the case that you are unable to provide a preferred pdf file type, please contact **Carrie Ruiz** at **(512) 615-6277**. Only then will we accept native source files from the following software programs:

- ADOBE INDESIGN – (PDF file with colors set to CMYK) or packaged native files – also send IDML file).
- ADOBE ILLUSTRATOR – (PDF files, you can also export your ad as a JPG file. Preferred method is a CMYK pdf file. If this file contains a photo, please export as a .jpg file.
- ADOBE PHOTOSHOP – (JPG files only at 300 dpi).
- Please send logos in a .psd, transparent .png, or an .eps file if you want inserted into your ads – these files have a transparent background and won't impede seeing what is behind it.

DO NOT send files imported into Microsoft Excel, Paint, Publisher, Word, or WordPerfect. Original files are needed for output. Please call or email if you have any other graphics questions.

If you need assistance in creating an ad, please don't let that hold you back from advertising, we can help with that. Contact cruiz@torchnet.org if you need assistance with graphic design services.

If you are a TMSI Endorsed Partner or Corporate Member and wish to use either logos, please contact cruiz@torchnet.org to have either of those emailed to you.

TORCH WEEKLY E-NEWSLETTER OPPORTUNITIES



Our **TORCH Weekly E-newsletter** offers an unparalleled way to get directly into the in-box of Texas healthcare professionals. Our e-news platform will give a select number of vendors a very regular and ongoing opportunity to put their best marketing foot forward in 2022. Advertisement space is limited for this email publication, but with many issues scheduled throughout the year, this is by far your best chance to promote your brand to rural and community hospitals, rural health clinics and many more. We want to ensure that the hospitals that receive our news publication are aware of the companies that support our members by making timely news and information available to them on a consistent basis.

Ads will appear below the body/content section of each e-pub and will be linked to your website via a hyperlink. If requested, you will receive a Photoshop template to create your ad upon receiving your contract. Otherwise, create the ad in a format that is accepted by TORCH (see information on page 4). Your ad placement does not need to fall within a calendar year to be able to purchase ad space in this e-publication.

TORCH Weekly is distributed to over 2,000 readers with an average 35% open rate. Your ads' click rates and user demographics are available upon request.

Logo ads should be 500 pixels by 500 pixels at 300 dpi or 5x5 inches in size in a camera-ready jpg format.

The URL linkage can be to your website or a specific page that you create, please specify when sending in your contract.

TORCH WEEKLY

	ONE YEAR	SIX MONTHS
Banner	\$10000	NA
Top Row Ad (3 available)	\$4,000	\$3000

GENERAL ARTWORK INFORMATION

Our **Rural Matters** magazine is the premiere source for in-depth rural health articles and information. The magazine will be limited to a very consumable 20–30 pages and will provide numerous, high-profile advertising locations, nestled between articles that are important to rural and community hospital leaders, as well as other rural health stakeholders. We consider our magazine to be an excellent opportunity to reach our hospital/corporate members. The magazine will be published once a year and will feature the Gordon Russell Merit Award Recipient along with Spring Conference coverage and other featured articles. *Rural Matters* is distributed to over 700 readers that also includes our Texas legislators.

Other content will be covered in our new TORCH Blog added to our website that will be updated on a consistent basis with current healthcare and corporate member information such as CEO changes, new TORCH corporate members and other information that was previously covered in our magazine.

Rural Matters is available online at our TORCH website/publications providing more exposure for your ad through linkage to your website.



RURAL MATTERS MAGAZINE

ISSUE	AMOUNT
Back Cover (BC)	\$2500
Inside Front Cover (IFC)	\$2225
Inside Back Cover (IBC)	\$2000
Full Page	\$1800
Half-Page	\$1200
Quarter-Page	\$800

KEY AD DUE DATES	
ISSUE	SUMMER (MAY/JUNE/JULY/AUGUST)
KEY DATES	Ads due: July 10 Mail: August 15



QUARTER PAGE – 3.5 x 4.75 VERTICAL NO BLEED



HALF PAGE – 7.5 x 4.75 NO BLEED



COVER PAGE AD – FULL PAGE WITH .125 BLEED – 8.75 x 11.25 INCHES



FULL PAGE INSIDE AD – NO BLEED, 8 x 10.5 INCHES WITH .25 MARGINS

TORCH WEEKLY E-NEWSLETTER OPPORTUNITIES

The **TORCH Website** has a totally new look! TORCH is excited about offering advertising space on our website. Our website is one of the go-to resources for rural healthcare professionals in Texas. The site is utilized by both members and non-members to search for continuing education opportunities; advocacy, legislative and public policy developments; locating our publications; registering for our conferences and webinars; getting information on our corporate membership; and searching for employment opportunities. We are delighted to offer the opportunity to prominently post advertisements on our home page with a navigating link to your company or organization's own website. Market your product or services to an audience of professionals in the healthcare field!

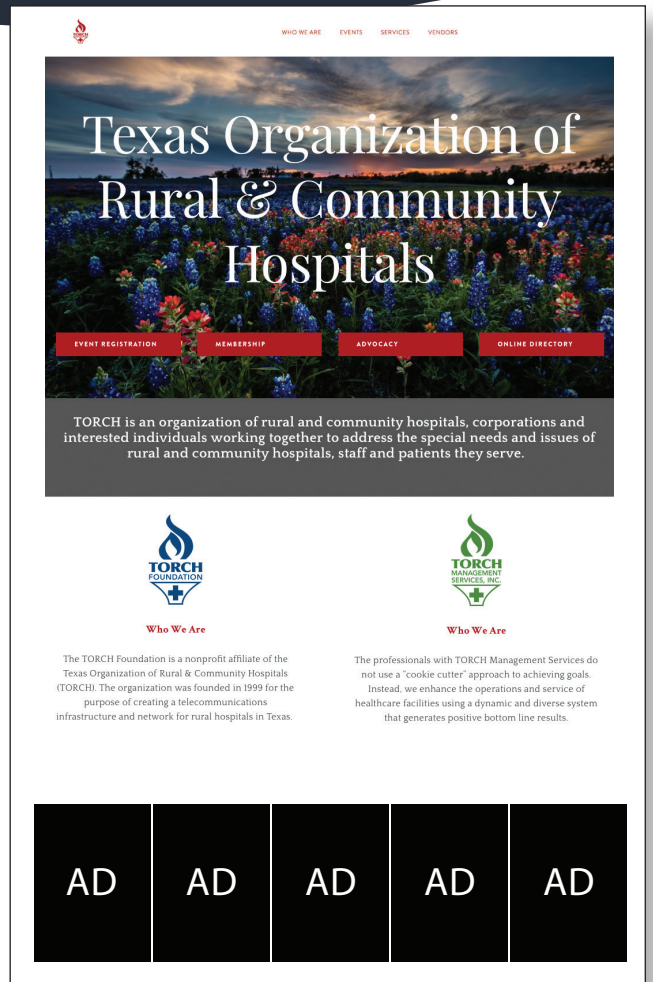
Ads should be 5 by 3.75 inches at 300 dpi in an RGB format in Photoshop and 5 inches by 3.75 inches in another layout program. A template is also available if you purchase this option and will be emailed to you or feel free to contact us if you need further assistance. Please email your camera-ready ad in PNG, JPG or PDF format to TORCH for placement, along with your hyperlink information to cruiz@torchnet.org.

Our TORCH website is visited over 2,500 times on a monthly basis giving your company high visibility. Our website, in conjunction with our database, will be a can't miss advertising duo opportunity for both our hospital and our corporate members!

TORCH WEBSITE

	ONE YEAR	SIX MONTHS
Homepage Static Ad	\$2000	\$1500

The Photoshop template is a blank template for you to build your ad. You can load an existing pdf ad from another design program into the template and size proportionally or you can build your ad in Photoshop to the appropriate size. It is suggested you have someone do your ad who is familiar with Adobe or other design software. You can also create a 5x3.75 sized ad in Powerpoint and export to a jpg, png or pdf file or send as a .pptx file to TORCH. See ad specs on page 4 for additional information.



Vertical ads should be 5 inches tall by 3.75 inches wide at 300 dpi in Photoshop like the shape of this box. The vertical ad can also be 5x3.75 in another layout program (see specs on page 4). When you purchase this ad, you'll receive a Photoshop template upon sending in your ad contract. If you need assistance in creating an ad, please contact TORCH.

To be the
VOICE
AND principle advocate
for **RURAL** AND
community hospitals
in **TEXAS** AND
TO
provide leadership IN
addressing the **special needs**
and **ISSUES** of these facilities.



(512) 873-0045 | TORCHNET.ORG
3309 FOREST CREEK DRIVE, UNIT 305, ROUND ROCK, TX 78664-6168



[linkedin.com/company/texas-organization-of-rural-&-community-hospitals/](https://www.linkedin.com/company/texas-organization-of-rural-&-community-hospitals/)



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