



**Association
for Healthcare
Foodservice**

Leading the Way in Self-Operated Healthcare, Senior Dining & Hospitality

AHF 2025 Media Kit



ADVERTISING OPPORTUNITIES

Summary Pricing Sheet

AHF Business Partner membership is required to access most opportunities - \$735 per year

S.O. Connected Magazine Advertising

20% discount afforded to Silver-Diamond Sponsors

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
Quarter Page Ad	\$1,750/Issue

Self-Op Weekly Bites Newsletter Advertising

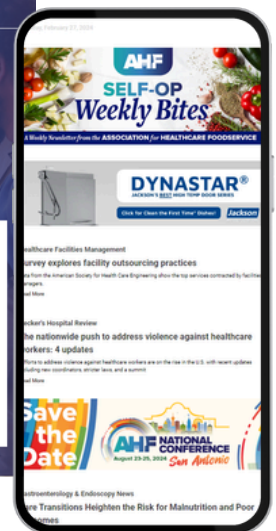
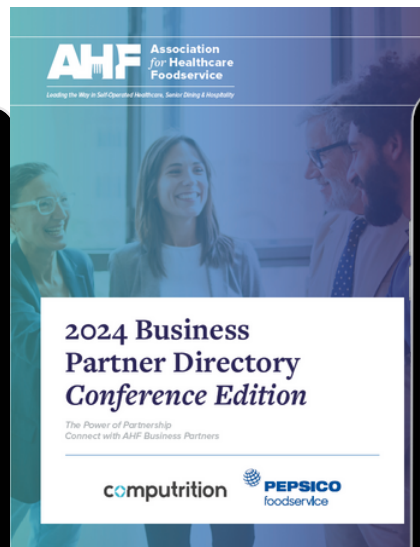
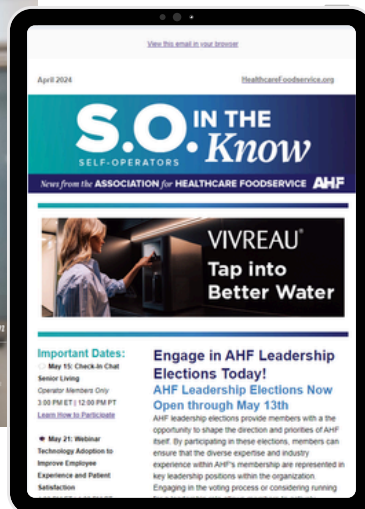
Premium - Tier 1	\$150/Week
Standard - Tier 2	\$100/Week
Standard - Tier 3	\$80/Week

S.O. In the Know Monthly Newsletter Advertising

Premium Placement	\$275/Month
Standard Placement	\$150/Month

Business Partner Directory

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



S.O. IN THE KNOW NEWSLETTER

A Monthly Member-Only 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. Advertising opportunities are available for premium "top of the newsletter" or standard slots.

Specs: 550 x 180 pixels, gif or static. URL included. Advertisements due by the 15th of the month. Should be sent in GIF/JPG/PNG format, less than 15 KB and emailed with company name and URL included.

Distributed to 1,200+ AHF members. 2024 issue average monthly open rate 49% giving high impressions, average overall monthly issue CTR 3.5%.



Premium Placement (x1 Slot Per Issue)

Premium placement provides advertising space at the top of the newsletter directly under the newsletter header. Placements can be annual or monthly. Annual selection will be provided on first come first serve basis.

12 Month Standard Placement	550x180 Pixels (Static or GIF)	\$3,000/Year
Two Page Spread	550x180 Pixels (Static or GIF)	\$275/Year

Standard Placement (x2 Slots Per Issue)

Standard placement provides space throughout AHF's newsletter. AHF limits standard advertisements to 3 per issue at maximum - Placement on a first come-first serve basis. Advertisement is hyperlinked to the URL of your choice.

12 Month Standard Placement	550x180 Pixels (Static or GIF)	\$1,500/Year
Two Page Spread	550x180 Pixels (Static or GIF)	\$150/Month

SO CONNECTED MAGAZINE

A Printed Quarterly Magazine



S.O. Connected Magazine

20% discount for Silver-Diamond Sponsors

Quarterly printed magazine which serves as the flagship publication of the Association. SO Connected includes educational and industry-specific articles, original content, and Association updates. It is printed and made available online (online metrics are not presently available).

Circulation to all AHF members including 1,000+ operators (85%+ have buying power) representing 430+ facilities and systems. 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

Issue	Ad Due Date	Release Date	Theme
Spring Issue	February 1st	May 2025	Maximizing Vendor Partnerships & Contracts
Summer Issue	May 1st	July 2025	Speciality Diets, Allergies, & Food Safety
Fall Issue	August 1st	October 2025	Team & Talent
Winter Issue	November 1st	January 2026	The Customer Experience

Advertising Rates - 4 Color

Size	Dimensions	Rate
Two Page Spread	17" x 11" (add additional 0.125" for bleed)	\$6,000
Inside Front/Back Cover	8.5" x 11" (add additional 0.125" for bleed)	\$3,500
Full Page	8.5" x 11" (add additional 0.125" for bleed)	\$3,000
Half Page	7.5" x 4.75" (Horizontal) OR 3.5" x 10" (Vertical)	\$2,000
Quarter Page	3.5" x 4.75" (no bleed)	\$1,500
Exclusive Center Foldout Insert	Custom, contact AHF	\$8,000
Issue Cover Wrap	Custom, contact AHF	\$8,000

*10% discount applied when purchasing 4 issues of any one ad sizing.

BUSINESS PARTNER DIRECTORY

A Printed & Digital Searchable Product Directory

Business Partner Directory

AHF's Business Partner Directory is 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 National Conference. The conference edition is printed and placed in operator registration bags. It is 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. Sponsorship payment/signups must be completed by March 31st for guaranteed inclusion in the spring PDF edition. Exhibitor and New/Emerging Brand sponsors are in the conference edition only and searchable online edition for part of the year.

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 1,000+ AHF members looking for new products and services from across the country.

Directory Advertising Opportunities

Must be a Bronze to Diamond level sponsor to advertise in the Directory. Silver to Diamond sponsors receive 20% discount on listed rates.

Size	Dimensions	Rate
Two Page Spread	17" x 11" (add additional 0.125" for bleed)	\$6,000
Inside Front/Back Cover	8.5" x 11" (add additional 0.125" for bleed)	\$3,500
Full Page	8.5" x 11" (add additional 0.125" for bleed)	\$3,000
Half Page - Vertical	3.65" W x 9.5" H - 1st half only	\$2,000
Half Page - Horizontal	7.5" W x 4.6" H - 2nd half only	\$2,000
One Third Page - Vertical	3.65" W x 6.3" H - 1st half only	\$1,500
One Third Page - Horizontal	7.5" W x 3.15" H - 1st or 2nd half	\$1,500

SELF-OP WEEKLY BITES NEWSLETTER

A Free Digital Industry Digest E-Newsletter

Self-Op Weekly Bites e-Newsletter

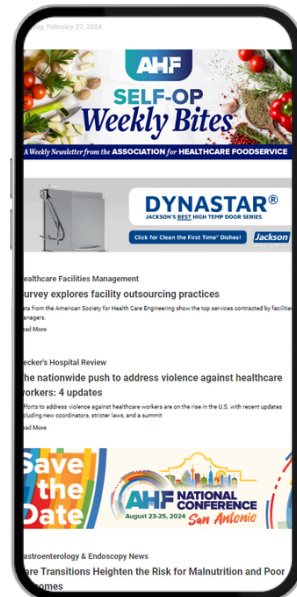
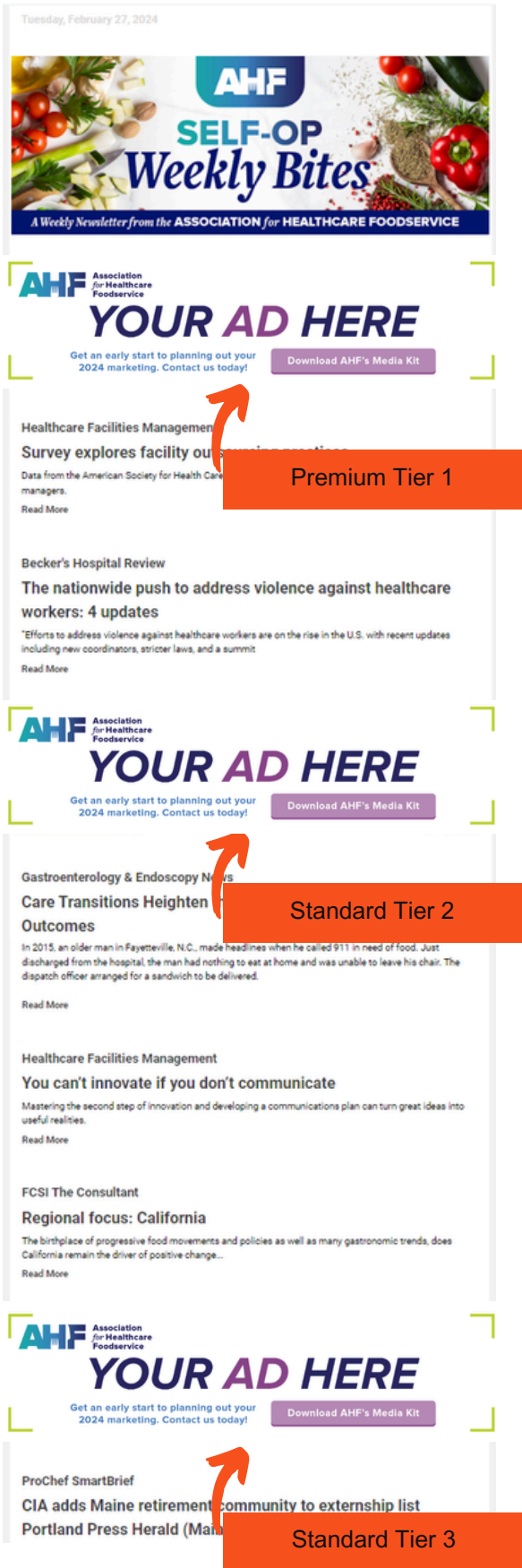
Self-Op Weekly Bites is AHF's most popular publication. A weekly e-newsletter, free for members and nonmembers to subscribe to. Distributed to 2,200+ industry professionals and growing. This newsletter compiles industry content into one industry newsletter relevant to foodservice across the non-commercial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

Minimum 2-week placement. Total open rate as of 2024 is 49%, total CTR is 15%. On average, issues receive 780 unique and 1,200+ total impressions. The average per advertisement CTR is between 1-3%.

Specs: 550px wide x 150px high. Static image or animated gifs, hyperlinked. Please send as a PNG, JPEG, or GIF.

Advertising Rates

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



ONLINE COMMUNITY DISCUSSION BOARD ADS

Front & Center on Digital Discussions

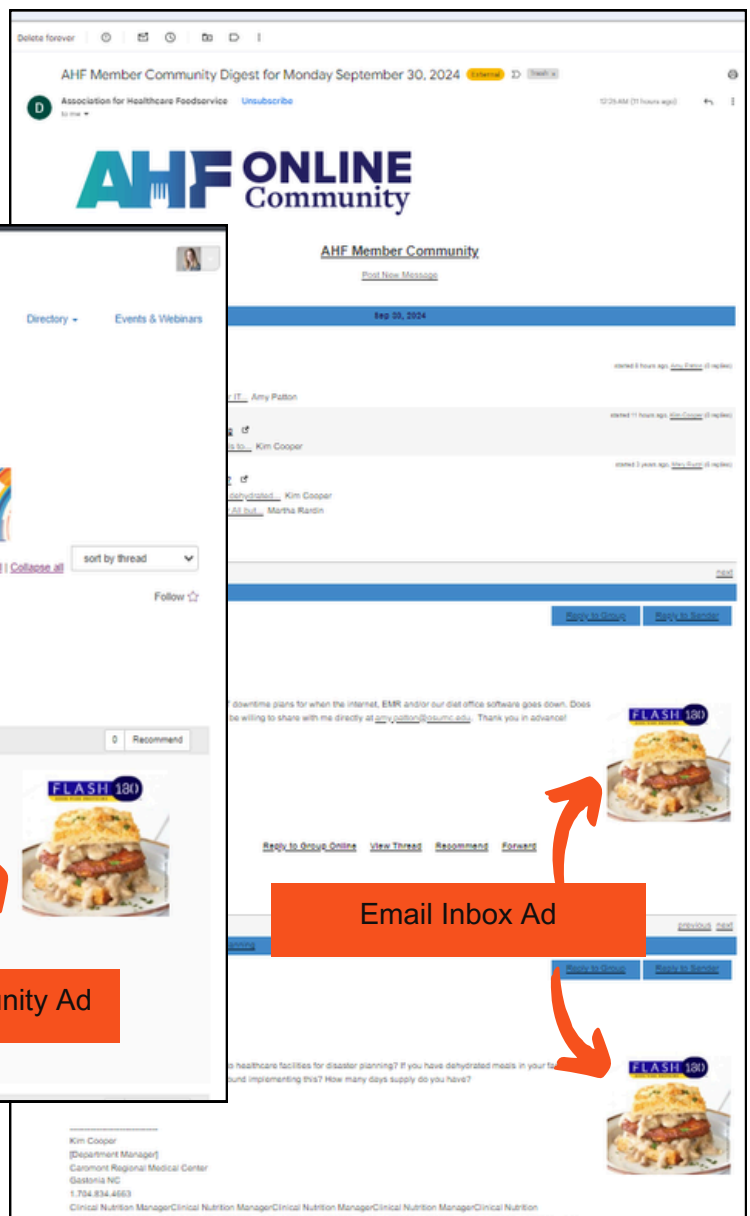
Premium Online Community Button Advertisement

This 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. Average ad CTR is 130 per ad between online and email with 600+ impressions per month. This is a way for your advertisement to be front and centre on a consistent basis as members utilise one of AHF's most active member offerings. Exclusive placement for the month(s) selected, purchased per month.

Specs: 200x200 px - static image, hyperlinked. Send as a JPEG or PNG file and include the URL. Ads are due at least 1 week before the beginning of the month.

Online Community Button

Premium Placement - \$800/Month
*20% discount applied when buying all 6



UNIQUE OPPORTUNITIES

Thought Leader & Digital Opportunities

Educational Webinar

\$2,250

5 Available

A 1-hour exclusively sponsored webinar opportunity. Either provide the speakers, content, and topic (you present the entire webinar in an area of your expertise), or ask AHF to present a webinar. Branded as the exclusive sponsor on all marketing materials. Will have the opportunity for welcoming words/slides. Webinar should be capable of CEU accreditation through ANFP and CDR.

AHF Will: Market/host the webinar, place finished content online (members-only), provide post-webinar attendee list for 1-time outreach, and obtain CEU accreditation. Content due 2 months in advance. NEW, AHF will create a shareable sponsored link to allow sponsors' operator clients to watch the webinar online anytime after a short contact form. Can include poll questions (during webinar), or business intelligence question on registration form. Preference given to Annual Sponsors.

Availability: AHF is open to flexibility with when webinars are held, but typically we hold them in the last 2 weeks of the month with available slots listed below (first come, first served basis).

- **February** - Sponsored Webinar Opportunity
- **May** - Sponsored Webinar Opportunity
- **July** - Sponsored Webinar Opportunity
- **September** - Sponsored Webinar Opportunity
- **November** - Sponsored Webinar Opportunity

Coffee Talk Webinar

\$1,500

4 Available

A 30-minute exclusively sponsored webinar opportunity. Allows you to present a 30-minute webinar on your products and services. Coffee Talks can take many forms. They can be operator-led case studies focused on the sponsor's products/industry, discussion groups, educational segments, or something else. Product-focused segments must include an operator and present problem/solution style stories. Topics should be submitted to AHF for review and approval prior to sponsorship.

AHF Will: Market/host the webinar, place finished content online (members-only), provide a post-webinar attendee list for one-time outreach, and obtain CEU accreditation. Content due 2 months in advance. NEW, AHF will create a shareable sponsored link to allow sponsors' operator clients to watch the webinar online anytime after a short contact form. Can include poll questions (during webinar) or business intelligence questions on the registration form. Preference is given to Annual Sponsors.

Availability: AHF is open to flexibility with when webinars are held, but typically we hold them in the first 2 weeks of the month with available slots listed below (first come, first served basis).

- **March** - Sponsored Coffee Talk Opportunity
- **June** - Sponsored Coffee Talk Opportunity
- **August** - Sponsored Coffee Talk Opportunity
- **December** - Sponsored Coffee Talk Opportunity

UNIQUE OPPORTUNITIES

Continued

Virtual Focus Group

\$2,250

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. Sponsors will provide the content and run the session. AHF will host and market the opportunity as well as obtain accreditation if possible.

Availability: Please discuss with AHF. The time the focus group is held is flexible, and we will work with you to schedule a time that does not conflict with another AHF webinar or event.

Sponsored Operator Survey

\$1,500

1 Available

Partner with AHF to send out a business intelligence survey to operator members on your behalf. This is your chance to gain insight directly from operators! The sponsor will provide AHF with no more than 10 questions and any accompanying language. AHF will send out the survey, collect the data, and provide raw results to the sponsor. AHF will have the right to use the results of the survey in its publications, with credit to the sponsor - pending discussion with the sponsor.

Availability: Please discuss with AHF. Blackout periods are during the AHF Membership survey (usually May/June) and the AHF State of the Industry Report (September/October).

Sponsored Recipe Campaign/Demo

\$2,200

4 Available

The sponsored recipe campaign is your chance to showcase your latest ingredients or dishes to operators from the AHF platform. Sponsors will provide AHF with a 1-3 minute video of your dish being prepared with your ingredients to inspire AHF's operators. The recipe and video will be placed on the AHF recipe index on AHF's website and promoted in our publications. The recipe will be listed for at least 1 year. At least 1 unique email sent by AHF promoting the recipe with content provided by the sponsor. Preference given to annual sponsors. [EXAMPLE](#).

Availability: We recommend pairing your recipe campaign around a theme or themed month. AHF will work with you on when the campaign will be marketed. The campaign is active on the Recipe Index for 1 year.

Sponsor Recipe Listing

\$250

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. [EXAMPLE](#).

Operator Mailing List Use

\$500 (member only)

Buy the operator mailing list for one-time use to send a piece of marketing collateral by email or mail. Phone numbers are not provided. AHF must approve collateral. Must be a business partner member.

Availability: Lists are available for one-time use as needed. However, non-sponsors/exhibitors cannot use the list 3 weeks prior to or after the AHF Annual Conference. For 2025, blackout periods will be from August 4 - September 12th.

BENCHMARKING & STATE OF THE INDUSTRY REPORT

Powerful Digital Visibility & Real-Time Data

Benchmarking Express Program

AHF's Benchmarking Express™ is a robust online program offering streamlined reporting, performance indicators, reports, statistics, and trend graphs that drive operator success. The program is free to AHF's self-operated healthcare and senior dining members. Members can access the system to collate real-time data for their own facilities as well as compare themselves against the self-op industry. *AHF is building and will soon release a senior dining specific version of our benchmarking program.*

Benchmarking Sponsors receive a place on our benchmarking committee. Additionally, you can gain new insight into operators' needs with customized, shareable, reports showing data for all AHF's KPIs. Sponsors receive quarterly and annual reports with summarized data to share with their own logo on them. Sponsors are recognized throughout the program, website, and in other materials as sponsors of the program.

State of the Industry Report

AHF's State of the Industry Report is a comprehensive examination of the evolving landscape of foodservice in healthcare and senior dining. The report is released annually and highlights key trends in both senior dining and healthcare dining in how operators are navigating financial pressures, labor shortages, applying new products and technology, and other trends in their world. With varied data points, this annual report serves as an annual reference point inclusive of future forecasts.

Sponsors receive exclusive branding on the front page of the report, on the website, and in key marketing throughout the Association as the sponsor of the report. If desired, a member of your team can join the committee to develop the report and content collected. During committee work, you will gain early access to critical data and insights into operator challenges and trends.

Sponsorship

\$6,500

3 Available

AHF Year-End Benchmarking Express™ Full KPI Report
Report brought to you by AHF's Benchmarking Express Sponsors Gordon Food Service and Sysco

AHF Benchmarking EXPRESS MASTER REPORT 2023 REPORT - 1-50 Beds

AHF Key Performance Indicator	1st Quarter (1-31)	2nd Quarter (4-30)	3rd Quarter (7-26)	4th Quarter (10-31)
1. Total Revenue	\$20,267	\$1,020,222	\$22,028	\$22,824
2. Patient/Resident Days	1,589	48,221	1,587	1,276
3. Total Meals	21,011,000	476,720,000	24,000,000	21,000,000
4. Total Patient/Resident Meals	4,432	127,347	4,888	4,116
5. % Patient/Resident Meals	20.8%	47.1%	20.2%	27.7%
6. Non-Patient/Resident Meals per Patient/Resident Day	4.87	2.58	6.19	3.28
7. Total Meals per Patient/Resident Day	15.72	5.32	11.3	10.11
8. Patient Days per Productive Labor Hour	0.29	0.39	0.21	0.29
9. Labor Cost per Patient/Resident Day	7.84	7.72	7.22	7.88
10. % Labor per Patient/Resident Day	44.1	44.2	45.2	46.4
11. % Food per Patient/Resident Day	26.2	27.2	47.2	45.7
12. % Beverage per Patient/Resident Day	16.1	17.1	16.8	20.4
13. % Total Cost per Patient/Resident Day	142.42	49.1	175.91	176.21
14. % of Total Cost per Patient/Resident Day (per sq ft)	114.61	58.21	129.88	129.48
15. % Total Revenue per Patient/Resident Day	12.82	20.94	12.82	17.12
16. % Total Meals per Patient/Resident Day	9.4	5.4	8.51	8.42
17. % Total Revenue per Patient/Resident Day	28.7	28.2	42.21	42.41
18. % Revenue per Patient/Resident Day	18.2	17.1	12.82	15.12
19. % Labor Revenue per Patient/Resident Day	3.27	3.16	3.82	3.12
20. % Total Revenue per Patient/Resident Day	1.88	1.28	1.27	1.22
21. % Patient/Resident Meals per Patient/Resident Day	0.88	1.34	1.12	0.82
22. % Total Revenue per Patient/Resident Day	0.88	0.82	0.82	0.82
23. % Patient Cost - Revenue per Day	48.1	21.8	58.78	51.2
24. % Average Price - Revenue	4.76	4.29	5.1	5.29
25. % Total Revenue	202,742	81,016	201,016	201,016
26. % Operating Margin	-17.12%	-17.12%	-18.2%	-18.2%
27. % Total Revenue	1,589	127,347	1,587	1,276
28. % Total Revenue	21,011,000	476,720,000	24,000,000	21,000,000
29. % Patient Cost	\$44,827	\$1,074,201	\$44,728	\$44,201

Association for Healthcare Foodservice 2023 State of the Industry Report

2024 Benchmarking Report Acute Care Facilities | Quarter 1

Facility	No. of Beds	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Total
20th	1-50	2,200	75,100	1,07,400	4,120	1,27,820
21th	1-50	43,240	1,020,410	1,220,000	4,490	2,728,140
22th	1-50	21,780,000	1,780,000	1,780,000	5,490	3,845,490
23th	51-100	2,200	4,400	5,600	1,120	13,320
24th	51-100	42,400	84,800	75,200	4,490	2,06,890
25th	51-100	52,840	54,840	58,270	5,720	2,11,670
26th	101-200	22,470	52,460	44,480	4,120	1,23,530
27th	101-200	12,214	38,640	42,200	5,720	98,774
28th	101-200	44,840	91,680	1,120	5,720	1,38,240
29th	201-400	22,200	24,200	14,200	4,120	64,720
30th	401+	22,720	34,840	42,200	5,720	1,05,480
31th	401+	28,470	41,680	52,200	5,720	1,28,070
32th	401+	34,180	51,320	61,200	7,240	1,53,940



**Association
for Healthcare
Foodservice**

Leading the Way in Self-Operated Healthcare, Senior Dining & Hospitality



Navigating the Evolution of Healthcare Foodservice: Succession Planning, & Employment

Nurturing Leaders for Tomorrow's Healthcare Foodservice Challenges

Pg. 22

Secure Your Package Today!

Leah Reily, AHF Executive Director

lraily@healthcarefoodservice.org

1-800-899-1109 x700

Schedule a meeting with Leah: [CLICK HERE](#)

A collage of various fresh, healthy food items including asparagus, mushrooms, broccoli, green beans, and a bowl of green smoothie.

**TRENDING
NOW**

A photograph of a smiling woman with long dark hair, wearing a light-colored top, looking towards the camera.

**2024 Business
Partner Directory
Conference Edition**

*Power of Partnership
with AHF Business Partners*

nutrition



CONNECT
FINDING

CONNECT
EXPERIENCE