

2008 CARING Magazine Rates and Specifications

Ad Dimensions

Size	inch	pica
Full Page (full bleed) trim area	8.375 x 11.125 8.125 x 10.875	50p3 x 66p9 48p9 x 65p3
Full Page (no bleed)	7.125 x 9.875	42p9 x 59p3
1/2 Page Horizontal	7.125 x 4.875	42p9 x 29p3
1/2 Page Vertical	3.5 x 9.875	21p x 59p3
1/3 Page Vertical	2.25 x 9.875	13p6 x 59p3
1/4 Page	3.5 x 4.875	21p0 x 29p3
1/6 Page	2.25 x 4.875	13p6 x 29p3
1/2 Spread (bleed)	16.5 x 4.875	99p0 x 29p3
Full Spread (full bleed) trim area	16.50 x 11.125 16.25 x 10.875	99p0 x 66p9 97p6 x 65p3
Full Spread (no bleeds)	.25 x 9.875	91p6 x 59p3

Note: All live matter (type, logos, etc.) must be kept 1/4" inside trim lines.

2008 Rates (member / non-member)

Size	1X	3X	6X	9X	12X
Cover 4*	4,892 / 6,736	4,647 / 6,399	4,403 / 6,063	4,159 / 5,726	3,914 / 5,389
Cover 3*	4,402 / 6,071	4,182 / 5,767	3,962 / 5,464	3,742 / 5,160	3,522 / 4,856
Cover 2*	4,402 / 6,071	4,182 / 5,767	3,962 / 5,464	3,742 / 5,160	3,522 / 4,856
Full	2,334 / 3,221	2,218 / 3,060	2,100 / 2,898	1,984 / 2,738	1,867 / 2,577
Half	1,531 / 2,111	1,454 / 2,005	1,377 / 1,899	1,301 / 1,794	1,225 / 1,688
1/3 page	1,240 / 1,710	1,178 / 1,624	1,079 / 1,539	1,054 / 1,453	992 / 1,368
1/4 page	1,005 / 1,385	955 / 1,316	904 / 1,247	855 / 1,177	804 / 1,108
1/6 page	894 / 1,234	850 / 1,172	804 / 1,110	760 / 1,049	715 / 987
1/2 spread	2,334 / 3,221	2,218 / 3,060	2,100 / 2,898	1,984 / 2,738	1,867 / 2,577
Full Spread	4,436 / 6,118	4,215 / 5,812	3,979 / 5,506	3,771 / 5,200	3,549 / 4,895

*Includes Color, call advertising director for availability.

Four-color process add:

- Spread: \$1,560
- Full Page: \$890
- 1/3-1/2 Page: \$445
- 1/4-1/6 Page: \$230

Prices: member prices are more affordable than non-member prices. If you are not a member of NAHC please call for more information.

Circulation

Circulation: 30,000

Target: CARING is distributed to home health agencies, home care and hospice physicians and nurses, home care aide organizations, home medical equipment companies, hospitals, hospices, state and county health departments as well as libraries and schools of medicine and nursing.

Cancellation Policy

Any cancellations of single insertions must be received no later than 30 days prior to the space deadline for that issue. Advertising agreements, contracts and schedules of three insertions are non-cancellable. Cancellations of advertising agreements, contracts and schedules of six or more insertions will be charged back to the open rate for any advertising that was placed in the agreed upon schedule. The first ad that can be cancelled in a six time or greater schedule must be cancelled within 30 days of the space deadline for that issue. All cancellations must be received in writing via email to ads@nahc.org.

2008 Deadlines

Issue Date	Space Reservations	Materials Due
January '08	11/12/07	11/14/07
February '08	12/15/07	12/22/07
March '08	01/16/08	01/19/08
April '08	02/12/08	02/16/08
May '08	03/12/08	03/16/08
June '08	04/16/08	04/20/08
July '08	05/14/08	05/19/08
August '08	06/11/08	06/15/08
September '08	07/16/08	07/20/08
October '08	08/13/08	08/17/08
November '08	09/10/08	09/14/08
December '08	10/15/08	10/19/08
January '09	11/12/08	11/16/08
February '09	12/10/08	12/17/08

Material Requirements

Acceptable Formats: InDesign for Mac with all links included; EPS with fonts either included or outlined; TIFF or EPS with fonts outlined; print quality/high resolution PDF with all fonts and images embedded.

Fonts: Include all screen and printer fonts used in the file unless the file format allows for embedding or outlining.

Scans: TIFF or EPS file format in three or four color mode. No JPEG format. Resolution must be a minimum of 300dpi at 100%.

Dummies: Send a laser print with file.

Delivery: Submit files on CD or via email (<10M)

Inserts: Contact Advertising Manager Faxes, photocopies, and other low-quality originals will not be accepted as camera-ready artwork.

Specifications

Trim Size:	8.125" x 10.875"
Printing Method:	WEB, full-run
Binding Method:	Saddle-stitched
Color:	CMYK

Payment Terms: Terms are net 30 days. Delinquent balances are subject to 18% annual finance charges (1.5% per month). Advertising agency commissions will be void if payment is not received in accordance with payment terms. NAHC reserves the right to hold the advertiser and/or agency jointly and separately liable for delinquent balances due on services provided by NAHC.