

# 2008 Conferences

## 27th NAHC Annual Meeting October 12-15, 2008

### Advanced Program:

<b>Deadline:</b>	January 20, 2008
<b>Artwork:</b>	January 26, 2008
<b>Circulation:</b>	25,000
<b>Trim Size:</b>	8.125" x 10.875"

### Ad Dimensions

<u>Size</u>	<u>inch</u>	<u>pica</u>
Full Page (full bleed)	8.375 x 11.125	50p3 x 66p9
trim area	8.125 x 10.875	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
1/3 Page Vertical	2.25 x 9.875	13p6 x 59p3
1/4 Page Vertical	3.5 x 4.875	21p0 x 29p3
Full Spread (full bleed)	16.50 x 11.125	99p0 x 66p9
trim area	16.25 x 10.875	97p6 x 65p3

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

### 2008 Rates (member / non-member)

<u>Size</u>	<u>Member</u>	<u>Non-Member</u>
Cover 4*	3,950	5,599
Cover 3*	3,627	5,141
Cover 2*	3,627	5,141
Full	2,295	3,229
Half	1,491	2,113
1/3 page	1,240	1,710
1/4 page	918	1,301
Half Spread	2,295	3,229
Full Spread	4,349	6,150

\*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 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.

### 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 (less than 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.

# 2008 Conferences

## 27th NAHC Annual Meeting October 12-15, 2008

### Final Program:

<b>Deadline:</b>	August 10, 2008
<b>Artwork:</b>	August 17, 2008
<b>Circulation:</b>	500
<b>Trim Size:</b>	8.125" x 10.875"

### Ad Dimensions

<u>Size</u>	<u>inch</u>	<u>pica</u>
Full Page (full bleed)	8.375 x 11.125	50p3 x 66p9
trim area	8.125 x 10.875	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
1/3 Page Vertical	2.25 x 9.875	13p6 x 59p3
1/4 Page Vertical	3.5 x 4.875	21p0 x 29p3
Full Spread (full bleed)	16.50 x 11.125	99p0 x 66p9
trim area	16.25 x 10.875	97p6 x 65p3

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

### 2008 Rates (member / non-member)

<u>Size</u>	<u>Member</u>	<u>Non-Member</u>
Cover 4*	3,155	4,589
Cover 3*	2,801	4,124
Cover 2*	2,801	4,124
Full	1,385	2,005
Half	909	1,316
1/3 page	1,240	1,710
1/4 page	596	864
Half Spread	1,385	2,005
Full Spread	2,634	3,846

\*Includes Color, call advertising director for availability.

### **Four-color process add:**

- Spread: \$890
- Full Page: \$575
- 1/3-1/2 Page: \$300

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

### 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 (less than 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.

# 2008 Conferences

## 27th NAHC Annual Meeting October 12-15, 2008

### Official Home Care & Hospice Exposition Guide:

**Deadline:** August 13, 2008  
**Artwork:** August 20, 2008  
**Circulation:** 5,000  
**Trim Size:** 4.25" x 8.5"

#### **Ad Dimensions**

<u>Size</u>	<u>inch</u>	<u>pica</u>
Full Page (no bleed)	3.5 x 7.75	21.1 x 46.7
1/2 Page	3.5 x 3.875	21.1 x 23.3

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

#### **2008 Rates** (member / non-member)

<u>Size</u>	<u>Member</u>	<u>Non-Member</u>
Cover 4*	2,788	3,903
Cover 3*	2,433	3,522
Cover 2*	2,433	3,522
Full	902	1,305
Half	616	893

\*Includes Color, call advertising director for availability.

**Four-color process add:** \$500

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

#### **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 (less than 10M)

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

**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.