

2009 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)	15.25 x 9.875	91p6 x 59p3

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

2009 Rates (Member / Non-member)

Size	1X	3X	6X	9X	12X
Cover 4*	\$4,990 / 7,072	\$4,740 / 6,719	\$4,491 / 6,366	\$4,242 / 6,012	\$3,992 / 5,658
Cover 3*	\$4,490 / 6,375	\$4,266 / 6,055	\$4,041 / 5,737	\$3,817 / 5,418	\$3,592 / 5,099
Cover 2*	\$4,490 / 6,375	\$4,266 / 6,055	\$4,041 / 5,737	\$3,817 / 5,418	\$3,592 / 5,099
Full	\$2,381 / 3,382	\$2,262 / 3,382	\$2,142 / 3,043	\$2,024 / 2,875	\$1,904 / 2,706
Half	\$1,562 / 2,217	\$1,483 / 2,105	\$1,405 / 1,994	\$1,327 / 1,884	\$1,250 / 1,772
1/3 page	\$1,265 / 1,795	\$1,202 / 1,705	\$1,101 / 1,616	\$1,075 / 1,526	\$1,012 / 1,436
1/4 page	\$1,025 / 1,454	\$974 / 1,382	\$922 / 1,309	\$872 / 1,236	\$820 / 1,163
1/6 page	\$912 / 1,296	\$867 / 1,231	\$820 / 1,166	\$775 / 1,101	\$729 / 1,036
1/2 spread	\$2,381 / 3,221	\$2,218 / 3,382	\$2,142 / 3,043	\$2,024 / 2,875	\$1,904 / 2,706
Full Spread	\$4,525 / 6,424	\$4,299 / 6,103	\$4,059 / 5,781	\$3,846 / 5,460	\$3,620 / 5,140

*Includes Color. Call advertising director for availability.

Four-color process add:

- Spread: \$1,560
- Full Page: \$890
- 1/3-1/2 Page: \$450
- 1/4-1/6 Page: \$250

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, and 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.

2009 Deadlines

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

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. Color: CMYK

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.

2009 *CARING* Magazine Editorial Calendar*

January 2009:

1. Diabetes: new treatments, diabetes in youngsters due to obesity, self management
2. Making the Case for Home Care and Hospice with a New Administration: Charting the future under a new president and cabinet.

February 2009:

1. Joint Disease: arthritis, therapy, medications, surgical Intervention and wellness
2. The Role of Hospitals in Home Care: What do the top visionaries and administrators have to say about the direction hospitals in home care will be taking?

March 2009:

1. Prevention: falls, infections, nutrition, dental, early detection via telehealth

April 2009:

1. Urological Disorders: bladder, incontinence, kidney disease (renal), dialysis at home, catheter care
2. Home Care and Hospice Petition Congress: Top legislative priorities for 2008, Health Insurance Reform measures, Medicare Reform debate, from hearings in February, and Policy related issues including acute care demo, pay for performance, and chronic care management model of delivery

May 2009:

1. Caring People: Love in Action: Caring Institute identifies and honors the nation's most caring individuals

June 2009:

1. Homecare's Role in the Treatment of Infection: skin, urological, sepsis, communicable disease, staph and MRSA

July 2009:

1. Cardiovascular Issues: CHF, myocardial infarction, heart arrhythmia, anticoagulant therapy, blood clots in legs and applications of telemonitoring
2. Innovations in Home Care Technology

August 2009:

1. Respiratory Problems: CoPD, Asthma, emphysema,
2. Private Pay: Financial management in a private pay world

September 2009:

1. Stroke: hypertension, rehabilitation therapy
2. Third Party Payment Model Reforms: What payment reforms are needed and overdue for home care and hospice?

October 2009:

1. Bringing the Stars into Alignment: Hollywood Salutes Home Care and Hospice

November 2009:

1. The Mind/Body Connection in Health Care: pain, symptom control, new age therapies
2. Charting a Course for the Future of Hospice

December 2009:

1. Cognitive Impairments: Alzheimer's, psychiatric disorders
2. Celebrating the Caregivers: What are members doing to celebrate the holidays with patients and staff? What extraordinary deeds are caregivers performing?

January 2010:

1. Homecare's Role in the treatment of Trauma: fractures, head injury, falls, paralysis (hemiplegia, quadriplegia)

February 2010:

1. Homecare's Role in Maternal and Child Support: pregnancy complications, early birth, low birth weight, maternal infections (HIV/AIDs), birth defects, mother/child programs in home health

Regularly Occurring *CARING* Columns:

"Technology" — updates on the use of technology in home care and hospice

"Industry Beat" — A look at the home care and hospice industry from Wall Street

"Body, Mind and Spirit Medicine" — Personal reflections on a "holistic" approach to health care and spiritual healing

"Marketing" — Examining the most effective strategies for marketing home care services

"Leadership & Management" — Q&A from agency heads on employee and administrative issues

"Hospice Forum" — Regular updates on regulatory and legislative issues of concern to the hospice community

"Forum of the States" — Updates from home care state association heads on home care trends in their states

"Best Practice Insights" — Updates on industry surveys and research

"Customer Connections" — A look at how to establish customer loyalty and quality customer service

"Web Connections" — Guidance on how to maximize your IT system's use of the internet to reach customers