



2017 Media Kit

The National Association for Home Care & Hospice represents the nation's 33,000 home care, hospice and private duty organizations and advocates for the more than 2 million nurses, therapists, aides and other caregivers who provide in-home services to some 12 million Americans each year who are infirm, chronically ill or disabled. NAHC represents one out of every two Medicare-certified home care agencies in the United States.

Learn more about us at www.NAHC.org.

NAHC members include top-level decision makers at regional and national organizations who rely on us for professional development and industry news. They also turn to us when it's time to make buying decisions.

Through advertising, sponsorships and trade show participation, NAHC offers businesses a unique opportunity to reach the home health care and hospice market.

Is your company a member of NAHC? As part of their benefits, NAHC associate members get 25 percent off published ad rates. To take advantage of 25 percent off published rates, join NAHC today. Contact Trish Rollins in our membership department at 202-547-7424 or trish@nahc.org for more information on membership.

If you have any questions about advertising, please contact Scott Baum at scott@nahc.org.

All ad rates are net.

Information contained in this media kit is subject to change. Every attempt has been made to make sure information is accurate.

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2017 CONFERENCE PROGRAMS

Financial Management Conference & Exposition

July 16-18, Hartford, Connecticut

500-600 attendees, business management focused.

NAHC Annual Meeting & Exposition

October 15-17, Long Beach, California

1,250-1,500 attendees, education-focused, largest home care and hospice marketplace.

Ad Size	Financial Management Conference Final Program	Annual Meeting Final Program
Cover 4 (back cover)	\$2,000	\$3,800
Covers 2 & 3 (inside front and back covers)	\$1,750	\$3,400
Full-page	\$1,100	\$2,675
Half-page	\$600	\$1,600

NAHC REPORT

NAHC's daily e-newsletter, NAHC Report, provides the latest news and information on legislation, regulations, litigation and other issues affecting home care and hospice. Our in-house staff is in touch with legislators on Capitol Hill and leaders at state affiliates to bring readers the most up-to-date news every day. NAHC circulation is currently 4,000+.

Home care and hospice are a \$90 billion industry, according to the Centers for Medicare & Medicaid Services.

There are four types of ads in each issue of NAHC Report:

- **Primary position** ads are 200 x 300 pixels and receive prominent placement on NAHC Report.
- **Secondary position** ads are 200 x 200 pixels and are placed below the fold.
- **Landscape position** ads are 300 x 100 pixels.
- **JobCorner** ads are text-only (200-word maximum) job postings.

Rates

Rates reflect a week-long run, Monday through Friday. (On dates that NAHC Report is not published, rates will be prorated.)

	1-5 weeks	6-11 weeks	12-23 weeks	24+ weeks
Primary Position	\$1,050/week	\$950/week	\$850/week	\$750/week
Secondary Position	\$725/week	\$650/week	\$575/week	\$500/week
Landscape Position	\$500/week	\$450/week	\$400/week	\$350/week

	1 week	2 weeks
JobCorner Ads	\$150	\$250

NAHC MEMBERS RECEIVE 25% OFF PUBLISHED RATES.

ONLINE BANNER ADS ON NAHC.ORG

The NAHC website (www.nahc.org) has been redesigned to maximize ease of use and create greater visibility for advertisers. There are now two sizes of ads to choose from: skyscraper and small rectangle. The website gets more than 4.5 million hits and 45,000 unique visits every month. Advertisers are finding www.nahc.org an effective vehicle for reaching home care and hospice providers who turn to NAHC as a professional resource.

Banner ads appear on all secondary pages (all pages except the home page) and appear in rotation with no more than two ads of the same size.

NAHC members come from than 6,000 of the nation's premier home care agencies, hospices and private duty professionals.

Ad	Size	Rate per Month
Banner 1	175 x 275 pixels	\$675
Banner 2	175 x 175 pixels	\$375
Banner 3	175 x 100 pixels	\$300
Banner 4	175 x 100 pixels	\$250

Ads must be 72 dpi resolution. URL link is included with ad. No animated or Flash files. Files must be jpeg or gif with maximum file size of 100K.

NAHC MEMBERS RECEIVE 25% OFF PUBLISHED RATES.

NAHC BUSINESS LINK

NAHC Business Link is a dedicated co-branded email that lets NAHC's vendor partners, exhibitors and advertisers reach 12,000+ home care and hospice professionals. In addition, each issue on average receives an additional 310+ forwards from recipients.

Advertisers are using NAHC Business Link to offer white papers and webinars – tools that can help readers in their day-to-day job – and are able to gather solid leads in the home care and hospice fields to pass on to their sales team. You're in full control of the message and the offer; NAHC takes care of getting it to the inboxes of our members and other professionals in our field.

Advertisers are having the greatest success when they use NAHC Business Link as a marketing tool to help them create relationships – instead of using it as a sales tool and trying to directly sell a conference or merely directing readers to their website for “more information.”

Readers want something of value that helps them understand the value you can bring to them.

RATES

Each e-blast is \$3,500 or \$2,625 for NAHC members.

If you reserve three or more e-blasts and the cost is \$3,000 for each or \$2,250 for members.

AVAILABLE DATES

Month	2 nd Wednesday	4 th Wednesday
January	11	25
February	8	22
March	8	22
April	12	26
May	10	24
June	14	28
July	12	26
August	9	23
September	13	27
October	11	25
November	8	22
December	13	27

2016 PERFORMANCE

Average sends = 12,274

Average total opens = 25.97%

Average unique opens = 12.64%

Average total click thrus = 1.87%

Average unique click thrus = 1.11%

NAHC Business Link is a great opportunity to create relationships with potential customers and clients and establish your company as a thought leader by offering access to white papers, how-to guides, or special offers.

AD SPECS AND DEADLINES

PRINT ADS – Conference Programs

Ad Size	Trim Size	Final Size
Full-page with bleed	Inches: 8.125 x 10.875	Inches: 8.375 x 11.125 (1/4" added for bleeds)
Full-page no bleed	Inches: 7.125 x 9.875	
Half-page horizontal	Inches: 7.125 x 4.875	
Half-page spread with bleed	Inches: 16.5 x 4.875	Inches: 16.75 x 5 (1/4" added for bleeds)
Half-page spread no bleed	Inches: 15.25 x 4.875	
Full spread with bleed	Inches: 16.5 x 11.125	Inches: 16.75 x 11.125 (1/4" added for bleeds)

Note: Bleed must be extended ¼" past page edge on all sides. All live matter (type, logo, etc.) must be kept at least ¼" inside trim lines.

Print Deadlines

Publication	Reservation deadline	Artwork deadline
Financial Management Conference Program	June 9, 2017	June 16, 2017
Annual Meeting Program	September 8, 2017	September 15, 2017

(Deadlines are subject to change.)

Acceptable Formats: InDesign CS3 for Mac with all links included: EPS with fonts either included or outlined; TIFF or EPS with fonts outlined: print quality/high resolutions PDF with all fonts and images imbedded. 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. Resolution must be a minimum of 300 dpi at 100%.

Dummies: Send a laser print with file.

Delivery: Submit files on CD, Yousendit, or via email (only if less than 3mb).

Inserts: 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

NAHC REPORT

Ad	Size
Primary Position	200 x 300 pixels
Secondary Position	200 x 200 pixels
Landscape Position	300 x 100 pixels

Deadlines: Primary, Secondary and Landscape position ads are due Thursday at 2:00 p.m. EST the week prior to publishing. JobCorner ads are due at 2:00 p.m. EST two days prior to publishing.

Ads must be 72 dpi, no animated gifs or Flash files. Files must be jpeg or gif with maximum file size of 100K. URL link is included with these ads.

BANNER ADS on NAHC.ORG

Ad	Size
Banner 1	175 x 275 pixels
Banner 2	175 x 175 pixels
Banner 3	175 x 100 pixels
Banner 4	175 x 100 pixels

Deadlines: Artwork is due the 15th of the month prior to the run month.

Ads must be 72 dpi resolution. No animated or Flash files. Files must be gif or jpeg with maximum file size of 100K. URL link is included with ad.

For samples of any publications or advertising opportunities, please email Scott@nahc.org.