Let’s Work Together
2022 MEDIA KIT

ENTER
The **National Association for Home Care & Hospice (NAHC)** represents the nation’s 33,000 home care, hospice and private duty organizations and advocates for the more than two 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 half of all Medicare-certified home care agencies in the United States.

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**About NAHC**

NAHC is an industry leader in advocacy, with significant contacts and visibility in Washington. NAHC continually advocates not only for home and community-based providers, but also for quality care for the communities and populations we serve. I am proud to be a member of NAHC!

– **Brandy Shifteh RN, BHSA, MBA**

Regulations Compliance Manager

MatrixCare

I would say NAHC is definitely the right choice. It is the oldest national association representing home care interests. It offers high quality education as well as a wide range of member engagement opportunities within many specialized committees and workgroups.

– **Brittnel Salerno**

CEO

NAHC COMMUNITY
DAILY NEWSLETTER
WEEKLY NEWSLETTERS
ONLINE ADVERTISING
EDUCATIONAL EVENTS
BUSINESS LINK
NAHC Community
Aligning with NAHC through advertising, sponsorships, and expo participation, provides businesses a unique opportunity to reach the home health care and hospice market.

NAHC members include top-level decision makers at regional and national companies who rely on us for advocacy, professional development, industry news, and most importantly to discover products, solutions, and services offered by our trusted partners.

NAHC Members Come From

- 4,000 PREMIER HOME CARE AGENCIES, HOSPICES, AND PRIVATE DUTY ORGANIZATIONS

NAHC Members Seek
1. Education and Training
2. Telehealth/Technology
3. Data Performance Measurement
4. Data Analytics Benchmarking Software
5. Wound Care
6. Recruitment and Staffing
7. Medical Devices and Supplies
8. Marketing
9. Electronic Medical Records
10. Consulting

Website Traffic Per Month

- NAHC.ORG website: 3M VISITS, 83,000 UNIQUE VISITORS
- NAHC Report website: 1.23M VISITS, 14,500 UNIQUE VISITORS

Business Decision Makers

- FINAL DECISION MAKER: 30%
- SIGNIFICANT INFLUENCE: 27%
- CAN RECOMMEND: 19%
- DOING RESEARCH: 6%

Typical Agency Size by Employees

- 51% 1-150
- 23% 150-500
- 15% 500-1,500
- 6% 1,500-2,500
- 5% 2,500+

Home Care and Hospice Industry Details

- $90B INDUSTRY ANNUALLY
  According to the Centers for Medicare & Medicaid Services
- 33,000 HOME CARE AND HOSPICE ORGANIZATIONS
- 2M+ NURSES, THERAPISTS, AIDES AND OTHER CAREGIVERS
- 12M+ INFIRMED, CHRONICALLY ILL AND DISABLED AMERICANS

NAHC Membership Has Its Privileges

- If your company isn’t a member of NAHC, you should be!
- Our Business Partner members receive 25% OFF published advertising rates.
- Join NAHC now and start taking advantage of discounted rates today!
- Contact Trish Rollins in our membership department at trish@nahc.org or 202-547-7424 to get started.

Learn more about NAHC at NAHC.org
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.

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

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>1-5 WEEKS</th>
<th>6-11 WEEKS</th>
<th>12-23 WEEKS</th>
<th>24+ WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Position (200 x 300 pixels)</td>
<td>$1,050/week</td>
<td>$950/week</td>
<td>$850/week</td>
<td>$750/week</td>
</tr>
<tr>
<td>Secondary Position (200 x 200 pixels)</td>
<td>$725/week</td>
<td>$650/week</td>
<td>$575/week</td>
<td>$500/week</td>
</tr>
<tr>
<td>Landscape Position (300 x 100 pixels)</td>
<td>$500/week</td>
<td>$450/week</td>
<td>$400/week</td>
<td>$350/week</td>
</tr>
</tbody>
</table>

MEMBERS GET 25% off AD RATES

**MEMBERS GET** 25% off AD RATES

**Mechanical Requirements**

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

- **Primary position ads**
  - 200 x 300 pixels
  - and receive prominent placement on NAHC Report

- **Secondary position ads**
  - 200 x 200 pixels

- **Landscape position ads**
  - 300 x 100 pixels

**PLEASE PROVIDE:**

- Ad files: NAHC accepts 72 dpi PNG, JPEG, or GIF file formats with a maximum file size of 100K. No animated files will be accepted.
- URL link does the ads link???

**Deadlines**

Ads are due **Thursday by 2:00PM ET**, the week prior to publishing.

**FOR MORE INFORMATION OR TO RESERVE A SPOT:**

**Christopher Adams**

Director of Business Partner Relations

National Association for Home Care and Hospice

Phone: (202) 547-7424 | Email: cta@nahc.org

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**Tap to go to a page**

**INTRODUCTION**

**NAHC COMMUNITY**

**DAILY NEWSLETTER**

**WEEKLY NEWSLETTERS**

**ONLINE ADVERTISING**

**EDUCATIONAL EVENTS**

**BUSINESS LINK**
Newsletters

The Private Duty Source

Private Duty Home Care at NAHC publishes a weekly newsletter called The Private Duty Source. This publication provides the latest news and information on the issues affecting private duty home care.

AD RATE: $250 per issue

New in 2022

COVID-19 Crisis Update

A weekly newsletter that goes out on Monday and provides NAHC members with all the latest news, information, and analysis on the COVID-19 public health emergency and how it is impacting home care, home health, and hospice.

PUBLICATION DATE
Mon
CIRCULATION
5,979
OPEN RATE
15.4%
AD RATE: $300 per issue

New in 2022

Hospice & Palliative Care Report

A weekly newsletter that goes out to all non-private duty NAHC members and provides members with all the latest news, information, and analysis on how developments in the hospice industry will impact their business, as well as education and advocacy for hospice providers and patients.

PUBLICATION DATE
Wed
CIRCULATION
1,821
OPEN RATE
TBD
AD RATE: $250 per issue

New in 2022

Weekly Guide to NAHC Education

A weekly newsletter that goes out Monday to all NAHC members, as well as thousands of non-members who have utilized NAHC Education in the past. The newsletter updates recipients on upcoming NAHC Education events and provides summaries and links to events in the recent past that they might have missed.

PUBLICATION DATE
Mon
CIRCULATION
21,000
OPEN RATE
12.4%
AD RATE: $500 per issue

For more information or to reserve a spot:

Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 547-7424 | Email: cta@nahc.org
Online Banner Ads

As the leading trade association for home care, hospice, and private duty home care leaders, thousands of industry leaders and professionals come to our site daily to find the tools and resources they need to better run their businesses.

Each month, the NAHC website (NAHC.org) receives more than 3 million visits and 83,000 unique visitors and the NAHC Report website (report.NAHC.org) receives more than 1.23 million visits and 14,500 unique visitors.

Advertisers find our websites to be an effective vehicle for reaching home care and hospice providers who continue to rely on NAHC as the most trusted resource for our industry. Advertisers have three options to choose from, see below for complete details.

Banner ads appear on all secondary pages and in rotation with no more than three ads of the same size at any given time.

AD RATES:

<table>
<thead>
<tr>
<th>AD PLACEMENT</th>
<th>SIZE</th>
<th>RATE PER MONTH*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position 1</td>
<td>175 x 275 pixels</td>
<td>$675</td>
</tr>
<tr>
<td>Position 2</td>
<td>175 x 175 pixels</td>
<td>$375</td>
</tr>
<tr>
<td>Position 3</td>
<td>175 x 100 pixels</td>
<td>$300</td>
</tr>
</tbody>
</table>

Mechanical Requirements

There are three types of ads on the NAHC.org or NAHC Report websites:

- **Position 1**
  - Size: 175 x 275 pixels
  - Rate: $675 per month

- **Position 2**
  - Size: 175 x 175 pixels
  - Rate: $375 per month

- **Position 3**
  - Size: 175 x 100 pixels
  - Rate: $300 per month

**PLEASE PROVIDE:**

- Ad files: NAHC accepts 72 dpi PNG, JPEG, or GIF file formats with a maximum file size of 100K. No animated files will be accepted.
- URL link

**Deadlines**

Ads are due the 15th of the month prior to the run month.

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FOR MORE INFORMATION OR TO RESERVE A SPOT:

Christopher Adams  
Director of Business Partner Relations  
National Association for Home Care and Hospice  
Phone: (202) 547-7424 | Email: cta@nahc.org
Webinar Sponsors

NAHC webinars are delivered by experts in the home care, hospice, and private duty industry and provide timely information for C-Suite executives, directors, and administrators.

In 2021, NAHC hosted nearly 70 webinars with over 25,000 registrants on a variety of topics including COVID-19, PDGM, Medicare Advantage, Regulatory & Legal issues, Alternative Payment Models, and more. The best part of sponsoring our webinars is that registrants have access to not only the live events, but they have unlimited access to the materials and the recordings, where they will be able to see your brand prominently featured anytime and anywhere.

SPONSORSHIP INCLUDES THE FOLLOWING:

- Company name on emails promoting the webinar(s)
- Company logo on the webinar events page on NAHC.org
- Company recognition on the confirmation page (including hyperlink)
- Company logo on the opening slides
- Company logo on the closing slides
- Moderator to mention company during the webinar
- Company to receive registration list (emails included) after the webinar

This sponsorship opportunity is only available to NAHC Business Partner Members.

For a complete listing of upcoming events and to reserve your NAHC webinar sponsorship today:

Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 547-7424 | Email: cta@nahc.org

SPONSOR RATES:

<table>
<thead>
<tr>
<th>SPONSOR RATES: MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Webinar</td>
</tr>
<tr>
<td>Five Webinars</td>
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<tr>
<td>Ten Webinars</td>
</tr>
</tbody>
</table>

NOTE: Webinars are selected by the company.

Interested in other sponsorship opportunities?
Contact Christopher Adams for details about sponsoring either the Financial Management Conference or the Home Care and Hospice Conference and Expo.

Learn more about NAHC Business Partner Membership

join today!

www.nahc.org/membership

For additional information contact NAHC Membership Department at membership@nahc.org or (202) 547-7424

Mechanical Requirements

Currently, we only offer one type of sponsorship opportunity for each issue.

PLEASE PROVIDE:

- Company logo files. NAHC accepts PNG, JPEG, or GIF file formats with a maximum file size of 100K
- URL link
- 75 words of text

Deadlines

Materials are due two weeks prior to the publication date.
NAHC Business Link

NAHC Business Link is a dedicated, co-branded email that enables NAHC’s vendor partners, exhibitors, and advertisers to reach 12,000+ home care and hospice professionals. On average, each issue receives an additional 310 forwards from recipients. NAHC Business Link provides our partners with the unique 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 exclusive offers — while allowing companies to generate qualified leads for their sales funnel. You’re in full control of the offer and the messaging; NAHC simply takes care of delivering it to the inboxes of our members and other home care and hospice decision makers.

2021 PERFORMANCE

- **AVERAGE SENT EMAILS**: 8,192
- **AVERAGE REACH**: 12,000+
- **OPEN RATE**: 16.03%
- **FORWARDED EMAILS**: 310

2022 AVAILABLE DATES

<table>
<thead>
<tr>
<th></th>
<th>2ND WEDNESDAY</th>
<th>4TH WEDNESDAY</th>
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<tbody>
<tr>
<td>January</td>
<td>12</td>
<td>26</td>
</tr>
<tr>
<td>February</td>
<td>9</td>
<td>23</td>
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<td>March</td>
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<td>November</td>
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<td>23</td>
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<tr>
<td>December</td>
<td>14</td>
<td>--</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION:

Christopher Adams  
Director of Business Partner Relations  
National Association for Home Care and Hospice  
Phone: (202) 547-7424 | Email: cta@nahc.org

Mechanical Requirements

Please provide the following information in a Word document, unformatted:

- 75-character max (not words, but characters) subject heading for the e-blast
- 30-word max headline for the text of the e-blast
- 250-word max text for the main body of the e-blast
- 35-word max call to action for the “click here” box of the e-blast
- The URL for the “click here” button
- 50-word max sidebar
- Your company logo (150 pixel max width x 150 pixel max height)

Deadlines

Materials are due two weeks prior to the publication date so that we can lay it out and send you a PDF of the e-blast for your final approval.