



PRINT | DIGITAL | EVENTS



2020 MEDIA KIT

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NAHC Report

NATIONAL ASSOCIATION FOR HOME CARE & HOSPICE

NAHC Tells Congress to Reject Deep Cuts to Health Care Spending

The National Association for Home Care & Hospice (NAHC) has joined a group of like-minded health care organizations in urging the United States Senate to reject the [Over the Hill Congressional Budget Reform Act](#) legislation that could result in deep spending cuts to health care programs that are vital to the well-being of hundreds of millions of Americans.

The bill, [S. 2765](#), sponsored by Senators Mike Enzi (R-WY) and Sheldon Whitehouse (D-RI), includes provisions that would create a new budget reconciliation process that, when triggered, would result in spending cuts far greater than the deficit reductions required by the failed "super committee" of the 2011 *Budget Control Act*.

NAHC is asking Senators to ensure that this legislation does not pass and to oppose any effort to hold a vote on it.

[:: Read Full Article](#)

Corridor
PDGM PREPAREDNESS ARE YOU READY?

Our experts will take care of billing and coding so you're free to focus on providing quality patient care.

- Coding/OASIS Review
- Revenue Cycle

[LEARN MORE](#)

Study: More Choosing to Die at Home than in Hospital

For the first time since the early 20th century, more people are choosing to spend their final days and hours at home rather than in a hospital, according to [a new research letter](#) published in the New England Journal of Medicine.

Natural deaths in hospitals fell from 39.7 percent to 29.8 percent, while deaths at home increased from 23.8 percent to 30.7 percent, according to an analysis of data from the Centers for Disease Control and Prevention and the National Center for Health Statistics database for natural deaths in the United States from 2003 through 2017.

[:: Read Full Article](#)

HEALTHCARE *fi* by PwC

PDGM 2020 PREPARE LIKE A

Tackle PDGM challenge and sail into 2020 with

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FMC 19
JULY 14-16 | CHICAGO

THE PREMIER EVENT FOR FINANCIAL EXPERTS

HOME CARE & HOSPICE
National Association for Home Care & Hospice

HHFMA
Home Care & Hospice Financial Professionals Association

ABOUT NAHC

Who We Are

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.

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

Why You Should Advertise with Us

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

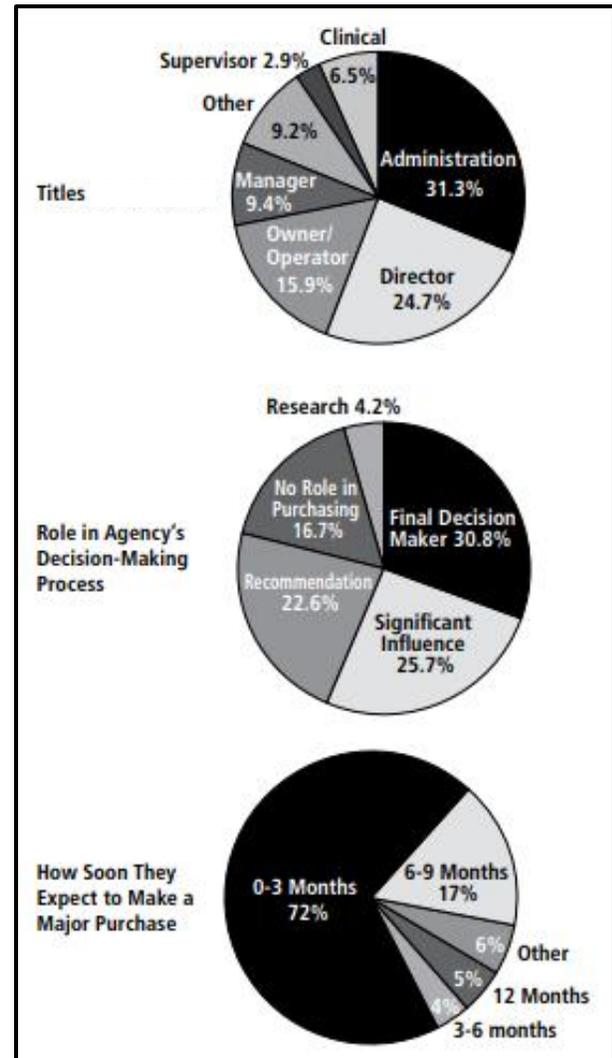
If you have any questions about advertising, please contact Christopher Adams at cta@nahc.org.

Learn more about NAHC at NAHC.org.

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 202.547.7424 or trish@nahc.org to learn more.



“NAHC has been incredibly valuable in helping us generate awareness, recognition and interest in our industry and our services, justifying advertising dollars year after year.”
- Steve Molinari, Chief Revenue Officer and Vice President of Sales and Marketing, Corridor

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 Report currently reaches over 4,400 subscribers each day. The average open rate is 21% and the average click through rate is 65%.

There are two 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 and are placed below the fold.

Rates*

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

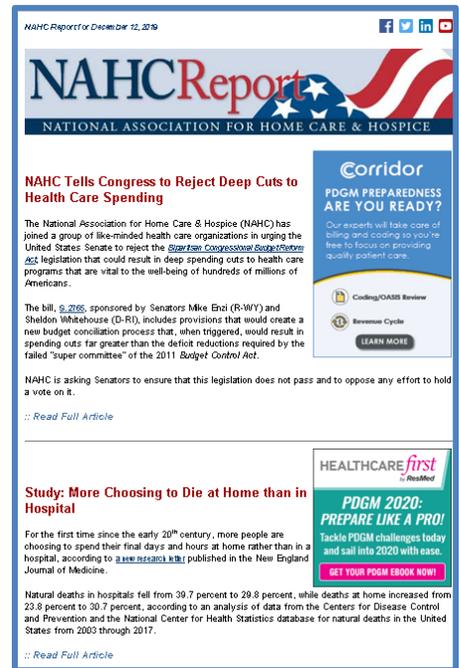
	1-5 weeks	6-11 weeks	12-23 weeks	24+ weeks
Primary Position 200 x 300 pixels	\$1,050/week	\$950/week	\$850/week	\$750/week
Secondary Position 200 x 200 pixels	\$725/week	\$650/week	\$575/week	\$500/week
Landscape Position 300 x 100 pixels	\$500/week	\$450/week	\$400/week	\$350/week

Deadlines: Ads are due Thursday by 2:00PM ET, the week 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 ad.

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

*NAHC members receive 25% off of published rates. Not a member, [join today!](#)



ONLINE BANNER ADS

Each month, the NAHC website (NAHC.org) receives more than 1.7 million visits and 75,000 unique visits and the *NAHC Report* website (report.NAHC.org) receives more than 1.25 million visits and 22,500 unique visits.

Advertisers are finding 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.

NAHC members come from more than 4,000 of the nation's premier home care agencies, hospices, and private duty organizations.

Ad	Size	Rate per Month*
Position 1	175 x 275 pixels	\$675
Position 2	175 x 175 pixels	\$375
Position 3	175 x 100 pixels	\$300

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

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



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WEBINARS

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

In 2019, NAHC hosted nearly 40 webinars with over 16,000 registrants on a variety of topics including PDGM, Medicare Advantage, Emergency Preparedness, Alternative Payment Models, OASIS-D, 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, anytime and anywhere.



Sponsorship includes the following:

- Company logo on emails promoting the webinar(s)
- Company name on the Feature Events section of the NAHC website
- Company name on the registration site
- Company mention 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 Members. For a complete listing of webinar topics and dates and to reserve your NAHC webinar sponsorship, contact Christopher Adams at cta@nahc.org. **Not a member, [join today!](#)**

RATES

	Members*
Single Webinar	\$1,000
Five Webinars	\$4,000
Ten Webinars	\$7,500

Note: Webinars are selected by the company.

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.

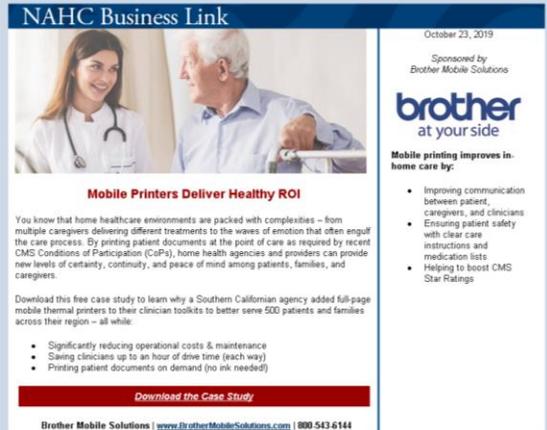
RATES

	Members*	Non-Members
Single e-blast	\$2,625	\$3,500
3 or more e-blasts (each)	\$2,250	\$3,000

AVAILABLE DATES

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

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The screenshot shows an email header for 'NAHC Business Link' dated October 23, 2019, sponsored by Brother Mobile Solutions. The main content features a photo of a healthcare professional and an elderly patient, with the headline 'Mobile Printers Deliver Healthy ROI'. Below the photo is a paragraph of text and a list of bullet points. At the bottom, there is a red button that says 'Download the Case Study' and contact information for Brother Mobile Solutions.

2019 PERFORMANCE

Average sends = 10,923 subscribers

Average total opens = 8.08%

Average total clicks = 15.34%

CONFERENCES

Financial Management Conference and Expo

July 26-28, 2020

Caesars Palace - Las Vegas, NV

Attendance: 400-500

Attributes: financial and business management-focused home care and hospice C-suite leaders

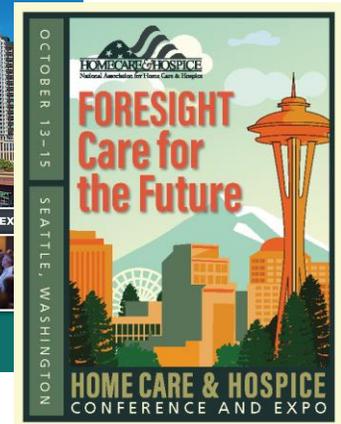
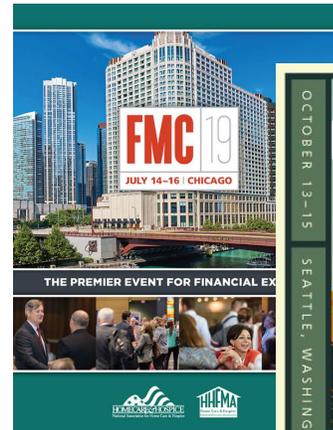
Home Care and Hospice Conference and Expo

October 18-20, 2020

Tampa Convention Center - Tampa, FL

Attendance: 1,000-1,250

Attributes: education-focused, features largest home care and hospice marketplace



Ad Size	Financial Management Conference Final Program	Home Care and Hospice Conference Final Program
Back Cover	\$2,000	\$3,800
Inside Front Cover or Inside Back Cover	\$1,750	\$3,400
Full-page	\$1,100	\$2,675
Half-page	\$600	\$1,600
Quarter-page	\$350	\$850

Ad Size	Trim Size
Full-page (no bleed)	7.625" x 10.375"
Full-page (bleed)	8.375" x 11.125"
Half-page Horizontal (no bleed)	7.625" x 5.125"
Half-page Horizontal (bleed)	8.375" x 5.375"
Half-page Vertical (no bleed)	3.5" x 10.375"
Half-page Vertical (bleed)	3.875" x 11.125"
Quarter-page (no bleed)	3.5" x 5.125"

Specifications

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

Publication	Reservation deadline	Artwork deadline
Financial Management Conference Program	June 8, 2020	June 15, 2020
Home Care and Hospice Conference Program	September 7, 2020	September 14, 2020

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AD SUBMISSION

Adobe PDF is the preferred format. EPS and JPEG files are also acceptable. All images and PDFs must be high resolution (300 dpi) and should be provided at final size. All PDF files should be created with crop and bleed marks. Convert all RGB graphics to CMYK for printability and fonts must be embedded.

NAHC reserves the right, at its discretion and without liability of any nature whatsoever, to reject, cancel or suspend any advertising in whole or in part, in which case any fees paid in advance shall be refunded to the advertiser on a pro-rata basis.

Please send electronic files of less than 3MB, if larger please send via a file sharing service. If you have technical questions or need further assistance regarding ad specifications, please contact **Christopher Adams** at cta@nahc.org.

ADVERTISE WITH NAHC TODAY!

If you have any questions about advertising opportunities, please contact:

Christopher Adams

Director of Business Partner Relations

Email: cta@nahc.org

Phone: 202.547.7424



The information contained in this media kit is subject to change. Every attempt has been made to ensure information is accurate.