Let’s Work Together

2023 MEDIA KIT
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.

About NAHC

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I will always be grateful to NAHC for the knowledge and insight I have gained through the years of my career. Care in the home has evolved over the years and NAHC has been there to advocate for and educate us through their publications on how to be the best piece of the health care industry.

– Barbara Knott
Regional Director Continuing Care Services, UNC HealthCare

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
NAHC Demographics

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

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

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></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

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 Thursday by 2:00PM ET, the week prior to publishing.
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.

**THE PRIVATE DUTY SOURCE**

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.

**COVID-19 UPDATE**

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.

**HOSPICE & PALLIATIVE CARE REPORT**

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.

**WEEKLY GUIDE TO NAHC EDUCATION**

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

Christopher Adams  
Director of Business Partner Relations  
National Association for Home Care and Hospice  
Phone: (202) 355-1646 Ext. 3314 | 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:

- **Position 1**: 175 x 275 pixels
- **Position 2**: 175 x 175 pixels
- **Position 3**: 175 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

DEADLINES

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

FOR MORE INFORMATION OR TO RESERVE A SPOT:

Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 355-1646 Ext. 3314 | Email: cta@nahc.org
Webinar Sponsors

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

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 2023, 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

SPONSOR RATES:

<table>
<thead>
<tr>
<th>MEMBERS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Webinar</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Five Webinars</td>
<td>$6,250</td>
<td></td>
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<tr>
<td>Ten Webinars</td>
<td>$10,000</td>
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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!

nahc.org/membership

For additional information contact NAHC Membership Department at membership@nahc.org or (202) 355-1646 Ext. 3211

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) 355-1646 Ext. 3314 | Email: cta@nahc.org

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

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.

2023 AVAILABLE DATES

<table>
<thead>
<tr>
<th>2ND WEDNESDAY</th>
<th>4TH WEDNESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11</td>
</tr>
<tr>
<td>February</td>
<td>8</td>
</tr>
<tr>
<td>March</td>
<td>8</td>
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<tr>
<td>April</td>
<td>12</td>
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<td>May</td>
<td>10</td>
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<td>June</td>
<td>7</td>
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<td>July</td>
<td>12</td>
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<td>August</td>
<td>19</td>
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<td>September</td>
<td>13</td>
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<tr>
<td>October</td>
<td>11</td>
</tr>
<tr>
<td>November</td>
<td>8</td>
</tr>
<tr>
<td>December</td>
<td>13</td>
</tr>
</tbody>
</table>

2022 PERFORMANCE

<table>
<thead>
<tr>
<th>AVERAGE SENT EMAILS</th>
<th>AVERAGE REACH</th>
<th>OPEN RATE</th>
<th>FORWARDED EMAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,192</td>
<td>12,000+</td>
<td>16.03%</td>
<td>310</td>
</tr>
</tbody>
</table>

RATES

<table>
<thead>
<tr>
<th></th>
<th>MEMBERS*</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single e-blast</td>
<td>$2,625</td>
<td>$3,500</td>
</tr>
<tr>
<td>3 or more e-blasts (each)</td>
<td>$2,250</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION:

Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 355-1646 Ext. 3314 | 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.