

# 2010 CARING Magazine Advertising Rates and Specifications

## 2010 Rates (NAHC Member / Non-member)

Size	1X	3X	6X	9X	12X
Cover 4*	\$4,990 / 7,070	\$4,740 / 6,720	\$4,490 / 6,360	\$4,240 / 6,010	\$3,990 / 5,660
Cover 3*	\$4,490 / 6,375	\$4,260 / 6,050	\$4,040 / 5,740	\$3,820 / 5,420	\$3,590 / 5,090
Cover 2*	\$4,490 / 6,375	\$4,260 / 6,050	\$4,040 / 5,740	\$3,820 / 5,420	\$3,590 / 5,090
Full Page B/W	\$2,380 / 3,380	\$2,260 / 3,180	\$2,140 / 3,040	\$2,020 / 2,870	\$1,900 / 2,700
Half Page B/W	\$1,560 / 2,220	\$1,480 / 2,100	\$1,400 / 1,990	\$1,325 / 1,880	\$1,250 / 1,770
1/3 page B/W	\$1,265 / 1,795	\$1,200 / 1,700	\$1,100 / 1,600	\$1,050 / 1,500	\$1,010 / 1,430
1/4 page B/W	\$1,025 / 1,450	\$970 / 1,380	\$920 / 1,300	\$870 / 1,230	\$820 / 1,160
1/2 spread B/W	\$2,380 / 3,220	\$2,220 / 3,180	\$2,140 / 3,040	\$2,020 / 2,870	\$1,900 / 2,700
Full Spread B/W	\$4,525 / 6,420	\$4,300 / 6,100	\$4,060 / 5,780	\$3,850 / 5,460	\$3,620 / 5,140

\*Includes Color. Call advertising director for availability.

### Four-color process add to above:

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

## Ad Dimensions

Size	inch	pica
Full Page—full bleed	8.375 x 11.125	50p3 x 66p9
final magazine trim size	8.125 x 10.875	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)	16.50 x 11.125	99p0 x 66p9
trim area	16.25 x 10.875	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.

## 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.

## 2010 Deadlines

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

## 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.

# 2010 *CARING* Magazine Editorial Calendar\*

## January 2010:

1. Health Care Reform: Home care & hospice's role in the new continuum of care
2. Making the Case for Home Care and Hospice: 50 Nurses and patients share their stories as part of NAHC's media campaign

## February 2010:

1. Home Care for the Disabled: Home care's role in The Last Great Civil Rights battle
2. The Role of Hospitals in Home Care: What do the top visionaries and administrators have to say about the direction hospitals in are taking in providing home care & hospice?

## March 2010:

1. Diabetes: Zero diabetics hospitalized. How home care is keeping these patients healthier and out of the overburdened hospital system
2. Home Care and Hospice Petition Congress and Regulators: Top priorities for 2010 include assuring the proper implementation of new healthcare reforms

## April 2010:

1. Private Pay Home Care: The evolution of consumer paid fee for service care
2. Recruiting, retaining and caring for home care and hospice caregivers

## May 2010:

1. Preparing for the Next Pandemic: Home care's role in the treatment of infectious diseases and other disasters

## June 2010:

1. The role of Home Care in Alzheimer's and other Cognitive Impairments
2. Kidney and Urological Disorders and the role of Home Care

## July 2010:

1. Innovations in Home Care Technology: Aging in place, Point of care devices, telehealth, and back office solutions providing data to aid decisions
2. Heart Disease and Stroke: Home care's role in the treatment and rehabilitation of patients

## August 2010:

1. Innovations in the Financial Management of Home Care
2. Remembering Mother Teresa: On her centennial we remember that caring about people is more important than caring about business

## September 2010:

1. Quo Vadis Home Care: The evolution of and new directions in hospice care
2. How to Balance The Five Equities (Intellectual, Financial, Physical, Psychological, and Spiritual) in order to become a better person and caregiver

## October 2010:

1. Home Care and Hospice: Pioneering in the new Health Care Frontier
2. A Preview Guide to the NAHC 30th Annual Meeting & Exposition 2011

## November 2010:

1. Love in Action: Honoring the nation's most caring people

## December 2010:

1. Celebrating with Patients and Caregivers: What are nurses, aids & therapists doing to celebrate the holidays with home care and hospice patients?

## January 2011:

1. Introducing the 113th Congress: What can be expected of them with respect to home care and hospice

## 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