

2010 Online Advertising Opportunities

NAHC Report

NAHC Report, a daily e-newsletter, offers the latest information on legislation, regulations, litigation, and general news affecting home care and hospice. NAHC members receive a electronic version sent to them via e-mail, with access to the full text of each article on NAHC's web site.

Deadlines:

Recruitment Advertising: Everyday at 2:00PM EST for next days issue.

Sponsorship Advertising: Deadlines every Friday at 2:00PM EST, for next weeks issue.

Circulation: 4,400 and growing; updated as needed.

2010 Rates (NAHC Member / Non-member)

Size	1X	3X	6X	12X	24X	50X
Primary Sponsor	\$525/880	N/A	\$472/825	\$420/770	\$341/688	\$262/605
Secondary Sponsor	\$420/770	N/A	\$368/715	\$315/660	\$236/578	\$158/495
JobCorner	\$190/340	\$175/325	\$160/310	\$135/285	\$110/260	\$80/225

Ad Dimensions

Primary Sponsor: 200x300 pixels, resolution 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 this sponsorship.

Secondary Sponsor: 200x200 pixels, resolution 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 this sponsorship.

Recruitment: Title of position, company name, 2 line description and URL or email link (maximum of 6 lines per ad with approximately 40 characters per line, including spaces.

* Space is limited. Please call advertising department for availability.

Online Banner Ads

With more than 4.5 million hits per month to the NAHC website, an online banner ad makes more sense now than ever before. Choose to be an exclusive page holder or placed in a rotation.

For more information on rates and availability, please contact the advertising (202) 547-7424 or email ads@nahc.org.

Ad Dimensions

Banner 400 x 60 pixels Priced from \$700

