

2010 Conference Advertising

NAHC 29th Annual Meeting & Exposition October 2-6, 2010

The Home Care & Hospice Exposition Official Show Guide (Guide) is the only publication that contains listings for the HOMECARE Exhibitors. The Guide features exhibitor listings, and product descriptions by category. Also included in the Guide are exhibit hours, scheduled events, and hall maps. This publication will be a valuable and highly visible resource during the meeting. Circulation: 6000

Official Home Care & Hospice Exposition Guide:

Deadline: August 14, 2010
Artwork: August 21, 2010
Circulation: 5,000
Trim Size: 5.5" x 8.5"

Ad Dimensions

<u>Size</u>	<u>inch</u>	<u>pica</u>
Full Page (no bleed)	4.5 x 7.5	27 x 61p2
1/2 Page	4.5 x 3.75	27 x 22p6

Note: All live matter (type, logos, etc.) must be kept at least 1/4" inside trim lines.

2010 Rates (NAHC Member / Non-member)

<u>Size</u>	<u>Member</u>	<u>Non-Member</u>
Cover 4*	\$2,780	\$3,903
Cover 3*	\$2,433	\$3,522
Cover 2*	\$2,433	\$3,522
Full	\$902	\$1,305
Half	\$616	\$893

*Includes Color. Call advertising director for availability.

Four-color process add: \$500

Prices: Member prices are more affordable than non-member prices. If you are not a member of NAHC, please call for more information.

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 (less than 10M)

Inserts: Contact Advertising Manager Faxes, photocopies, and other low-quality originals will not be accepted as camera-ready artwork.

Specifications

Trim Size: 5.55" x 8.5"

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.