

2010 Conference Advertising

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

The market place for homecare and hospice is growing. Are you getting your share of this exploding industry? Do you want to: generate new leads and sales for your company? Or introduce a new product or service? If you answered yes to any of those questions, then you need to advertise in this publications. Circulation: 28,000

Advanced Program with Educational Sessions:

Deadline: February 6, 2009
Artwork: February 13, 2009
Circulation: 25,000
Trim Size: 8.125" x 10.875"

Ad Dimensions

Size	inch	pica
Full Page (full bleed)	8.375 x 11.125	50p3 x 66p9
trim area	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
1/4 Page Vertical	3.5 x 4.875	21p0 x 29p3
Full Spread (full bleed)	16.50 x 11.125	99p0 x 66p9
trim area	16.25 x 10.875	97p6 x 65p3

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

2010 Rates (NAHC Member / Non-member)

Size	Member	Non-Member
Cover 4*	\$3,950	\$5,599
Cover 3*	\$3,627	\$5,141
Cover 2*	\$3,627	\$5,141
Full	\$2,295	\$3,229
Half	\$1,491	\$2,113
1/4 page	\$918	\$1,301
Half Spread	\$2,295	\$3,229
Full Spread	\$4,349	\$6,150

*Includes Color. Call advertising director for availability.

Four-color process add:

- Spread: \$1,460
- Full Page: \$800
- 1/2 Page: \$425
- 1/4 Page: \$230

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: 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.