Provider
2018 MEDIA KIT

THE NATION’S LARGEST
LONG TERM &
POST-ACUTE CARE
MAGAZINE

NEW! MARKETING OPPORTUNITIES
PROVIDER TV
PROVIDER INTERVIEW LOUNGE

PUBLISHED BY
AHCA. NCAL.
INDUSTRY LEADERS WHO CAN IMPACT YOUR BOTTOM LINE!

Increase Your Business. Support The Profession. One Ad Does BOTH.

Our readers represent every sector of the long term and post-acute care community—they are the who’s who of our field. More importantly, they make the decisions that can help you achieve your crucial media goals.

Our readers keep issues and pass them along.

With Provider, your investment isn’t a “one and done” proposition. Because of industry-leading content, an issue of Provider is saved and passed along to colleagues more than other magazines in our category—and that means repeated exposure to your critical communications.

Our readers prefer Provider

- **63.83%** Provider
- **2.77%** Long Term Living
- **31.91%** McKnight’s Long-Term Care News
- **1.49%** Other

Our readers are engaged through quality subscriptions.

Issued monthly, Provider magazine doesn’t superficially inflate its circulation through purchased lists. When you reach Provider readers, you can be assured they’re active and interested and chose to receive the outstanding content we provide.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Total Print Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provider</td>
<td>50,656</td>
</tr>
<tr>
<td>McKnight’s Long-Term Care News</td>
<td>40,200</td>
</tr>
</tbody>
</table>

Information based on printed and sworn publisher statements.

Readership Profile

- **30%** Owner, Administrator, Assistant Administrator
- **10%** Executive Director, CEO, COO, CPO, CIO, Director, Manager, Administrative
- **39%** DON, Nursing Supervisor, Consulting Pharmacist, Medical Director, Geriatric Physician
- **18%** Other LTC Professionals
PROVIDER MAGAZINE OFFERS THE LEADING CONTENT PROFESSIONALS DEMAND.

Regular Topical Columns

**Caregiving** – Long term and post-acute care professionals present enlightening case studies and how-to articles on an array of topics designed to help the business owner provide quality care. A highly read feature, presented monthly.

**Legal Advisor** – Written by experienced attorneys, Legal Advisor explores crucial issues that impact the long term and post-acute care community. This regular feature helps the professional operate within legal and regulatory guidelines.

**Technology In Health Care** – Subject matter for this column includes electronic medical and health records, health information exchange, HIT vendor selection, and remote monitoring and sensor technology. Technology changes fast, and this provides vital and current information.

**Human Resources** – Written by HR experts, this column instructs readers on how to best address an organization’s employee management—including recruitment and retention, staff satisfaction assessment, and employee monitoring.

**Finance** – Finance professionals talk dollars and cents about a variety of topics, including mergers and acquisitions, accounting practices, financing options, investment and market analysis, and crucial financial indicators.

**Management** – Marketing and sales, lead generation, public relations, disaster preparation, and management issues are crucial to seniors housing and long term and post-acute care managers and are presented in this instructive and must-read column. Featured frequently.

In print and online—our content helps drive the profession.

Provider magazine, published by AHCA/NCAL, is the nation’s largest circulated publication in the long term and post-acute care industry. Provider features in-depth articles, exclusive industry research and enlightening case studies on a monthly basis giving you 12 opportunities to market your product or service. 89.6% of our readers rely on Provider to make purchasing decisions on products/services for their facility. Don’t miss your opportunity to be SEEN!

Online
- Monthly Banner Advertising
- Advertisers enjoy five companion-style banners
- Provider Breaking News E-Newsletter
- Marketplace
- Provider TV

Say More with Marketplace
Combined with print and online advertising, digital ads are a convenient way to customize messages and link target audiences to additional resources.

In Person Events
- LED Talks: Lead, Engage, Discover
  Seen on Provider TV. Curated by Provider magazine, the LED Talks are provocative, inspirational, and sometimes disruptive.

www.providermagazine.com | 202-842-4444 | sales@ahca.org
NEW AND EXCITING WAYS TO REACH YOUR AUDIENCE!

Provider Magazine Interview Lounge

Provider magazine Interview Lounge is a unique opportunity to interact with thought leaders during the annual Expo. Sponsors are invited to join Provider in the lounge during live interviews.

After convention, interviews are available on demand at the Provider magazine website and inserted in subscriber e-blasts.

Video Advertising Online

Video advertising helps you connect with new audiences by telling a compelling story about your business or product. Want to reach more online? Complement your advertising campaign with a 15-second video message.

Each month Provider features interviews with industry leaders, owners, and experts with a message for our readers on Provider TV.

Stand out with your video!

“...if you want to reach key decision makers in the Long Term Care marketplace, there is no better magazine to do it in. Provider’s reach to these professionals helps us reinforce our key marketing initiatives throughout the year. No matter what part of the country you are in, the one constant you will find is Provider magazine in the local nursing home.”

Shawn Scott, SVP Corporate Sales, Medline Industries
greater opportunities for a greater return on your advertising investment.

More than ever, your advertising dollars need to go further and work harder. That’s why we offer additional opportunities to reach, inform, and motivate the decision makers and buyers who propel your organization.

**Advertorials** – With an advertorial, you control your own content, message, and look. It’s more than an advertisement. It’s your opportunity to explain, in detail, the benefits of your product or service, or to share an innovation or company research.

**Sponsored Columns** – For organizations operating in a niche market, supporting a column is an ideal way to reach specialized groups. With six regular columns (see pg. 3) you can target the professionals that can positively influence your bottom line. Columns are also posted online, and all advertisers receive a full-page advertisement appearing with the column and company recognition on the column itself.

**Sponsor Supplements** – Quality, Finance, and Technology—they’re just a few of the topics covered in annual supplements to Provider magazine and online. Supplements offer a unique way for your organization to be part of key research or industry innovations.

**Provider & AHCA/NCAL Print & Electronic Newsletters** – Reach more than 13,000 members of the American Health Care Association and National Center for Assisted Living each month by advertising in AHCA Notes, the association’s official newsletter. Or if assisted living or continuing care retirement communities are your target, NCAL Focus can carry your message to over 3,000 members.

Banner advertising is also available in the Provider and AHCA/NCAL’s electronic newsletters, sent out weekly with breaking news and important information.

Banner ads are added value for frequent print advertisers only.
JANUARY
Cover Story: The “Sick Sooner” Population
Feature Sponsorship Opportunity: Intergenerational Care
Focus on Caregiving
Technology in Health Care
Buyer’s Market

FEBRUARY
Cover Story: Workforce Issues
Feature Sponsorship Opportunity: Organizational Improvement Models
Focus on Caregiving
Human Resources
The Quality Forum

MARCH
Technology Issue
Cover Story: The Next Generation
Feature Sponsorship Opportunity: Software Survey
Focus on Caregiving
Medical Directors Corner
Technology in Health Care
Finance: NIC

JUNE
Cover Story: The Latest Clinical Issues
Feature Sponsorship Opportunity: The Nurse Leader
Focus on Caregiving
Medical Directors Corner
Legal Advisor – Evaluating potential buyers or sellers
The Quality Forum
BONUS DISTRIBUTION
AHCA/NCAL Congressional Briefing

JULY
Cover Story: Pillar of the Community in Rural America
Feature Sponsorship Opportunity: The LT/PAC Administrator Today
Focus on Caregiving
Technology in Health Care
Buyer’s Market

AUGUST
Cover Story: Opioids in the Sector
Feature Sponsorship Opportunity: Design Innovations in Seniors Housing
Focus on Caregiving
Management
The Quality Forum
Buyer’s Market

SEPTEMBER
AHCA/NCAL Preconvention Issue
Cover Story: Caring for Elders Around the World
Feature Sponsorship Opportunity: Finance
Special Feature
Convention Sessions Preview
Focus on Caregiving
Finance: NIC
Medical Directors Corner
BONUS DISTRIBUTION
NIC Conference

OCTOBER
AHCA/NCAL Convention Issue
Cover Story: Emergency Preparedness
Special Features
AHCA/NCAL Special Award Winners
List of Exhibitors
AHCA/NCAL National Quality Award Recipients
Focus on Caregiving
Human Resources
The Quality Forum
BONUS DISTRIBUTION
AHCA/NCAL 69th Annual Convention & Expo

NOVEMBER
Cover Story: Hospitals’ Changing Behavior
Feature Sponsorship Opportunity: AHCA Board Chair Profile
Focus on Caregiving
Legal Advisor
Buyer’s Market
BONUS DISTRIBUTION
AHCA/NCAL Fall Multifacility CEO & Senior Executive Leaders Conference

DECEMBER
Cover Story: Clinical
Feature Sponsorship Opportunity: NCAL Board Chair Profile
Focus on Caregiving
Legal
The Quality Forum
Medical Directors Corner

BONUS Distribution is included where Provider magazine is distributed at numerous association events. Participation subject to change.
**Issuance and Closing Dates**

*Provider* is published monthly. Refer to page 9 for closing deadlines. If new material is not received by the closing date, the latest ad of similar size and color will be used.

**General Advertising Rate Policy**

Rates are determined by the total space used within a 12-month period, dating from the first insertion. Earned frequency is determined by the total number of insertions, not issues. Sizes may be mixed. In schedules composed of different size space units, a one-third page space is the minimum size that can be combined with larger units to earn frequency rates.

**Cover Net Rates**

Cover charges are in addition to space and color costs. Cover positions require a 6-page minimum contract and a 90-day notice of cancellation.

Inside Front Cover $785
Inside Back Cover $595
Back Cover $965

**Color Display Advertising Rates**

The following advertising annual net rates are effective for all advertisers on January 1, 2018.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$8,575</td>
<td>$8,205</td>
<td>$7,805</td>
<td>$7,435</td>
<td>$6,865</td>
<td>$6,375</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$5,685</td>
<td>$5,465</td>
<td>$5,225</td>
<td>$4,955</td>
<td>$4,665</td>
<td>$3,755</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,815</td>
<td>$4,645</td>
<td>$4,445</td>
<td>$4,225</td>
<td>$3,995</td>
<td>$2,390</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,395</td>
<td>$4,235</td>
<td>$4,065</td>
<td>$3,875</td>
<td>$3,675</td>
<td>$3,465</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,965</td>
<td>$3,825</td>
<td>$3,685</td>
<td>$3,525</td>
<td>$3,345</td>
<td>$3,165</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,535</td>
<td>$3,425</td>
<td>$3,305</td>
<td>$3,165</td>
<td>$3,025</td>
<td>$2,875</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$2,885</td>
<td>$2,805</td>
<td>$2,715</td>
<td>$2,615</td>
<td>$2,525</td>
<td>$2,425</td>
</tr>
</tbody>
</table>

**Classified Advertising**

The closing dates for insertion order and copy to be sent can be found on page 10 under “Closing Deadlines.” Frequency discounts are available. Classified ads are non-commissionable and must be prepaid. No ads will be taken over the telephone. Standard display ads placed in the classified ad section are commissionable at the current rates.

*Black and White rate reduction of $1,365 regardless of size*
**Banner Specifications**
Banner ads will be formatted as companion ads/roadblock ads. Please design all ads with the same branding design to ensure that your message receives the maximum visibility and maintains continuity throughout the site.

All sizes below must be provided by each advertiser.

- **Pencil** 968px wide x 30px high
- **Pencil Dropdown** 968px wide x 340px high
- **Right Zone** 234px wide x 385px high
- **Bottom Zone** 692px wide x 72px high
- **Top Zone** 940px wide x 106px high

Format GIF, JPEG, PNG, Flash

* File size not to exceed 500KB.

**Cost Per Month**
- Print advertisers $2,500
- Non-print advertisers $5,000

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**Marketplace Specifications**
Marketplace is an opportunity for advertisers to say more. Similar to an advertorial, Marketplace content will be located on the homepage, includes one thumbnail image and up to 30 words inviting readers to want to learn more. Readers have the option to click to a sub page where they can read more about your product/service offering.

- **Title** Maximum of 6 words
- **Abstract** Maximum of 30 words
- **Expanded Description** Roughly 250 words
- **Format** Plain text only, no bullets, trademarks, etc.

- **Image** 150px wide x 150px high
- **Format** JPEG

**Cost per Month**
- Print advertisers $7,500
- Non-print advertisers $10,000

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**Provider TV Specifications**
- **Length** 15 secs
- **Format** 3GPP audio/video (.3gp)
- **Cost per Month** $5,000

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**Home**
- Pencil
- Drop-down

**Interior**
- Top Zone
- Right Zone

**Marketplace**
- Marketplace Abstract
- Marketplace Expanded Description
Magazine Offset Printing Specifications

Provider will accept advertising materials for reproduction as follows:

Electronic Files: Provider is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format using the Adobe Acrobat Distiller job options settings required for proper output. Please contact Shevona Johnson, Production Manager, 202-898-6303 or sjohnson@providermagazine.com, for our Adobe Distiller job settings.

Four-color ads must be CMYK only. Black-and-white ads must be grayscale only. Please be sure your PDF does not contain ICC, RGB, LAB, or Spot-based colors. For optimal resolution, please ensure that embedded 4-color graphics are at least 600 dpi. All fonts must be embedded and crop marks included. In addition, a high-resolution digital proof must be provided with your ad.

Provider cannot guarantee an exact color match. Provider is not responsible for color shifts due to differences between the file and the proof.

Tone Reproduction: Continuous-tone color files must be separated to CMYK using GCR or UCR methods with a maximum density of 280 percent for all links.

Number of Proofs: One comprehensive proof and/or set of progressive proofs, complete with color bars or match prints, chromalins, or color keys with density patches are required for all material.

Rotation of Colors: Web-fed rotation is cyan, magenta, yellow, and black four-color process.

Binding: Saddle stitched. Some issues may be perfect bound.

Cancellation Policy

All cancellations should be sent to:
Provider Magazine | Attn: Sharon Purvis
1201 L Street, NW | Washington, DC 20005
Fax: 202-842-9806

Cancellations will not be accepted after the space reservation deadlines as listed. Cancellations not made in writing or within the cancellation period will be charged to the advertiser at the full rate.

Any revised ad copy received after the art deadline will be charged an extra $200.00. New art cannot be accepted after blueline.

Closing Deadlines

Note: Artwork not received by (deadline) automatically picks up a previous ad.

<table>
<thead>
<tr>
<th>2018</th>
<th>Space</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/4</td>
<td>12/7</td>
</tr>
<tr>
<td>February</td>
<td>1/8</td>
<td>1/11</td>
</tr>
<tr>
<td>March</td>
<td>2/5</td>
<td>2/8</td>
</tr>
<tr>
<td>April</td>
<td>3/5</td>
<td>3/8</td>
</tr>
<tr>
<td>May</td>
<td>4/2</td>
<td>4/5</td>
</tr>
<tr>
<td>June</td>
<td>5/7</td>
<td>5/10</td>
</tr>
<tr>
<td>July</td>
<td>6/4</td>
<td>6/7</td>
</tr>
<tr>
<td>August</td>
<td>7/5</td>
<td>7/10</td>
</tr>
<tr>
<td>September</td>
<td>8/6</td>
<td>8/9</td>
</tr>
<tr>
<td>October</td>
<td>9/3</td>
<td>9/6</td>
</tr>
<tr>
<td>November</td>
<td>10/4</td>
<td>10/5</td>
</tr>
<tr>
<td>December</td>
<td>11/5</td>
<td>11/8</td>
</tr>
</tbody>
</table>
**Artwork Shipping Instructions**

**Send materials to:**  
*Provider* Magazine | Attn: Kate McCullough  
1201 L Street, NW | Washington, DC 20005  
kmcullough@ahca.org

If new material is not received by the closing date, the latest ad of similar size and color will be used.

**Mechanical Requirements**

**Publication Trim Size:** 8 1/8” x 10 7/8”  
**Note:** Allow exactly 0.125 (1/8”) of bleed beyond your trim size. All ad copy, including logos, addresses, etc., must be 0.188 (3/16”) within trim boundaries.

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Width &amp; Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (non-bleed)</td>
<td>15 1/2” x 10”</td>
</tr>
<tr>
<td>Spread (bleed)</td>
<td>16 1/2” x 11 1/8”</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>8 3/8” x 11 1/8”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4 1/2” x 9 1/2”</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7” x 4 3/4”</td>
</tr>
<tr>
<td>1/2 Page (island)</td>
<td>4 1/2” x 7 1/4”</td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
<td>3 3/8” x 9 1/2”</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4 1/2” x 4 3/4”</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2 1/8” x 9 1/2”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 3/8” x 4 3/4”</td>
</tr>
<tr>
<td>Classified Ad Column</td>
<td>3 3/8” x 9 1/2” (max)</td>
</tr>
</tbody>
</table>
Advertiser

Company ________________________________  
Contact ________________________________  
Address ________________________________  
City/State/Zip ____________________________  
Phone ________________________________ Fax ________________________________  
Email ________________________________  

Agency/Bill to

Company ________________________________  
Contact ________________________________  
Address ________________________________  
City/State/Zip ____________________________  
Phone ________________________________ Fax ________________________________  
Email ________________________________  

Artwork Contact Name/Phone/Email ________________________________  

For Color Guarantee Please Submit a SWOP Proof of Ad

Issue Date 2018

☐ Print ad  ☐ Digital ad  
☐ January ☐ July  
☐ February ☐ August  
☐ March ☐ September  
☐ April ☐ October  
☐ May ☐ November  
☐ June ☐ December  

☐ Purchasing Guide  
☐ Convention Program Book

Special Instructions  
__________________________________________  
__________________________________________

Print Specifications

Size  
☐ Spread  ☐ 1/3 Page Square  
☐ Full Page  ☐ 1/3 Page Vertical  
☐ 2/3 Page  ☐ 1/4 Page  
☐ 1/2 Page Horizontal  ☐ Classified  
☐ 1/2 Page Vertical  ☐ Columns x Inches  
☐ 1/2 Page Island

Materials

Earned Frequency (please circle)  
1x 3x 6x 12x 18x 24x

☐ New Ad  ☐ Pick up Ad (issue & page #) ______

Ad Per Issue Charge $ ________________  
Total Contract Amount $ ________________

Online Specifications

Size  
☐ Banner  
☐ Marketplace  
☐ ProviderTV  

Media  
☐ GIF/JPG/PNG  
☐ Flash  
☐ 3GPP audio/video (.3gp)

Per Monthly Charge

Ad Per Monthly Charge
$ ________________  
Total Contract Amount
$ ________________

Agreement

I agree to the above ad placement and to the terms and conditions specified in the current rate card.  
Authorized by ________________________________  Title ________________________________  

Accepted for Provider magazine by ________________________________  Date ________________________________

15% agency commission to recognized agencies responsible for payment only if payment is received within 30 days. Send insertion order and proof materials to Provider, Advertising Department, 1201 L STREET, NW, WASHINGTON, DC 20005. Closing is the 30th, two months prior to publication; materials are due on the monthly deadlines listed on page 10. Artwork should be sent via email in a high resolution PDF file to kmccullough@ahca.org. All cancellations must be in writing to ATT: SHARON PURVIS and received before the closing date otherwise advertisers will be charged the full rate. Payment terms are 30 days from issuance. Credit approval may be required. Provider reserves the right to decline advertisements.