Provider
2019 MEDIA KIT
THE NATION'S LARGEST LONG TERM & POST-ACUTE CARE MAGAZINE
Learn about the latest marketing opportunities inside

PUBLISHED BY
AHCA®
AMERICAN HEALTH CARE ASSOCIATION
NCAL®
NATIONAL CENTER FOR ASSISTED LIVING
INDUSTRY LEADERS WHO CAN IMPACT YOUR BOTTOM LINE

“Every time the latest issue of Provider magazine hits my desk, I always carve out a few minutes to catch up on the latest buzz on all things long term care. Lately, I’ve been passing it around to my folks too.

Thanks Provider magazine for always providing the most relevant content to my organization.”

-Mark Maxford
President/CEO, The Cottages LLC

Our readers enjoy each issue and share content with colleagues.

With Provider, your investment is not a “one and done” proposition. Because of industry-leading content, an issue of Provider is saved and passed along to colleagues and that means repeated exposure to your critical communications.

Our readers are engaged through quality subscriptions.

Issued monthly, Provider magazine does not superficially inflate its circulation through purchased lists. Provider readers opt in to receive copies of the magazine, therefore you can be assured readers are active and engaged in our content.

Our readers are empowered to make decisions.

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 annual media goals.

Readership Profile

- **48%** Owner, Administrator, Assistant Administrator
- **15%** Executive Director, CEO, COO, CPO, CIO, Director, Manager, Administrative Personnel
- **32%** DON, Nursing Supervisor, Consulting Pharmacist, Medical Director, Geriatric Physician
- **5%** Other LTC Professionals

<table>
<thead>
<tr>
<th>Publication</th>
<th>Total Print Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provider</td>
<td>50,828</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.
Provider Magazine offers the leading content professionals demand

Readers stay informed with Provider

“I look forward to reading Provider magazine to keep informed about emerging trends affecting my business, or that could have an impact on my business. I also enjoy reading about how my colleagues around the country are dealing successfully with same challenges that I commonly face in operating my assisted living communities. It’s just smart to learn from and build upon strategies that others have implemented and Provider helps me do just that.”

- Gerald Hamilton
R&G Healthcare Management

Increase brand awareness or launch a new product.

Our experienced sales professionals can help with a customized national advertising plan.

Whether planning for a few targeted issues or developing a campaign to run throughout the year, Provider can tailor a plan to suit virtually any budget.

Contact the sales department, and let’s get started today!

202-842-4444
sales@ahca.org

In print and online - our content helps drive our profession.

Featuring in-depth articles, exclusive industry research, and enlightening case studies on a monthly basis giving you twelve opportunities to market your product or service.

Seven regular topical columns - covering topics benefiting the entire readership profile

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.

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.

Legal Advisor - Written by experienced attorneys, legal advisor explores crucial issues that impact the long term and post-acute care community.

Medical Director Focus - First hand accounts about topical challenges from leading medical directors working in the industry.

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.

Human Resources - Written by HR experts, this column instructs readers on how to best address an organization’s employee management process.

Management - In this instructive based column solutions are presented to help solve crucial issues for the industry in the areas of marketing and sales, public relations, disaster preparation, and management.
Valuable Opportunities for a High Return on Your Advertising Investment

Reach, inform, and motivate

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 seven 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. Supplements offer a unique way for your organization to be part of key research or industry innovations.

Provider Leadership Series

Provider Leadership Series - For audiences, Provider’s Leadership Series promises to deliver fresh perspectives on today’s topics impacting the operations and business strategies within the long term care sector. For sponsors of this section, you will gain brand building and immediate recognition. Harness Provider’s editorial access and feature your event to the who’s who in the profession.

Banner Advertising - Banner ads are added value for frequent print advertisers only.

Engaging Content Beyond the Page

Provider TV

Video advertising helps you connect with new audiences by telling a compelling story about your business or product. Complement your advertising campaign with a 15 second video message on Provider TV.

Marketplace - a 30 word description and image linking to a sub page online where readers can learn more about the product or service offering

Special Branding

Poly Bag - A high impact opportunity to engage all readers

Cover Tip - Great exposure on the magazine’s cover with a long shelf life

Belly band - An opportunity to be creative with readers as they first receive the magazine
ENGAGING WAYS TO REACH YOUR TARGET AUDIENCE

In-Person Advertising Opportunities

Provider Magazine Interview Lounge – Provider Magazine Interview Lounge is a unique opportunity to interact with many thought leaders during conferences. Sponsors work with Provider in the lounge to conduct live interviews with industry leaders. After the conferences, interviews are available on demand at the Provider magazine website and inserted in subscriber e-blasts.

“...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

LED Talks - Lead Engage
Discover on Provider TV curated by Provider, the LED Talks are proactive, inspirational, and sometimes disruptive. Every March these memorable stories are given by engaging industry professionals at the AHCA/NCAL Quality Summit and then promoted online and social media. To see recent LED Talks click here. Sponsorship opportunities are available.

To inquire about specific details and investment levels for all in-person events contact sales@ahca.org or 202-842-4444.

Click here to see the 2019 Marketing Planner, provides more information about the AHCA/NCAL marketing and networking opportunities.

Round Table Discussions – Provider Roundtables are excellent venues for engaging in an in-depth discussion covering a theme of a sponsors choosing. Recognition to the sponsor is given during the event and sponsor participation is encouraged during the discussion. Provider does the leg-work of finding appropriate participants while the sponsor authors original content published in an edition of the magazine. Provider Roundtables are organized in conjunction with AHCA/NCAL Convention & EXPO in October.
<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td><strong>Cover Story:</strong> Legal Issues in LT/PAC</td>
<td><strong>Featured Content:</strong> Focus on Caregiving, Medical Directors Focus</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td><strong>Cover Story:</strong> Clinical Advances in LT/PAC</td>
<td><strong>Featured Content:</strong> Human Resources, Focus on Caregiving, The Quality Forum</td>
</tr>
<tr>
<td>MARCH</td>
<td><strong>Technology Issue</strong></td>
<td><strong>Featured Content:</strong> Medical Director Focus, Technology in Health Care, Finance: NIC</td>
</tr>
<tr>
<td>MARCH:</td>
<td><strong>Cover Story:</strong> Technology: What Works Now</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td><strong>Cover Story:</strong> Meeting Social Needs of Seniors</td>
<td><strong>Featured Content:</strong> Focus on Caregiving, Human Resources, Finance: NIC, The Quality Forum</td>
</tr>
<tr>
<td>MAY</td>
<td><strong>Cover Story:</strong> The Patient-Driven Payment Model</td>
<td><strong>Featured Content:</strong> Focus on Caregiving, Legal Advisor-Staffing ratios, Human Resources</td>
</tr>
<tr>
<td>JUNE</td>
<td><strong>Cover Story:</strong> SNFs as a Pillar of Rural Community</td>
<td><strong>Featured Content:</strong> Medical Director Focus, Legal Advisor - Evaluating Potential Buyers or Sellers, The Quality Forum</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Bonus Distribution:</strong> AHCA/NCAL Spring Multifacility CEO &amp; Senior Executive Leaders Conference</td>
</tr>
</tbody>
</table>
## 2019 Editorial Calendar July - December

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
<th>Bonus Distribution</th>
</tr>
</thead>
</table>
| JULY                 | **Cover Story:**
Update on Rules of Participation | **Featured Content:**
Focus on Caregiving
Technology in Health Care |
| AUGUST               | **Cover Story:**
An Update on Managed Care | **Featured Content:**
Focus on Caregiving
Management
The Quality Forum |
| SEPTEMBER: AHCA/NCAL| **Preconvention Issue**
Cover Story: Revisiting Person-Centered Care | **Featured Content:**
Convention Sessions Preview
Finance: NIC
Medical Director Focus |
| OCTOBER: AHCA/NCAL  | **Convention Issue**
Cover Story: Special Needs Plans | **Featured Content:**
AHCA/NCAL Special Award Recipients
List of Exhibitors
National Quality Award Recipients
Focus on Caregiving
Human Resources
The Quality Forum |
| NOVEMBER             | **Cover Story:**
Latest on Opioids | **Featured Content:**
Finance: NIC
Legal Advisor
Focus on Caregiving |
| DECEMBER             | **Cover Story:**
Hospitality in Assisted Living | **Featured Content:**
Focus on Caregiving
Legal Advisor
The Quality Forum
Medical Director Focus |

**Bonus Distribution:**
- NIC Conference
- AHCA/NCAL 70th Convention & Expo
- AHCA/NCAL Fall Multifacility CEO & Senior Executive Leaders Conference
Issuance and Closing Dates
Provider is published monthly. Refer to page 7 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

Special Position Rates
The publisher reserves the right to select ad locations unless the advertiser pays a 10% premium on space. Positions on pages 1 and 2 require a 6-page minimum contract.

Bleed Charges
There is no extra charge for bleeds.

Classified Advertising
The closing dates for insertion order and copy to be sent can be found on page 10 under "Closing Deadlines." Classifieds are $225 per column inch with a minimum of one inch. 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.

Classified Specifications
Two-column format
Column width: 3 3/8”

Color Display Advertising Rates
The following advertising annual net rates are effective for all advertisers on January 1, 2019.

<table>
<thead>
<tr>
<th>Spread</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<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>Classified Ad</td>
<td>$225 per column inch with a minimum of one inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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 W x 30px H
- **Drop-down**: 968px W x 340px H
- **Right Zone**: 234px W x 385px H
- **Bottom Zone**: 692px W x 72px H
- **Top Zone**: 940px W x 106px H

**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. Content will be located on the home page, includes one thumbnail image and up to 30 words inviting readers 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**: About 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

---

**Provider TV Specifications**

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

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**Banner/Content Placement**

- **Home**
  - Pencil
  - Drop-down
  - Right Zone
  - Bottom Zone
  - Top Zone

- **Interior**
  - Pencil
  - Drop-down
  - Right Zone
  - Bottom Zone
  - Marketplace

- **Provider TV**
  - Pencil
  - Drop-down
  - Right Zone
  - Bottom Zone
  - Marketplace

- **Marketplace**
  - Pencil
  - Drop-down
  - Right Zone
  - Bottom Zone
  - Marketplace

---

**Online Advertising Rates/Specifications**

- **Format**
  - GIF, JPEG, PNG, Flash

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

- **Marketplace Specifications**
  - Title: Maximum of 6 words
  - Abstract: Maximum of 30 words
  - Expanded Description: About 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

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

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**Provider TV**

- **Length**: 15 secs
- **Format**: 3GPP audio/video (.3gp)
- **Cost per Month**: $5,000
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 material deadline automatic pick up a previous ad.

<table>
<thead>
<tr>
<th>2019</th>
<th>Signed Insertion Order Deadline</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/3</td>
<td>12/6</td>
</tr>
<tr>
<td>February</td>
<td>1/7</td>
<td>1/10</td>
</tr>
<tr>
<td>March</td>
<td>2/4</td>
<td>2/7</td>
</tr>
<tr>
<td>April</td>
<td>3/4</td>
<td>3/7</td>
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<tr>
<td>May</td>
<td>4/8</td>
<td>4/10</td>
</tr>
<tr>
<td>June</td>
<td>5/6</td>
<td>5/9</td>
</tr>
<tr>
<td>July</td>
<td>6/3</td>
<td>6/6</td>
</tr>
<tr>
<td>August</td>
<td>7/3</td>
<td>7/8</td>
</tr>
<tr>
<td>September</td>
<td>8/5</td>
<td>8/8</td>
</tr>
<tr>
<td>October</td>
<td>9/2</td>
<td>9/5</td>
</tr>
<tr>
<td>November</td>
<td>10/7</td>
<td>10/10</td>
</tr>
<tr>
<td>December</td>
<td>11/4</td>
<td>11/7</td>
</tr>
</tbody>
</table>
Artwork Shipping Instructions
Send materials to:
Provider Magazine | Attn: Kate McCullough
1201 L Street, NW | Washington, DC 20005
kmccullough@ahca.org
If sending a CD, please send a printout of its contents and a match proof (SWOP preferred) for color guarantee. 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&quot; x 10&quot;</td>
</tr>
<tr>
<td>Spread (bleed)</td>
<td>16 1/2&quot; x 11 1/8&quot;</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>8 3/8&quot; x 11 1/8&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4 1/2&quot; x 9 1/2&quot;</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/2 Page (island)</td>
<td>4 1/2&quot; x 7 1/4&quot;</td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
<td>3 3/8&quot; x 9 1/2&quot;</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4 1/2&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2 1/8&quot; x 9 1/2&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 3/8&quot; x 4 3/4&quot;</td>
</tr>
</tbody>
</table>
Provider print & online advertising order

**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

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**Issue Date 2019**

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

☐ Purchasing Guide
☐ Convention Onsite Guide

**Special Instructions**

________________________

________________________

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**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

**Online Specifications**

**Size**

☐ Banner
☐ Marketplace
☐ Provider TV

**Per Monthly Charge**

Ad Per Monthly Charge $ ______________
Total Contract Amount $ ______________

**Earned Frequency (please circle)**

1x 3x 6x 12x 18x 24x

Ad Per Issue Charge $ ______________
Total Contract Amount $ ______________

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**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 ___________________________

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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 kmcullough@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.

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www.providermagazine.com | 202-842-4444 | sales@ahca.org

Fax 202-842-9806