

Official Publication of
AHCA **NCAL**
AMERICAN HEALTH CARE ASSOCIATION NATIONAL CENTER FOR ASSISTED LIVING

Provider MEDIA KIT

www.providermagazine.com

2025

Provider

BUILD YOUR STRATEGY WITH PROVIDER

Using Our Valuable Advertising Opportunities

Provider magazine and its platforms are powered by the nation's largest trade association dedicated to long term care - American Health Care Association/National Center for Assisted Living.

With a readership of more than 50,000 owners, operators, clinicians, administrators, and others working in long term care settings across the country, *Provider* is a trusted publication for the profession.

CREATE



EDUCATE



MOTIVATE



www.providermagazine.com

OUR READERSHIP BASE

Readers include decision-makers working in long term care, post-acute care and senior living communities.

Every print edition has 50,000+ subscribers.

With many readers sharing interesting articles and issues with colleagues, *Provider* has a well-regarded reach and reputation within the industry.

SUBSCRIBERS

Subscribers own and operate in all types of long-term care settings.

- Nursing Facilities
- Assisted Living Communities
- CCRC's
- Sub-Acute Facilities
- Hospitals w/ LTC Unit
- Multi-Facility w/ Corporate Offices

FACILITY TYPE

Provider's content reaches a national audience.

- Midwest: 29%
- South: 23%
- Northeast: 15%
- Mid-Atlantic: 13%
- Pacific: 12%
- Mountain: 8%

Percent of subscribers by geographic area

LOCATION

Provider's content is for all job functions working in long-term care.

- Owner & Administrator: 43%
- DON, ADON, Nursing Supervisor, Medical Director, Pharmacist: 28%
- Administrative Personnel, Other LTC Professional: 19%
- Executive Director, Business Manager, CFO, COO, Corporate Director: 10%

JOB TITLES

Provider

CREATE Brand Awareness

PRINT

Align your advertising strategy with the edition's editorial content giving you many opportunities to market your products or services.

TAKEOVER BANNERS

Create a complete banner campaign that encourages online readers to learn more about your offerings.

ASSOCIATION E-NEWSLETTER

Reach AHCA/NCAL members through a weekly e-newsletter value-add opportunity, for frequent print advertisers only.

SPECIAL BRANDING

Display a creative high-impact message on the cover of the magazine to grab the reader's immediate attention.



Provider



EDUCATE

CUSTOMIZABLE STORY TELLING CONTENT

ADVERTORIAL

An opportunity to explain in detail the benefits of your offerings, share an innovation, or present company research by writing your own content that will be published in the magazine and promoted as an online special feature.

MARKETPLACE

Introduce your newest industry innovations to 50,000 nursing home and assisted living professionals through an online sponsored content marketing channel.

MOTIVATE

LEAD-GENERATING CONTENT

INTERVIEW LOUNGE EVENTS

Grow your network and interact with thought leaders through live interviews at AHCA/NCAL events. As the sponsor, work with the *Provider* team to develop interview topics. The sponsor's brand will be prominently featured on signage for the lounge.

TIMELINE

ISSUE:	EDITORIAL CONTENT THEMES:	BONUS DISTRIBUTION:
Spring 2025 (March, April, and May)	<ul style="list-style-type: none"> • Medicare & Medicaid Dual Enrollees • Employee Retention • Quality Improvement Case Studies 	<ul style="list-style-type: none"> • Quality Summit: April 7-9 • Population Health Summit: April 9-10
Summer 2025 (June, July, and August)	<ul style="list-style-type: none"> • Value-Based Care • Enhanced Barrier Protections • In-House CNA Training Programs 	<ul style="list-style-type: none"> • Congressional Briefing — June 9-10
Fall 2025 (September, October, and November)	<ul style="list-style-type: none"> • Food & Nutrition • Workforce Strategies • Case Study: A Facility Turnaround to 5 Stars 	<ul style="list-style-type: none"> • 2025 Annual Convention & Expo • Fall CEO Conference—TBD
Winter 2025 (December, January, and February)	<ul style="list-style-type: none"> • Specialized Training (IPCO, Dementia Care) • Promoting a Positive Survey Environment • Smooth Changes in Ownership 	N/A

In conjunction with AHCA/NCAL conferences, our content helps drive the profession with every print edition.

ADVERTISING RATE:

Rates are determined by the total space used within the calendar year.

THE FOLLOWING ADVERTISING NET RATES ARE EFFECTIVE FOR ALL ADVERTISERS JANUARY 1, 2025.

	1x	2x	3x	4x
Spread	\$9,004	\$8,615	\$8,195	\$7,807
Full-Page	\$5,970	\$5,738	\$5,486	\$5,203
2/3 Page	\$5,056	\$4,877	\$4,667	\$4,436
1/2 Page	\$4,846	\$4,670	\$4,478	\$4,272
1/3 Page	\$4,163	\$4,016	\$3,870	\$3,701
1/4 Page	\$3,712	\$3,596	\$3,470	\$3,323

COVER RATES

Cover charges are in addition to space. Cover positions require a 4-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 an 4-page minimum contract.

CLASSIFIED ADVERTISING

Classifieds are \$350 per column inch with a minimum of two inch.

CLASSIFIED SPECIFICATIONS

Two-column format column width: 3 3/8".

PRINT ADVERTISING DUE DATES

	Advertising Deadline	Publish Date
Spring	02/14	03/05
Summer	05/02	05/22
Fall	08/15	09/05
Winter	11/07	11/21

SEND ADVERTISING MATERIALS TO:

Jen Humphrey

jhumphrey@ahca.org

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

ALL CANCELLATIONS DIRECTED TO:

Provider Magazine

ATTN: Sales

sales@ahca.org

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.

PRINT ADVERTISING SPECIFICATIONS:

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.

<u>Space Unit</u>	<u>Width x Height</u>
Spread	16 1/4" x 10 7/8"
Spread (Bleed)	16 3/8" x 11
Full Page (Non-Bleed)	7" x 10"
Full Page (Bleed)	8 3/8" x 11 1/8"
2/3 Page	4 1/2" x 9 1/2"
1/2 Page (Horizontal)	7" x 4 3/4"
1/2 Page (Island)	4 1/2" x 7 1/4"
1/2 Page (Vertical)	3 3/8" x 9 1/2"
1/3 Page (Square)	4 1/2" x 4 3/4"
1/3 Page (Vertical)	2 1/8" x 9 1/2"
1/4 Page	3 3/8" x 4 3/4"

Provider will accept advertising materials for reproduction as follows:

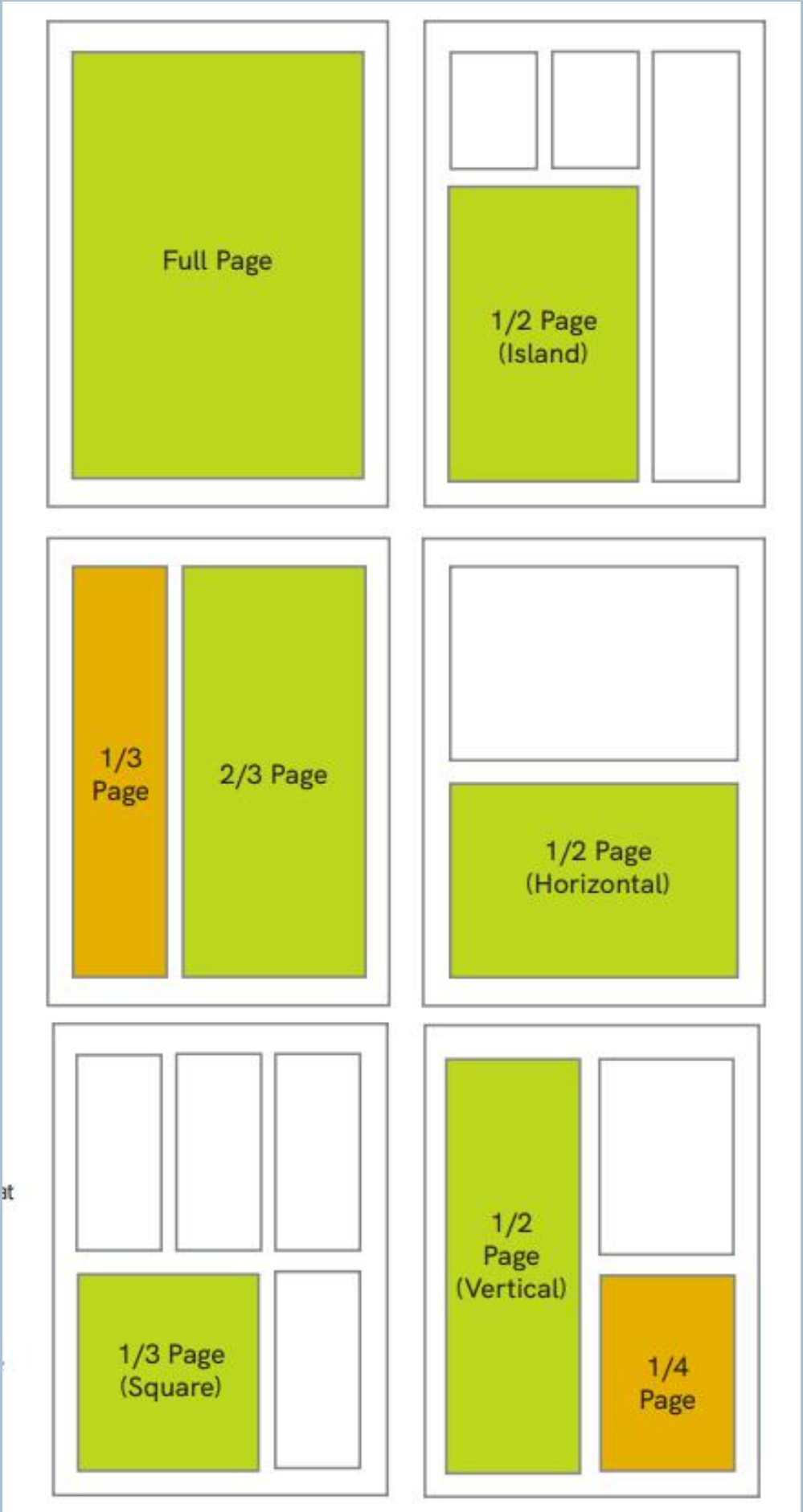
Electronic Files: Provider is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format using the Adobe Acrobat Distiller job options settings required for proper output.

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

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



ADVERTORIALS

Print vs Digital

PRINT

- Includes a bonus feature posted online
- For print, submit in final PDF file for publishing, 700 words maximum per full page
- Rates follow display ad rates by page size found on Page 7

Digital (Online Only)

- Rates follow display ad rates by page size found on Page 7
- Article submitted in Word format with 700 word maximum for full page
- Preview an example of a digital advertorial [here](#)



TAKEOVER WEB BANNERS RATES & SPECIFICATIONS:

BANNER SPECIFICATIONS:

To maintain continuity throughout the site, banner ads will be formatted as companion ads. Please design all ads with the same branding design to ensure that your message receives maximum visibility.

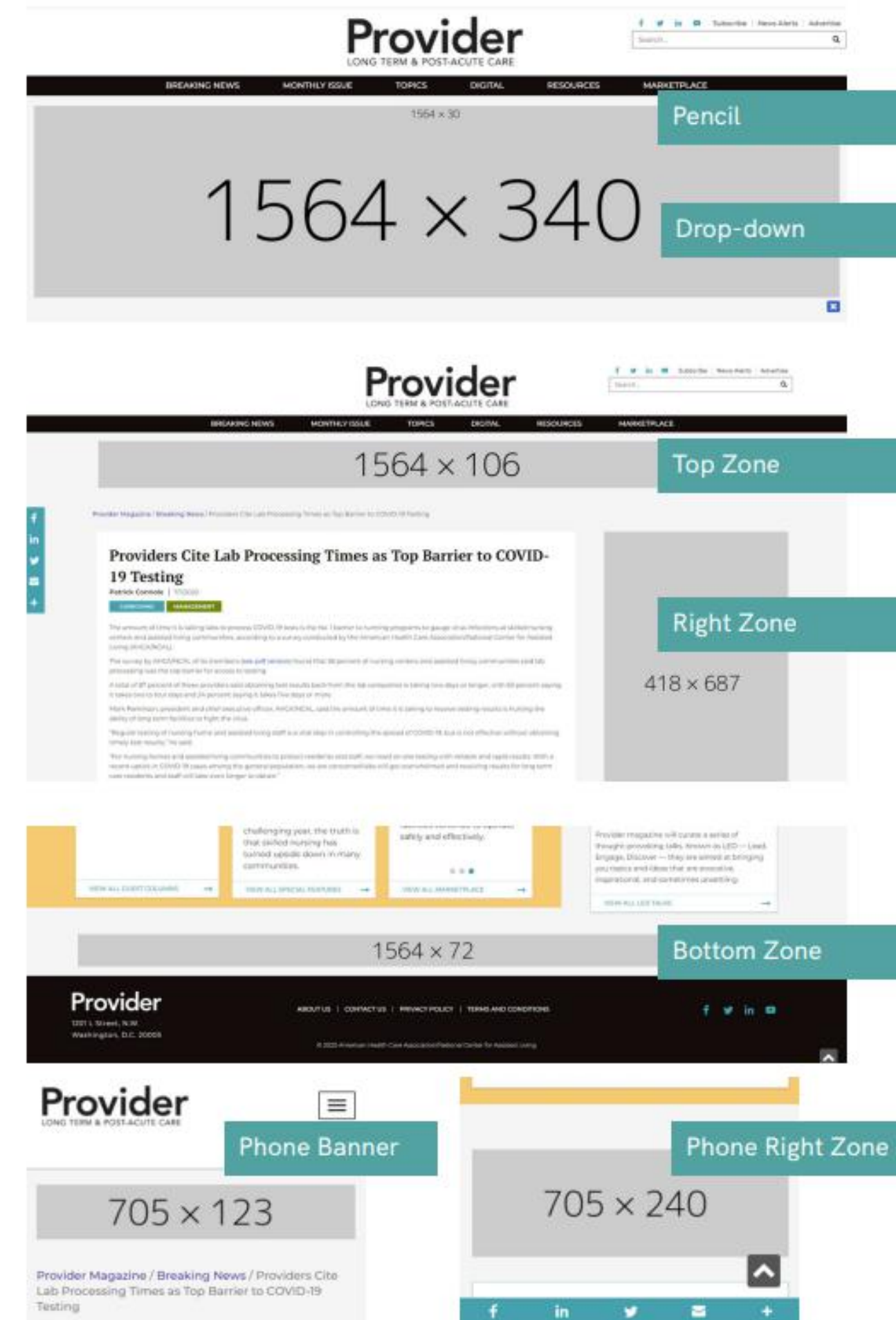
COST PER MONTH:

- Full page print advertisers only \$2,500.
- Non-print advertisers \$5,000.

All sizes listed must be provided by each advertiser.

Format - GIF, JPEG, PNG, or Flash.
***File size not to exceed 500KB.**

LOCATION ZONE	PENCIL	DROP-DOWN	TOP ZONE	RIGHT ZONE	BOTTOM ZONE	PHONE BANNER	PHONE RIGHT ZONE
WIDTH X HEIGHT	1564PX X 30PX	1564PX X 340PX	1564PX X 106PX	418PX X 687PX	1564PX X 72PX	705PX X 123PX	705PX X 240PX



Provider

WHY PROVIDER?

Provider Magazine tracks the pulse of the industry and serves as the leading source of business and clinical news for long-term and post-acute care professionals.

400+ Unique clicks on *Provider* Magazine takeover banners monthly

52,000+ Successful *Provider* Magazine mailings each issue

62% of readers take action after seeing a print magazine advertisement

(Sourced from Zimmer Communications Resources & Research)

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Provider MARKETPLACE RATES & SPECIFICATIONS: LISTINGS:

Marketplace listings appear on providermagazine.com and in *The Link* e-newsletter sent to over 50,000 subscribers.

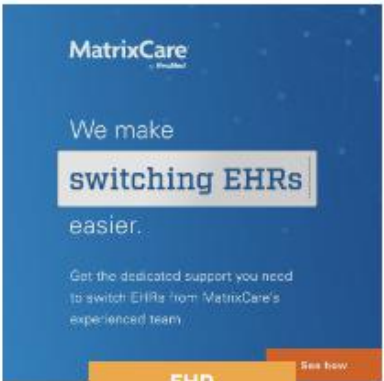
CONTENT AREAS	SPECIFICATIONS
Title	Maximum of 10 Words
Abstract	Maximum of 25 Words
Expanded Description	250-500 words and may include additional images and external links
Title Image	740px x 740px
Image Format	JPG or PNG

Cost per listing - \$3,500

Featured



10/03/2024
Discover the Key to Better Financial Outcomes in Skilled Nursing



9/19/2024
Experience an EHR that can transform your entire business.



9/19/2024
How Are You Preparing for QIPP



9/19/2024
Walmart Business

All Marketplace



Discover the Key to Better Financial Outcomes in Skilled Nursing
10/03/2024

Discover how innovation and technology can help SNFs improve financial health by reducing costs, enhancing care quality, ensuring compliance, and boosting revenue.



Experience an EHR that can transform your entire business.
9/19/2024

Facing daily operational challenges? Improve efficiency and resident well-being with an EHR offering a comprehensive suite of solutions tailored for your entire business.



How Are You Preparing for QIPP
9/19/2024

Elevate QIPP readiness with Rosie's Quantum. Streamline documentation, integrate Remote Patient Monitoring, and more.

www.providermagazine.com

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MARKETPLACE RATES & SPECIFICATIONS:

E-NEWSLETTER, THE LINK:

2025 Run Dates

January: 01/09, 01/23

February: 02/13, 02/27

March: 03/13, 03/27

April: 04/10, 04/24

May: 05/08, 05/22

June: 06/12, 06/26

July: 07/10, 07/24

August: 08/07, 08/21

September: 09/11, 09/25

October: 10/09, 10/23

November: 11/06, 11/20

December: 12/04, 12/18

Long Term Care Solutions Delivered to Your Inbox from *Provider's Marketplace*



The Link Between Business Partners and Long Term Care Providers

Delivered right to your inbox, The Link, reaches nursing home and assisted living professionals with the latest quality improving marketplace solutions.

View all marketplace content here at...

[Provider Marketplace](#)



Experience an EHR that can transform your entire business

Facing daily operational challenges? Improve efficiency and resident well-being with an EHR offering a comprehensive suite of solutions tailored for your entire business.



How are you preparing for QIPP?

Elevate QIPP readiness with Rosie's Quantum. Streamline documentation, integrate Remote Patient Monitoring, and elevate care quality for a transformative impact on your facility.

www.providermagazine.com



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WHY MARKETPLACE?

MARKETPLACE CREATES REAL EXPOSURE ACTING AS A DIRECT LINE OF COMMUNICATION TO LONG-TERM CARE LEADERS

- The Link e-newsletter, goes out to over 40,000 industry subscribers and yet it maintains an **average delivery success rate of 99.1%**

**DID
YOU
KNOW?**

Provider's podcasting platform offers a powerful tool for members in the LTC community. Engage and educate your audience with informative and accessible content, fostering connections and enhancing knowledge sharing.

Limited opportunity \$3,500 per episode

[Click here](#) to check out previous podcast episodes.



ADVERTISING BENEFITS:

- **Pre-Roll:** Company mention in the first 10 seconds of the podcast. Example: "Welcome to episode 1 of Perspectives in Long Term Care. This episode is sponsored by 'Company A'."
- **Mid-Roll:** 30-second spot reserved in the middle of the episode to promote your company or program. Audio is conducted by host. Spec: 90 words or less | Voiceover
- **Post-Roll:** Company mention in the last 10 seconds of the podcast. Example: "Again, we'd like to thank our sponsor, 'Company A', for their support of today's podcast. Be sure to visit them at URL for more information."
- **Social Media Exposure:** Company's logo and name is included in social media for the specific episode (LinkedIn – 30,000 followers, Twitter – 12,000 followers, Facebook – 12,000 followers)

PODCAST SCHEDULE:

- **January – Staff Well-Being**
- **February – Artificial Intelligence**
- **March – Medicare & Medicaid Dual Enrollees (Coordinates with Spring *Provider* Issue)**
- **April – Apprenticeships**
- **May – Medicare Advantage**
- **June – Value-Based Care (Coordinates with Summer *Provider* issue)**
- **July – Infection Control**
- **August – Managing Changing Regulations**
- **September – Affordable Assisted Living**
- **October – Financial Sustainability (Coordinates with Fall *Provider* Issue)**
- **November – Cybersecurity**
- **December – Promoting a Positive Survey Environment (Coordinates with Winter *Provider* Issue)**

DEADLINES:

March - February 20th
April - March 20th
May - April 19th
June - May 20th
July - June 20th
August - July 19th
September - August 20th
October - September 20th
November - October 18th
December - November 20th

Provider

INDUSTRY INSIGHTS INTERVIEWS

Provider readers will have a chance to hear directly from your company spokesperson during a sit-down, on-camera interview with Provider's Editor-in-Chief. Provider connects with more than 40,000 long-term care professionals every week through digital communications and online content. Readers want to hear what's new in the marketplace - share how your company is making a serious impact in the industry.

Limited opportunity \$5,000 each

Advertising Benefits:

- Interviews will live on the Provider magazine website under ProviderTV.
- Interviews will be shared on various AHCA/NCAL social platforms.
- Advertisers will receive the edited interview footage to be used for their own marketing efforts.

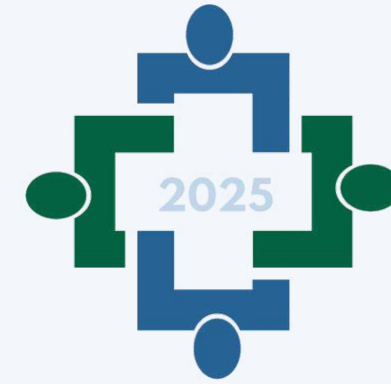
[Click here](#) to check out previous interviews.



www.providermagazine.com

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LOOKING FOR MORE ACCESS TO OPPORTUNITIES?



Become an Associate Business Member for 2025.

The Associate Business Member (ABM) program is designed for those companies that share a genuine interest with AHCA/NCAL in furthering the quality of long term care and are dedicated to the success of the profession.

By partnering with AHCA and NCAL, you'll gain exposure for your business, strengthen your market position and build powerful alliances with leaders in the long term care market.

BECOME A MEMBER TODAY

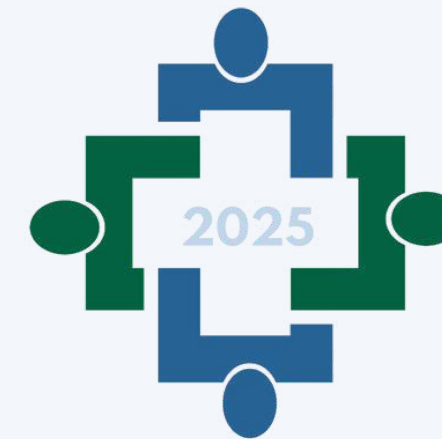
www.providermagazine.com



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HOW DOES MEMBERSHIP HELP WITH ADVERTISING?

IT PROVIDES DISCOUNTED RATES & EXCLUSIVE EXPOSURE OPPORTUNITIES



- Advertising discount rates for display advertising in *Provider Magazine*
- **FREE** listing in the online ABM Roster on AHCA/NCAL website
- Complimentary ads posted quarterly for New & Existing ABMs on various AHCA/NCAL platforms
- Members take priority for our new Featured ABM Program where we boost digital collateral of their choosing for an entire month
- AND MUCH MORE!

Reach out to sales@ahca.org to get started.

BECOME A MEMBER TODAY

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