Provider
2020 MEDIA KIT
THE NATION'S LARGEST LONG TERM & POST-ACUTE CARE MAGAZINE
Learn about the latest marketing opportunities inside
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.”

-Mark Maxford
President/CEO, The Cottages LLC

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.

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.

<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.

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
OFFERING THE LEADING CONTENT PROFESSIONALS DEMAND

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, 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.
how can Provider work for you?

VALUABLE ADVERTISING OPPORTUNITIES FOR A HIGHER ROI

**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, 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** - Delivering fresh perspectives on today’s topics impacting the operations and business strategies within the long term care sector. Sponsors of this section gain brand awareness and immediate brand recognition. Harness Provider’s editorial access and feature your content and event to the who’s who in the profession.

**Banner Advertising** - Banner ads in association newsletters are added value for frequent print advertisers only.

**Interactive Content that goes Beyond the Page**

**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.

**Special Branding** - branding beyond a full page ad. There are many ways to promote your print message. Consider more than just a full-page print advertisement.

**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
unique opportunities

CREATIVE & ENGAGING WAYS TO REACH YOUR TARGET AUDIENCE

In-Person Advertising Opportunities

Provider Magazine Interview Lounge – Seen at many AHCA/NCAL conferences and conventions, the Provider Magazine Interview Lounge is a unique opportunity to interact with many thought leaders during conferences. Sponsors work with the Provider team to conduct live interviews with industry leaders all while in a branded lounge with a professional production team. After the conferences, interviews are available to share through social media channels and are featured on demand at the Provider magazine website.

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.

LED Talks - Lead Engage Discover on Provider TV curated by Provider, the LED Talks are proactive, inspirational, and sometimes disruptive live audience talks covering a wide variety of industry topics. Every March these memorable stories are given by engaging industry professionals at the AHCA/NCAL Quality Summit and then promoted online and through social media. 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.
<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> An Opioids Update</td>
<td><strong>Featured Content:</strong> Focus on Caregiving, Medical Directors Focus</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td><strong>Cover Story:</strong> Career Paths 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>Cover Story:</strong> Quality Topic</td>
<td><strong>Featured Content:</strong> Focus on Caregiving, Technology in Health Care, Finance: NC</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Bonus Distribution:</strong> AHCA/NCAL Quality Summit; AHCA/NCAL Independent Owner Leadership Conference</td>
</tr>
<tr>
<td>APRIL</td>
<td><strong>Cover Story:</strong> Diseases in LT/PAC</td>
<td><strong>Featured Content:</strong> Medical Director Focus, Human Resources, Finance: NIC, The Quality Forum</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Bonus Distribution:</strong> AMDA Annual Conference, AAPACN 2020 Conference</td>
</tr>
<tr>
<td>MAY</td>
<td><strong>Cover Story:</strong> Focus on Administrators - Day to Day and the Bigger Picture</td>
<td><strong>Featured Content:</strong> Focus on Caregiving, Legal Advisor-Staffing ratios, Human Resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Bonus Distribution:</strong> AHCA/NCAL Spring Multifacility CEO &amp; Senior Executive Leaders Conference; ACHCA Annual Convocation &amp; Exposition</td>
</tr>
<tr>
<td>JUNE</td>
<td><strong>Cover Story:</strong> Clinical Topic</td>
<td><strong>Featured Content:</strong> Medical Director Focus, The Quality Forum</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Bonus Distribution:</strong> AHCA/NCAL Congressional Briefing; NADONA National Conference</td>
</tr>
<tr>
<td>Month</td>
<td>Features</td>
<td>Bonus Distribution</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------------------------------------------------------------</td>
<td>---------------------------------------------------------</td>
</tr>
<tr>
<td>JULY: Technology Issue</td>
<td><strong>Cover Story:</strong> Assisted Living Resident Engagement</td>
<td><strong>Featured Content:</strong>  Focus on Caregiving  Technology in Health Care</td>
</tr>
<tr>
<td>AUGUST</td>
<td><strong>Cover Story:</strong> A New Look at Sleep in LT/PAC</td>
<td><strong>Featured Content:</strong> Management  Focus on Caregiving  The Quality Forum</td>
</tr>
<tr>
<td>SEPTEMBER: AHCA/NCAL PreConvention Issue</td>
<td><strong>Cover Story:</strong> A Look on How Provider are Doing Business</td>
<td><strong>Featured Content:</strong> Convention Sessions Preview  Finance: NIC  Legal Advisor – Evaluating Potential Buyers or Sellers</td>
</tr>
<tr>
<td>OCTOBER: AHCA/NCAL Convention Issue</td>
<td><strong>Cover Story:</strong> Exploring the World of Palliative Care Special Features: AHCA/NCAL Special Award Recipients, List of Exhibitors, National Quality Award Recipients</td>
<td><strong>Featured Content:</strong> Focus on Caregiving Human Resources Finance: NIC The Quality Forum</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td><strong>Cover Story:</strong> The Patient-Driven Payment Model, A Year Later</td>
<td><strong>Bonus Distribution:</strong> AHCA/NCAL Fall Multifacility CEO &amp; Senior Executive Leaders Conference</td>
</tr>
<tr>
<td>DECEMBER</td>
<td><strong>Cover Story:</strong> Population Health Management</td>
<td><strong>Featured Content:</strong> Medical Director Focus  Focus on Caregiving  Legal Advisor  The Quality Forum</td>
</tr>
</tbody>
</table>
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, 2020.

<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>$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>2/3 Page</td>
<td>$5,685</td>
<td>$5,465</td>
<td>$5,225</td>
<td>$4,955</td>
<td>$4,665</td>
<td>$4,375</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,815</td>
<td>$4,645</td>
<td>$4,445</td>
<td>$4,225</td>
<td>$3,995</td>
<td>$3,755</td>
</tr>
<tr>
<td>1/3 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>1/4 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>Classified Ad</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>
</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

**Provider TV Specifications**
- **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.

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.

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.

Closing Deadlines
Note: Artwork not received by material deadline automatic pick up a previous ad.

<table>
<thead>
<tr>
<th>Year</th>
<th>Signed Insertion Order Deadline</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/2</td>
<td>12/5</td>
</tr>
<tr>
<td>February</td>
<td>1/6</td>
<td>1/9</td>
</tr>
<tr>
<td>March</td>
<td>2/3</td>
<td>2/6</td>
</tr>
<tr>
<td>April</td>
<td>3/2</td>
<td>3/5</td>
</tr>
<tr>
<td>May</td>
<td>4/6</td>
<td>4/8</td>
</tr>
<tr>
<td>June</td>
<td>5/4</td>
<td>5/7</td>
</tr>
<tr>
<td>July</td>
<td>6/5</td>
<td>6/11</td>
</tr>
<tr>
<td>August</td>
<td>7/6</td>
<td>7/9</td>
</tr>
<tr>
<td>September</td>
<td>8/3</td>
<td>8/6</td>
</tr>
<tr>
<td>October</td>
<td>9/4</td>
<td>9/10</td>
</tr>
<tr>
<td>November</td>
<td>10/5</td>
<td>10/8</td>
</tr>
<tr>
<td>December</td>
<td>11/4</td>
<td>11/9</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 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>
</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 2020

☐ □ January  ☐ ○ July
☐ □ February  ☐ ○ August
☐ □ March  ☐ ○ September
☐ □ April  ☐ ○ October
☐ □ May  ☐ ○ November
☐ □ June  ☐ ○ December

☐ Purchasing Guide
☐ Convention Onsite Guide

Special Instructions

Print Specifications

Size
☐ Spread
☐ Full Page
☐ 2/3 Page
☐ 1/2 Page Horizontal
☐ 1/2 Page Vertical
☐ 1/2 Page Island

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

Ad Per Issue Charge $ __________
Total Contract Amount $ __________

Online Specifications

Size
☐ Banner
☐ Marketplace
☐ Provider TV

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.

Fax
202-842-9806