



Provider 2024 MEDIA KIT

www.providermagazine.com

Official Publication of

AHCA[®]
AMERICAN HEALTH CARE ASSOCIATION

NCAL[®]
NATIONAL CENTER FOR ASSISTED LIVING

VALUABLE ADVERTISING OPPORTUNITIES

BUILD YOUR STRATEGY WITH PROVIDER

Create



Educate



Motivate



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.

READERSHIP BASE

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



Subscribers

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.



Facility Type

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

- Nursing Facilities
- Assisted Living Communities
- CCRCs
- Sub-acute Facilities
- Hospitals w/ LTC unit
- Multi Facility Corporate Offices



Location

Provider's content reaches a national audience.

North East: 15%

Mid Atlantic: 13%

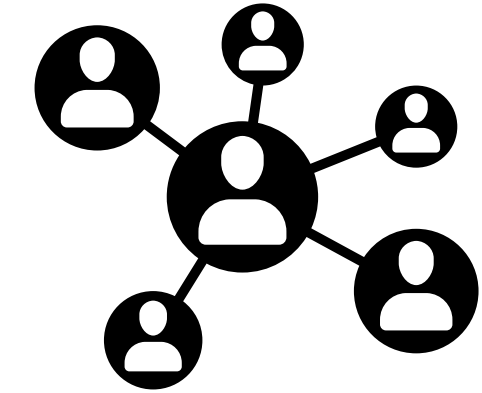
South: 23%

Midwest: 29%

Mountain: 8%

Pacific: 12%

Percent of subscribers by geographic area



Job Titles

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

Owner and Administrator: 43%

Executive Director, Business Manager, CFO, COO, Corporate Director: 10%

DON, ADON, Nursing Supervisor, Medical Director, Pharmacist: 28%

Administrative Personnel, Other LTC Professional: 19%

Percent of subscribers by job title



CREATE

Brand Awareness Campaigns

PRINT

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

TAKE-OVER WEB 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.

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.

DEADLINES

ISSUE:	EDITORIAL CONTENT THEMES:	DEADLINE:	BONUS DISTRIBUTION:
Spring 2024 (March, April, and May)	<ul style="list-style-type: none"> • Dementia care • Medicare advantage • Improving quality by balancing measures 	<ul style="list-style-type: none"> • Publishes: March 15 • Ad Deadline: February 14 	<ul style="list-style-type: none"> • Spring CEO Multi-facility Conference— May 7-9, 2024 • Quality Summit—May 2024 • Population Health Management Conference • <i>Provider's</i> 50th Anniversary
Summer 2024 (June, July, and August)	<ul style="list-style-type: none"> • Health information technology • Building workforce through immigration • Ancillary services 	<ul style="list-style-type: none"> • Publishes: June 1 • Ad Deadline: May 2 	<ul style="list-style-type: none"> • Congressional Briefing — June 3-4, 2024 (tipped cover)
Fall 2024 (September, October, and November)	<ul style="list-style-type: none"> • Vaccines and infection prevention • Business operations • Health equity and access to care 	<ul style="list-style-type: none"> • Publishes: September 15 • Ad Deadline: August 15 	<ul style="list-style-type: none"> • 75th Annual Convention — Oct 6-9, 2024 • Fall CEO Multifacility Conference—TBD
Winter 2024 (December, January, and February)	<ul style="list-style-type: none"> • Special patient populations • Medicaid transition to PDPM • Antibiotic stewardship 	<ul style="list-style-type: none"> • Publishes: December 1 • Ad Deadline: November 1 	N/A

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

MAGAZINE ADVERTISING RATES

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, 2024.

	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	Artwork Deadline	Publish Date
Spring	01/29	02/14	03/15
Summer	04/19	05/02	06/01
Fall	07/26	08/15	09/15
Winter	10/18	11/08	12/01

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.

MAGAZINE 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:

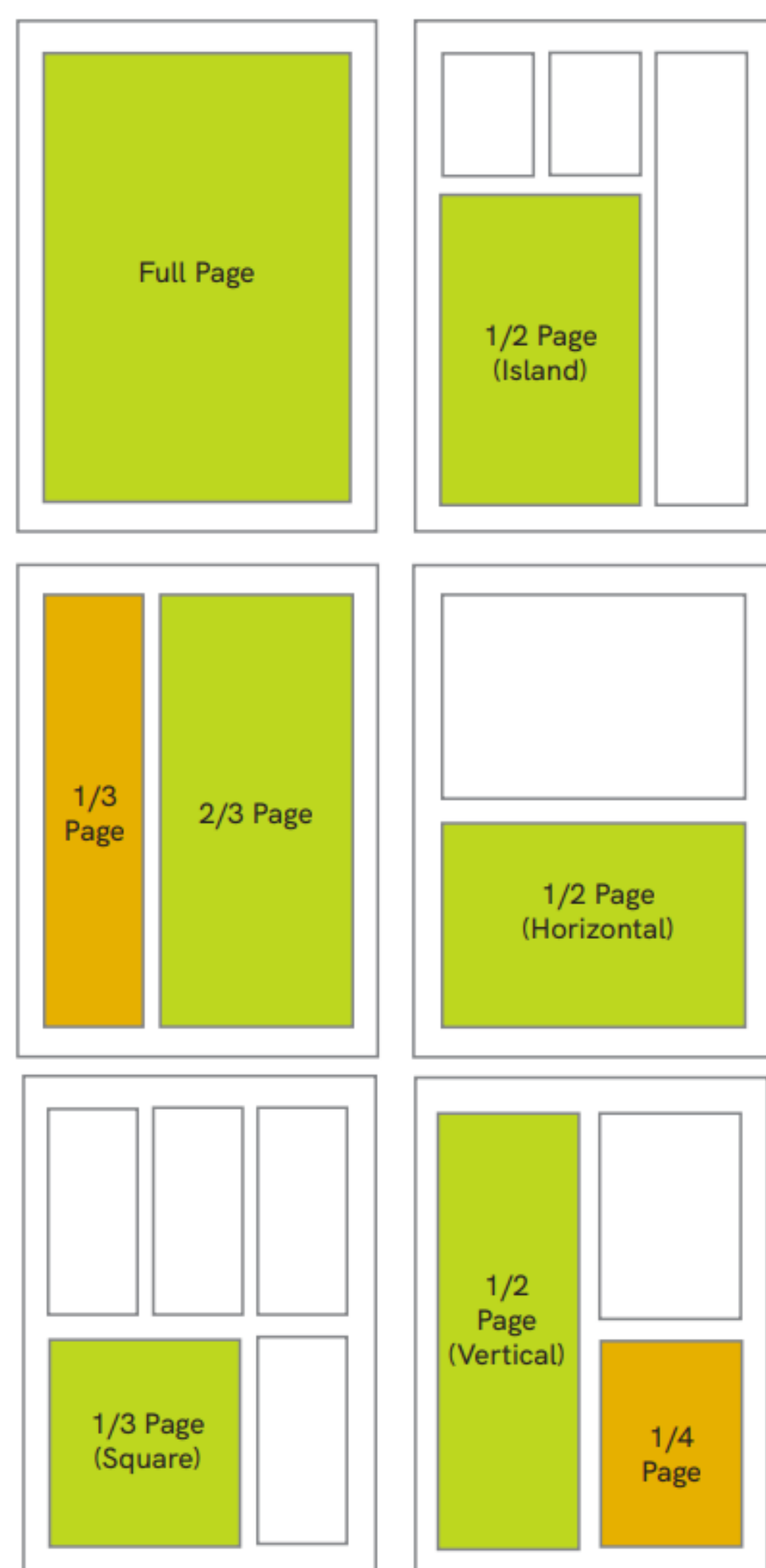
Electronic Files: Provider is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format using the Adobe Acrobat Distiller job options settings required for proper output.

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.



TAKE-OVER 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.

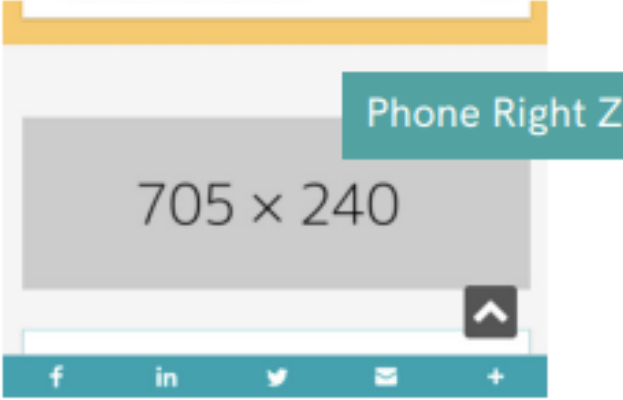
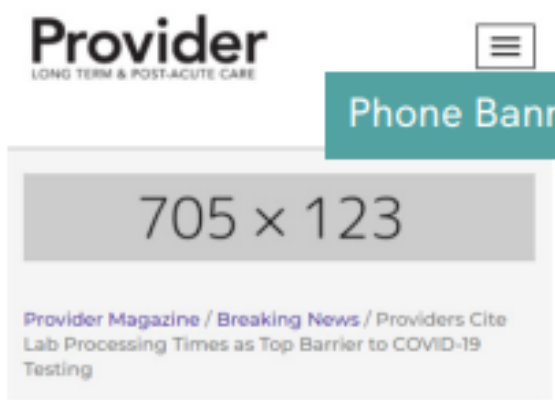
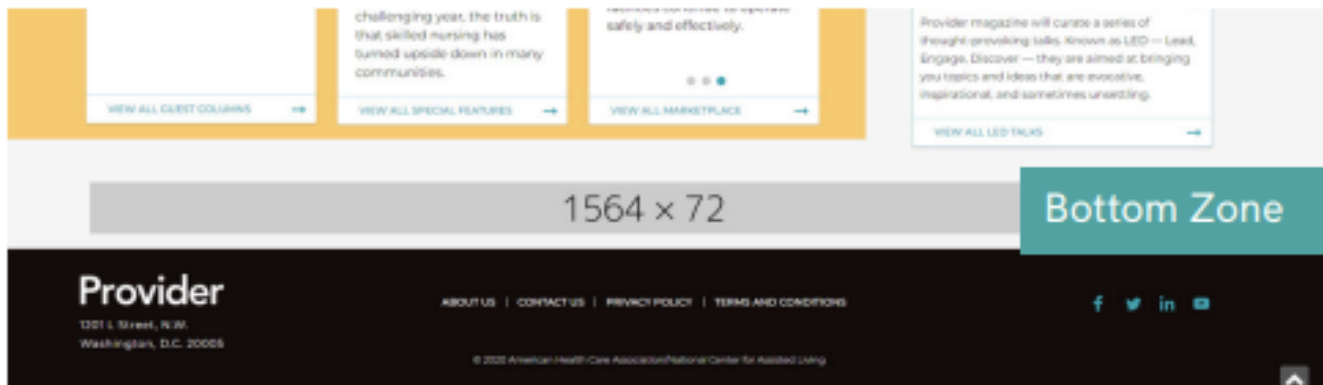
COST PER MONTH:

- 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.

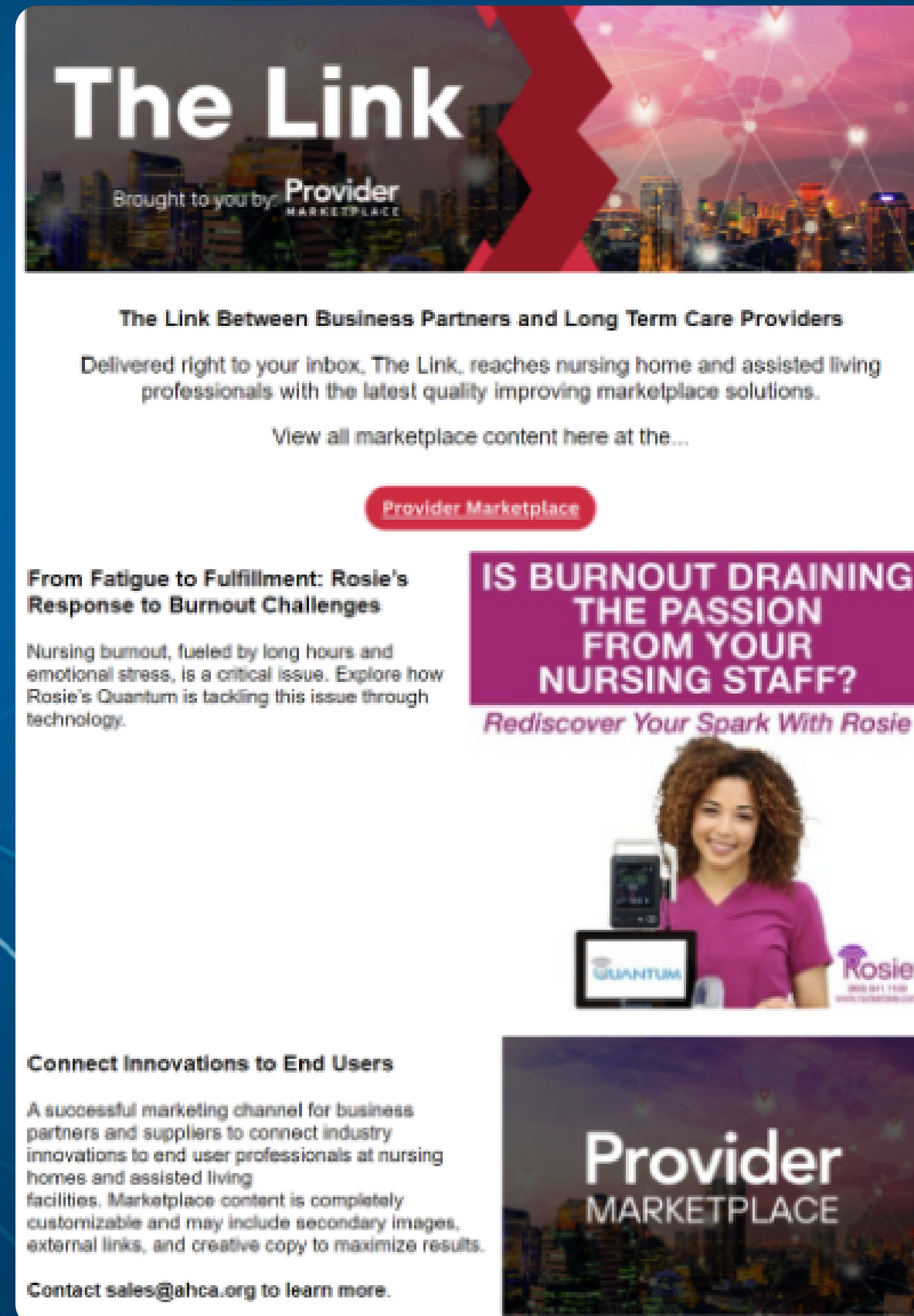
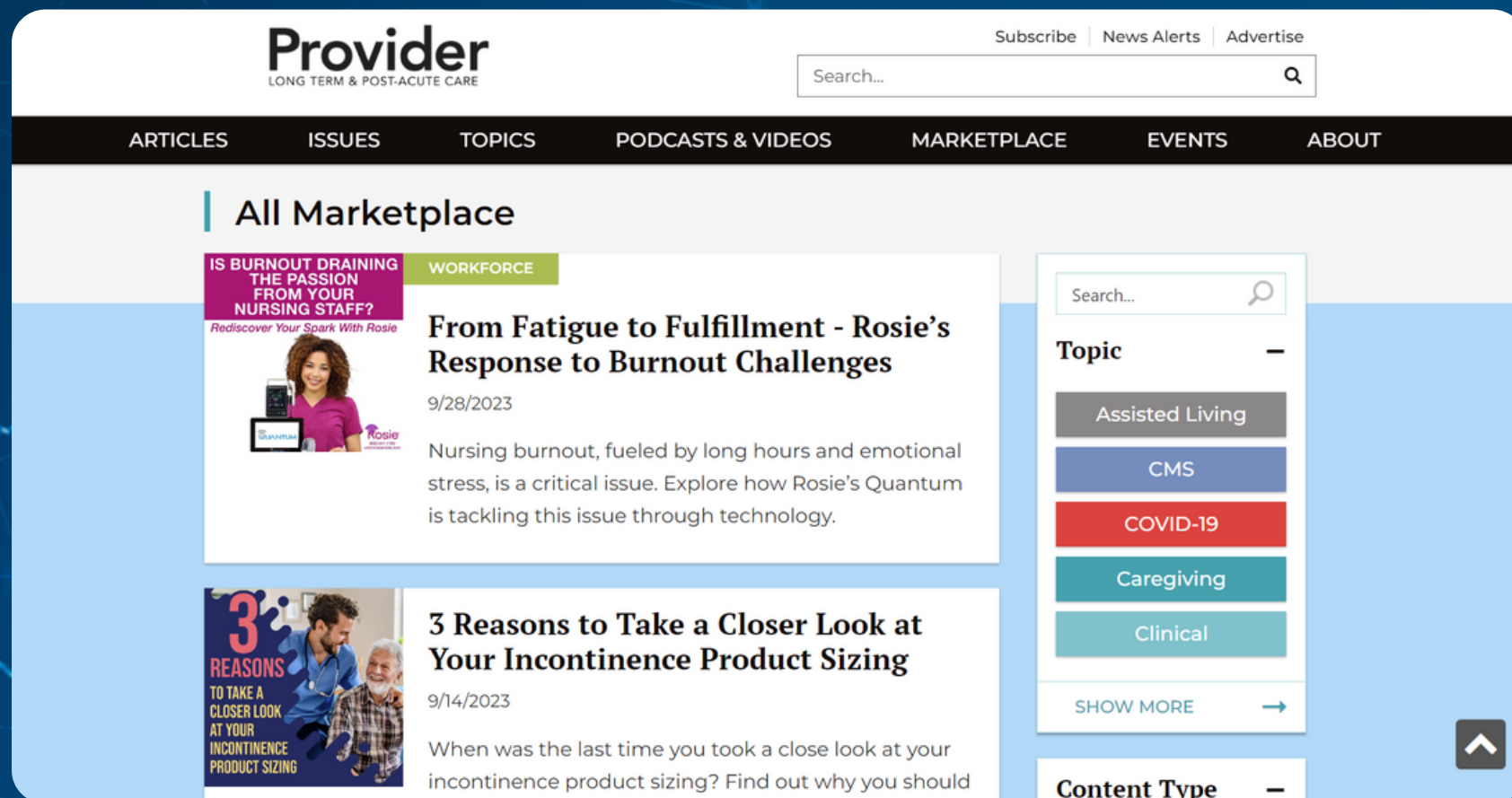
Location Zone	Width x Height
Pencil	1564px x 30px
Drop-Down	1564px x 340px
Top Zone	1564px x 106px
Right Zone	418px x 687px
Bottom Zone	1564px x 72px
Phone Banner	705px x 123px
Phone Right Zone	705px x 240px



MARKETPLACE RATES & SPECIFICATIONS

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

The Link - Marketplace E-Mewsletter



2024 Run Dates:

- January: 01/11, 01/25
- February: 02/08, 02/22
- March: 03/07, 03/21
- April: 04/04, 04/18
- May: 05/09, 05/23
- June: 06-06, 06/20
- July: 07/11, 07/25
- August: 08/08, 08/22
- September: 09/05, 09/19
- October: 10/10, 10/24
- November: 11/07, 11/21
- December: 12/05, 12/19

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.

NEW OPPORTUNITIES



Provider Podcast

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 – Emergency Preparedness
- February – Rehabilitation Services
- March – Dementia Care (coordinates with Spring Provider issue)
- April – Diversity, Equity, Inclusion and Belonging
- May – Organizational Culture
- June – Ancillary Services (coordinates with Summer Provider issue)
- July – Mental health support for residents and staff
- August – Holistic and alternative treatments
- September – Assisted Living Week and other AL topics
- October – Infection Control and Vaccine Strategies
- November – Meet the new AHCA CEO
- December – Election Wrap Up and Forecast (coordinates with the Winter Provider issue)

Deadlines for Materials:

- 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

NEW OPPORTUNITIES



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 50,000 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.

Interviews will take place at our annual convention & will last up to 5 mins each.

Limited opportunity, \$5,000 each.

Ad Materials:

We will need your company logo, company description, contact information for the interviewee, and any specific topics you would like to discuss (not mandatory - we have a standard set of questions).

All materials collected by October 1st.


Advertising Benefits:

- Interviews will live on the Provider magazine website under ProviderTV.
- Interviews will be shared on Provider channels every Thursday starting on 11/14.
- Interviews will be shared on AHCA/NCAL's LinkedIn platform.
- Advertisers will receive the edited interview footage to be used for their own marketing efforts.

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

ADVERTISE WITH US!

For all advertising inquiries please contact us using the below information.

 (202)-842-4444

 sales@ahca.org

 www.providermagazine.com

Provider