

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 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.

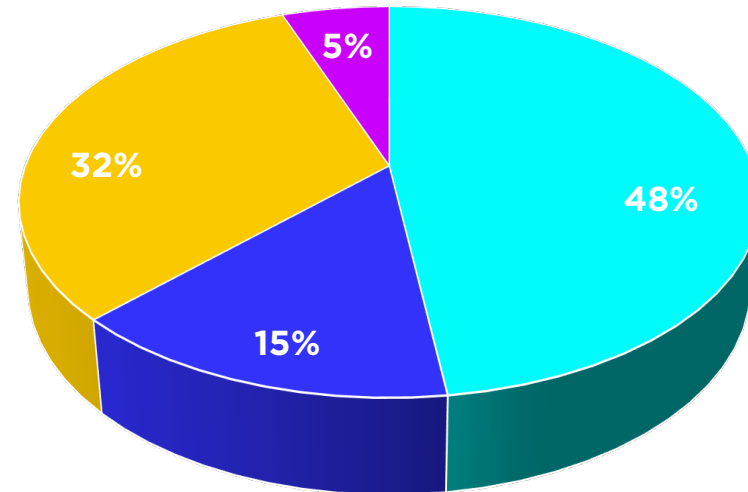
Publication	Total Print Circulation
<i>Provider</i>	50,828
<i>McKnight's Long-Term Care News</i>	40,200

Information based on printed and sworn publisher statements.

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

OFFERING THE LEADING CONTENT PROFESSIONALS DEMAND

"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, 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

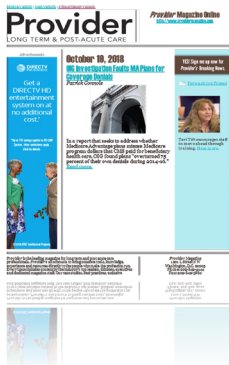
Advertorials – With an advertorial, you control your own content, message, and look. It's more than an advertisement. It's your opportunity to explain in detail the benefits of your product or service, or to share an innovation or company research.

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

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 sponsor's 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.



2020 Editorial Calendar January - June

Month	Features	Bonus Distribution
JANUARY Cover Story: An Opioids Update	Featured Content: Focus on Caregiving Medical Directors Focus	
FEBRUARY Cover Story: Career Paths in LT/PAC	Featured Content: Human Resources Focus on Caregiving The Quality Forum	
MARCH Cover Story: Care Planning Strategies of Today	Featured Content: Focus on Caregiving Technology in Health Care Finance: NC	Bonus Distribution: AHCA/NCAL Quality Summit; AHCA/NCAL Independent Owner Leadership Conference
APRIL Cover Story: What's Working in Infection Prevention	Featured Content: Medical Director Focus Human Resources Finance: NIC The Quality Forum	Bonus Distribution: AMDA Annual Conference AAPACN 2020 Conference
MAY Cover Story: Focus on Administrators – Day to Day and the Bigger Picture	Featured Content: Focus on Caregiving Legal Advisor-Staffing ratios Human Resources	Bonus Distribution: AHCA/NCAL Spring Multifacility CEO & Senior Executive Leaders Conference; ACHCA Annual Convocation & Exposition
JUNE Cover Story: Fall Prevention and Reduction	Featured Content: Medical Director Focus The Quality Forum	Bonus Distribution: AHCA/NCAL Congressional Briefing; NADONA National Conference

2020 Editorial Calendar July - December

Month	Features	Bonus Distribution
JULY: Technology Issue Cover Story: Assisted Living Resident Engagement	Featured Content: Focus on Caregiving Technology in Health Care	
AUGUST Cover Story: A New Look at Sleep in LT/PAC	Featured Content: Management Focus on Caregiving The Quality Forum	
SEPTEMBER: AHCA/NCAL PreConvention Issue Cover Story: A Look on How Providers are Doing Business-wise	Featured Content: Convention Sessions Preview Finance: NIC Legal Advisor - Evaluating Potential Buyers or Sellers	
OCTOBER: AHCA/NCAL Convention Issue Cover Story: Exploring the World of Palliative Care Special Features: AHCA/NCAL Special Award Recipients, List of Exhibitors, National Quality Award Recipients	Featured Content: Focus on Caregiving Human Resources Finance: NIC The Quality Forum	Bonus Distribution: AHCA/NCAL 71 st Convention & Expo
NOVEMBER Cover Story: The Patient-Driven Payment Model, A Year Later	Featured Content: Finance: NIC Legal Advisor	Bonus Distribution: AHCA/NCAL Fall Multifacility CEO & Senior Executive Leaders Conference
DECEMBER Cover Story: Population Health Management	Featured Content: Medical Director Focus Focus on Caregiving Legal Advisor The Quality Forum	

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"

PROVIDER | CLASSIFIEDS

PROVIDERMAGAZINE.COM DECEMBER 2014

EMPLOYMENT

One Source. Countless Solutions
for Post-acute and Senior Care Providers

LeaderStat's Executive Recruiters place talented individuals in exciting career opportunities at all levels.

Recent Placements Include:

- VP of Operations
- RDO
- Corporate CFO
- Corporate VP of Business Development
- Administrator
- Director of Nursing
- MDS Coordinator

LeaderStat
Recruiting and Consulting Resources
www.LeaderStat.com
(877) 699-7828
National AANAC Training-Partner

Are you working with a limited budget?
RUN A CLASSIFIED AD!

E-mail our Sales Team at
sales@providermagazine.com.

Can't get enough of
Provider?

Follow us at:

PROVIDER NATION
The official blog of Provider magazine
www.providernation.com

CS
CAREER STRATEGIESSM
Long Term Care
Services Division

Strategic Personnel Management Partner
Career Strategists has the vision, conceptual and work skills to be your personnel management partner in the growing market of Long Term Care. We have the employment strategies, solutions, and resources you need to hire and manage qualified candidates at the facility and corporate levels.

We Deliver The Best In The Business.
Career Strategists searches for candidates. We deliver qualified professionals who have the experience, personality, integrity and passion to work in long term care. Our candidates understand the needs and wants of the extended care community they serve.

The Best Professional Talent

Administrator	EDV / ADON	President / CEO
Nurse Consultant	Consultant / CEO	Executive Director
Rehabilitation Services	Social Services Director	Business Office Manager
Regional Director of Operations	Staff Development Coordinator	MDS Coordinator
Regional Director	Director of Admissions	Director of Marketing

We look forward to assisting you in uncovering that dynamic leader for your organization!

Yvonne Mitchell
(800) 959-9350
y.mitchell@csstrategies.com

INNOVATION | MOTIVATION | COMMITMENT | PERFORMANCE | RESILIENCE

CARES[®]
Online Dementia Training

Recommended by AHCA/NCAL to help reduce the off-label use of antipsychotics.

Use purchase code **AHCA10** at checkout, and receive a 10% discount!

AHCA
carees

NCAL
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Get Started Today: www.hcinteractive.com

Color Display Advertising Rates The following advertising annual net rates are effective for all advertisers on January 1, 2020.

	1x	3x	6x	12x	18x	24x
Spread	\$8,575	\$8,205	\$7,805	\$7,435	\$6,865	\$6,375
Full-Page	\$5,685	\$5,465	\$5,225	\$4,955	\$4,665	\$3,755
2/3 Page	\$4,815	\$4,645	\$4,445	\$4,225	\$3,995	\$2,390
1/2 Page	\$4,395	\$4,235	\$4,065	\$3,875	\$3,675	\$3,465
1/3 Page	\$3,965	\$3,825	\$3,685	\$3,525	\$3,345	\$3,165
1/4 Page	\$3,535	\$3,425	\$3,305	\$3,165	\$3,025	\$2,875
Classified Ad	\$225 per column inch with a minimum of one inch					

*Black and White rate reduction of \$1,365 regardless of size

online advertising rates/ specifications

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

Banner/ Content Placement

Home

Interior

Bottom Zone

print advertising specifications

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.

2020	Signed Insertion Order Deadline	Material Due
January	12/2	12/5
February	1/6	1/9
March	2/3	2/6
April	3/2	3/5
May	4/6	4/8
June	5/4	5/7
July	6/5	6/11
August	7/6	7/9
September	8/3	8/6
October	9/4	9/10
November	10/5	10/8
December	11/4	11/9

print advertising specifications

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.

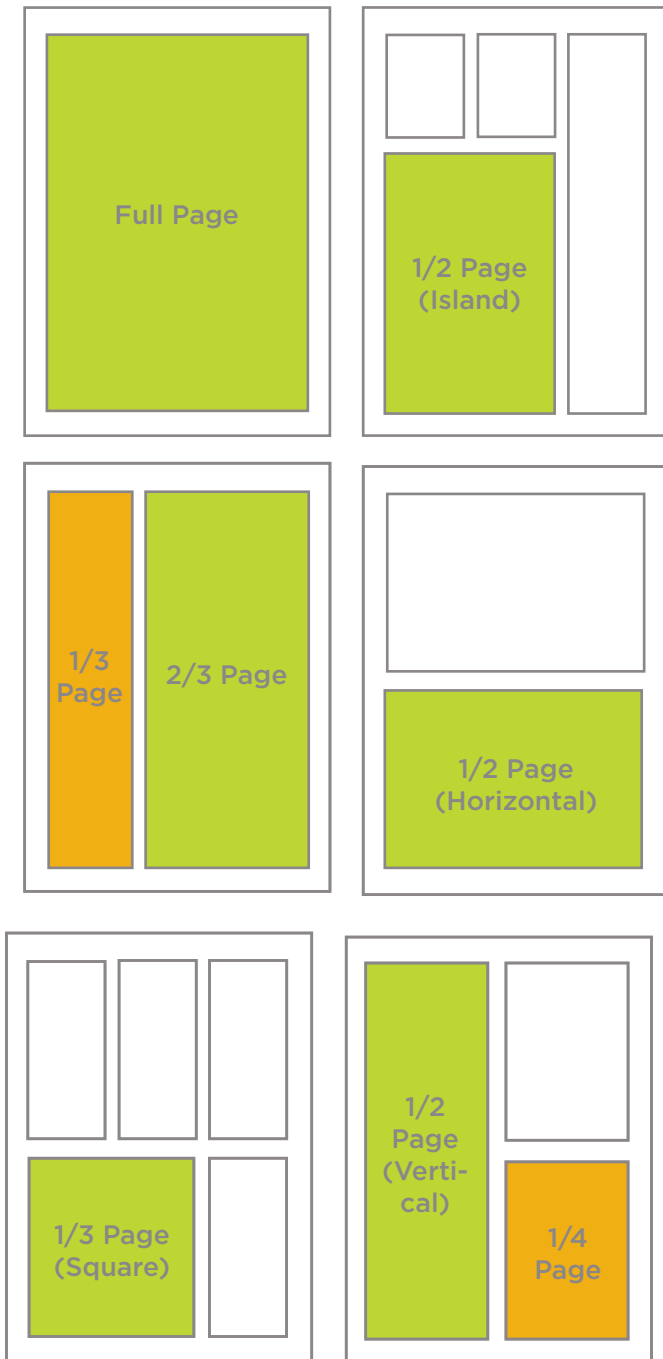
Mechanical Requirements

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.

Space Unit	Width & Depth
Spread (non-bleed)	15 1/2" x 10"
Spread (bleed)	16 1/2" x 11 1/8"
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 **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

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

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