

Provider

2023 Media Kit

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

Our reach includes owners and operators inside facilities from across the nation.

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.

Qualified print subscribers

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

FACILITY TYPE:

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

Nursing Facilities

Sub-acute Facilities

Assisted Living Communities

Hospitals w/ LTC unit

CCRCs

Multi Facility Corporate Offices

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 ADS

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.

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

| ISSUE: | EDITORIAL CONTENT THEMES: | BONUS DISTRIBUTION: |
|---|---|---|
| Spring 2023 March, April, and May | Creative Benefits to Attract Workers Data Trends in Electronic Medical Records Infection Control | Spring CEO Multifacility Conference May 2 - 4, 2023 Quality Summit May 22 - 24, 2023 <i>Interview Lounge Available</i> |
| Summer 2023 June, July, and August | Advocacy/Regulatory Update Planning for the Future of Long Term Care Behavioral Health | Congressional Briefing June 5 - 6, 2023 <i>Interview Lounge Available</i> |
| Fall 2023 September, October, and November | Changing Patient/Family Expectations Improving Education Pathways Substance Use Disorders | 74th Convention & Expo October 1 - 4, 2023 <i>Interview Lounge Available</i> Fall CEO Multifacility Conference November 15 - 17, 2023 |
| Winter 2023 December, January, and February | Leadership Challenges Internal Mobility Controlled Substance Destruction | Population Health Management Summit December TBA <i>Interview Lounge Available</i> |

Magazine Advertising Rates

GENERAL 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, 2023

| | 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"

MAGAZINE ADVERTISING DUE DATES:

| | Advertising Deadline | Artwork Deadline | Publish Date |
|---------------|----------------------|------------------|--------------|
| Spring | 1/13 | 1/18 | 3/1 |
| Summer | 4/14 | 4/19 | 6/1 |
| Fall | 7/14 | 7/19 | 9/1 |
| Winter | 10/13 | 10/18 | 12/1 |

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.

| Space Unit | Width x Height |
|------------|----------------|
|------------|----------------|

| | |
|--------|-------------------|
| 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:

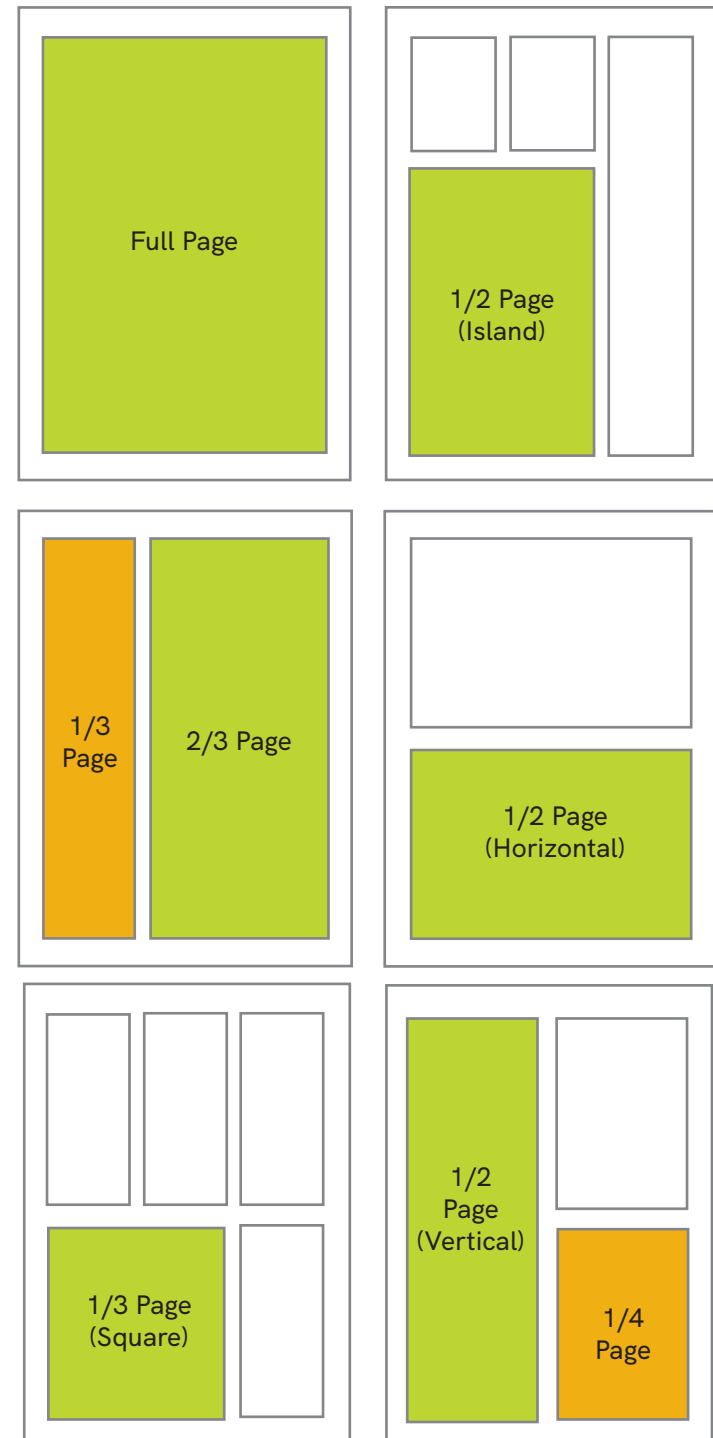
Electronic Files: Provider is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format using the Adobe Acrobat Distiller job options settings required for proper output.

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 Banner Rates and 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.

All sizes below must be provided by each advertiser.

| 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 |

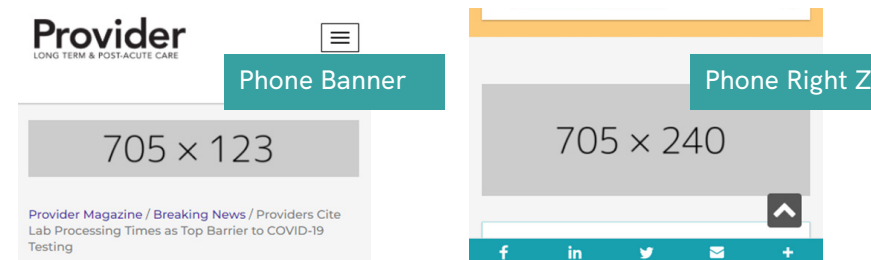
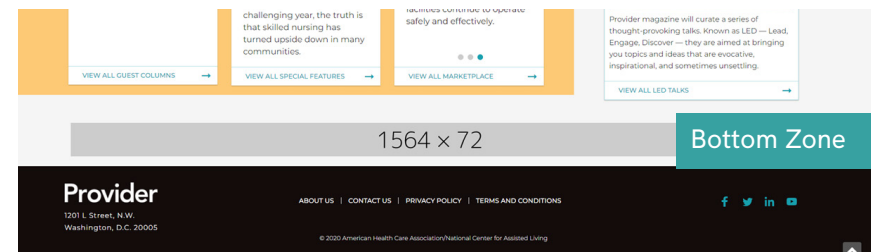
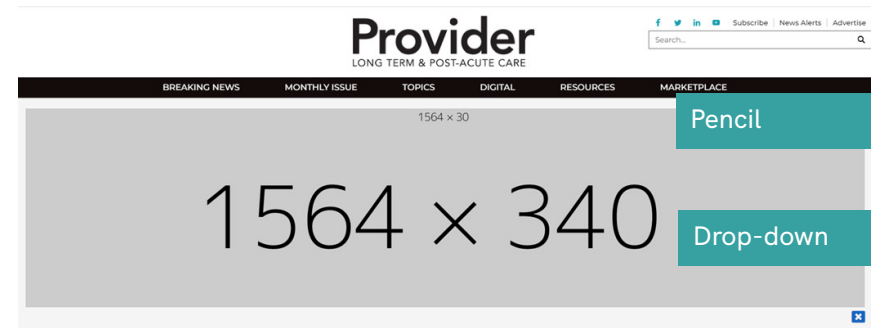
Format GIF, JPEG, PNG, Flash

* File size not to exceed 500KB.

COST PER MONTH

Full page print advertisers only \$2,500

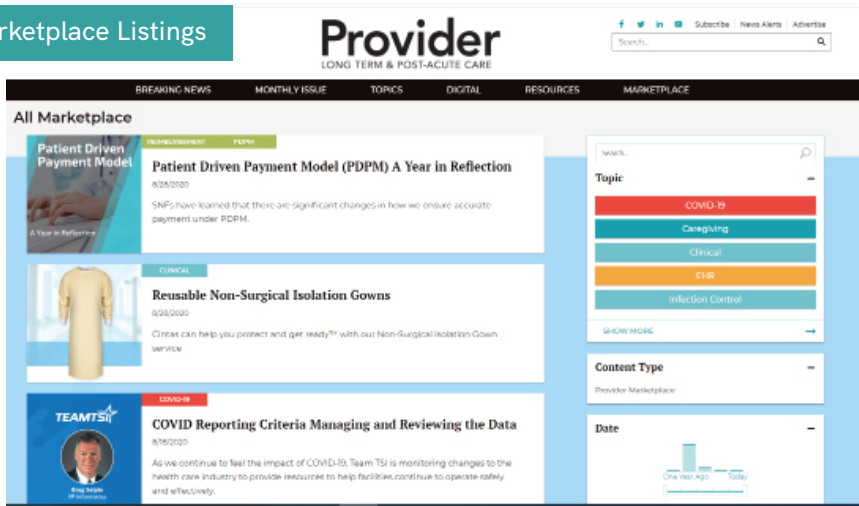
Non-print advertisers \$5,000



Marketplace Rates and Specifications

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

Marketplace Listings



| Content Areas | Specifications |
|----------------------|--|
| Title | Maximum 10 words |
| Abstract | Maximum 25 words |
| Expanded Description | 250 - 500 words and may include additional images and external links |
| Tile Image | 740px X 740px |
| Image Format | JPG or PNG |

COST PER LISTING
\$3,500

The Link, marketplace e-newsletter, 2023 Run Dates:

January: 1/5 1/19 **February:** 2/2 2/16 **March:** 3/2 3/16 3/30
April: 4/13 4/27 **May:** 5/11 5/25 **June:** 6/8 6/22
July: 7/6 7/20 **August:** 8/3 8/17 **September:** 9/14 9/28
October: 10/12 10/26 **November:** 11/9 11/21 **December:** 12/7 12/19

