

SPRING 2025

Provider

SUCCESSING IN
VALUE-BASED
CARE



Opting In to
Provider-Owned
Networks

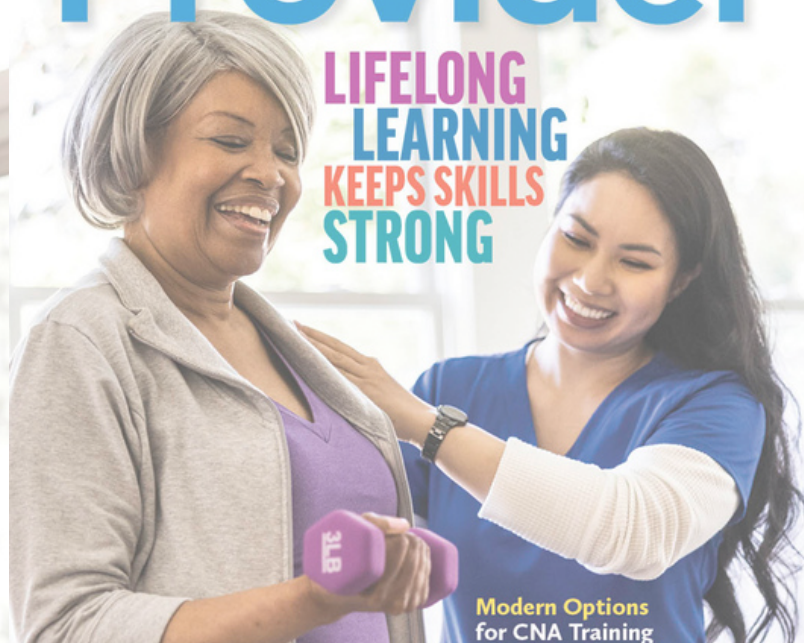
Value-Based Care
for All Older Adults

The Silver Tsunami
in Long Term Care

SUMMER 2025

Provider

LIFELONG
LEARNING
KEEPS SKILLS
STRONG



Modern Options
for CNA Training

Provider ADVERTISING



FALL 2024

Provider

50TH ANNIVERSARY

A PART
OF THE
COMMUNITY

AHCA/NCAL
CONVENTION
ISSUE



WINTER 2024

Provider

NEW
STRATEGIES
FOR SUCCESS



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.



DID YOU KNOW?? About 62% of readers take action after seeing a print magazine advertisement.

CREATE



EDUCATE



MOTIVATE



OUR READERSHIP BASE

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

SUBSCRIBERS

Every print edition has 40,000+ 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
- CCRC's
- Sub-Acute Facilities
- Hospitals w/ LTC Unit
- Multi-Facility w/ Corporate Offices

LOCATION

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

JOB TITLES

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%

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.



2026 PRINT SCHEDULE

ISSUE:	EDITORIAL CONTENT THEMES:	BONUS DISTRIBUTION:
Spring 2026 (Publishes on March 4)	• Workforce Certifications • Risk-Based Surveys	• Quality Summit • Population Health Summit • Spring CEO Conference
Summer 2026 (Publishes on May 21)	• Medicare Advantage • Health IT Interoperability	• Congressional Briefing
Fall 2026 (Publishes on Sept 4)	• State Medicaid Programs • Building Trust	• 2026 Annual Convention & Expo • Fall CEO Conference
Winter 2025 (Publishes on Nov 20)	• Population Health Management in Assisted Living • Modern Design	N/A

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

PRINT ADVERTISING RATES

RATES:

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.

Check out previous print issues here.



PRINT ADVERTISING DEADLINES

DEADLINES:

	Insertion Order Deadline	Artwork Deadline
Spring	02/04	02/11
Summer	04/23	04/30
Fall	07/07	08/14
Winter	10/23	10/30

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

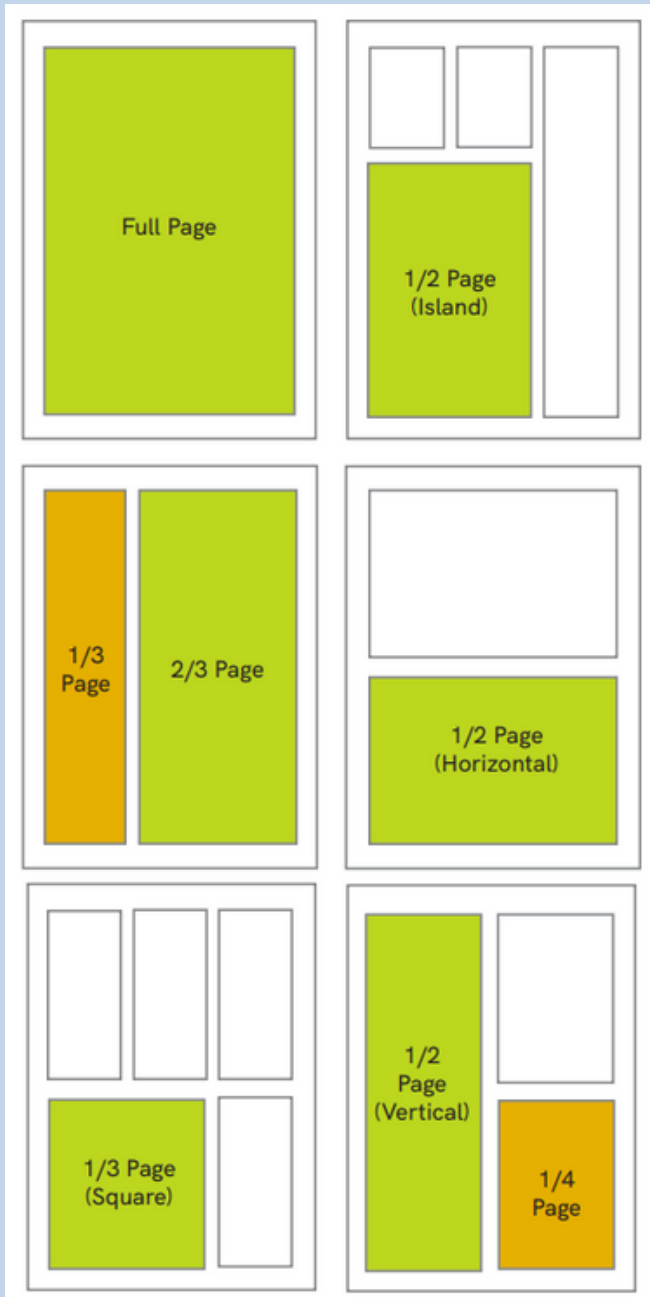
sales@ahca.org

Cancellations will not be accepted after the insertion order deadlines as listed. Cancellations not made in writing or within the cancellation period will be charged to the advertiser at the full rate.

Check out previous print issues here.



PRINT ADVERTISING SPECIFICATIONS



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"

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.

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, Senior 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.
- 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

PUT YOUR BRAND IN THE SPOTLIGHT

Don't just tell your story - let us help you **showcase** it.

Advertorial opportunities, available in both digital & print, are the perfect way to elevate your visibility and connect with decision-makers who matter most.

Whether you want to highlight your latest innovation, share thought leadership, or build credibility with your target audience, advertorials deliver a powerful blend of editorial storytelling and strategic promotion.

DIGITAL

MANAGEMENT



The Power of Partnership with PharMerica

6/01/2025

PharMerica's passion for exceptional, personalized service and high standards for trust and lasting relationships made it easy for Ciel to choose PharMerica as a preferred pharmacy partner.

PRINT



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

MARKETPLACE RATES

Marketplace listings appear on [providermagazine.com](https://www.providermagazine.com) and in *The Link* e-newsletter sent to over 40,000 subscribers.

Cost per listing - \$3,500

LISTINGS:

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

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

10/03/2024

Discover the Key to Better Financial Outcomes in Skilled Nursing

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

9/19/2024

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.

9/19/2024

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.

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

The Link

Brought to you by **Provider 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

MatrixCare
EHR

EFFICIENT CONNECTIVITY FOR YOUR ENTIRE BUSINESS

Experience a seamless constellation of solutions from an EHR that does more.

[See how](#)

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.

E-NEWSLETTER, THE LINK:

2026 Run Dates

January: 01/08, 01/22

February: 02/12, 02/26

March: 03/12, 03/26

April: 04/09, 04/23

May: 05/07, 05/21

June: 06/11, 06/25

July: 07/09, 07/23

August: 08/06, 08/20

September: 09/10, 09/24

October: 10/08, 10/22

November: 11/05, 11/19

December: 12/03, 12/17

PROVIDER PODCAST

Provider's podcasting platform offers a powerful tool for members in the LTC community. 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 – Building Trust**
- **February –Customer Service**
- **March – Workforce Certifications or Risk-Based Surveys (Coordinates with Spring Issue)**
- **April – Quality Improvement Systems**
- **May – AI in Patient Monitoring**
- **June – Medicare Advantage or Health IT Interoperability (Coordinates with Summer Issue)**
- **July – Assisted Living**
- **August – Nutrition**
- **September – State Medicaid Programs or Building Trust (Coordinates with Fall Issue)**
- **October – Conversation with Clif Porter**
- **November – Innovative Workforce Programs**
- **December – Population Health Management in Assisted Living or Modern Design Coordinates with Winter Issue)**

DEADLINES:

January - December 15 (2025)
February - January 15
March - February 13
April - March 13
May - April 15
June - May 15
July - June 15
August - July 15
September - August 14
October - September 15
November - October 15
December - November 13

INDUSTRY INSIGHTS INTERVIEWS

Industry professionals 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.**



NEW THIS YEAR!

PROVIDER'S ACE AWARDS

Achieving Care Excellence

Put Your Brand Behind the Best

Show your commitment to the industry by aligning your company with leading professionals as they are recognized through various AHCA/NCAL award programs during the year & at Convention.



This exclusive opportunity allows for only **one primary sponsor**. Take advantage of the unique opportunity to highlight your brand as a driving force behind innovation and excellence, demonstrating your support for the professionals shaping the future of the field.

\$35,000

THE ACE AWARDS REPRESENT EXCELLENCE THROUGH THE FOLLOWING RECOGNITIONS:

- AHCA Leader of the Year
- NCAL Leader of the Year
- AHCA Noble Caregiver
- NCAL Noble Caregiver
- AHCA Mary K. Ousley Champion of Quality
- NCAL Jan Thayer Pioneer Award

Contact sales@ahca.org for more details.

CONTACT US

READY TO ELEVATE YOUR BRAND?

CONNECT WITH US TODAY TO MAXIMIZE
YOUR MARKETING POTENTIAL.



sales@ahca.org



www.ahcancal.org