

2004 NewsLine Advertising Rate Card/Order Form

NewsLine (ISSN 1081-5678) is the National Hospice and Palliative Care Organization's official newsletter for our hospice provider members nationwide. Currently, approximately 3,300 issues are mailed to hospice executive directors, senior administrators, board members, state hospice organizations, and allied organizations nationwide. Estimated readership based on member surveys is around 20,000. Twelve issues are published each year. *NewsLine* accepts quarter, half and full page, black and white advertisements.

NHPCO Provider, Allied, Associate, and State organization members receive a 20% discount on all *NewsLine* advertising. Accredited independent or in-house ad agencies may take a 20% commission on the **non-member (gross)** rate. **Only one discount may be applied—either the member rate or the ad commission.**

Format

Camera-ready artwork must be supplied to NHPCO (via e-mail to jradulovic@nhpco.org) at least three weeks prior to the issue date. **Artwork should be supplied in JPEG, EPS, TIF files with a 300 DPI or more, or in Word.** If text is only provided in hard copy format, NHPCO will charge an additional typesetting fee of \$50.

For further information or to reserve space, email Jon Radulovic at jradulovic@nhpco.org or call 703/837-3139.

Rates: *

Members:

Quarter Page (3 1/4" w x 4 3/8" h)

1 issue	\$291
2-6 issues	\$263
7-12 issues	\$236

Half Page (6 7/8" w x 4 3/8" h) OR (3 1/4" w x 8 7/8" h)

1 issue	\$381
2-6 issues	\$354
7-12 issues	\$331

Full Page (6 7/8" w x 8 7/8" h)

1 issue	\$626
2-6 issues	\$580
7-12 issues	\$534

Non-member rates:

Quarter Page (3 1/4" w x 4 3/8" h)

1 issue	\$364
2-6 issues	\$329
7-12 issues	\$295

Half Page (6 7/8" w x 4 3/8" h) OR (3 1/4" w x 8 7/8" h)

1 issue	\$476
2-6 issues	\$442
7-12 issues	\$414

Full Page (6 7/8" w x 8 7/8" h)

1 issue	\$782
2-6 issues	\$725
7-12 issues	\$668

Additional Fees:

Typesetting Fee: \$50 (If text is provided in hard copy format only)

Designer Fees: \$100 per hour/billed in quarterly increments (first 15 minutes free). This charge only applies if the designer has trouble placing the ad, or is asked to make changes to improve an ad.

*Rates are subject to change

**All requests to advertise in NHPCO publications are subject to approval by the National Hospice and Palliative Care Organization.

Advertising Space Order Form

I wish to reserve space in the *NewsLine*. NHPCO will bill me (net 30 days) upon publication of the advertisement.

NHPCO Member ID _____

Organization _____

Title _____

Address _____

City _____ **State** _____ **Zip** _____

Telephone _____ **Fax** _____

Date _____

Check if NHPCO Membership Discount applies.

Please reserve the following advertising space in *NewsLine* for the _____ issue(s). [Please specify issue month]

1/4 Page 1/2 Page vertical 1/2 Page horizontal Full Page

Fax insert order: *NewsLine* at 703/837-1233, or provide the same information in an email.

Ads must be emailed in .JPG, .EPS, .TIF, or Word format to jradulovic@nhpc.org.