

NHPCO *NewsLine* and *Insights* 2010 Advertising Rates and Order Form

Publication Information

- *NewsLine* (ISSN 1081-5678) is the National Hospice and Palliative Care Organization's 24-page membership newsletter, with timely information and resources to help managers and staff meet their day-to-day challenges—such as regulatory and compliance guidance; recaps of key research studies impacting the field; outreach and advocacy tools and tips; and advice from leading experts on a range of issues (e.g., as physician recruitment, working with nonprofit boards, implementing IRS Form 990).
- *Insights* is NHPCO's membership magazine, featuring articles by members of NHPCO's National Council of Hospice and Palliative Professionals. These members provide information and guidance based on their direct experience as clinicians and administrators. Recent issues have explored mentoring/sharing practices; cost-saving strategies in tough economic times; and implementation guidance on recent regulatory changes affecting hospice providers nationwide.

Traditionally, *NewsLine* and *Insights* have been available to all members and their staff online (in PDF format), while a printed edition was mailed to NHPCO's 4,000 member-organizations.

New in 2010

Beginning in January 2010, several exciting changes are in store for *NewsLine* and *Insights*:

- *NewsLine* will increase from eight issues per year—to 12 monthly editions.
- *Insights* will be published twice per year, in May and in November.
- Both publications will be produced in a new digital format (i.e., an interactive, more user-friendly PDF), while the print editions will no longer be produced.

Readership

NewsLine and *Insights* are available—online—to all staff and volunteers of the 4,000 hospice and palliative care organizations which are members of NHPCO:

- Each month, a promotional email is sent to 36,000-plus staff of these organizations—with an active link to the online edition.
- In the recent past, monthly downloads of the current issue have ranged from 10,000 to a high of 53,000.

Advertising Opportunities

NewsLine and *Insights* accepts quarter, half- and full-page advertisements. Refer to the following pages for details about rates, ad specifications, deadlines, and submitting artwork.

Please Note that NHPCO *Provider, Allied, Associate, and State Organization* members can advertise in *NewsLine* and *Insights* at special “member-discounted” rates. Accredited independent or in-house ad agencies working on behalf of NHPCO members may also take advantage of these discounted rates (the member's NHPCO identification number will be required with ad submissions). All other ads will be invoiced at the current non-member rates.

NHPCO NewsLine and Insights

2010 Ad Rates*

Member Ad Rates:	Non-member Ad Rates:
Quarter Page (3.625 x 4.875) 1 issue\$ 410 2-6 issues\$ 345 per ad 7-12 issues.....\$ 310 per ad	Quarter Page (3.625 x 4.875) 1 issue \$ 550 2-6 issues \$ 490 per ad 7-12 issues \$ 450 per ad
Half Page (7.5 x 4.875) or (3.625 x 10) 1 issue\$ 1,265 2-6 issues\$ 1,150 per ad 7-12 issues.....\$ 1,090 per ad	Half Page (7.5 x 4.875) or (3.625 x 10) 1 issue \$ 1,550 2-6 issues \$ 1,440 per ad 7-12 issues \$ 1,380 per ad
Full Page (7.5 x 10 Full-page bleed off ads: 8.5 x 11 plus .125 bleed on all 4 edges) 1 issue\$ 2,530 2-6 issues\$ 2,300 per ad 7-12 issues.....\$ 2,185 per ad	Full Page (7.5 x 10/Full-page bleed off ads: 8.5 x 11 plus .125 bleed on all 4 edges) 1 issue \$ 3,100 2-6 issues \$ 2,875 per ad 7-12 issues \$ 2,760 per ad
Special Page Placement Member Rates:	Special Page Placement Non-member Rates:
Inside Front Cover, Full Page* <i>(Available in Insights issues only)</i> 1 issue: \$3,450	Inside Front Cover, Full Page* <i>(Available in Insights issues only)</i> 1 issue: \$4,025
Inside Back Cover, Full Page* <i>(Available in NewsLine and Insights)</i> 1 issue: \$2,875	Inside Back Cover, Full Page* <i>(Available in NewsLine and Insights)</i> 1 issue: \$3,450

*Please Note:

- All requests to advertise in NHPCO publications are subject to approval by NHPCO.
- Due to limited space, ads will be considered on a first come-first serve basis.
- Multiple-issue prices apply only when the same ad is run in each issue.
- For ads running in a single issue, payment in full is required with the ad reservation form. For ads running in 2 to 6 issues, 50% of total charge for all issues is required at time reservation is placed. For ads running in 7 to 12 issues, 30% of total charge for all issues is required at time of reservation.

Space Reservation and Artwork Deadlines

2010 Issue:	Ad Reservation Deadline:	Deadline for Camera-Ready Artwork
January	November 13, 2009	December 1, 2009
February	December 18, 2009	January 1, 2010
March	January 15, 2010	February 1, 2010
April	February 12, 2010	March 1, 2010
May	March 12, 2010	April 1, 2010
June	April 16, 2010	May 3, 2010
July	May 14, 2010	June 1, 2010
August	June 14, 2010	July 1, 2010
September	July 16, 2010	August 2, 2010
October	August 13, 2010	September 1, 2010
November	September 17, 2010	October 1, 2010
December	October 15, 2010	November 1, 2010

Artwork Specifications

Format:

Four-color and black/white artwork is accepted, and should be submitted as a high-resolution PDF (300 dpi)—with all fonts used embedded.

Ad Dimensions:

- Full Page: 7.5 x 10 (bleed off ads: 8.5 x 11 plus .125 bleed on all 4 edges)
- Half Page Horizontal: 7.5 x 4.875
- Half Page Vertical: 3.625 x 10
- Quarter Page: 3.625 x 4.875

Preparation Tips:

- The page size in your layout application should match the above ad dimensions. We cannot adjust the size once the PDF is created.
- If the full-page ad is supposed to bleed, please make the bleed at least 1/8" (0.125") off the page—on all sides.
- Critical elements such as text or logos should be kept within the "live" area, 1/4" (0.25) away from trim, to avoid clipping if magazine trim is off slightly.
- For 4-color ads, avoid duotones and spot colors unless they have been converted to CMYK. These print unpredictably.

Submitting Artwork:

The high-resolution PDF should be emailed to NHPCO Coordinator, Marketing, Advertising & Exhibits, David Cherry: (dcherry@nhpc.org). Submissions by mail or fax cannot be accepted. (As a convenience to those advertisers who do not already work with a designer, NHPCO can recommend a designer to provide this service, subject to the designer's standard fees.)

To Reserve Space

Please complete the Order Form on page 4 and return to NHPCO:

- Fax to 703/837-1233 (Attention NewsLine)
- Email David Cherry (dcherry@nhpc.org)

Or

- Mail to: NHPCO, P.O. Box 34929, Alexandria, VA 22314. Send rush deliveries to: 1731 King St., Suite 100, Alexandria, VA 22314.

Payment is required with your Order Form. If faxing or emailing the form, please remit payment (payable to NHPCO) and mail to the address shown above.

If you have any questions, please contact David Cherry:
dcherry@nhpc.org or 703/647-8509.

NHPCO *NewsLine* and *Insights*

Advertising Reservation Form

I wish to reserve space, as follows:

Today's Date ____/____/____

NHPCO Member ID (necessary to receive member ad rate) _____

Organization Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

E-Mail _____@_____

Size: Quarter Page Half Page (Horizontal) Half Page (Vertical) Full page
 Full Page/Inside Front Cover Full Page/Inside Back Cover

Reserve space in *NewsLine* in the following month(s):

Jan Feb March April May June
 July Aug Sept October Nov Dec

Reserve space in *Insights* in the following month(s):

May Nov

Payment:

Enclosed To follow this fax/email—by mail.