

National Hospice and Palliative Care
Organization



ADVERTISING OPPORTUNITIES

2018-2019

CONTACT US

advertising@nhpco.org

(703) 837-3140

WHO WE ARE

The National Hospice and Palliative Care Organization is the largest membership organization representing hospice and palliative care programs and professionals in the United States.

MISSION

To lead and mobilize social change for improved care at the end of life.

VISION

A world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.

VALUES

NHPCO believes in:
Service...engaging customers;
Respect...honoring others;
Excellence...exceeding expectations;
Collaboration...fostering partnerships;
Stewardship...managing resources

ADVERTISING OPPORTUNITIES

Advertising with NHPCO provides you with a targeted method for reaching professionals in the hospice & palliative care field. By advertising with NHPCO, your message reaches our membership of thousands of hospice and palliative care providers, including more than 45,000 actively engaged staff, state hospice leaders, healthcare vendors, consulting firms and other interested stakeholders.

NHPCO.ORG

The NHPCO website is viewed more than 3 million times annually; and on average, receives more than 60,000 unique visits each month. Our optimized web pages are highly ranked in Google searches for relevant industry keywords. Because of this, your web advertisement on NHPCO web pages will experience increased visibility on the web by those who are most interested in purchasing your products or services. Your message will be placed on pages that possess both high relevance and quality content to our members.

AVERAGE ANNUAL VIEWS

3million



AVERAGE MONTHLY UNIQUE VISITS

60,000



TARGETED AUDIENCE

61,500+



NEWSLINE – THE DIGITAL MAGAZINE

Newsline, NHPCO's award-winning quarterly digital magazine, garners nearly 2,500 visits per issue. Typically, 1,000 copies of the issue PDF are also accessed by readers enabling them to share the publication with their colleagues and staff. In 2016, NewsLine received the AssociationTRENDS Gold Award of Excellence for Outstanding Association Magazine or Quarterly and the Folio: Eddie & Ozzie Award for 2016 Outstanding Association Digital Magazine.



1,000
AVERAGE
COPIES PRINTED



2,500
AVERAGE
VISITS PER ISSUE

PODCASTS

The NHPCO podcast features experts discussing important regulatory, compliance and quality topics relevant to decision makers in the field. New episodes are released the first and third Tuesday of every month. Advertisers receive a 60 second mid-roll read by the host with an accompanying website link on the podcast web page. The podcast is available via iTunes, Stitcher, GooglePlay or on NHPCO.org. Advertising on our podcasts can significantly enhance your brand.

more than
50,000
downloads



ADVERTISING OPPORTUNITIES

MY NHPCO – THE MEMBER NETWORKING FORUM

Over 30,000 hospice and palliative professionals have joined this online community to network and engage with each other since its inception in 2009. There are more than 1,800 active hospice professionals to share your knowledge and messages with!

OVER 50,000
hospice & palliative
professionals



CUSTOMIZED ADVERTISING SOLUTIONS

Want something extra? Let us help you create a customizable integrated marketing/advertising program specific to your brand. Contact us at advertising@nhpco.org or call (703) 837-3140 for more information.

MEMBERSHIP MAILING LIST RENTAL

Increase the visibility of your company and reach potential prospects when you purchase the NHPCO Membership Mailing List. NHPCO has the largest most comprehensive listing available representing more than 58,000 hospice and palliative care professionals.

Our mailing list can be customized and targeted to your direct mailing needs. NHPCO members are selectable by Providers (hospices, nursing homes, free-standing inpatient facilities, home care agencies and programs established for in-home patient care) and Professionals (nurses, doctors, social workers, spiritual caregivers, etc.)

Lists are available in electronic format or pressure-sensitive labels (additional shipping charges will apply). They are strictly for a one-time only mailing. To protect the privacy of our members, email addresses and phone numbers are not available for purchase.

For more information, contact Infocus Marketing (800) 708-5478 or sales@infocusmarketing.com



NewsLine is NHPCO’s quarterly membership publication written for 45,000-plus hospice palliative care staff, volunteers, state leaders, and other interested stakeholders – such as healthcare vendors and consulting firms.

Advertising in **NewsLine** is one of the most cost-effective ways to reach this growing sector of the nation’s healthcare system, especially when combined with exhibitor opportunities at NHPCO’s three annual conferences—the Management and Leadership Conference each spring, the Fall Conference, and the annual Virtual Conference.

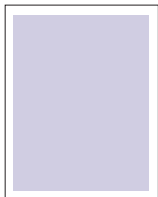
Rates:

Full Page	Member Rate	Non-member Rate
1 issue	\$ 2,530	\$ 3,100
2–4 issues	\$ 2,300 per ad	\$ 2,875 per ad
Half Page	Member Rate	Non-member Rate
1 issue	\$ 1,265	\$ 1,550
2–4 issues	\$ 1,150 per ad	\$ 1,440 per ad
Quarter Page	Member Rate	Non-member Rate
1 issue	\$ 410	\$ 550
2–4 issues	\$ 345 per ad	\$ 490 per ad



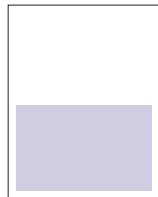
Ad Specifications:

Use the exact dimensions shown below when preparing your ad for **NewsLine** (i.e., do not add crop marks or increase the size for bleeds)

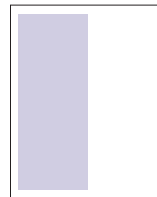


Full Page: 7.5" x 10"

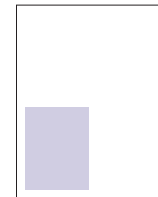
(or 8.5 x 11 if ad is intended to bleed)



Half Page Horizontal: 7.5" x 4.875"



Half Page Vertical: 3.625" x 10"



Quarter Page: 3.625" x 4.875"

Format: **NewsLine** is a 40-plus page digital magazine. A PDF version of the entire issue as well as print-friendly PDFs of key articles are also provided with each digital edition to appeal to the diverse membership and encourage high pass-on rates. Also available is a **NewsLine App** for iPads and iPhones, containing all issues since January 2013. Members can read the issues online or save them to their libraries for offline access anytime!

Content and Primary Audience: Each issue includes several key articles by leading experts and practitioners on various aspects of end-of-life care, plus “Short Takes,” a series of short pieces that showcase new resources and timely information.

Availability and Distribution: **NewsLine** is released on the first day of the issue month and advertised in three main ways: (1) in two promotional emails to membership; (2) on the homepage of the NHPCO website; and (3) in NHPCO’s weekly e-newsletter, NewsBriefs. All issues are also posted in the members-only section of the NHPCO website for access at any time as well as on NHPCO’s social media pages.

Open and Click Rates: On average, the digital version of **NewsLine** garners about 2,500 readers per issue. Typically, 1,000 copies of the issue PDF are also printed by readers, presumably to share with their colleagues and staff.



A New Look for NHPCO's NewsBriefs... A New Advertising Opportunity for You!

Compliment your **NewsLine** advertisements while increasing visibility through NHPCO's weekly e-newsletter, NewsBriefs. Distributed every Thursday, NewsBriefs provides a snapshot of the latest relevant news, resources and updates, with links for further reading. In addition, each issue is archived for six months and posted online for easy access. There are two options for NewsBriefs ads:

Rates:

Banner Ad	
1 Issue	\$ 575
8+ Issue Package (5% discount)	\$ 4,370
Right-Side Box Ad	
1 Issue	\$ 420
8+ Issue Package (5% discount)	\$ 3,192

Ad Specifications:

Please use the exact dimensions shown below when preparing your ad for NewsBriefs.

Banner Ad: 510w x 90h px

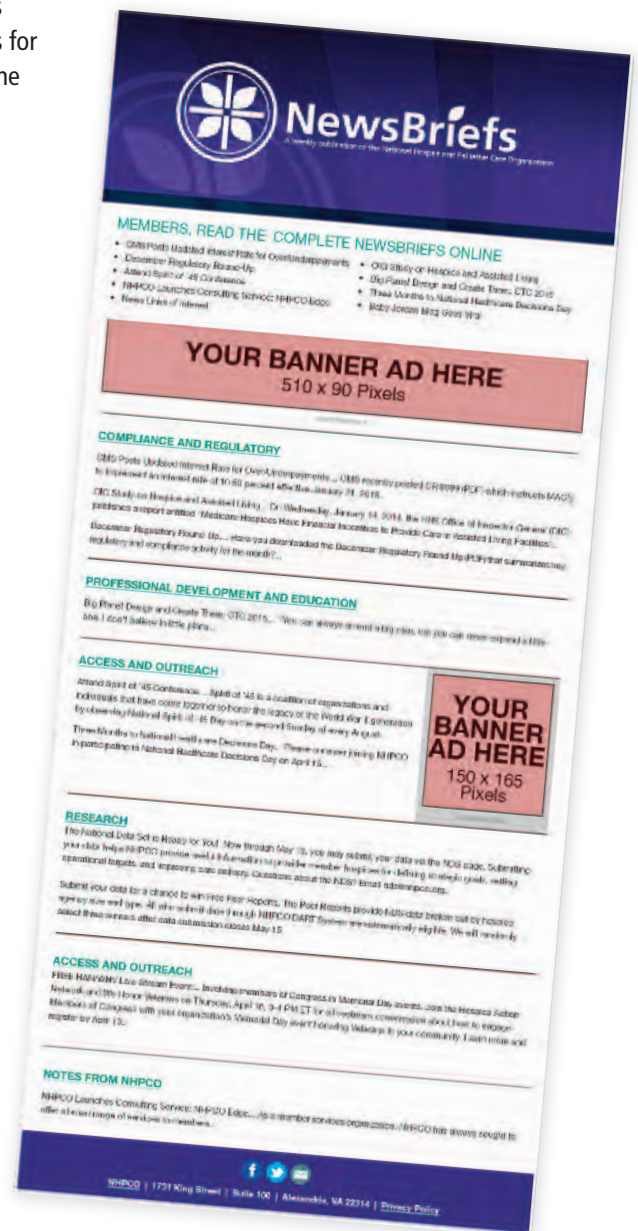
This is a horizontal graphic ad, no larger than 510w x 90h pixels, designed by the advertiser. It appears towards the top of NewsBriefs in the main body of the publication, right after the listing of headlines, and links to any URL or email address designated by the advertiser.

Right-Side Box Ad: 150w x 165h px

This ad is placed in the text to the right-side of NewsBriefs. These ads also fall within the first half of the issue, but can be no larger than 150w x 165h pixels.

Notes for Placing Ads:

- NewsBriefs is issued towards the end of the day on Thursdays, except on Thanksgiving and the Thursday closest to the Christmas holiday.
- NewsBriefs contains a maximum of one banner ad and one right-column ad per weekly issue.
- Only current NHPCO members may place ads. NHPCO has the right to approve all ads.
- Members are limited to no more than 12 total ads of either style in one calendar year and no organization may run an ad more than twice in one calendar month.
- Ad artwork and a URL or email address for linking must be provided to NHPCO by Tuesday at noon ET preceding the Thursday's NewsBriefs. All ads should be provided as a JPEG or GIF file.
- For available dates or an update on open/click rates, please email us at advertising@nhpco.org or call (703) 837-3140.





WebConnection: Your Source for Advertising on the NHPCO Website

A Targeted Method for Reaching Professionals in the Hospice & Palliative Care Field

The National Hospice and Palliative Care Organization (NHPCO) is the largest nonprofit membership organization representing hospice and palliative care programs and professionals in the United States.

Advertising on the NHPCO website gets your message to our membership of more than 4,000 hospice and palliative care providers - consisting of more than 45,000 staff; state hospice leaders; and other interested stakeholders - such as healthcare vendors and consulting firms.

Members come to our website daily, relying on our website for the latest news in the hospice and palliative care industry. Your message reaches a targeted audience of more than 73,000 individuals. There are two options for advertising with **WebConnection** - NHPCO's Website Advertising:

Rates:

Banner Ad

\$895 per month

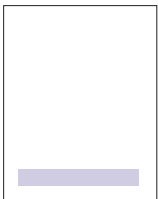
Skyscraper (Vertical Column) Ad

\$495 per month



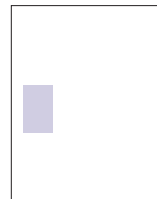
Ad Specifications:

Please use the exact dimensions shown below when preparing your ad for NHPCO's website.



Banner Ad: 728px x 90px

This is a horizontal graphic ad. It will appear near the bottom of the subpages. The ad will link to a URL designated by the advertiser. The ad should be no larger than 728w x 90h pixels in size.



Skyscraper (Vertical Column) Ad 180px x 275px

This ad is placed in the left-hand column of the website subpages. The ad will link to a URL designated by the advertiser. The ad should be no larger than 180w x 275h pixels in size.

Advertising Details:

The NHPCO website (nhpco.org) is viewed more than 3 million times annually; and on average, receives more than 60,000 unique visits each month.

Our greatly optimized web pages are highly ranked in Google searches for relevant industry keywords. Because of this, your web advertisement on NHPCO web pages will experience increased visibility on the web by those who are most likely to be interested in purchasing your products or services.

Your advertisements will also have a greater likelihood of being clicked on because they are placed on pages that possess both high relevance and quality content to our members.

Notes for Placing Ads:

- NHPCO has the right to approve all ads.
- Artwork and URL or email address for linking must be provided to NHPCO.
- All ads should be provided as a JPEG or GIF file.
- NHPCO's website does not accommodate targeted placement of advertising adjacent to editorial content of similar nature.
- Multiple advertisements appear at any given time and rotate randomly on internal pages of NHPCO's website.
- Payment is due in full prior to ad appearing on the website.
- For more information please contact us at advertising@nhpco.org or call (703) 837-3140.



MyNHPCO is a member benefit from the National Hospice and Palliative Care Organization. Over 30,000 hospice and palliative professionals have joined this online social community to network, share and enrich each other professionally since its inception in 2009. This hospice and palliative care professional networking site is a venue to showcase your products and services in innovative multimedia options including flash advertising and banner advertising.

- **Member Exclusive** – Only NHPCO Members may run ads on MyNHPCO.
- **Reasonable Rates** – All advertising rates are priced reasonably low to be accessible to all advertisers yielding great exposure to the field.

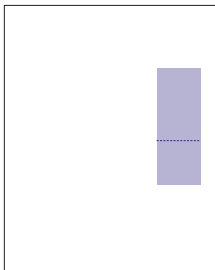
Rates:

Home Page Skyscraper
\$625 per month
Home Page Banner Ad (Footer)
\$625 per month
Interior Page Skyscraper
\$525 per month
Interior Page Banner Ad (Top and Footer)
\$525 per month



Ad Specifications:

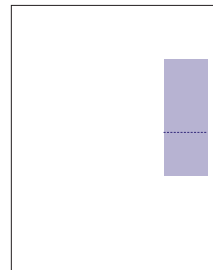
Please use the exact dimensions shown below when preparing your ad for NHPCO's website.



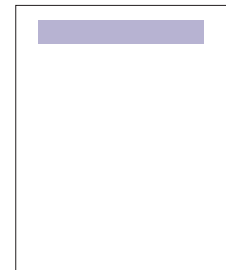
Home Page Skyscraper:
125px x 600px (up to 1000px high)
 Right-hand vertical column ad available for placement on either the home or interior content pages. The ad should be no larger than 125px wide and must be a minimum of 161px high but may go to 1000px high.



Home Page and Interior Banner Ads (Footer): 720px x 90
 Horizontal ad available for placement at the BOTTOM of either the HOME OR INTERIOR content pages.



Interior Page Skyscraper:
125px x 600px (up to 1000px high)
 Right-hand vertical column ad available for placement on either the home or interior content pages. The ad should be no larger than 125px wide and must be a minimum of 161px high but may go to 1000px high.



Interior Page Banner Ad (Top):
640px x 80px
 Horizontal ad available for placement at the TOP of the INTERIOR content pages.

Notes for Placing Ads:

- NHPCO has the right to approve all ads. Only current NHPCO members may place ads.
- Artwork and URL or email address for linking must be provided to NHPCO, the ad will link to a URL designated by the advertiser.
- All ads should be provided as a JPEG or GIF file
- NHPCO does not accommodate targeted placement of advertising adjacent to editorial content of similar nature.
- Multiple advertisements appear at any given time and rotate randomly on internal MyNHPCO pages.
- Payment is due in full prior to ad appearing.
- For more information, please contact us at advertising@nhpco.org or call (703) 837-3140.



The NHPCO podcast features experts discussing important regulatory, compliance and quality topics relevant to decision makers in the field. New episodes are released the first and third Tuesday of every month. Advertisers receive a 60 second mid-roll read by the host with an accompanying website link on the podcast web page.

The podcast is available via iTunes, Stitcher, GooglePlay or on NHPCO.org. Advertising on our podcasts can significantly enhance your brand.

Rates:

12 or higher episodes

\$250 per episode

6-12 episodes

\$375 per episode

1-5 episodes

\$500 per episode



Format:

Your sponsorship will buy a 60-second ad on a specific episode. Your promotional message is replayed on each download and will be distributed on multiple platforms.

Notes for Placing Ads:

- 60-second mid-roll read
- Accompanying website link on the podcast web page
- Payment is due in full prior to recording



NHPCO's Career Center provides you with the opportunity to reach over 2.5 million healthcare professionals and receive volume discounts. Whether you're seeking new employment or looking to build your team, NHPCO's Career Center is your one-stop resource center.

Rates:

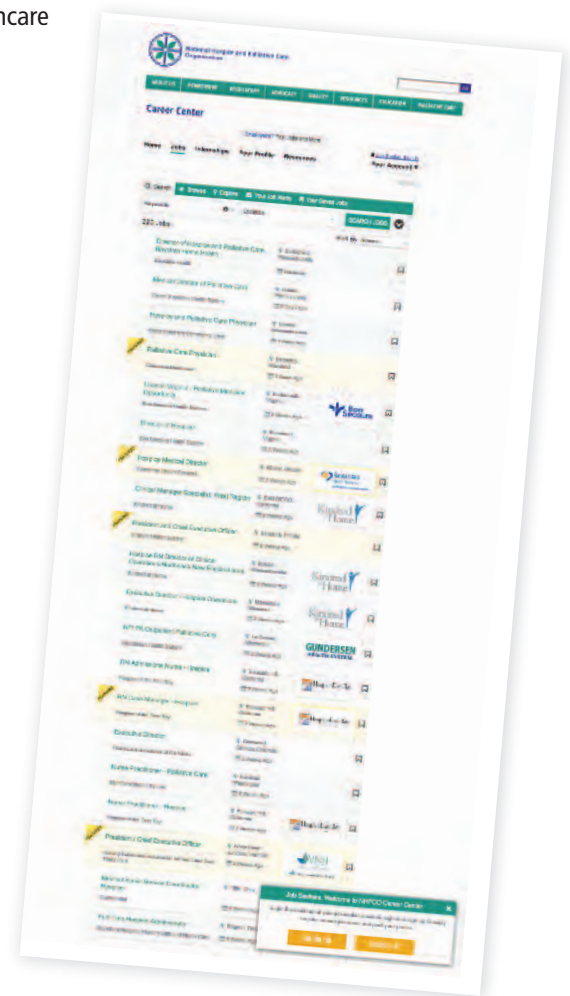
Single Job Posting:

30 Days	
\$250 Member Rate	\$350 Non-Member Rate
60 Days	
\$375 Member Rate	\$525 Non-Member Rate
90 Days	
\$510 Member Rate	\$710 Non-Member Rate

Bulkpost: If you have more than 10 jobs to post, or post multiple jobs frequently, consider our automated bulk posting option. Customized packages are also available.

Two job posting options are available:

- Post only to the NHPCO Career Center
- Reach high-quality candidates through NHPCO Career Center and their alliance with the National Healthcare Career Network (NHCN). The NHCN links job boards of leading healthcare associations - the preferred resource for healthcare talent. Post to the NHCN and your job will be automatically distributed to all relevant association job boards in the network



The NHCPO Career Center offers the following resources:

Branding Solutions: All roads lead to your profile page. We provide you easy-to-use tools to customize the look and content so that you can stand out from your competition.

Job Posting Videos: Create professional, 60-second videos to provide key information, brand identification, and a call to action for each of your postings.

Career Coaching: Coming from a variety of professional backgrounds, our certified coaches have the experience, training, and expertise needed to help you achieve your career goals.

Resume Writing: Whether you are mid-career professional, a senior executive, or just entering the job market, our experts are ready to critique your existing resume or help you craft a document that gets you noticed.

Reference Checking: Get your references checked, confidentially and professionally so you can be confident your past employers are helping, not hurting, your candidacy.

Career Learning Center: Video and written presentations designed to instruct and entertain, from creating powerful resumes to developing an effective personal network for career success.