

# Provider

## 2020 MEDIA KIT

THE NATION'S LARGEST  
LONG TERM & POST-  
ACUTE CARE MAGAZINE

Learn about the latest marketing  
opportunities inside



# INDUSTRY LEADERS WHO CAN IMPACT YOUR BOTTOM LINE

“Every time the latest issue of Provider magazine hits my desk, I always carve out a few minutes to catch up on the latest buzz on all things long term care. Lately, I’ve been passing it around to my folks too.”

-Mark Maxford  
President/CEO, The Cottages LLC

## Our readers enjoy each issue and share content with colleagues.

With *Provider*, your investment is not a “one and done” proposition. Because of industry-leading content, an issue of *Provider* is saved and passed along to colleagues and that means repeated exposure to your critical communications.

## Our readers are engaged through quality subscriptions.

Issued monthly, *Provider* magazine does not superficially inflate its circulation through purchased lists. *Provider* readers opt in to receive copies of the magazine, therefore you can be assured readers are active and engaged in our content.

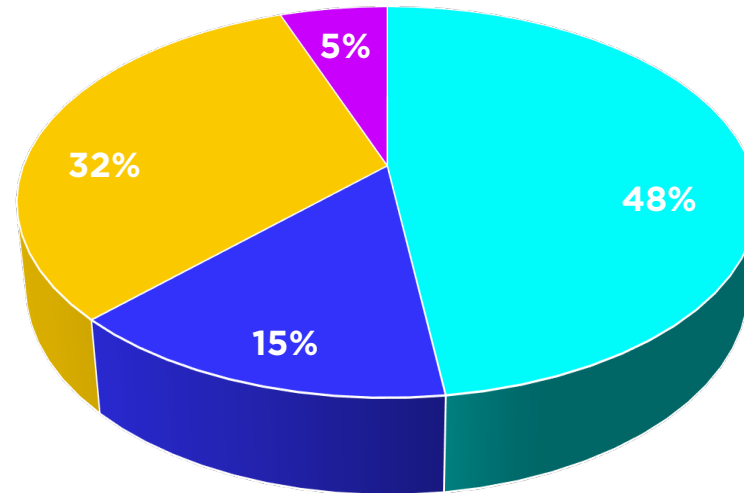
| Publication                           | Total Print Circulation |
|---------------------------------------|-------------------------|
| <i>Provider</i>                       | 50,828                  |
| <i>McKnight's Long-Term Care News</i> | 40,200                  |

Information based on printed and sworn publisher statements.

## Our readers are empowered to make decisions.

Our readers represent every sector of the long term and post-acute care community—they are the who’s who of our field. More importantly, they make the decisions that can help you achieve your annual media goals.

### Readership Profile



- **48%** Owner, Administrator, Assistant Administrator
- **15%** Executive Director, CEO, COO, CPO, CIO, Director, Manager, Administrative Personnel
- **32%** DON, Nursing Supervisor, Consulting Pharmacist, Medical Director, Geriatric Physician
- **5%** Other LTC Professionals

# OFFERING THE LEADING CONTENT PROFESSIONALS DEMAND

“I look forward to reading *Provider* magazine to keep informed about emerging trends affecting my business, or that could have an impact on my business. I also enjoy reading about how my colleagues around the country are dealing successfully with same challenges that I commonly face in operating my assisted living communities. It’s just smart to learn from and build upon strategies that others have implemented and *Provider* helps me do just that.”

- Gerald Hamilton  
R&G Healthcare Management

## Increase brand awareness or launch a new product.

Our experienced sales professionals can help with a customized national advertising plan.

Whether planning for a few targeted issues or developing a campaign to run throughout the year, *Provider* can tailor a plan to suit virtually any budget.

Contact the sales department, and let’s get started today!

**202-842-4444**  
**sales@ahca.org**

## In print and online - our content helps drive our profession.

Featuring in-depth articles, exclusive industry research, and enlightening case studies on a monthly basis giving you twelve opportunities to market your product or service.

## Seven regular topical columns - covering topics benefiting the entire readership profile

**Caregiving** - Long term and post-acute care professionals present enlightening case studies and how-to articles on an array of topics designed to help the business owner provide quality care.

**Finance** - Finance professionals talk dollars and cents about a variety of topics, including mergers and acquisitions, accounting practices, financing options, market analysis, and crucial financial indicators.

**Legal Advisor** - Written by experienced attorneys, legal advisor explores crucial issues that impact the long term and post-acute care community.

**Medical Director Focus** First hand accounts about topical challenges from leading medical directors working in the industry.

## Technology In Health Care

Subject matter for this column includes electronic medical and health records, health information exchange, HIT vendor selection, and remote monitoring and sensor technology.

**Human Resources** - Written by HR experts, this column instructs readers on how to best address an organization’s employee management process.

**Management** - In this instructive based column solutions are presented to help solve crucial issues for the industry in the areas of marketing and sales, public relations, disaster preparation, and management.

how can *Provider* work for you?

# VALUABLE ADVERTISING OPPORTUNITIES FOR A HIGHER ROI

## Reach, inform, and motivate

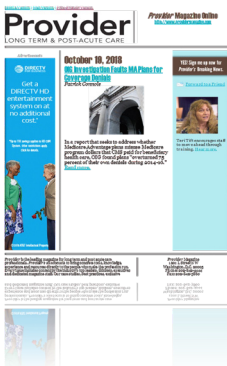
**Advertorials** – With an advertorial, you control your own content, message, and look. It's more than an advertisement. It's your opportunity to explain in detail the benefits of your product or service, or to share an innovation or company research.

**Sponsored Columns** – For organizations operating in a niche market, supporting a column is an ideal way to reach specialized groups. With seven regular columns, you can target the professionals that can positively influence your bottom line. Columns are also posted online, and all advertisers receive a full-page advertisement appearing with the column and company recognition on the column itself.

**Sponsor Supplements** – Quality, Finance, and Technology—they're just a few of the topics covered in annual supplements. Supplements offer a unique way for your organization to be part of key research or industry innovations.

**Provider Leadership Series** - Delivering fresh perspectives on today's topics impacting the operations and business strategies within the long term care sector. Sponsors of this section gain brand awareness and immediate brand recognition. Harness Provider's editorial access and feature your content and event to the who's who in the profession.

**Banner Advertising** - Banner ads in association newsletters are added value for frequent print advertisers only.



## Interactive Content that goes Beyond the Page



**Video advertising** helps you connect with new audiences by telling a compelling story about your business

or product. Complement your advertising campaign with a 15 second video message on Provider TV.

**Special Branding** - branding beyond a full page ad. There are many ways to promote your print message. Consider more than just a full-page print advertisement.

**Poly Bag** - A high impact opportunity to engage all readers

**Cover Tip** - Great exposure on the magazine's cover with a long shelf life

**Belly Band** - An opportunity to be creative with readers as they first receive the magazine

# CREATIVE & ENGAGING WAYS TO REACH YOUR TARGET AUDIENCE

## In-Person Advertising Opportunities

**Provider Magazine Interview Lounge** – Seen at many AHCA/NCAL conferences and conventions, the Provider Magazine Interview Lounge is a unique opportunity to interact with many thought leaders during conferences. Sponsors work with the Provider team to conduct live interviews with industry leaders all while in a branded lounge with a professional production team. After the conferences, interviews are available to share through social media channels and are featured on demand at the Provider magazine website.



**Round Table Discussions** – Provider Roundtables are excellent venues for engaging in an in-depth discussion covering a theme of a sponsor's choosing. Recognition to the sponsor is given during the event and sponsor participation is encouraged during the discussion. Provider does the leg-work of finding appropriate participants while the sponsor authors original content published in an edition of the magazine. Provider Roundtables are organized in conjunction with AHCA/NCAL Convention & EXPO in October.



**LED Talks** - Lead Engage Discover on Provider TV curated by *Provider*, the LED Talks are proactive, inspirational, and sometimes disruptive live audience talks covering a wide variety of industry topics. Every March these memorable stories are given by engaging industry professionals at the AHCA/NCAL Quality Summit and then promoted online and through social media. Sponsorship opportunities are available.

To inquire about specific details and investment levels for all in-person events contact [sales@ahca.org](mailto:sales@ahca.org) or 202-842-4444.



# 2020 Editorial Calendar January - June

| Month   | Features   | Bonus Distribution  |
|---|--|---|
| <b>JANUARY</b><br><b>Cover Story:</b><br>An Opioids Update  | <b>Featured Content:</b><br>Focus on Caregiving<br>Medical Directors Focus                                 |   |
| <b>FEBRUARY</b><br><b>Cover Story:</b><br>Career Paths in LT/PAC                                    | <b>Featured Content:</b><br>Human Resources<br>Focus on Caregiving<br>The Quality Forum                    |   |
| <b>MARCH</b><br><b>Cover Story:</b><br>Quality Topic  | <b>Featured Content:</b><br>Focus on Caregiving<br>Technology in Health Care<br>Finance: NC                | <b>Bonus Distribution:</b><br>AHCA/NCAL Quality Summit;<br>AHCA/NCAL Independent Owner<br>Leadership Conference                                     |
| <b>APRIL</b><br><b>Cover Story:</b><br>Diseases in LT/PAC   | <b>Featured Content:</b><br>Medical Director Focus<br>Human Resources<br>Finance: NIC<br>The Quality Forum | <b>Bonus Distribution:</b><br>AMDA Annual Conference<br>AAPACN 2020 Conference  |
| <b>MAY</b><br><b>Cover Story:</b><br>Focus on Administrators - Day to<br>Day and the Bigger Picture | <b>Featured Content:</b><br>Focus on Caregiving<br>Legal Advisor-Staffing ratios<br>Human Resources        | <b>Bonus Distribution:</b><br>AHCA/NCAL Spring Multifacility CEO &<br>Senior Executive Leaders Conference;<br>ACHCA Annual Convocation & Exposition |
| <b>JUNE</b><br><b>Cover Story:</b><br>Clinical Topic  | <b>Featured Content:</b><br>Medical Director Focus<br>The Quality Forum                                    | <b>Bonus Distribution:</b><br>AHCA/NCAL Congressional Briefing;<br>NADONA National Conference   |

# 2020 Editorial Calendar July - December

| Month   | Features  | Bonus Distribution   |
|---|---|--|
| <b>JULY: Technology Issue</b><br><b>Cover Story:</b><br>Assisted Living Resident Engagement   | <b>Featured Content:</b><br>Focus on Caregiving<br>Technology in Health Care  |  |
| <b>AUGUST</b><br><b>Cover Story:</b><br>A New Look at Sleep in LT/PAC   | <b>Featured Content:</b><br>Management<br>Focus on Caregiving<br>The Quality Forum  |  |
| <b>SEPTEMBER: AHCA/NCAL PreConvention Issue</b><br><b>Cover Story:</b><br>A Look on How Provider are Doing Business   | <b>Featured Content:</b><br>Convention Sessions Preview<br>Finance: NIC<br>Legal Advisor - Evaluating Potential Buyers or Sellers |  |
| <b>OCTOBER: AHCA/NCAL Convention Issue</b><br><b>Cover Story:</b><br>Exploring the World of Palliative Care<br>Special Features:<br>AHCA/NCAL Special Award Recipients, List of Exhibitors, National Quality Award Recipients | <b>Featured Content:</b><br>Focus on Caregiving<br>Human Resources<br>Finance: NIC<br>The Quality Forum                           | <b>Bonus Distribution:</b><br>AHCA/NCAL 71 <sup>st</sup> Convention & Expo<br>NIC Conference         |
| <b>NOVEMBER</b><br><b>Cover Story:</b><br>The Patient-Driven Payment Model, A Year Later  | <b>Featured Content:</b><br>Finance: NIC<br>Legal Advisor   | <b>Bonus Distribution:</b><br>AHCA/NCAL Fall Multifacility CEO & Senior Executive Leaders Conference |
| <b>DECEMBER</b><br><b>Cover Story:</b><br>Population Health Management  | <b>Featured Content:</b><br>Medical Director Focus<br>Focus on Caregiving<br>Legal Advisor<br>The Quality Forum                   |  |

## Issuance and Closing Dates

Provider is published monthly. Refer to page 7 for closing deadlines. If new material is not received by the closing date, the latest ad of similar size and color will be used.

## General Advertising Rate Policy

Rates are determined by the total space used within a 12-month period, dating from the first insertion. Earned frequency is determined by the total number of insertions, not issues. Sizes may be mixed. In schedules composed of different size space units, a one-third page space is the minimum size that can be combined with larger units to earn frequency rates.

## Cover Net Rates

Cover charges are in addition to space and color costs. Cover positions require a 6-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 a 6-page minimum contract.

## Bleed Charges

There is no extra charge for bleeds.

## Classified Advertising

The closing dates for insertion order and copy to be sent can be found on page 10 under "Closing Deadlines." Classifieds are \$225 per column inch with a minimum of one inch. Frequency discounts are available. Classified ads are non-commissionable and must be prepaid. No ads will be taken over the telephone. Standard display ads placed in the classified ad section are commissionable at the current rates.

## Classified Specifications

Two-column format  
 Column width: 3 3/8"

**PROVIDER | CLASSIFIEDS**  
PROVIDERMAGAZINE.COM DECEMBER 2014

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**EMPLOYMENT**

**One Source. Countless Solutions**  
*for Post-acute and Senior Care Providers*

**LeaderStat's Executive Recruiters place talented individuals in exciting career opportunities at all levels.**

**Recent Placements Include:**

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- RDO
- Corporate CFO
- Corporate VP of Business Development
- Administrator
- Director of Nursing
- MDS Coordinator



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National AANAC Training-Partner

**GSI**  
**CAREER STRATEGIES<sup>SM</sup>**  
Long Term Care Services Division

Strategic Personnel Management Partner  
Career Strategists have the vision, experience and work ethic to be your personnel management partner in the growing market of Long Term Care. We have the employment strategies, solutions, and resources you need to hire and manage qualified candidates at the facility and corporate levels.

We Deliver The Best In The Business  
Career Strategists search for candidates. We deliver qualified professionals who have the experience, personality, energy and passion to work in long term care. Our candidates understand the needs and needs of the extended care community they serve.

The Best Professional Talent

|                                 |                               |                         |
|---------------------------------|-------------------------------|-------------------------|
| Administrator                   | EVRY/ADDER                    | President/CEO           |
| Nurse Consultant                | Consulting CEO                | Executive Director      |
| Rehabilitation Services         | Social Services Director      | Business Office Manager |
| Regional Director of Operations | Staff Development Coordinator | MDS Coordinator         |
| Regional Director               | Director of Administration    | Director of Marketing   |

We look forward to assisting you in uncovering that dynamic leader for your organization!

Yvonne Mitchell  
 (800) 959-9350  
 y.mitchell@gsi.com


INNOVATION    MOTIVATION    GROWTH    MEMBERSHIP    RESILIENCY

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Are you working with a limited budget?  
**RUN A CLASSIFIED AD!**

E-mail our Sales Team at [sales@providermagazine.com](mailto:sales@providermagazine.com).





[www.providermagazine.com](http://www.providermagazine.com)



**CARES<sup>®</sup> Online Dementia Training**

Recommended by AHCA/NCAL to help reduce the off-label use of antipsychotics.

Use purchase code **AHCA10** at checkout, and receive a 10% discount!

Get Started Today: [www.hcinteractive.com](http://www.hcinteractive.com)

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Can't get enough of **Provider?**

Follow us at:

PROVIDER NATION

The official blog of Provider magazine

[www.providernation.com](http://www.providernation.com)

**Color Display Advertising Rates** The following advertising annual net rates are effective for all advertisers on January 1, 2020.

|                      | 1x   | 3x      | 6x      | 12x     | 18x     | 24x     |
|----------------------|--|---------|---------|---------|---------|---------|
| <b>Spread</b>        | \$8,575  | \$8,205 | \$7,805 | \$7,435 | \$6,865 | \$6,375 |
| <b>Full-Page</b>     | \$5,685  | \$5,465 | \$5,225 | \$4,955 | \$4,665 | \$3,755 |
| <b>2/3 Page</b>      | \$4,815  | \$4,645 | \$4,445 | \$4,225 | \$3,995 | \$2,390 |
| <b>1/2 Page</b>      | \$4,395  | \$4,235 | \$4,065 | \$3,875 | \$3,675 | \$3,465 |
| <b>1/3 Page</b>      | \$3,965  | \$3,825 | \$3,685 | \$3,525 | \$3,345 | \$3,165 |
| <b>1/4 Page</b>      | \$3,535  | \$3,425 | \$3,305 | \$3,165 | \$3,025 | \$2,875 |
| <b>Classified Ad</b> | \$225 per column inch with a minimum of one inch |         |         |         |         |         |

\*Black and White rate reduction of \$1,365 regardless of size



# online advertising rates/ specifications

## Banner Specifications

Banner ads will be formatted as companion ads/roadblock ads. Please design all ads with the same branding design to ensure that your message receives the maximum visibility and maintains continuity throughout the site.

All sizes below must be provided by each advertiser.

- Pencil** 968px W x 30px H
- Drop-down** 968px W x 340px H
- Right Zone** 234px W x 385px H
- Bottom Zone** 692px W x 72px H
- Top Zone** 940px W x 106px H

**Format** GIF, JPEG, PNG, Flash  
 \* File size not to exceed 500KB.

**Cost Per Month**  
 Print advertisers \$2,500  
 Non-print advertisers \$5,000

## Provider TV Specifications

**Length** 15 secs  
**Format** 3GPP audio/ video (.3gp)  
**Cost per Month** \$5,000

## Banner/ Content Placement

### Home

The Home page screenshot shows the following zones:

- Pencil:** A green banner at the top with the text "Take a closer look at what you're really getting."
- Drop-down:** A large blue banner featuring the Twitter logo and the text "Provider #ProviderChats".
- Right Zone:** A vertical column of article teasers on the right side of the page.
- Bottom Zone:** A green banner at the very bottom of the page with the text "stay cool, stay comfortable."

### Interior

The Interior page screenshot shows the following zones:

- Top Zone:** A green banner at the top with the text "Discover what stands above the rest."
- Right Zone:** A vertical column of article teasers on the right side of the page.
- Bottom Zone:** A green banner at the bottom of the page with the text "stay cool, stay comfortable."

Bottom Zone →

# print advertising specifications

## Magazine Offset Printing Specifications

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.

**Number of Proofs:** One comprehensive proof and/or set of progressive proofs, complete with color bars or match prints, chromalins, or color keys with density patches are required for all material.

**Rotation of Colors:** Web-fed rotation is cyan, magenta, yellow, and black four-color process.

**Binding:** Saddle stitched. Some issues may be perfect bound.

## Cancellation Policy

**All cancellations should be sent to:**  
Provider Magazine | Attn: Sharon Purvis  
1201 L Street, NW | Washington, DC 20005  
Fax: 202-842-9806

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.

## Closing Deadlines

**Note:** Artwork not received by material deadline automatic pick up a previous ad.

| 2020             | Signed Insertion Order Deadline | Material Due |
|------------------|---------------------------------|--------------|
| <b>January</b>   | 12/2                            | 12/5         |
| <b>February</b>  | 1/6                             | 1/9          |
| <b>March</b>     | 2/3                             | 2/6          |
| <b>April</b>     | 3/2                             | 3/5          |
| <b>May</b>       | 4/6                             | 4/8          |
| <b>June</b>      | 5/4                             | 5/7          |
| <b>July</b>      | 6/5                             | 6/11         |
| <b>August</b>    | 7/6                             | 7/9          |
| <b>September</b> | 8/3                             | 8/6          |
| <b>October</b>   | 9/4                             | 9/10         |
| <b>November</b>  | 10/5                            | 10/8         |
| <b>December</b>  | 11/4                            | 11/9         |

# print advertising specifications

## Artwork Shipping Instructions

### Send materials to:

Provider Magazine | Attn: Kate McCullough  
1201 L Street, NW | Washington, DC 20005  
kmccullough@ahca.org

If new material is not received by the closing date, the latest ad of similar size and color will be used.

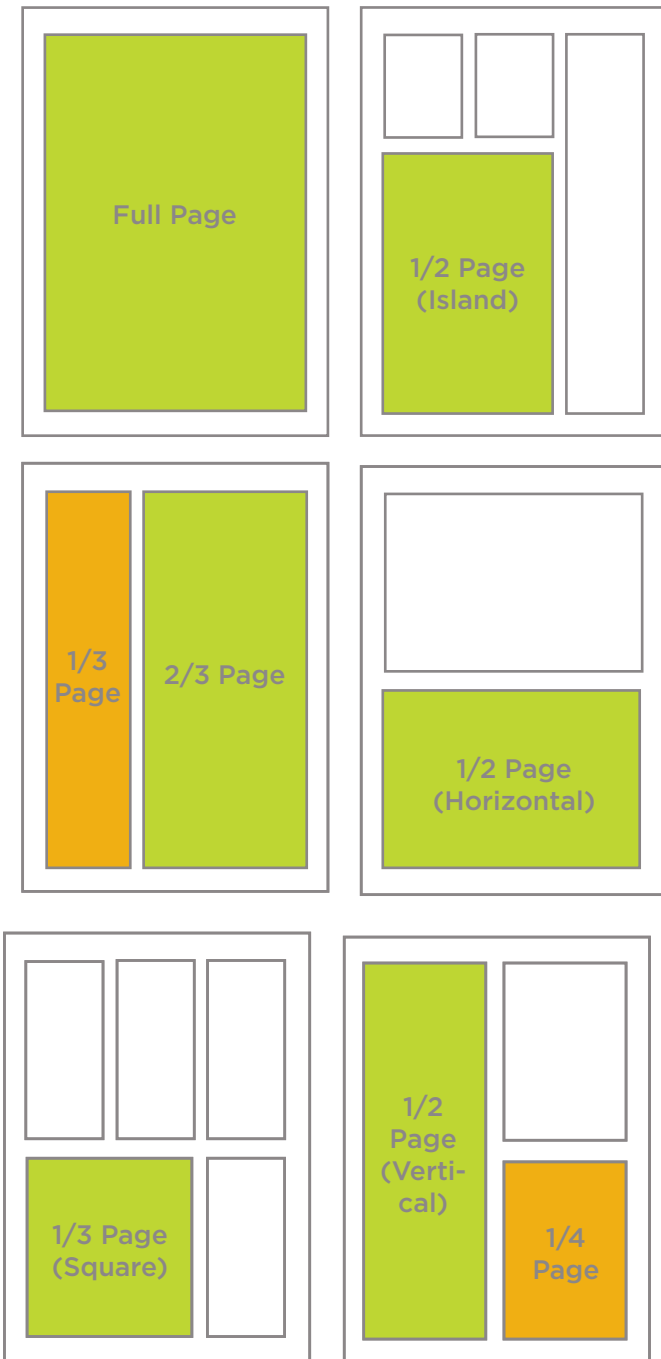
## Mechanical Requirements

**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 & Depth     |
|------------------------------|-------------------|
| <b>Spread (non-bleed)</b>    | 15 1/2" x 10"     |
| <b>Spread (bleed)</b>        | 16 1/2" x 11 1/8" |
| <b>Full Page (non-bleed)</b> | 7" x 10"          |
| <b>Full Page (bleed)</b>     | 8 3/8" x 11 1/8"  |
| <b>2/3 Page</b>              | 4 1/2" x 9 1/2"   |
| <b>1/2 Page (horizontal)</b> | 7" x 4 3/4"       |
| <b>1/2 Page (island)</b>     | 4 1/2" x 7 1/4"   |
| <b>1/2 Page (vertical)</b>   | 3 3/8" x 9 1/2"   |
| <b>1/3 Page (square)</b>     | 4 1/2" x 4 3/4"   |
| <b>1/3 Page (vertical)</b>   | 2 1/8" x 9 1/2"   |
| <b>1/4 Page</b>              | 3 3/8" x 4 3/4"   |



# Provider **print & online** advertising order

## Advertiser

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Agency/Bill to

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Artwork Contact Name/Phone/Email \_\_\_\_\_

**For Color Guarantee Please Submit a SWOP Proof of Ad**

## Issue Date 2020

- January      July  
  February      August  
  March      September  
  April      October  
  May      November  
  June      December

Purchasing Guide

Convention Onsite Guide

## Special Instructions

\_\_\_\_\_  
\_\_\_\_\_

## Print Specifications

### Size

- Spread     1/3 Page Square  
 Full Page     1/3 Page Vertical  
 2/3 Page     1/4 Page  
 1/2 Page Horizontal  
 1/2 Page Vertical     Classified  
 1/2 Page Island    \_\_\_\_ Columns x \_\_\_\_ Inches

Earned Frequency (please circle)

1x 3x 6x 12x 18x 24x

Ad Per Issue Charge \$ \_\_\_\_\_

Total Contract Amount \$ \_\_\_\_\_

## Online Specifications

### Size

- Banner  
 Marketplace  
 Provider TV

### Per Monthly Charge

Ad Per Monthly Charge  
\$ \_\_\_\_\_

Total Contract Amount

\$ \_\_\_\_\_

## Agreement

I agree to the above ad placement and to the terms and conditions specified in the current rate card.

Authorized by \_\_\_\_\_ Title \_\_\_\_\_

Accepted for *Provider* magazine by \_\_\_\_\_ Date \_\_\_\_\_

15% agency commission to recognized agencies responsible for payment only if payment is received within 30 days. Send insertion order and proof materials to *Provider*, Advertising Department, 1201 L STREET, NW, WASHINGTON, DC 20005. Closing is the 30th, two months prior to publication; materials are due on the monthly deadlines listed on page 10. Artwork should be sent via email in a high resolution PDF file to kmccullough@ahca.org. All cancellations must be in writing to ATT: SHARON PURVIS and received before the closing date otherwise advertisers will be charged the full rate. Payment terms are 30 days from issuance. **Credit approval may be required. Provider reserves the right to decline advertisements.**

**Fax**

202-842-9806