

Let's Work Together

2024 MEDIA KIT

ENTER





About NAHC

The **National Association for Home Care & Hospice** (NAHC) is the premier trade association and leading advocate for the care in the home community. We represent over 400,000 home-based care organizations in the U.S., working to provide top-tier healthcare to millions of vulnerable patients and families. Our vision is to be the leading and unifying voice for home care and hospice.

Learn more at NAHC.ORG.



I will always be grateful to NAHC for the knowledge and insight I have gained through the years of my career. Care in the home has evolved over the years and NAHC has been there to advocate for and *educate us through their publications* on how to be the best piece of the health care industry.

– **Barbara Knott**

Regional Director Continuing Care Services,
UNC HealthCare



NAHC is an industry leader in advocacy, with significant contacts and visibility in Washington. NAHC continually advocates not only for home and community-based providers, but also for quality care for the communities and populations we serve. I am proud to be a member of NAHC!

– **Brandy Shifteh RN, BHSA, MBA**

Regulations Compliance Manager
MatrixCare

NAHC Demographics

Aligning with NAHC through advertising, sponsorships, and expo participation, provides businesses a unique opportunity to reach the home health care and hospice market.

NAHC members include top-level decision makers at regional and national companies who rely on us for advocacy, professional development, industry news, and most importantly to discover products, solutions, and services offered by our trusted partners.

NAHC MEMBERS COME FROM



NAHC MEMBERS SEEK

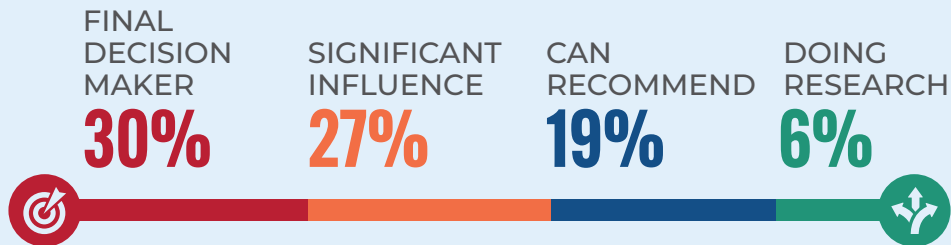
1. Education and Training
2. Telehealth/Technology
3. Data Performance Measurement
4. Data Analytics Benchmarking Software
5. Wound Care
6. Recruitment and Staffing
7. Medical Devices and Supplies
8. Marketing
9. Electronic Medical Records
10. Consulting

WEBSITE TRAFFIC PER MONTH

*Google Analytics 4 Tracking based on two months worth of data.



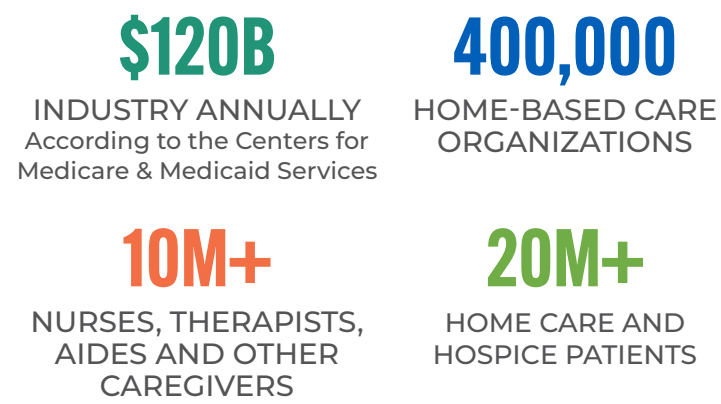
BUSINESS DECISION MAKERS



TYPICAL AGENCY SIZE BY EMPLOYEES



HOME CARE AND HOSPICE INDUSTRY DETAILS



MAC Legacy has found NAHC to be one of the premier industry resources to capture our audience in both exhibits and e-publications. When utilizing their resources, we are able to get in front of our current and prospective customers and see a return on the investment spent on advertising. If you are determining which resources to utilize when advertising, you don't want to miss the game changing opportunities provided by NAHC.

– Kati Hale
Chief Operations Officer
MAC Legacy



MEMBERSHIP HAS ITS PRIVILEGES

If your company isn't a member of NAHC, you should be!

GET 25% off
PUBLISHED ADVERTISING RATES


Our Business Partner members receive 25% OFF published advertising rates.

Join NAHC now and start taking advantage of discounted rates today!

Contact Trish Rollins in our membership department at trish@nahc.org or 202-355-1663 Ext. 3211 to get started.

Learn more about NAHC at NAHC.org

NAHC Report for November 22, 2022



NAHC Expresses Concern to CMS About Hospice Proliferation in Some States

The National Association for Home Care & Hospice (NAHC), joined by three other important industry stakeholders, has written to Chiquita Brooks-LaSure, Administrator of the Centers for Medicare & Medicaid Services (CMS), to express our increasing concern about reports of rapid proliferation of certified hospice agencies in select states.

Most recently, the findings of the California State Auditor indicate that the state's licensure practices, and weak oversight of hospice agencies have created opportunities for large-scale fraud and abuse in the Medicare and Medicaid programs. Particularly disconcerting is the fact that the data also shows multiple hospices at the same address without a corresponding increase in the eligible patient population to be served in the area, as well as specific individuals holding top management positions for multiple hospice entities at the same time.

[Learn More](#)

New Resources for Home Health Value Based Purchasing Expansion

The Centers for Medicare & Medicaid Services (CMS) released its November HHVBP Newsletter, which is loaded with resources CMS has made available to providers as we round the corner to the HHVBP model's first performance year – January 1, 2023. Most importantly, the November Pre-Implementation Performance Report (PIPR) is available in IQIGS.

The PIPRs provide HHAs with data on their quality measure performance used in the expanded HHVBP Model, with comparison to HHAs nationally within peer cohorts.

[Learn More](#)

Transcend New Senior Care Workforce Insights

[ACCESS FIRST CLASS ONLINE EDUCATION SIGN UP NOW!](#)

Did You Know: NAHC Celebrates it's 40th Anniversary

NAHC is celebrating its 40th anniversary this year and we want you to share your memories of NAHC and what it has meant to your agency and your career. Head over to [NAHC40.com](#) to share and view real-time stories to celebrate our anniversary.

For Your Information: Support the Choose Home Care Act!

The Choose Home Care Act of 2021 is landmark legislation help seriously ill individuals recover safely at home. With a few clicks of your mouse, you can send a powerful message to your members of Congress to support the bill. Then, for-

NAHC Report

NAHC’s daily e-newsletter, *NAHC Report*, provides the latest news and information on legislation, regulations, litigation, and other issues affecting home care and hospice. Our in-house staff is in touch with legislators on Capitol Hill and leaders at state affiliates to bring readers the most up-to-date news every day.

5,000

DAILY SUBSCRIBERS

21%

AVERAGE OPEN RATE

65%

AVERAGE CLICK THROUGH

AD RATE*:

Rates reflect a week-long run, Monday through Friday. (On dates that *NAHC Report* is not published, rates will be prorated.)

	1-5 WEEKS	6-11 WEEKS	12-23 WEEKS	24+ WEEKS
Primary Position 200 x 300 pixels	\$1,100/week	\$1,000/week	\$900/week	\$800/week
Secondary Position 200 x 200 pixels	\$775/week	\$700/week	\$650/week	\$550/week
Landscape Position 300 x 100 pixels	\$575/week	\$525/week	\$500/week	\$400/week

MEMBERS GET
25% off

AD RATES

Not a member? JOIN TODAY!


FOR MORE INFORMATION
OR TO RESERVE A SPOT:




Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 355-1646 Ext. 3314 | Email: cta@nahc.org

MECHANICAL REQUIREMENTS

There are three types of ads in each issue of *NAHC Report*:



Primary position ads
200 x 300 pixels
and receive prominent placement on *NAHC Report*



Secondary position ads
200 x 200 pixels



Landscape position ads
300 x 100 pixels

ART SPECS

- Ad files: NAHC accepts 72 dpi PNG, JPEG, or GIF file formats with a maximum file size of 100K. No animated files will be accepted.
- URL link

DEADLINES

Ads are due **Thursday by 2:00PM ET**, the week prior to publishing.



Newsletters



THE PRIVATE DUTY SOURCE

Private Duty Home Care at NAHC publishes a weekly newsletter called *The Private Duty Source*. This publication provides the latest news and information on the issues affecting private duty home care.

PUBLICATION DATE

Friday

CIRCULATION

1,300

OPEN RATE

15.5%

AD RATE

Primary Position: \$300 per issue
Secondary Position: \$250 per issue



COVID-19 UPDATE

A weekly newsletter that goes out on Monday and provides NAHC members with all the latest news, information, and analysis on the COVID-19 public health emergency and how it is impacting home care, home health, and hospice.

PUBLICATION DATE

Monday

CIRCULATION

5,000

OPEN RATE

15.4%

AD RATE

Primary Position: \$300 per issue
Secondary Position: \$250 per issue



HOSPICE & PALLIATIVE CARE REPORT

A weekly newsletter that goes out to all non-private duty NAHC members and provides members with all the latest news, information, and analysis on how developments in the hospice industry will impact their business, as well as education and advocacy for hospice providers and patients.

PUBLICATION DATE

Wednesday

CIRCULATION

1,300

OPEN RATE

TBD

AD RATE

Primary Position: \$300 per issue
Secondary Position: \$250 per issue



NAHC WEBINARS

A weekly newsletter is circulated to thousands of engaged members and non-members, providing a curated compilation of scheduled webinars, podcasts, events, and crucial updates for the weeks ahead. This publication serves as a valuable resource for those actively involved with NAHC's education benefits.

PUBLICATION DATE

Monday

CIRCULATION

26,000

OPEN RATE

18.1%

AD RATE

Primary Position: \$500 per issue
Secondary Position: \$450 per issue

FOR MORE INFORMATION OR TO RESERVE A SPOT:



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MECHANICAL REQUIREMENTS

There are three types of ads in each issue:

Primary position ads
200 x 300 pixels
and receive prominent placement on NAHC Report

Secondary position ads
200 x 200 pixels

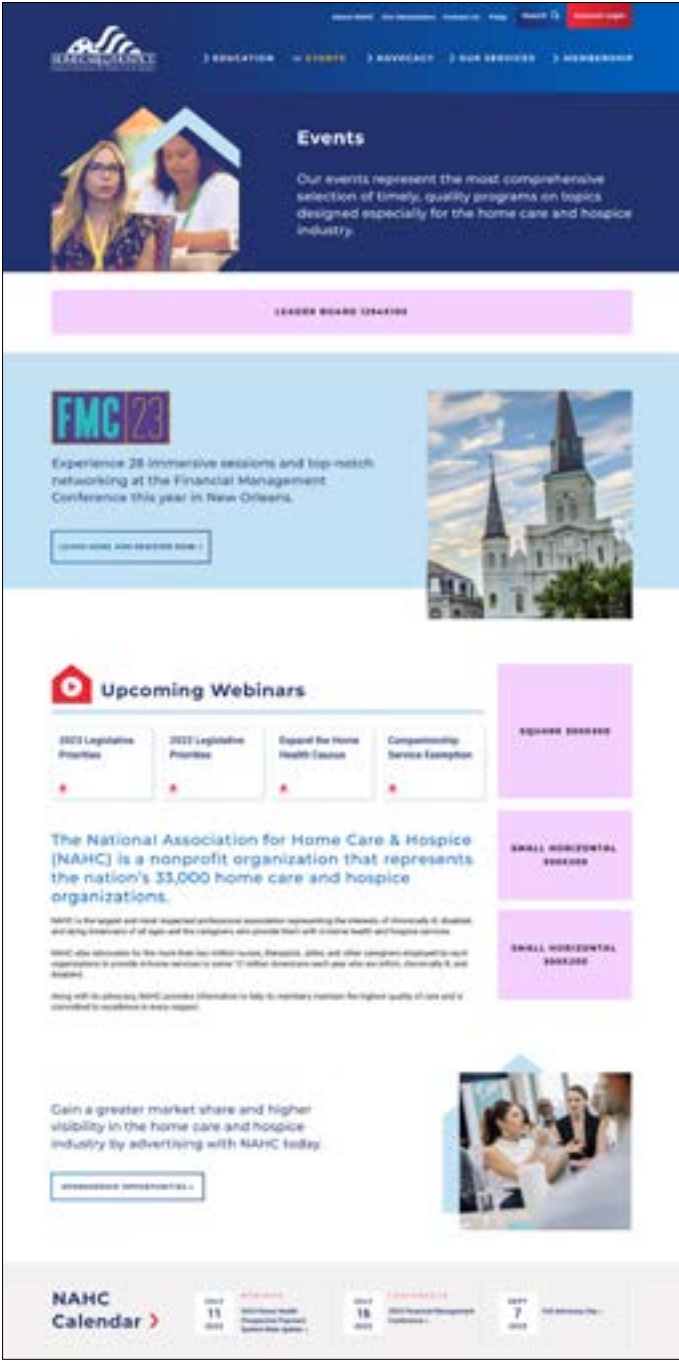
ART SPECS

- Ad files: NAHC accepts 72 dpi PNG, JPEG, or GIF file formats with a maximum file size of 100K. No animated files will be accepted.
- URL link

DEADLINES

Materials are due **two weeks prior** to the publication date.





Online Banner Ads

As the leading trade association for home care, hospice, and private duty home care leaders, thousands of industry leaders and professionals come to our site daily to find the tools and resources they need to better run their businesses.

Each month, the NAHC website (NAHC.org) receives more than 3 million visits and 83,000 unique visitors and the *NAHC Report* website (report.NAHC.org) receives more than 1.23 million visits and 14,500 unique visitors.

Advertisers find our websites to be an effective vehicle for reaching home care and hospice providers who continue to rely on NAHC as the most trusted resource for our industry. Advertisers have three options to choose from, see below for complete details.

Banner ads appear on all secondary pages and in rotation with no more than three ads of the same size at any given time.

AD RATES:

AD PLACEMENT	SIZE	RATE PER MONTH*
Leaderboard Position	1294 x 100 pixels	\$1,100
Square Position	300 x 300 pixels	\$675
Horizontal Position	300 x 200 pixels	\$525

WEBSITE TRAFFIC PER MONTH

NAHC.ORG WEBSITE

14,000

VISITORS PER MONTH

NAHC REPORT WEBSITE

1.23M

AVERAGE CLICK THROUGH

12,500

NEW VISITORS PER MONTH

14,500

NEW VISITORS PER MONTH

NAHC MEMBERS COME FROM



4,000

PREMIER HOME CARE AGENCIES, HOSPICES, AND PRIVATE DUTY ORGANIZATIONS

MEMBERS GET 25% off AD RATES

Not a member? JOIN TODAY!

MECHANICAL REQUIREMENTS

Leaderboard Position

1294 x 100 pixels



Square Position

300 x 300 pixels



Horizontal Position

300 x 200 pixels

NEW ART SPECS

Acceptable file formats for all sizes are jpg, png or gif

Files should be either 150 or 300 dpi, RGB.

Animation: gif file format accepted:

Duration: 15 seconds or less

Looping: Possible, but the animation must stop after 15 seconds

Speed: Slower than 5 frames per second

Size: 150 KB or smaller

DEADLINES

Ads are due the **15th of the month prior** to the run month.

FOR MORE INFORMATION OR TO RESERVE A SPOT:



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Webinar Sponsors

This sponsorship opportunity is only available to NAHC Business Partner Members.

NAHC webinars are delivered by experts in the home care, hospice, and private duty industry and provide timely information for C-Suite executives, directors, and administrators.

In 2023, NAHC hosted nearly 70 webinars with over 25,000 registrants on a variety of topics including COVID-19, PDGM, Medicare Advantage, Regulatory & Legal Issues, Alternative Payment Models, and more. The best part of sponsoring our webinars is that registrants have access to not only the live events, but they have unlimited access to the materials and the recordings, where they will be able to see your brand prominently featured anytime and anywhere.

SPONSORSHIP INCLUDES THE FOLLOWING:

- Company name on emails promoting the webinar(s)
- Company logo on the webinar events page on NAHC.org
- Company recognition on the confirmation page (including hyperlink)
- Company logo on the opening slides
- Company logo on the closing slides
- Moderator to mention company during the webinar
- Company to receive registration list (emails included) after the webinar

FOR A COMPLETE LISTING OF UPCOMING EVENTS AND TO RESERVE YOUR NAHC WEBINAR SPONSORSHIP TODAY:



Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 355-1646 Ext. 3314 | Email: cta@nahc.org

SPONSOR RATES:

MEMBERS	
Single Webinar	\$1,750
Five Webinars	\$7,500
Ten Webinars	\$12,500

NOTE: Webinars are selected by the company.

Interested in other sponsorship opportunities?

Contact Christopher Adams for details about sponsoring either the **Financial Management Conference** or the **Home Care and Hospice Conference and Expo**.

Learn more about NAHC Business Partner Membership

Join Today!
nahc.org/membership

Contact Trish Rollins, Business Partner Membership Manager, at trish@nahc.org or (202) 355-1663 Ext. 3211 to get started.

MECHANICAL REQUIREMENTS

Currently, we only offer one type of sponsorship opportunity for each issue.

PLEASE PROVIDE:

- Company logo files. NAHC accepts PNG, JPEG, or GIF file formats with a maximum file size of 100K
- URL link

DEADLINES

Materials are **due two weeks prior** to the publication date.





NAHC Business Link

NAHC Business Link is a dedicated, co-branded email that enables NAHC’s vendor partners, exhibitors, and advertisers to reach 12,000+ home care and hospice professionals. On average, each issue receives an additional 310 forwards from recipients.

NAHC Business Link provides our partners with the unique opportunity to create relationships with potential customers and clients and establish your company as a thought leader by offering access to white papers, how-to guides, or exclusive offers — while allowing companies to generate qualified leads for their sales funnel. You’re in full control of the offer and the messaging; NAHC simply takes care of delivering it to the inboxes of our members and other home care and hospice decision makers.

2022 PERFORMANCE

AVERAGE SENT EMAILS	AVERAGE REACH	OPEN RATE	FORWARDED EMAILS
8,192	12,000+	16.03%	310

RATES

	MEMBERS*	NON-MEMBERS
Single e-blast	\$3,000	\$3,675
3 or more e-blasts (each)	\$2,500	\$3,500

2024 AVAILABLE DATES

	2ND WEDNESDAY	4TH WEDNESDAY
January	10	24
February	14	28
March	13	27
April	10	24
May	8	22
June	12	26
July	10	24
August	14	28
September	11	25
October	9	23
November	13	27
December	11	26

MECHANICAL REQUIREMENTS

- Please provide the following information in a Word document, unformatted:
- 75-character max (not words, but characters) subject heading for the e-blast
 - 30-word max headline for the text of the e-blast
 - 250-word max text for the main body of the e-blast
 - 35-word max call to action for the “click here” box of the e-blast
 - The URL for the “click here” button
 - 50-word max sidebar
 - Your company logo (150 pixel max width x 150 pixel max height)

DEADLINES

Materials are due two weeks prior to the publication date so that we can lay it out and send you a PDF of the e-blast for your final approval.

FOR MORE INFORMATION:



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