



Association Advertising Opportunities

The Association has two weekly newsletters,

- *Update* focuses on policy and Association issues and is sent to the Association’s listservs numbering over 1,000 names from our membership.
- *Transitions* reports national media coverage of hospice, palliative care and related issues to over 1,000 self-subscribers among consumers, policymakers and caregiving professionals.

Newsletter & Website Want Ads: Whether you’re seeking staff or seeking a job, the Association’s two weekly e-newsletters get your message across. Ads also run in the Career Center on our www.homecarenj.org website for an identical period of time.

Please select from the following options:

<i>Association Newsletter Want Ad Rates (“Help Wanted” or “Position Wanted”)</i>		
Number of Weeks	Member Rate	Non-Member Rate
One Week (on the website and one issue of each e-newsletter)	\$100	\$ 300
Two Weeks (on the website and two issues of each e-newsletter)	\$175	\$ 525
One Month (on the website and four issues of each e-newsletter)	\$250	\$750

Newsletter Display Ads: Display ads in Update and Transitions give you the opportunity to communicate with your graphics and photos/art. Ads should be sent in PDF or JPG format. Rates are shown for Membes / Non-Members.

	FULL PAGE 9” high x 6½” wide	HALF PAGE (horizontal only) 4½” high x 6½” wide	QUARTER PAGE (vertical only) 4½” high x 3” wide
1 week	\$400 / \$1200	\$200 / \$600	\$100 / \$300
2 weeks	\$700 / \$2100	\$350 / \$1050	\$175 / \$525
1 month	\$1250 / \$3750	\$625 / \$1875	\$300 / \$900
3 months	\$3300 / \$9900	\$1650 / \$4950	\$600 / \$1800
6 months	\$6000 / \$18,000	\$3000 / \$9000	\$1000 / \$3000
12 months	\$11,000 / \$33,000	\$5500 / \$16,500	\$1750 / \$5250

...more

Association Website Box Ad: Promote your organization through the Home Care & Hospice Association website (www.homecarenj.org). **Your box ad on our site gives your organization year-round exposure to consumers seeking information on home care and hospice.** Your linked company image will be featured for a full 12 months, on a rotating basis. Website ads are available now - register TODAY for an ad!

Consumer Website Box Ad

Sidebar static ad - 200 px x 200 px

<i>Association Website Box Ad Rates (12 months, rotating basis)</i>	
Member Rate	Non-Member Rate
\$1,000 per year	\$3,000 per year

To run want ads or sponsor a website box ad, please email the following to susan@homecarenj.org:

- For Want Ads: The wording of your ad (not to exceed 100 words, including **reply information**) and completed advertising form (next page)
- For Website Box Ad: Your company logo, website link and completed advertisement form (next page)

The Home Care & Hospice Association of NJ reserves the right to select actual newsletter edition dates and to accept or reject any advertisement. Advertising rates are subject to change.

Home Care & Hospice Association of NJ Advertising Form

Contact Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Member Rates

Association Want Ads

1 Week \$ 100
2 Weeks \$ 175
1 Month (4 weeks) \$ 250

Association Website Sponsor Box (12 months)
\$ 1000

Non-Member Rates

Association Want Ads

1 Week \$ 300
2 Weeks \$ 525
1 Month (4 weeks) \$ 750

Association Website Sponsor Box (12 months)
\$ 3000

Order Total: _____

Order Total: _____

I understand and agree that Home Care & Hospice Association of NJ may need to modify the format of the ad for placement in the newsletters or on the website. I understand that the content of the ad will not be changed without prior written approval.

Signature _____ Date _____

Check # _____ (Make checks payable to Home Care & Hospice Association of NJ)

_____ VISA _____ MasterCard _____ American Express

There is a 2.5% fee to pay by credit card Amount \$ _____ x 1.025 = Total Payment \$ _____

Credit Card Number _____ CVV# _____ Exp Date _____

Name on Card _____ Authorized Signature _____

Address _____

Payment is required prior to publication release date

Return payment and order form to: Home Care & Hospice Association of NJ, 485D, US 1 South, Suite 210, Iselin, 08830

Phone: 732-877-1100

FAX: 732-877-1101

Email: susan@homecarenj.org

The Home Care & Hospice Association of NJ will only accept advertisements with content that adheres to its mission of providing information of value to our readers. The Home Care & Hospice Association of NJ reserves the right to reject advertisements that state positions or offer products or services in conflict with products, services or positions of the Association.