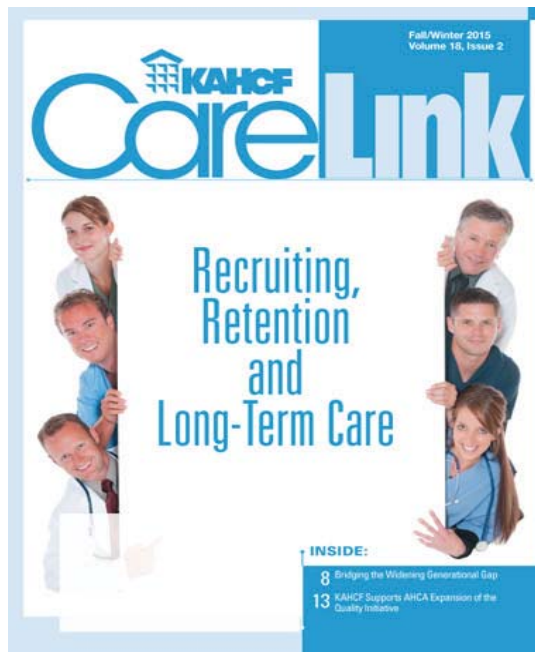




Kentucky Association
of Health Care Facilities

MEDIA KIT



Reach 100% of discharge planners in Kentucky!

CareLink bi-annual magazine

FOR MORE INFORMATION, PLEASE CONTACT:

www.kahcf.org

Brian Agnes
Sales Representative
Naylor, LLC
Phone: (770) 810-6979
Email: bagnes@naylor.com





Kentucky Association of Health Care Facilities

CareLink

Available in both print and digital formats!

naylornetwork.com/KAH-nxt



The KAHCF Advantage

- KAHCF member facilities provides **nearly 23,000 beds** for patient care annually.
- Our members represent **3 out of 4** of Kentucky's freestanding long term care facilities.
- Kentucky's hospitals and nursing/residential care facilities produce an annual revenue of **more than \$23 billion.***
- Kentucky's nursing home care and other health, residential, and personal care expenditures total **over \$3 billion. ****
- Long term care in Kentucky is expected to grow **48%** from **2017-2030.**

CareLink Distribution

Our print and digital communications provide you with repeated and valuable exposure to **all KAHCF members**, including:

- Nursing Facility Board Members
- State and Federal Legislators
- Key Media Contacts
- Health Care/Aging Associations
- Advocacy Groups
- College and Universities
- Chambers of Commerce
- 100% of Kentucky's Hospital Discharge Planners



Contact your Naylor representative today, and reach 3 out of 4 of Kentucky's long term care facilities.

Sources:
*IBIS World Reports 62311, OD5598, 62211
**kff.org/statehealthfacts

CareLink bi-annual magazine

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2x
Double Page Spread	\$3,299.50	\$2,969.50
Outside Back Cover	\$2,669.50	\$2,429.50
Inside Front or Inside Back Cover	\$2,469.50	\$2,229.50
Full Page	\$2,369.50	\$2,129.50
2/3 Page	\$1,919.50	\$1,729.50
1/2 Page Island	\$1,479.50	\$1,299.50
1/2 Page	\$1,349.50	\$1,209.50
1/3 Page	\$1,019.50	\$919.50
1/4 Page	\$749.50	\$669.50
1/6 Page	\$569.50	\$509.50
1/8 Page	\$409.50	\$369.50

Black-and-White Rates

	1x	2x
Full Page	\$1,459.50	\$1,309.50
2/3 Page	\$1,269.50	\$1,139.50
1/2 Page	\$959.50	\$859.50
1/3 Page	\$729.50	\$659.50
1/4 Page	\$579.50	\$519.50
1/6 Page	\$449.50	\$399.50
1/8 Page	\$369.50	\$329.50

Digital Edition Branding Opportunities

Sponsorship Max & Toolbar | \$1,400

Sponsorship & Toolbar | \$1,200

Skyscraper | \$900

For the latest online specs, please visit: www.naylor.com/online-specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Special Advertising Section: Facility Marketplace

Surrounded by a colorful background, our Facility Marketplace attracts readers' attention and prominently displays your ad to all KAHCF members, as well as to 100% of hospital discharge planning departments in Kentucky. Readers turn to these special sections often when searching for the products and services they need.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Digital Edition - www.naylornetwork.com/kah-nxt

In addition to print, *CareLink* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the KAHCF website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship (550 x 480 pixels) | \$1,200

Digital Sponsorship Max (543 x 705 pixels) | \$1,400

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Toolbar (250 x 50 pixels) | free with Sponsorship

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$900

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

For the latest online specs, please visit:

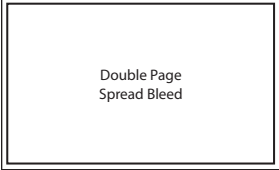



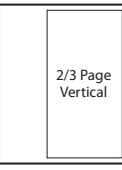
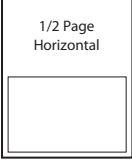
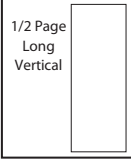
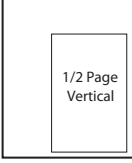
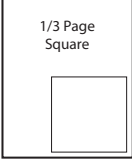
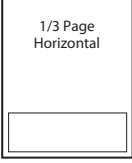
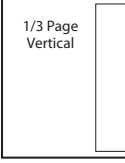
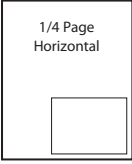
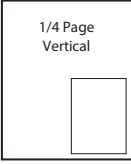
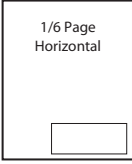
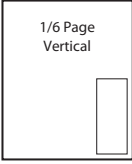
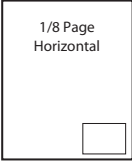
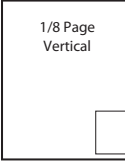
www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CareLink bi-annual magazine

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

 Double Page Spread Bleed 17" x 11.125"	 Full-Page Bleed 8.625" x 11.125"	 Full-Page No Bleed 7" x 9.5"	 2/3 Page Horizontal 7" x 6.333"	 2/3 Page Vertical 4.583" x 9.5"	
 1/2 Page Horizontal 7" x 4.583"	 1/2 Page Long Vertical 3.333" x 9.5"	 1/2 Page Vertical 4.583" x 7"	 1/3 Page Square 4.583" x 4.583"	 1/3 Page Horizontal 7" x 3"	 1/3 Page Vertical 2.166" x 9.5"
 1/4 Page Horizontal 4.583" x 3.333"	 1/4 Page Vertical 3.333" x 4.583"	 1/6 Page Horizontal 4.583" x 2.166"	 1/6 Page Vertical 2.166" x 4.583"	 1/8 Page Horizontal 3.333" x 2.166"	 1/8 Page Vertical 2.166" x 3.333"

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"	Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875"	Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|---|
| <input type="checkbox"/> Access Control Locks | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Nutritional Services |
| <input type="checkbox"/> Accountants & Consulting | <input type="checkbox"/> Fire Alarm Systems | <input type="checkbox"/> Obese Patient Aids |
| <input type="checkbox"/> Accounts-Receivable Management | <input type="checkbox"/> Floor Care | <input type="checkbox"/> Patient Control Systems |
| <input type="checkbox"/> Adult Daycare | <input type="checkbox"/> Flooring | <input type="checkbox"/> Personal Care |
| <input type="checkbox"/> Air Conditioning Equipment | <input type="checkbox"/> Food Service | <input type="checkbox"/> Pest Control |
| <input type="checkbox"/> Air Purification Systems | <input type="checkbox"/> Funeral Pre-Planning | <input type="checkbox"/> Pharmaceutical Services |
| <input type="checkbox"/> Alzheimer's Special Care Units | <input type="checkbox"/> Furniture | <input type="checkbox"/> Pharmacies |
| <input type="checkbox"/> Architecture, Planning & Interior Design | <input type="checkbox"/> Group Purchasing Organization | <input type="checkbox"/> Pharmacy Services - Infusion Therapy |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Hair Care Service | <input type="checkbox"/> Physical Therapy |
| <input type="checkbox"/> Art | <input type="checkbox"/> Health & Rehabilitation | <input type="checkbox"/> Position Seating & Lifts |
| <input type="checkbox"/> Assisted-Living Facilities | <input type="checkbox"/> Health Care Facilities | <input type="checkbox"/> Professional Employer Organizations |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Health Care Insurance & Consulting | <input type="checkbox"/> Real Estate Brokers |
| <input type="checkbox"/> Automation/Billing Services | <input type="checkbox"/> Health Care Products | <input type="checkbox"/> Rehabilitation Services |
| <input type="checkbox"/> Background Screening | <input type="checkbox"/> Heat-Seal Machines | <input type="checkbox"/> Respiratory Equipment & Oxygen |
| <input type="checkbox"/> Bath Fixtures | <input type="checkbox"/> Home Health Care | <input type="checkbox"/> Respiratory Services |
| <input type="checkbox"/> Bird Aviaries | <input type="checkbox"/> Hospice Services | <input type="checkbox"/> Respite Care |
| <input type="checkbox"/> Card Access Systems | <input type="checkbox"/> Housekeeping & Laundry Services | <input type="checkbox"/> Retirement Communities |
| <input type="checkbox"/> Carpet Cleaning Equipment | <input type="checkbox"/> Incontinence Products | <input type="checkbox"/> Sculptures |
| <input type="checkbox"/> Ceilings | <input type="checkbox"/> Indoor Air Quality | <input type="checkbox"/> Seating Systems |
| <input type="checkbox"/> Certificate of Need/Licensing Specialist | <input type="checkbox"/> Infection Control | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Certification Services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Social Work Consultation |
| <input type="checkbox"/> Cleaning, Sanitizing Systems & Service | <input type="checkbox"/> Labeling Systems | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Closed Circuit TV | <input type="checkbox"/> Lapel Pins & Emblems | <input type="checkbox"/> Support-Surface Programs |
| <input type="checkbox"/> Comprehensive Senior Care | <input type="checkbox"/> Laundry Equipment | <input type="checkbox"/> Surge-Suppression Systems |
| <input type="checkbox"/> Compression Stockings | <input type="checkbox"/> Liability Insurance | <input type="checkbox"/> Topical Pain Relief |
| <input type="checkbox"/> Computer Hardware & Software | <input type="checkbox"/> Lighting | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Locksmiths | <input type="checkbox"/> Uniforms & Mats |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Long Term Care Consultants | <input type="checkbox"/> Urinary Care Products |
| <input type="checkbox"/> Cost Reporting & Reimbursement Services | <input type="checkbox"/> Long Term Health Care Facilities | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Dieticians | <input type="checkbox"/> Managed Care | <input type="checkbox"/> Ventilation |
| <input type="checkbox"/> DME Supplies | <input type="checkbox"/> Management | <input type="checkbox"/> Wander Protection |
| <input type="checkbox"/> Eligibility - EDI | <input type="checkbox"/> Marketing Services/Public Relations | <input type="checkbox"/> Water Treatment |
| <input type="checkbox"/> Emergency Response Systems | <input type="checkbox"/> Mattresses | <input type="checkbox"/> Wheelchair Vans - Sales & Rental |
| <input type="checkbox"/> Eye Care | <input type="checkbox"/> Medical Billing | <input type="checkbox"/> Wheelchairs |
| | <input type="checkbox"/> Medical Equipment & Supplies | <input type="checkbox"/> Wound Care Products |
| | <input type="checkbox"/> Mobile X-Rays | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Nurse Call Systems | |
| | <input type="checkbox"/> Nursing Care Services | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Kentucky Association of Health Care Facilities and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of KAHCF.

Cambridge Place
Campbellsville Nursing and Rehab
Cull & Hayden, P.S.C.
Danhauer Drug Company
DMLO, CPA's
Forcht Group of Kentucky-Forcht Laboratory
Functional Pathways
Gwin Steinmetz & Baird, PLLC
Hall Render Killian
Health Education Center
Healthcare Therapy Services, Inc.
Innovatix, LLC
Land Shark Shredding, LLC
Life Care Centers of America-Blue Grass Region
Masonic Homes of Kentucky, Inc.
Mayfair Village Retirement Center
Neil Medical Group
O'Dell Equipment & Supply
Omnicare Pharmacies of Kentucky
Quality Mobile X-Ray
Redbanks
REM Company, Inc.
Sprint
Stites & Harbison
Superior Van & Mobility
The Care Group
Tolliber Management Group
Twin Rivers Nursing & Rehabilitation Center
Vertis Therapy
Wells Health Systems, Inc.
Wolfe County Health & Rehabilitation Center

Thank you for your support!

CareLink bi-annual magazine



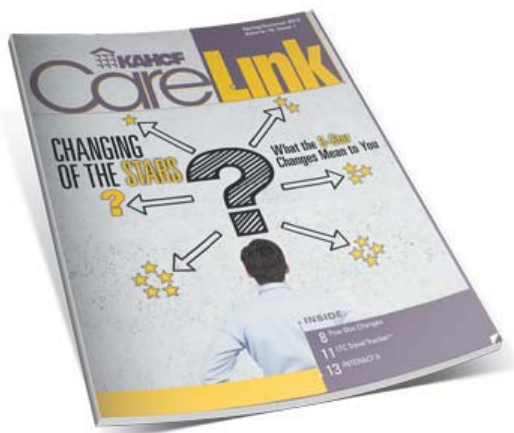
2017 Editorial Calendar*

CareLink Spring/Summer 2017 Issue (KAH-B0117)

Theme:

Features:

Ships: April 2017



CareLink Fall/Winter 2016 Issue (KAH-B0217)

Theme:

Features:

Ships: October 2017

**Editorial Calendar is tentative and is subject to change.*