



Pennsylvania Health Care Association

REACH PENNSYLVANIA'S GROWING ELDERLY COMMUNITY

- Pennsylvania's **730 nursing homes** generate **\$5.6 billion in revenues, \$13.3 billion in total economic output, 91,000 direct jobs** and **200,000** total direct and indirect jobs.
- Each \$1 million spent on nursing home care and services generates more than 35 jobs in Pennsylvania.
- Pennsylvania has almost **2 million citizens over age 65** and ranks **third in the nation** for percentage of population over 65.
- PHCA members care for nearly **38,000** elderly and disabled individuals across the state.
- The impact of nursing homes compares favorably with the impact of hospitals, with nursing home impact representing roughly 25% of hospital impact.

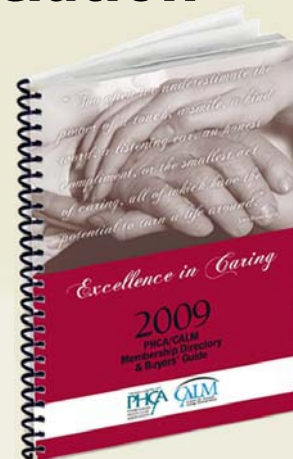
THE ASSOCIATION:

For more than 55 years, the Pennsylvania Health Care Association (PHCA) and the Center for Assisted Living Management (CALM) have proudly represented Pennsylvania's long-term care community. Take advantage of this unique opportunity to reach the leaders and decision makers in the state's expanding \$6 billion long-term care community by participating in our **2010 PHCA/CALM Membership Directory & Buyers' Guide**.

THE PUBLICATION:

The **2010 PHCA/CALM Membership Directory & Buyers' Guide** is specifically targeted to health care decision makers with purchasing power. As an advertiser, you are able to attract the attention of discharge planners throughout Pennsylvania, as well as building administrators, CEOs, CFOs, directors of nursing, directors of reimbursement and other corporate staff.

For more information on maximizing your company's visibility within the **2010 PHCA/CALM Membership Directory & Buyers' Guide**, contact your Naylor account representative today!



NEW IN 2010:

For the first time, the annual **PHCA/CALM Membership Directory & Buyers' Guide** will be produced both in **print and digital** formats. The digital version will be e-mailed to members and archived on the PHCA Web site, increasing accessibility.

MAXIMIZE EXPOSURE:

Strategic placement within the **2010 PHCA/CALM Membership Directory & Buyers' Guide** ensures high visibility for your advertisement. Ask your Naylor account executive about premium positions.

ENHANCE VISIBILITY:

All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

CONTACT

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For more information, visit:
www.phca.org



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Center for Assisted Living Management
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(717) 221-1800 • (717) 221-8687 FAX • www.phca.org



Dear Advertiser:

The Pennsylvania Health Care Association (PHCA) and Center for Assisted Living Management (CALM) once again has contracted with Naylor, LLC of Gainesville, Florida, to publish our *2010 PHCA/CALM Membership Directory & Buyers Guide*. Naylor is an established company that has worked with many state health care associations, including Florida, Illinois, Kansas, Michigan and Texas.

We invite you to participate in the *2010 PHCA/CALM Membership Directory & Buyers Guide*. This annual publication provides valuable networking information to all PHCA and CALM members and serves as a quick reference for products and services used throughout the long term care provider community.

Our annual directory, available in early 2010, will be distributed to all members, including nursing homes, assisted living communities and business partners. Advertisers in the directory have the opportunity to target key decision makers and purchasers of their products.

We are confident that the professionals at Naylor will provide a high quality publication that will enhance the growing reputation of our association. When a representative from Naylor contacts you, please consider allocating part of your advertising budget to our publication.

On behalf of PHCA and CALM, thank you for your support.

Sincerely,

Stuart H. Shapiro, M.D.
President & CEO

2010 PHCA/CALM Membership Directory & Buyers' Guide

Net Advertising Rates



DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

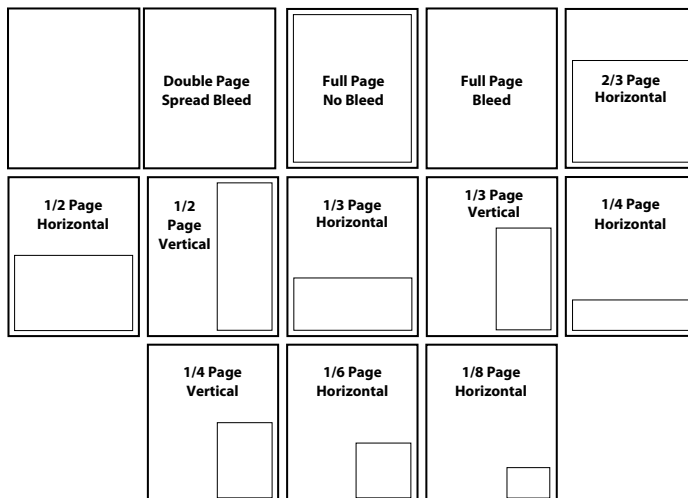
Full-Color Rates

Size	Rates
Double-Page Spread	\$3,239.50
Outside Back Cover	\$3,019.50
Inside Front or Inside Back Cover	\$2,839.50
Full Page	\$2,319.50
2/3 Page	\$2,099.50
1/2 Page	\$1,529.50
1/3 Page	\$1,299.50
1/4 Page	\$919.50
1/6 Page	\$709.50
1/8 Page	\$589.50

Black-and-White Rates

Size	Rates
Full Page	\$1,469.50
2/3 Page	\$1,249.50
1/2 Page	\$929.50
1/3 Page	\$669.50
1/4 Page	\$499.50
1/6 Page	\$399.50
1/8 Page	\$319.50

Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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).
PHC-R0010 (LR 10/2/2008 PHC-R0008)



2010 PHCA/CALM Membership Directory & Buyers' Guide

Print Advertising Specs (Roster – 5.75" x 8.5")

The Publication

2010 PHCA/CALM Membership Directory & Buyers' Guide: A 5.75" x 8.5", spiral-bound, full-color, glossy-stock annual roster.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order to be received on or before the sales close date. Invoices are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving more than 500 leading organizations from 85 industries across North America, is the official publisher of the **2010 PHCA/CALM Membership Directory & Buyers' Guide**.

Roster Ad Dimensions

Size	Width	Height
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full-Page Bleed	6"	8.75"
Full-Page Trim	5.75"	8.5"
Full-Page Live Area	5"	7.5"
2/3 Hz.	5"	4.916"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/3 Hz.	5"	2.333"
1/3 Vt.	2.333"	4.916"
1/4 Hz.	5"	1.666"
1/4 Vt.	2.333"	3.666"
1/6 Hz.	2.333"	2.333"
1/8 Hz.	2.333"	1.666"

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.

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 Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge.



2010 PHCA/CALM Membership Directory & Buyers' Guide

NEW FEATURE: Digital Edition

In addition to print, the **2010 PHCA/CALM Membership Directory** will also be produced in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's Web site.

Extend your print advertising investment with the unique benefits of digital media:



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

Members and readers receive each issue via e-mail and each new issue is posted on the association's Web site. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's Web site

Positions

■ eSponsorship

Your message will be prominently displayed directly across from the cover of the magazine. In addition, Flash and video capabilities can bring your ad to life.

■ eSkyscraper

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

eLink

eLinks increase traffic from your ad in the digital edition to your company's Web site or corporate e-mail address. **All of our advertising options include this upgrade.**

■ eToolbar

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.



www.naylor.com



Digital Edition Specifications



eSponsorship*

- 645 x 465 pixels
- JPG, GIF, Flash/SWF, AVI, MPG, MOV, FLV or Real Player accepted
- File size must be no greater than 100kb
- Animation and video must be less than one minute in duration



eSkyscraper

- 228 x 1,140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb



eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

*Setting Up Flash Creatives

If supplying a Flash creative, you must also supply a backup gif or jpg to serve users who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase and check the "Expression" option next to it. In the Window field, select "_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL.

Your code should look like this:

```
on (press) {  
  getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
  getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked. The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change at any time.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at:
http://www.adobe.com/resources/richmedia/tracking/designers_guide/

www.naylor.com



2010 PHCA/CALM Membership Directory & Buyers' Guide

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. 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"/> Dietary Foods | <input type="checkbox"/> Mobile Optometric Services |
| <input type="checkbox"/> Accountants & Consulting | <input type="checkbox"/> Dietitians | <input type="checkbox"/> Mobile X-Rays |
| <input type="checkbox"/> Accounts Receivable Management | <input type="checkbox"/> DME Supplies | <input type="checkbox"/> Natural Gas Providers |
| <input type="checkbox"/> Accreditation | <input type="checkbox"/> Education | <input type="checkbox"/> Nurse Call Systems |
| <input type="checkbox"/> Activity Consultants | <input type="checkbox"/> Electrotherapy Equipment | <input type="checkbox"/> Nursing Care Services |
| <input type="checkbox"/> Adult Day Care | <input type="checkbox"/> Eligibility - EDI | <input type="checkbox"/> Nursing Facilities |
| <input type="checkbox"/> Adult Home Services | <input type="checkbox"/> Emergency Response | <input type="checkbox"/> Nutritional Services |
| <input type="checkbox"/> Air-Conditioning Equipment | <input type="checkbox"/> Employee Relations Services | <input type="checkbox"/> Obese Patient Aids |
| <input type="checkbox"/> Air Purification Systems | <input type="checkbox"/> Employment Opportunities | <input type="checkbox"/> Outreach |
| <input type="checkbox"/> Ambulance Services | <input type="checkbox"/> Enriched Housing | <input type="checkbox"/> Pad Cleaning/Solvent Cleaner |
| <input type="checkbox"/> Applied Medical Systems | <input type="checkbox"/> Eye Care | <input type="checkbox"/> Patient Aid Products |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Patient Control Systems |
| <input type="checkbox"/> Architecture, Planning, Interior Design | <input type="checkbox"/> Fire Alarms | <input type="checkbox"/> Personal Care |
| <input type="checkbox"/> Art | <input type="checkbox"/> Fitness Equipment | <input type="checkbox"/> Pest Management |
| <input type="checkbox"/> Assisted Living - Memory Care | <input type="checkbox"/> Flooring - Non-slip | <input type="checkbox"/> Pharmaceutical Services |
| <input type="checkbox"/> Assisted Living Facility | <input type="checkbox"/> Food Services | <input type="checkbox"/> Physical Therapy |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Funeral Pre-planning | <input type="checkbox"/> Psychiatric Consulting |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Furniture | <input type="checkbox"/> Real Estate Brokers |
| <input type="checkbox"/> Automation/Billing Services | <input type="checkbox"/> General Contracting | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Background Screening | <input type="checkbox"/> Geri Chairs | <input type="checkbox"/> Rehabilitation Programs/Services |
| <input type="checkbox"/> Bath Fixtures | <input type="checkbox"/> Geriatric Day Care Program | <input type="checkbox"/> Respiratory Services |
| <input type="checkbox"/> Beds | <input type="checkbox"/> Group Purchasing | <input type="checkbox"/> Respite Care |
| <input type="checkbox"/> Bird Aviaries | <input type="checkbox"/> Hair Care Services | <input type="checkbox"/> Retirement Communities |
| <input type="checkbox"/> Bus Distributor | <input type="checkbox"/> Health Care Building Specialists | <input type="checkbox"/> Risk Management |
| <input type="checkbox"/> Card Access Systems | <input type="checkbox"/> Housekeeping Carts | <input type="checkbox"/> Seating Systems |
| <input type="checkbox"/> Care Planning Service | <input type="checkbox"/> Housekeeping/Laundry Services | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Carpet Cleaning Equipment | <input type="checkbox"/> Incontinence Products | <input type="checkbox"/> Skilled Nursing Facilities |
| <input type="checkbox"/> Cart Covers | <input type="checkbox"/> Indoor Air Quality | <input type="checkbox"/> Skin Care |
| <input type="checkbox"/> Carts | <input type="checkbox"/> Infection Control | <input type="checkbox"/> Smoking Shelters |
| <input type="checkbox"/> Ceilings | <input type="checkbox"/> Insurance | <input type="checkbox"/> Social Work Consultation |
| <input type="checkbox"/> Cellular Phone Service | <input type="checkbox"/> Integrated Post Acute Services | <input type="checkbox"/> Specialty Advertising |
| <input type="checkbox"/> Certification Services | <input type="checkbox"/> Labeling Systems | <input type="checkbox"/> Surgical Dressings |
| <input type="checkbox"/> Charting Supplies | <input type="checkbox"/> Laboratory Services & Testing | <input type="checkbox"/> Therapists |
| <input type="checkbox"/> Cleaning/Sanitizing Systems | <input type="checkbox"/> Lapel Pins & Emblems | <input type="checkbox"/> Toiletries |
| <input type="checkbox"/> Closed Circuit TV | <input type="checkbox"/> Laundry Equipment | <input type="checkbox"/> Topical Pain Relief |
| <input type="checkbox"/> Coagulation Analyzers | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Transcription |
| <input type="checkbox"/> Communication Devices | <input type="checkbox"/> Lifts | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Community Services | <input type="checkbox"/> Lighting | <input type="checkbox"/> Uniforms & Mats |
| <input type="checkbox"/> Comprehensive Senior Care | <input type="checkbox"/> Linens | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Compression Stockings | <input type="checkbox"/> Locksmiths | <input type="checkbox"/> Ventilators |
| <input type="checkbox"/> Computer Hardware/Software | <input type="checkbox"/> Long-Term Care Consultants | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Long-Term Health Care Facilities | <input type="checkbox"/> Wander Protection |
| <input type="checkbox"/> Consultants, Staffing, Permanent Placing | <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Water Treatment |
| <input type="checkbox"/> Corner Guards | <input type="checkbox"/> Marketing & Public Relations | <input type="checkbox"/> Wheelchair Van Sales |
| <input type="checkbox"/> Cost Reporting/Reimbursement Services | <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Wheelchairs |
| <input type="checkbox"/> Courier Service | <input type="checkbox"/> Mattresses | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Diet Counseling | <input type="checkbox"/> Medical Billing | <input type="checkbox"/> Wound Care Products |
| | <input type="checkbox"/> Medical Equipment & Supplies | <input type="checkbox"/> X-Ray Supplies & Services |
| | <input type="checkbox"/> Medicare Billing Services | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Mental Health Services | _____ |

One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.

Additional Index Categories X \$20.00 = \$ _____

Initial: _____ Date: _____

2010 PHCA/CALM Membership Directory & Buyers' Guide

Advertisers in the 2009 PHCA/CALM Membership Directory & Buyers' Guide included:

6N Systems
Accessible Vans & Mobility
Airamid Health Management
Alert Pharmacy Services, Inc.
Andorra Woods Healthcare Center
Balanced Care Bloomsburg
Barton Medical Corporation
Belle Haven Associates
Bernardon Haber Holloway Architects PC
Bonham Nursing Center
Calderon Textiles
Carbis Walker, LLP
Care Alternatives
Colonial Life Supplemental Insurance
Computata Health Corporation
Conestoga View
Consulate Health Care of Cheswick
Cozen O'Connor
David Smith, CPA
Executive HealthSearch
Extendicare Health Facilities
General Healthcare Resources, Inc.
Gerber Chair Mates
Gerber Consulting Services, Inc.
Guardian Eldercare
HCF Management
HCR - ManorCare
Health Care Answering Services (HCAS)
Hilles Architects
Isdaner & Company, LLC
KCBA Architects, Inc.
Kelley & Murphy
Kennedy, PC Law Offices
Lackawanna Mobile X-ray, Inc.
Latsha Davis Yohe & McKenna, P.C.
LodeStar Research Services, Inc.
Medcare Products
MITS Corp.
Mulberry Square Elder Care & Rehab Ctr.
Omnicare, Inc.
Padden Guerrini & Associates
Penn Med Consultants, Inc. (Allentown)
Peoplefirst Rehabilitation
PEPP Unlimited
Phoebe Services for Senior Life
Physicians Record Company
Post & Schell, PC
Rolling Hills Manor
Schutjer Bogar
Schuylkill Manor
Secure Care Systems
Select Rehabilitation
Senior Healthcare Associates
Silverchair Learning Systems
Wolfington Body Company, Inc.



We appreciate your participation and encourage our members to support your business.