Florida Health Care Association

Representing the Florida Long Term Care Community

PARTNER WITH FHCA & TARGET FLORIDA'S HEALTH CARE LEADERS

About the FHCA Membership

• FHCA represents **3 out of every 4 health care professionals** in Florida's **$20 billion** long term care industry.

• The FHCA audience includes **100% of the case managers and discharge planning departments** in Florida.

• Members are in the market for everything from pharmacy services and respiratory equipment to furniture and office supplies.

Strategic Circulation

Your ad will reach the administrators, directors and managers who **specify, recommend and approve purchases** on behalf of their facility, including:

- Long Term Care Facilities
- Nursing Homes
- Rehabilitation Centers
- Assisted Living Facilities

Who We Are

The Florida Health Care Association is a federation of facilities representing long term care providers who believe that the individuals served are entitled to a supportive environment in which professional and compassionate care is delivered. FHCA works to educate society and government to invest in the well-being of elderly and disabled individuals and to assure access to long term care.

Bonus Visibility in the Health Care Community

The FHCA audience includes **100% of the case managers and discharge planning departments** in Florida. Case managers and discharge planners reference FHCA's official resources when making patient referrals.

Extra copies of the directory are distributed at the Nurse Leadership Training Program, the Florida Center for Assisted Living and FHCA's Annual Conference.

For more information, please contact:

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Florida Health Care Association

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FHCA members control purchasing budgets and have final say on product and service buys.

ONLINE

Connect with FHCA members throughout the year

Online Buyers' Guide

fhca.officialbuyersguide.net

The interactive resource is available to visitors 24 hours a day, 365 days a year. With just a few clicks of the mouse, viewers can drill down to find the products and services they're searching for.

From April 2011 through September 2011, the FHCA *Online Buyers' Guide* averaged:

• 537 visits per month
• 2,688 page views per month
• 4.6 page views per visit

To learn more about FHCA, visit:

www.fhca.org

Online Buyers' Guide

Florida Health Care Association

Visit the guide: fhca.officialbuyersguide.net

The FHCA Online Buyers' Guide is a user-friendly forum designed to bring producers and consumers together. Available 24 hours a day, 365 days a year, the interactive Online Buyers' Guide makes it easy to locate products and professional services geared to Florida's health care industry.

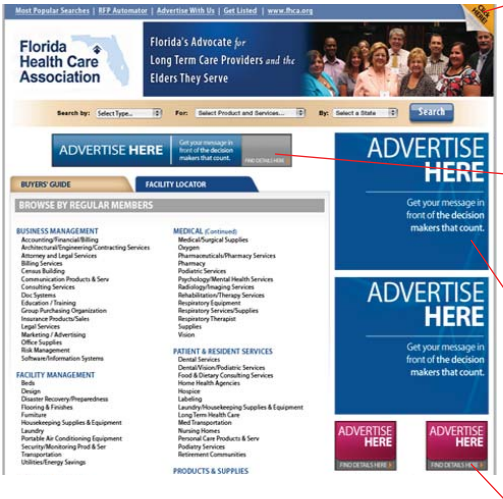
With hyperlinks, multiple search capabilities and richer search results, our Online Buyers' Guide is designed to drive the purchasing process and bring customers to your site with a few clicks.

A reference at visitors' fingertips:

- **Optimized to drive traffic from search engines and the FHCA home page**
- **Categorical layout allows efficient browsing with fewer clicks**
- **Directs visitors to the landing page of your choice to learn more about your business**
- **Vertical search capability with Google™ integration returns richer results**
- **Buyers come to you when they are ready to make a purchase**
- **Various display options and listing upgrades make it easy to customize your presence on the site**

Most popular categories:

- Radiology/Imaging Services
- Medical Equipment Sales/Rentals
- Consulting Services
- Pharmaceuticals/Pharmacy Services
- Rehabilitation/Therapy Services
- Staffing Services
- Medical/Surgical Supplies
- Housekeeping Supplies & Equipment
- Accounting/Financial/ Billing
- Psychology/Mental Health Services



The purchase of any Online Buyers' Guide display ad comes with a COMPLIMENTARY Premier Listing – a $400 value!

Page Peel - EXCLUSIVE POSITION

One position available (no ad rotation). The page peel will appear in the upper right corner of every page on the site.

Members | $3,500 Non-Members | $3,700

Horizontal Banner

There is one run-of-site space with a maximum of four advertisers rotating per position. Run-of-site on the Online Buyers' Guide only.

Members | $3,300 Non-Members | $3,500

Large Rectangle Ads

There are two spaces with a maximum of four advertisers rotating. Home page only. Run-of-site on the Online Buyers' Guide only.

Members | $1,575 Non-Members | $2,100

Spotlight Tile Ad

Two tile positions (no ad rotation) appear in the right column of every page on the site.

Members | $1,200 Non-Members | $1,400

Continued on next page...

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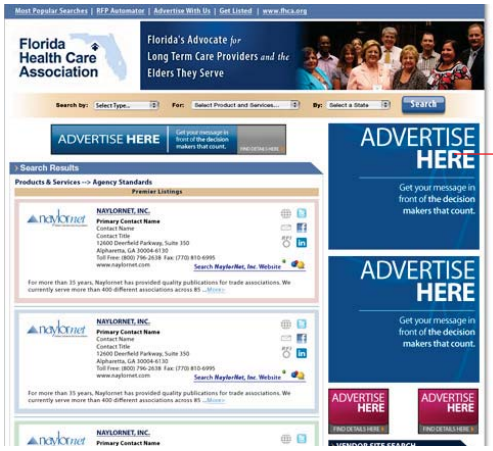
Online Buyers' Guide

Florida Health Care Association



Super-Category Page Large Rectangles

Super-Category Vertical Banners appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Two advertisers maximum rotate per position.

Members | $1,000
Non-Members | $1,200

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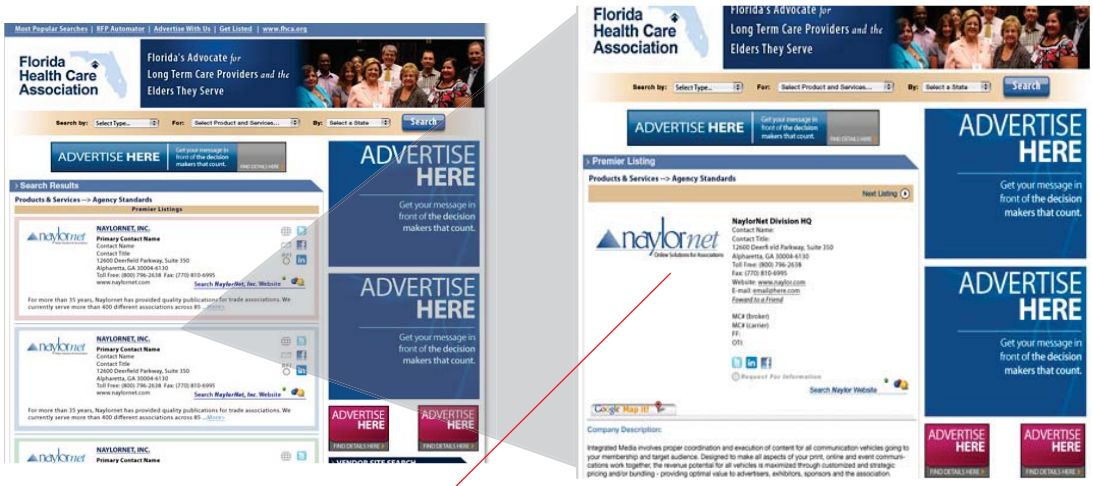

Premier Listing Package

Premier Listings are designed to offer heightened visibility on the Online Buyers' Guide. Premier Listings appear above all basic listings, ensuring they are seen first.

Premier Listings contain all basic contact information, including company name, address, phone and fax.

Includes five (5) product/service category listings of your choice. Additional category listings are $50 each.

Members | $250
Non-Members | $400

Premier Listing additional features:

- **Full-color company logo**
- **Active Web link, e-mail address and up to five detailed contacts**
- **Extended company profile and products and services listing**
- **Full-color product image and description** — can be hyperlinked to any Web page of your choice
- **Google™ Map It!** — displays a Google™ map of your business location
- **Google™ site search** — allows users to search your company Web site directly from your Premier Listing
- **Request for information** — generates a form through which users can contact a designated representative from your business directly

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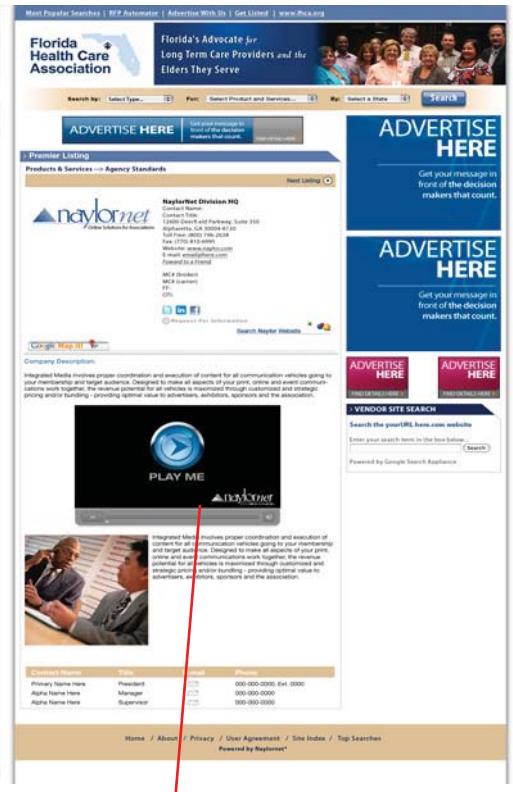
Maximize the impact of your Premier Listing with these upgrades:



Guaranteed Position

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the *Online Buyers' Guide*, your company is the first that they see. *Includes Premier Listing.*

- ❒ **Category Sponsor #1** | $550
- ❒ **Category Sponsor #2** | $450
- ❒ **Category Sponsor #3** | $350

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | $200

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FHCA Website

Florida Health Care Association

Advertising on the FHCA Website – www.fhca.org

Advertising on the FHCA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.fhca.org to learn about upcoming association events, discover ways to maximize their FHCA membership and search the Online Buyers' Guide. Advertising on www.fhca.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of Health Care professionals.

Features of FHCA website advertising:

- **Cross-promoted in other FHCA publications and communication pieces**
- **Directs visitors to the landing page of your choice to expedite purchases**
- **Year-round visibility reinforces brand recognition**
- **Allows dynamic, time-sensitive promotion**

On average, www.fhca.org receives:

- **10,836 visits per month**
- **36,433 page views per month**
- **3.36 page views per visit**
- **Sessions lasting more than 2 minutes 30 seconds**

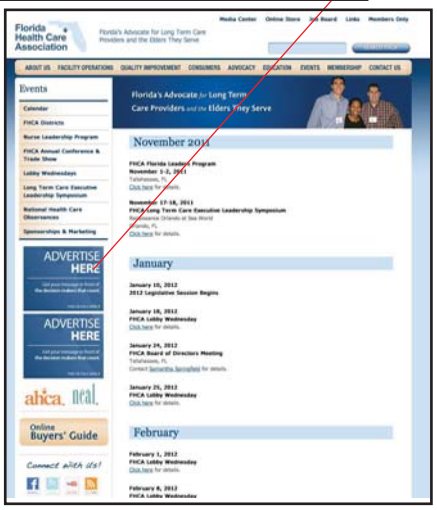
Traffic numbers from January 5, 2011 - October 5, 2011

Page Peel | 6 months: $750

- Exclusive position
- Home Page only

Tile Ads | 6 months: $1,250

- Two ads, three rotations each
- Will be included on the home page and select interior pages (Job Board, Advocacy and Events pages)



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Online Buyers' Guide
FHCA Website

Florida Health Care Association

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

Website

Page Peel
- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)
- Max file size 100 KB

Tile Ads
- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

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Spotlight Tile
- 125 x 125 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds *(including multiple loops)*

Horizontal Banner
- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds *(including multiple loops)*

Vertical Banner
- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds *(including multiple loops)*

**Website/Online Buyers' Guide Flash Guidelines*

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation
- Create a proper ActionScript 2.0 button as follows:
  1. Symbol type needs to be "button"
  2. Set action script code exactly as below:

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

NOTE: Do not type your intended URL in the code.
The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.

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Online Buyers' Guide

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

❒ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

❒ **Company Contacts - Up To Five**

Please include **job title, phone number and e-mail address**. Indicate which person should be referenced as the "primary" contact. *All e-mail addresses will be hyperlinked and active.*

❒ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive.

❒ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

❒ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for $50 each.*

❒ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

For more information, please contact:

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Online Buyers' Guide

Premier Listing Categories

Our Online Buyers' Guide allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only $50 each. *Bold terms are for grouping purposes only and are not available for selection.*

Business Management
- ❑ Accounting/Financial/Billing
- ❑ Architectural/Engineering/ Contracting Services
- ❑ Attorney and Legal Services
- ❑ Census Building
- ❑ Communication Products & Serv
- ❑ Consulting Services
- ❑ Education / Training
- ❑ Group Purchasing Organization
- ❑ Insurance Products/Sales
- ❑ Legal Services
- ❑ Marketing / Advertising
- ❑ Office Supplies
- ❑ Risk Management

Facility Management
- ❑ Beds
- ❑ Disaster Recovery/Preparedness
- ❑ Furniture
- ❑ Housekeeping Supplies & Equipment
- ❑ Laundry
- ❑ Security/Monitoring Prod & Ser
- ❑ Transportation
- ❑ Utilities/Energy Savings

Hiring/HR Services
- ❑ Background
- ❑ Drug Screening
- ❑ Job Placement
- ❑ PEO
- ❑ Recruitment
- ❑ Staff Training Materials/Services
- ❑ Staffing Services

Medical
- ❑ Inservice/Training
- ❑ Laboratory Services
- ❑ Medical Equipment Sales/Rentals
- ❑ Medical/Surgical Supplies
- ❑ Oxygen
- ❑ Pharmaceuticals/Pharmacy Services
- ❑ Psychology/Mental Health Services
- ❑ Radiology/Imaging Services
- ❑ Rehabilitation/Therapy Services
- ❑ Respiratory Equipment
- ❑ Respiratory Services/Supplies
- ❑ Respiratory Therapist
- ❑ Supplies

Patient & Resident Services
- ❑ Dental Services
- ❑ Food & Dietary Consulting Services
- ❑ Home Health Agencies
- ❑ Hospice
- ❑ Labeling
- ❑ Personal Care Products & Services
- ❑ Podiatric Services
- ❑ Vision Services

Products & Supplies
- ❑ Document Systems & Office Supplies
- ❑ Environmental Products & Services
- ❑ Incontinence Products
- ❑ Other
- ❑ Textiles/Linens/Uniforms

Technology & Electronic Equipment
- ❑ Clinical Software
- ❑ Computer Software/Info Systems
- ❑ Electronic Equipment/Supplies

Five (5) free categories with any Premier Listing. Additional listings are $50.00 each. No limit.

_____ Additional Categories X $50.00 = $_____

Initial:_____ Date:_____

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