



Dear Members and Colleagues:

**National Hospice and Palliative Care Organization** is pleased to announce that we have chosen to work with Naylor Association Solutions, as our official integrated media communication partner. Naylor provides advertising, publication and media services that build your company's image and link your brand with buyers in the hospice and palliative care industry. We are partnering with Naylor to provide the following:

- *NHPCO Print Buyers Guide*
- *NHPCO Online Buyers Guide*

By affiliating your organization with National Hospice and Palliative Care Organization, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already included in our membership.

NHPCO's full complement of communications options delivers your message to key members, including CEO's and CFO's who specify products, lead projects and approve purchases on behalf of their companies. This is your opportunity to advertise and promote your products and services to a major purchasing audience.

NHPCO is proud to serve as the leader in the hospice and palliative care industry and as the voice of the profession. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with NHPCO through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Naylor is also committed to complying with the standards established by American and Canadian Anti-Spam Legislation. If you do not wish to be emailed by a Naylor representative, please contact **Sheneka Anthony, at [santhony@naylor.com](mailto:santhony@naylor.com)** immediately to have your address removed from Naylor's lists.

Tell the hospice and palliative care industry about your business' quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in NHPCO media.

Sincerely,

**Terri Shaw**  
Director, Business Strategies

National Hospice and Palliative Care  
Organization



WWW.NHPCO.ORG

# NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION MEDIA KIT

**Promote your products and services to  
hospice agencies throughout the country!**  
*NHPCO Print Buyers' Guide & NHPCO Online Buyers' Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

**Scott Pauquette**  
Publication Director  
(352) 333-3446  
spauquette@naylor.com

**NAYLOR**   
ASSOCIATION SOLUTIONS



## ABOUT NHPCO

- In 2016, **nearly 75%** of Medicare beneficiaries that received hospice care received care from a NHPCO member.
  - NHPCO members spend **more than \$14 billion** on products and services annually.\*\*
  - Both the print and online buyers' guide for NHPCO will be available to key stakeholders including:\*
- |                                |                              |
|--------------------------------|------------------------------|
| - Public officials             | - CEOs                       |
| - Key healthcare policy makers | - Hospital administrators    |
| - Administrators               | - 100% of discharge planners |
| - Directors                    | - State Legislators          |
| - Owners                       |                              |

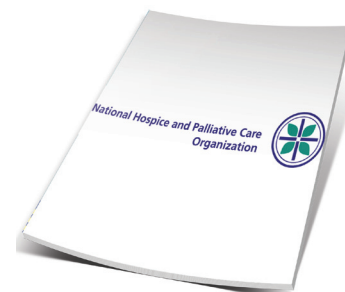


NHPCO ONLINE  
BUYERS' GUIDE

## NHPCO MEMBERS

Since 1978, NHPCO is the largest nonprofit membership organization representing hospice and palliative care programs and professionals throughout the United States.

NHPCO believes in: Service engaging customers; Respect honoring others; Excellence Exceeding expectation; Collaboration fostering partnerships; Stewardship managing resources.



NHPCO PRINT  
BUYERS' GUIDE

**Get your message in front of leaders in hospice care  
throughout the country!**

\*2018 Marketing Questionnaire

National Hospice and Palliative Care  
Organization



# NHPCO PRINTED BUYERS' GUIDE

## Net Advertising Rates

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

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	
Double Page Spread	\$4,119.50
Outside Back Cover	\$3,119.50
Inside Front or Inside Back Cover	\$2,919.50
Full Page	\$2,719.50
2/3 Page	\$2,119.50
1/2-Page Island	\$1,949.50
1/2 Page	\$1,749.50
1/3 Page	\$1,349.50
1/4 Page	\$1,069.50
1/6 Page	\$769.50
1/8 Page	\$639.50
Black-and-White Rates	
Full Page	\$1,779.50
2/3 Page	\$1,539.50
1/2-Page Island	\$1,459.50
1/2 Page	\$1,259.50
1/3 Page	\$979.50
1/4 Page	\$749.50
1/6 Page	\$639.50
1/8 Page	\$449.50

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 Branding Opportunities

**Leaderboard** | \$2,800

**HTML5 Ad** | \$2,550

**Digital Video Sponsorship** | \$2,150

**Large Insert** | \$1,800

**Medium Insert** | \$1,500

**Rectangle** | \$1,400

**Top TOC Mobile Banners** | \$650

**2nd TOC Mobile Banners** | \$500

**Additional TOC Mobile Banners** | \$400

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). (Rates as of 09/2018)



# NHPCO PRINT BUYERS' GUIDE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

NHPCO Print Buyers' Guide is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

## FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 Leaderboard (all views) | \$2,800

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$1,400

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and subsequent banners show every 3 articles.

### 3 Top TOC Mobile Banner | \$650

### 4 2<sup>nd</sup> TOC Mobile Banner | \$500

### Additional TOC Mobile Banner | \$400

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$2,550

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$2,150

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$1,800

#### • Medium Insert | \$1,500

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.

For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

# NHPCO PRINTED BUYERS' GUIDE

## 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"/> Accountants                    | <input type="checkbox"/> Food Service                     | <input type="checkbox"/> Patient Aid Products           |
| <input type="checkbox"/> Accreditation                  | <input type="checkbox"/> Fringe Benefits                  | <input type="checkbox"/> Personal Care                  |
| <input type="checkbox"/> Activity Coordinators          | <input type="checkbox"/> Funeral Pre-Planning             | <input type="checkbox"/> Pest Management                |
| <input type="checkbox"/> Adult Home Services            | <input type="checkbox"/> Geriatric Assessment             | <input type="checkbox"/> Pharmacies                     |
| <input type="checkbox"/> Advertising Specialties        | <input type="checkbox"/> Geriatric Day Care Program       | <input type="checkbox"/> Physical Therapy               |
| <input type="checkbox"/> Air Purification Systems       | <input type="checkbox"/> Hair Care Service                | <input type="checkbox"/> Private Duty Nursing           |
| <input type="checkbox"/> Alzheimer's Special Care Units | <input type="checkbox"/> Health & Incontinence Supplies - | <input type="checkbox"/> Publications                   |
| <input type="checkbox"/> Ambulance Service Associations | <input type="checkbox"/> Home Delivered                   | <input type="checkbox"/> Psychiatric Consulting         |
| <input type="checkbox"/> Automation/Billing Services    | <input type="checkbox"/> Home Health Agencies             | <input type="checkbox"/> Receivables                    |
| <input type="checkbox"/> Background Screening           | <input type="checkbox"/> Home Health Care Provider        | <input type="checkbox"/> Recruitment                    |
| <input type="checkbox"/> Bath Fixtures                  | <input type="checkbox"/> Home Infusion                    | <input type="checkbox"/> Rehabilitation Services        |
| <input type="checkbox"/> Beds & Patient Room Furniture  | <input type="checkbox"/> Home Medial Equipment            | <input type="checkbox"/> Respiratory Equipment & Oxygen |
| <input type="checkbox"/> Business Systems               | <input type="checkbox"/> Hospice                          | <input type="checkbox"/> Respite Care                   |
| <input type="checkbox"/> Care Planning Service          | <input type="checkbox"/> Insurance                        | <input type="checkbox"/> Skin Care                      |
| <input type="checkbox"/> Cellular Phone Service         | <input type="checkbox"/> I.V. Therapy                     | <input type="checkbox"/> Social Workers                 |
| <input type="checkbox"/> Charting Supplies              | <input type="checkbox"/> Lab Services & Testing           | <input type="checkbox"/> Social Work Consultation       |
| <input type="checkbox"/> Coagulation Analyzers          | <input type="checkbox"/> Laundry Equipment                | <input type="checkbox"/> Speech Pathology               |
| <input type="checkbox"/> Community Services             | <input type="checkbox"/> Legal Services & Attorneys       | <input type="checkbox"/> Surgical Dressings             |
| <input type="checkbox"/> Comprehensive Senior Care      | <input type="checkbox"/> Long Term Health Care            | <input type="checkbox"/> Urinary Care Products          |
| <input type="checkbox"/> Computer Hardware & Software   | <input type="checkbox"/> Management                       | <input type="checkbox"/> Ventilators                    |
| <input type="checkbox"/> Consultants                    | <input type="checkbox"/> Medical Equipment & Supplies     | <input type="checkbox"/> Videos                         |
| <input type="checkbox"/> Diet Counseling                | <input type="checkbox"/> Medical Waste Removal            | <input type="checkbox"/> Wheelchairs                    |
| <input type="checkbox"/> DME Supplies                   | <input type="checkbox"/> Mental Health Services           | <input type="checkbox"/> Workers' Compensation          |
| <input type="checkbox"/> Employee Relations Services    | <input type="checkbox"/> Nurse Call Systems               | <input type="checkbox"/> Wound Care Products            |
| <input type="checkbox"/> Employment Opportunities       | <input type="checkbox"/> Nursing Care Services            | <input type="checkbox"/> X-Ray Supplies & Services      |
| <input type="checkbox"/> Enriched Housing               | <input type="checkbox"/> Occupational Therapy             | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> Floor Care                     | <input type="checkbox"/> Outreach                         |   |

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

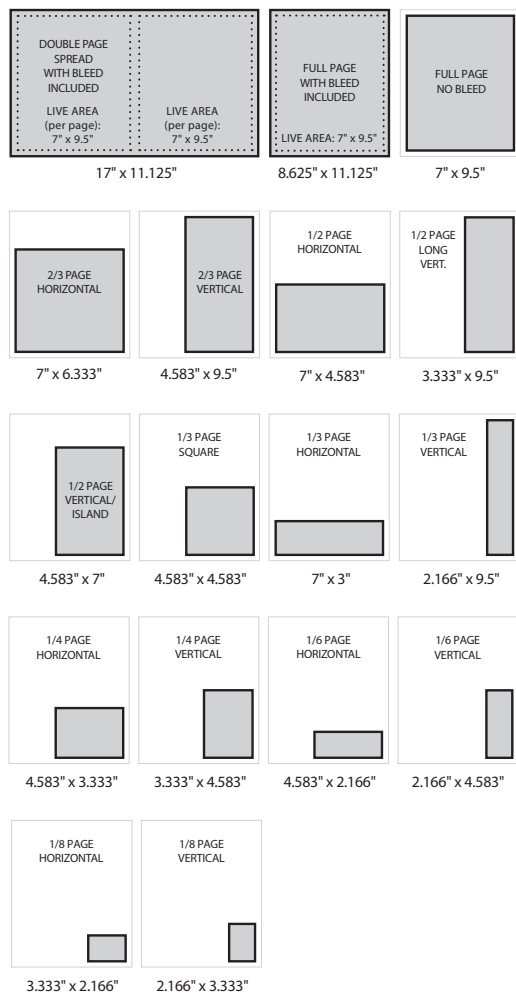
\_\_\_\_\_ Additional Categories X \$20 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# PRINT ADVERTISING SPECIFICATIONS

## NHPCO PRINTED BUYERS' GUIDE

### Magazine/Directory Trim Size: 8.375" x 10.875"



**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 grayscale 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 grayscale 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/adupload](http://www.naylor.com/adupload)

### Production Services, 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.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
 1 Page / 2 surface: 8.375" x 10.875"  
 2 Page / 4 surface: 8.375" x 10.875"  
 Postcards: 6" x 4.25"  
 Heavy Card Stock Insert: 8.25" x 10.75"  
 Postal Flyers: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)



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).

# NHPCO ONLINE BUYERS' GUIDE

## ABOUT THE NHPCO ONLINE BUYERS' GUIDE

The *NHPCO Online Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, *NHPCO Online Buyers' Guide* makes it easy to locate products and professional services geared to the INDUSTRY industry.

### A Reference at Your Fingertips:

- Cross-promoted in other NHPCO communication pieces
- Optimized to drive traffic from search engines and the NHPCO home page
- Efficient browsing with fewer clicks
- Users can set the Online Buyers' Guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

The purchase of any *NHPCO Online Buyers' Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$495 value!



### 1 Curtain Ad – EXCLUSIVE POSITION | \$3,500

Display your business uniquely on every page of the *NHPCO Online Buyers' Guide* and showcase your company at the top of every page with a call to action. Viewers click and expand the ad to view your full message.

### 2 Banner Package | \$3,250

Run-of-Site, seven rotations. This special package allows your ad to be seen on both the two leaderboards and the top two rectangle banners on the home page and both of the leaderboards and the top rectangle banner on all sub pages.

### 3 Featured Companies | \$2,250

Run-of-Site, two positions with seven rotations, features your company logo and short description.

### 4 Category Rectangle | \$1,500

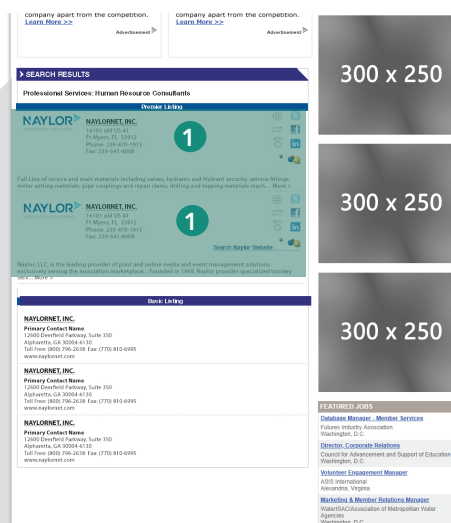
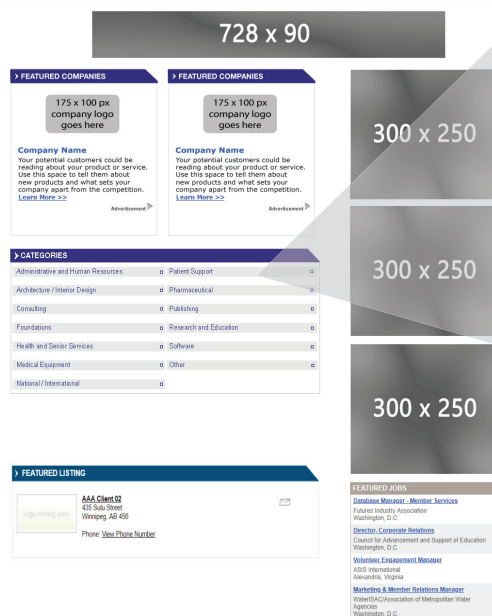
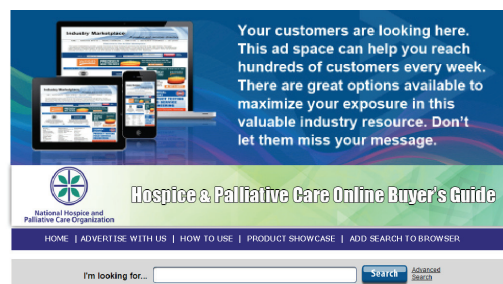
Category Rectangle appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Two advertisers maximum rotate per category.

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.



# NHPCO ONLINE BUYERS' GUIDE

WWW.OBGLINK.NET



## Premier Listing additional features:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email 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 website directly from your Premier Listing
- Request for information — generates a form through which users can contact a designated representative from your business directly

## 1 Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within *NHPCO Online Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first.

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

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

*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.*

# NHPCO ONLINE BUYERS' GUIDE

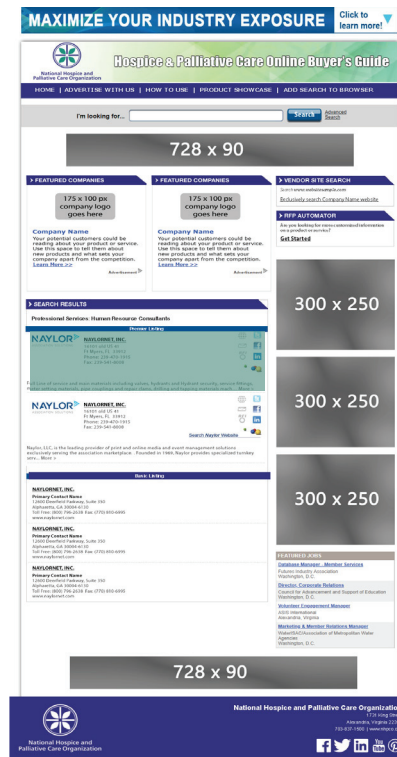
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## 1 Premier Listing Package | \$495

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### Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *NHPCO Online Buyers' Guide*, your company is the first that they see. Includes Premier Listing upgrade.

**Category Sponsor #1 | \$995**

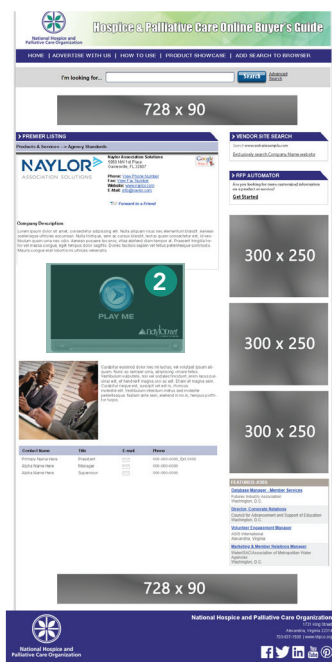
**Category Sponsor #2 | \$895**

**Category Sponsor #3 | \$795**

## 2 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 | \$695**



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# PREMIER LISTINGS VERSUS BASIC LISTINGS



## Premier Listing includes:

- Premium Placement Above Basic Listings
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
  - - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
  - - Includes five categories of your choice
  - - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

## Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing

## Basic Listing includes:

- Company Name
- Company Contact
- - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- - Limited to one category
- - Assigned by association

# NHPCO ONLINE BUYERS' GUIDE

## PREMIER LISTING CATEGORIES

Our *NHPCO 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.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Accountants                    | <input type="checkbox"/> Food Service                     | <input type="checkbox"/> Patient Aid Products           |
| <input type="checkbox"/> Accreditation                  | <input type="checkbox"/> Fringe Benefits                  | <input type="checkbox"/> Personal Care                  |
| <input type="checkbox"/> Activity Coordinators          | <input type="checkbox"/> Funeral Pre-Planning             | <input type="checkbox"/> Pest Management                |
| <input type="checkbox"/> Adult Home Services            | <input type="checkbox"/> Geriatric Assessment             | <input type="checkbox"/> Pharmacies                     |
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| <input type="checkbox"/> Air Purification Systems       | <input type="checkbox"/> Hair Care Service                | <input type="checkbox"/> Private Duty Nursing           |
| <input type="checkbox"/> Alzheimer's Special Care Units | <input type="checkbox"/> Health & Incontinence Supplies - | <input type="checkbox"/> Publications                   |
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| <input type="checkbox"/> Automation/Billing Services    | <input type="checkbox"/> Home Health Agencies             | <input type="checkbox"/> Receivables                    |
| <input type="checkbox"/> Background Screening           | <input type="checkbox"/> Home Health Care Provider        | <input type="checkbox"/> Recruitment                    |
| <input type="checkbox"/> Bath Fixtures                  | <input type="checkbox"/> Home Infusion                    | <input type="checkbox"/> Rehabilitation Services        |
| <input type="checkbox"/> Beds & Patient Room Furniture  | <input type="checkbox"/> Home Medial Equipment            | <input type="checkbox"/> Respiratory Equipment & Oxygen |
| <input type="checkbox"/> Business Systems               | <input type="checkbox"/> Hospice                          | <input type="checkbox"/> Respite Care                   |
| <input type="checkbox"/> Care Planning Service          | <input type="checkbox"/> Insurance                        | <input type="checkbox"/> Skin Care                      |
| <input type="checkbox"/> Cellular Phone Service         | <input type="checkbox"/> I.V. Therapy                     | <input type="checkbox"/> Social Workers                 |
| <input type="checkbox"/> Charting Supplies              | <input type="checkbox"/> Lab Services & Testing           | <input type="checkbox"/> Social Work Consultation       |
| <input type="checkbox"/> Coagulation Analyzers          | <input type="checkbox"/> Laundry Equipment                | <input type="checkbox"/> Speech Pathology               |
| <input type="checkbox"/> Community Services             | <input type="checkbox"/> Legal Services & Attorneys       | <input type="checkbox"/> Surgical Dressings             |
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| <input type="checkbox"/> Consultants                    | <input type="checkbox"/> Medical Equipment & Supplies     | <input type="checkbox"/> Videos                         |
| <input type="checkbox"/> Diet Counseling                | <input type="checkbox"/> Medical Waste Removal            | <input type="checkbox"/> Wheelchairs                    |
| <input type="checkbox"/> DME Supplies                   | <input type="checkbox"/> Mental Health Services           | <input type="checkbox"/> Workers' Compensation          |
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| <input type="checkbox"/> Employment Opportunities       | <input type="checkbox"/> Nursing Care Services            | <input type="checkbox"/> X-Ray Supplies & Services      |
| <input type="checkbox"/> Enriched Housing               | <input type="checkbox"/> Occupational Therapy             | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> Floor Care                     | <input type="checkbox"/> Outreach                         |   |

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# 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 email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **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 email 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 or GIF (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.

☐ **Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

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.





# ONLINE SPECIFICATIONS

## ONLINE BUYERS' GUIDE

### Curtain Ad

- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard : 728 x 90 pixels
- Billboard : 970 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

### Leaderboard

- 728 x 90 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Featured Companies (Logo & Text)

- 120 x 60 pixels for rectangular or wider logos
- 120 x 120 pixels for taller logos
- JPG or GIF accepted
- Max file size 100 KB
- Max word count: 30 words

### Large Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Product Showcase

- 175 x 120 pixels
- JPG or GIF accepted
- Max file size 100 KB
- Includes one graphic and one line of text

### Premier Listing Video Upgrade

- Runtime: 5 Minutes Maximum
- AVI, MOV, MP4 accepted.
- 400 x 300 pixels

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

