

Dear Advertisers:

The North Carolina Healthcare Association (NCHA) is pleased to announce that we have chosen to work with Naylor Association Solutions again for our 2019 NCHA Membership Directory. Naylor provides advertising, publication and media services that build your company's image and link your brand with buyers in North Carolina's \$18 billion hospital and health system industry.

NCHA is proud to serve as North Carolina's leader in the hospital and health system industry and as the voice of the profession. By affiliating your organization with NCHA, you are making an excellent investment in your business and brand. When advertising in our membership directory, your message is delivered to key North Carolina hospital and health system CEOs, CFOs, COOs, health system leaders, allied society presidents and state public health leaders 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.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with NCHA 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 the Canadian Anti-Spam Legislation (CASL). 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 North Carolina hospital and health system 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 NCHA media.

Sincerely,

Stephen J. Lawler,  
NCHA President

\*Please note that advertising in NCHA's membership directory is not connected with participation in NCHA's Corporate Sponsorship Program.



# North Carolina Healthcare Association MEDIA KIT



**DON'T MISS YOUR OPPORTUNITY TO REACH LEADERS IN NORTH CAROLINA'S HOSPITALS AND HEALTH SYSTEMS!**

*Membership Directory & Resource Guide, print and digital editions*

FOR MORE INFORMATION, PLEASE CONTACT:

Brian Agnes  
Publication Director  
Direct: (770) 810-6979  
Email: [bagnes@naylor.com](mailto:bagnes@naylor.com)





## NHCA QUICK FACTS

- Our membership represents **more than 96%** of hospitals in the state, and **100%** of acute care hospitals.\*
- Our members spend **more than 13.4 billion** on products and services annually.\*
- Our members serve **more than 28,000** beds throughout North Carolina.

## WHO YOU'LL REACH

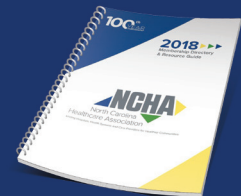
The NCHA Membership Directory & Resource Guide reaches key decision-makers at nearly 100% of hospitals and beyond, including:

- Directors
- Administrators
- CEOs, CFOs, COOs
- State Public Health Leaders
- Allied Society Presidents
- Health System Leaders
- Infection Preventionists
- Safety and Security Directors
- Material Management Directors
- Emergency Services Directors
- Pharmacy Directors
- And Many More!

**Reach key contacts throughout one of the largest hospital markets in the country.**

**Contact your Naylor account representative today!**

IBIS World Report 62211\*



### MEMBERSHIP DIRECTORY & RESOURCE GUIDE

This print and digital publication allows you to reach 100% of NCHA members throughout the year.



### 9,600 PAGE VIEWS

The latest issue of the Membership Directory and Resource Guide has more than 9,600 page views since Oct. 2018.



**NAYLOR**   
ASSOCIATION SOLUTIONS

# MEMBERSHIP DIRECTORY & RESOURCE 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	\$3,929.50
Outside Back Cover	\$3,589.50
Inside Front or Inside Back Cover	\$3,149.50
Tab	\$3,149.50
Full Page	\$2,849.50
2/3 Page	\$2,189.50
1/2 Page	\$1,759.50
1/3 Page	\$1,429.50
1/4 Page	\$1,089.50
1/6 Page	\$869.50
1/8 Page	\$669.50
Black-and-White Rates	
Tab	\$2,179.50
Full Page	\$1,879.50
2/3 Page	\$1,599.50
1/2 Page	\$1,199.50
1/3 Page	\$949.50
1/4 Page	\$719.50
1/6 Page	\$559.50
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

**Skyscraper** | \$1,590

**Sponsorship Max** | \$1,060

**Sponsorship** | \$900

**Toolbar** | \$580

### Special Advertising Section:

#### Products & Services Guide

Draw attention to your business by adding your company's logo and profile to our Products & Services Guide. Your logo will increase awareness of your brand and make your business stand out.

### Special Advertising Sections:

#### Hospital Services & Suppliers Showcase

Highlight your company's medical equipment, supplies and/or services to our members by placing your message in our Hospital Services & Suppliers Showcase.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of 10.2018)

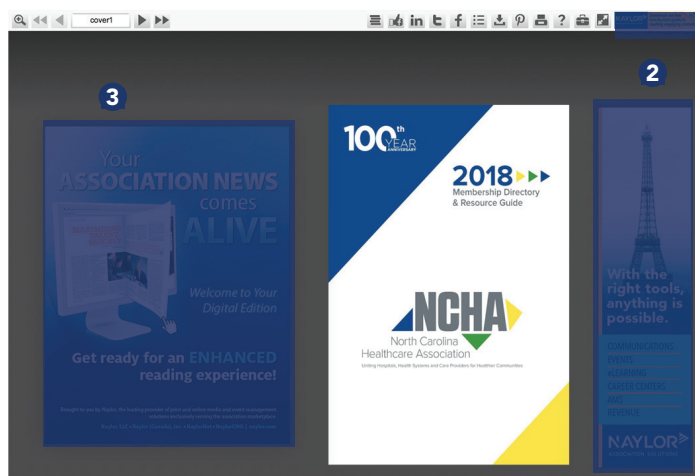
## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on NHCA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *Membership Directory & Resource Guide* is also available to members 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 website.



## MEMBERSHIP DIRECTORY & RESOURCE GUIDE DIGITAL EDITION



### 1 Toolbar | \$580

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.

### 2 Skyscraper | \$1,590

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

### 3 Sponsorship\* | \$900 Sponsorship MAX\* | \$1,060

Your message will be prominently displayed directly across from the cover of the magazine.

*\*Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/digitalmagspecs#roster>

# PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with North Carolina Hospital Association 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 NHCA.

- **3HC-Home Health and Hospice Care, Inc.**
- **Anderson & Associates**
- **Bank of America Merrill Lynch**
- **C. T. Wilson Construction Company, Inc.**
- **Carolina CAT**
- **Carolina Donor Services**
- **CliftonLarsonAllen LLP**
- **Concordia Anesthesiology, Inc.**
- **Construction Specialties, Inc.**
- **Dewberry**
- **DHG LLP**
- **Horizon CSA LLC**
- **Isley Hawkins, Inc.**
- **K&L Gates LLP**
- **LabCorp**
- **Liberty Healthcare Management**
- **MAG Mutual Insurance Co**
- **Meadows & Ohly, LLC**
- **Medstaff National Medical Staffing**
- **Moonlighting Solutions, LLC**
- **NC Physicians Health Program**
- **Nelson Mullins Riley & Scarborough, LLP**
- **Ott Cone & Redpath, P.A.**
- **Parker Poe Adams & Bernstein LLP**
- **PDA, Inc**
- **Poyner Spruill, LLP**
- **Premier Healthcare Professionals**
- **Robins & Morton**
- **Script Care, Ltd.**
- **Special Pathogens Laboratory**
- **Sumrell, Sugg, Carmichael, Hicks & Hart, P.A.**
- **U.S. Foodservice Charlotte**
- **UMR**
- **Verge Health**
- **Womble Bond Dickinson, LLP**

# 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"/> EHR/EMR                        | <input type="checkbox"/> Nurse Call Systems                 |
| <input type="checkbox"/> Accountants                       | <input type="checkbox"/> Electrotherapy Equipment       | <input type="checkbox"/> Nursing Care Services              |
| <input type="checkbox"/> Accreditation                     | <input type="checkbox"/> Emergency Response Systems     | <input type="checkbox"/> Nutritional Services               |
| <input type="checkbox"/> Activity Coordinators/Consultants | <input type="checkbox"/> Enriched Housing               | <input type="checkbox"/> Obese Patient Aids                 |
| <input type="checkbox"/> Adult Home Services               | <input type="checkbox"/> Financing                      | <input type="checkbox"/> Outreach                           |
| <input type="checkbox"/> Advertising Specialties           | <input type="checkbox"/> Fitness Equipment              | <input type="checkbox"/> Patient Aid Products Personal Care |
| <input type="checkbox"/> Air Purification Systems          | <input type="checkbox"/> Flooring                       | <input type="checkbox"/> Pest Management                    |
| <input type="checkbox"/> Alzheimer's Special Care Units    | <input type="checkbox"/> Food Services                  | <input type="checkbox"/> Pharmacies                         |
| <input type="checkbox"/> Ambulance Services                | <input type="checkbox"/> Fringe Benefits                | <input type="checkbox"/> Pharmacy Service Infusion Therapy  |
| <input type="checkbox"/> Architects                        | <input type="checkbox"/> Funeral Pre-Planning           | <input type="checkbox"/> Physical Therapy                   |
| <input type="checkbox"/> Attorneys                         | <input type="checkbox"/> General Contracting            | <input type="checkbox"/> Psychiatric Consulting             |
| <input type="checkbox"/> Automation/Billing Services       | <input type="checkbox"/> Geriatric Day Care Program     | <input type="checkbox"/> Recruitment                        |
| <input type="checkbox"/> Background Screening              | <input type="checkbox"/> Group Purchasing Organization  | <input type="checkbox"/> Rehabilitation Programs            |
| <input type="checkbox"/> Bath Fixtures                     | <input type="checkbox"/> Hair Care Services             | <input type="checkbox"/> Respiratory Equipment & Oxygen     |
| <input type="checkbox"/> Beds & Patient Room Furniture     | <input type="checkbox"/> Health Care Planning           | <input type="checkbox"/> Respiratory Services               |
| <input type="checkbox"/> Bus Distributor                   | <input type="checkbox"/> Health Care Products           | <input type="checkbox"/> Respite Care                       |
| <input type="checkbox"/> Care Planning Service             | <input type="checkbox"/> Home Health Care               | <input type="checkbox"/> Retirement Communities             |
| <input type="checkbox"/> Carts                             | <input type="checkbox"/> Hospice Services               | <input type="checkbox"/> Seating Systems                    |
| <input type="checkbox"/> Cellular Phone Service            | <input type="checkbox"/> Housekeeping Carts             | <input type="checkbox"/> Skin Care                          |
| <input type="checkbox"/> Charting Supplies                 | <input type="checkbox"/> Incontinence Products          | <input type="checkbox"/> Staffing                           |
| <input type="checkbox"/> Coagulation Analyzers             | <input type="checkbox"/> Infection Control              | <input type="checkbox"/> Surgical Dressings                 |
| <input type="checkbox"/> Community Services                | <input type="checkbox"/> Insurance                      | <input type="checkbox"/> Toiletries                         |
| <input type="checkbox"/> Comprehensive Senior Care         | <input type="checkbox"/> Integrated Post Acute Services | <input type="checkbox"/> Transportation                     |
| <input type="checkbox"/> Computer Hardware & Software      | <input type="checkbox"/> Lab Services & Testing         | <input type="checkbox"/> Urinary Care Products              |
| <input type="checkbox"/> Consultants                       | <input type="checkbox"/> Laundry Equipment              | <input type="checkbox"/> Ventilators                        |
| <input type="checkbox"/> Corner Guards                     | <input type="checkbox"/> Laundry Services               | <input type="checkbox"/> Videos                             |
| <input type="checkbox"/> Courier Service                   | <input type="checkbox"/> Lifts                          | <input type="checkbox"/> Wheelchairs                        |
| <input type="checkbox"/> Defense Litigation Nurse Review   | <input type="checkbox"/> Long-Term Care Consultants     | <input type="checkbox"/> Workers' Compensation              |
| <input type="checkbox"/> Service                           | <input type="checkbox"/> Marketing Services/Public      | <input type="checkbox"/> Wound Care Products                |
| <input type="checkbox"/> Dietary Foods                     | <input type="checkbox"/> Relations                      | <input type="checkbox"/> X-Ray Supplies & Services          |
| <input type="checkbox"/> Dieticians                        | <input type="checkbox"/> Medical Equipment & Supplies   | <input type="checkbox"/> Other: _____                       |
| <input type="checkbox"/> DME Supplies                      | <input type="checkbox"/> Mobile X-Rays                  |   |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Mental Health Services         |   |

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

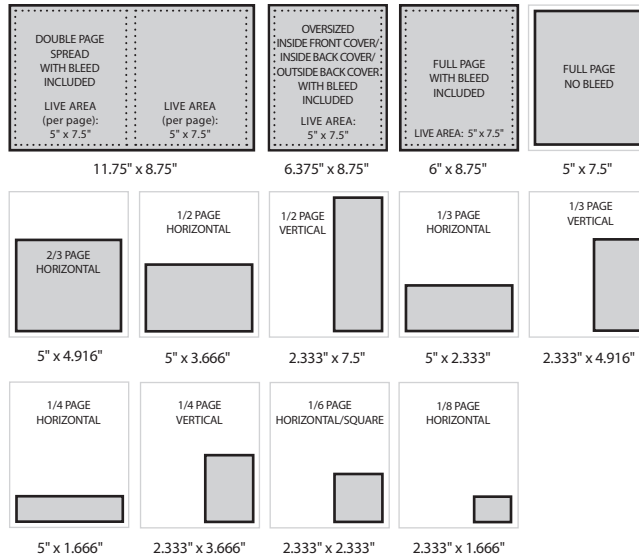
\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

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

# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

### Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Outsert/Inserts

#### Membership Directory & Resource Guide

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

### 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](http://www.naylor.com)

### 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.

### Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (NHE-R0019)