



Ohio Council for
Home Care
& Hospice

The Voice of Home Care and Hospice



MEDIA KIT

Gain exposure to leaders in Ohio's
\$3.7 billion home care and hospice market!

Referral Guide for Home Care and Hospice, print and digital edition

FOR MORE INFORMATION, PLEASE CONTACT:

www.ochch.org

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NAYLOR 
ASSOCIATION SOLUTIONS

Ohio Council for Home Care & Hospice

Members and the Industry

\$1.67 billion in spending

The Ohio home care and hospice industry spends more than \$1.67 billion annually.*

\$3.7 billion industry

Ohio is home to a more than \$3.7 billion home care and hospice industry.*

Largest and longest-serving

We are the largest and longest-serving home care and hospice association in Ohio.

Distribution Breakdown

- 100% of Ohio Hospital Discharge Planners
- Directors
- Key Policyholders
- Skilled Nursing Facilities Discharge Planners
- Licensed Hospice Agencies
- Medicare Certified Home Care Agencies
- Home Care Agency Administrators
- Hospital discharge planners in Michigan, Indiana, Kentucky, West Virginia and Pennsylvania

Referral Guide for Home Care and Hospice

naylornetwork.com/ohc



We represent 600 home care, hospice, and palliative care providers, and those that support and provide products and services to the industry.

Home Care & Hospice services provide vital health care solutions for Ohioans. Home health care and hospice are options that allow individuals of all ages to remain in their homes.

Don't wait! Get your messages in front of the largest home care and hospice association in Ohio. Contact Naylor today!

Referral Guide for Home Care and Hospice

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	\$3,959.50
Outside Back Cover	\$3,409.50
Inside Front or Inside Back Cover	\$3,199.50
Full Page	\$2,719.50
2/3 Page	\$2,119.50
1/2 Page	\$1,619.50
1/3 Page	\$1,339.50
1/4 Page	\$979.50
1/6 Page	\$749.50
1/8 Page	\$599.50

Black-and-White

	Rates
Full Page	\$1,679.50
2/3 Page	\$1,419.50
1/2 Page	\$1,049.50
1/3 Page	\$919.50
1/4 Page	\$699.50
1/6 Page	\$549.50
1/8 Page	\$459.50

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 | \$1,000

Sponsorship Max & Toolbar | \$950

Sponsorship & Toolbar | \$750

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

Special Advertising Section:

Products & Services Marketplace



Draw attention to your business by adding your full color or black-and-white logo to your listing in the OCHCH's *Home Care & Hospice Resource Guide*. This special section highlights the various products and service providers that Ohio home health care providers turn to throughout the year.

Special Advertising Section:

Discharge Planner Guide



This special section highlights home care agencies that 100% of discharge and nursing home planners turn to when referring patients throughout the year. Take advantage of this opportunity enhance your exposure to the key decision makers in Ohio's growing home care and hospice industry.

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 July 2016)

Referral Guide for Home Care and Hospice

Digital Edition

In addition to print, the *Referral Guide for Home Care and Hospice* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each Referral Guide is emailed to readers as well as posted on the OCHCH's website. An archive is available, securing your ad a lasting online presence.*

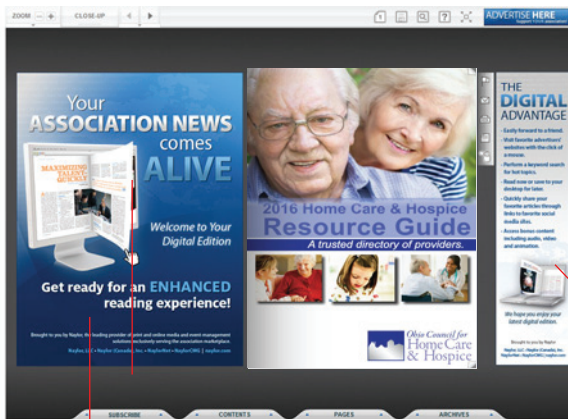
Readers can:

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

Extend your advertising investment with digital media:

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

Ad Positions



Digital Sponsorship & Toolbar (385 x 336 pixels) | \$750

Digital Sponsorship Max & Toolbar (380 x 494 pixels) | \$950

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



Digital Toolbar (250 x 50 pixels)

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

Digital Skyscraper (154 x 603 pixels) | \$1,000

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

Ad Link | *Included in display ad rates*

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

For the latest online specs, please visit:

www.naylor.com/onlinespecs

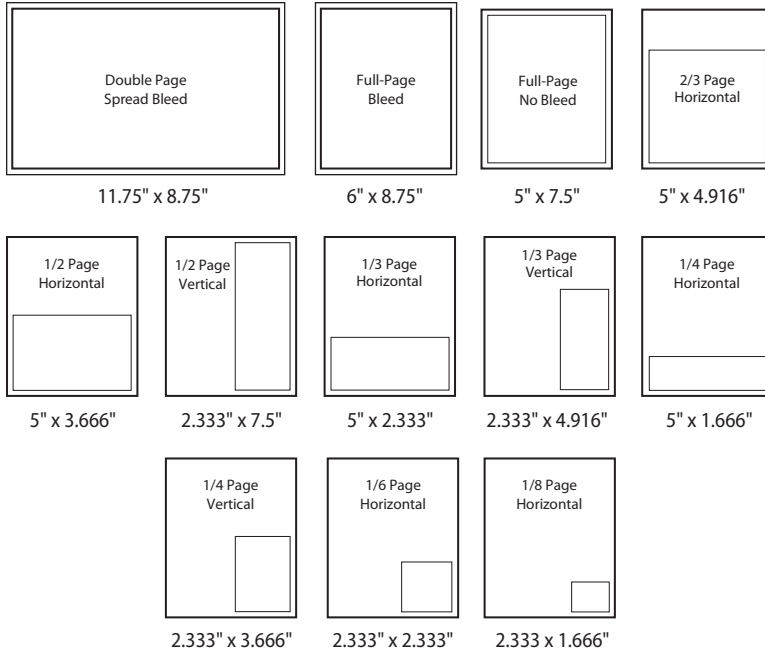
Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Referral Guide for Home Care and Hospice

Print Advertising Specifications

Roster Trim Size: 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

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 publishi

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

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

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"

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

Referral Guide for Home Care and Hospice

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the county of your choice with the page number of your ad. When our members are in the market for a specific product or service in your county, they can search the Index of Advertisers and quickly locate your company. *One free category is included with any size ad and additional categories are only \$20.*

- | | | |
|---|--|---|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Food Service | <input type="checkbox"/> Personal Care |
| <input type="checkbox"/> Accreditation | <input type="checkbox"/> Fringe Benefits | <input type="checkbox"/> Pest Management |
| <input type="checkbox"/> Activity Coordinators | <input type="checkbox"/> Funeral Pre-Planning | <input type="checkbox"/> Pharmacies |
| <input type="checkbox"/> Adult Home Services | <input type="checkbox"/> Geriatric Assessment | <input type="checkbox"/> Physical Therapy |
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Geriatric Day Care Program | <input type="checkbox"/> Printing and Forms |
| <input type="checkbox"/> Air Purification Systems | <input type="checkbox"/> Group Purchasing Services | <input type="checkbox"/> Private Duty Nursing |
| <input type="checkbox"/> Alzheimer's Special Care Units | <input type="checkbox"/> Hair Care Service | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Ambulance Services | <input type="checkbox"/> Health & Incontinence Supplies - Home Delivered | <input type="checkbox"/> Psychiatric Consulting |
| <input type="checkbox"/> Automation/Billing Services | <input type="checkbox"/> Higher Education | <input type="checkbox"/> Quality Improvement |
| <input type="checkbox"/> Background Screening | <input type="checkbox"/> Home Health Care Provider | <input type="checkbox"/> Receivables |
| <input type="checkbox"/> Bariatric Care | <input type="checkbox"/> Home Infusion | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Bath Fixtures | <input type="checkbox"/> Home Medial Equipment | <input type="checkbox"/> Rehabilitation Services |
| <input type="checkbox"/> Beds & Patient Room Furniture | <input type="checkbox"/> Hospice Software | <input type="checkbox"/> Respiratory Equipment & Oxygen |
| <input type="checkbox"/> Benchmarking | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Respite Care |
| <input type="checkbox"/> Business Systems | <input type="checkbox"/> Insurance | <input type="checkbox"/> Retirement Benefits |
| <input type="checkbox"/> Billing Services | <input type="checkbox"/> Integrated Home Care Network Management | <input type="checkbox"/> Risk Management |
| <input type="checkbox"/> Care Planning Service | <input type="checkbox"/> I.V. Therapy | <input type="checkbox"/> Safety/Rehab Care |
| <input type="checkbox"/> Case Management | <input type="checkbox"/> Lab Services & Testing | <input type="checkbox"/> Skin Care |
| <input type="checkbox"/> Cellular Phone Service | <input type="checkbox"/> Laundry Equipment | <input type="checkbox"/> Social Workers |
| <input type="checkbox"/> Charting Supplies | <input type="checkbox"/> Legal Services & Attorneys | <input type="checkbox"/> Social Work Consultation |
| <input type="checkbox"/> Clinical Pathways | <input type="checkbox"/> Long Term Health Care Management | <input type="checkbox"/> Software |
| <input type="checkbox"/> Coagulation Analyzers | <input type="checkbox"/> Medical Equipment & Supplies | <input type="checkbox"/> Speech Pathology |
| <input type="checkbox"/> Coding and Billing | <input type="checkbox"/> Medical Waste Removal | <input type="checkbox"/> Staff Development & Training |
| <input type="checkbox"/> Community Services | <input type="checkbox"/> Mental Health Services | <input type="checkbox"/> Surgical Dressings |
| <input type="checkbox"/> Compliance Programs | <input type="checkbox"/> Mobile Imaging/Technology | <input type="checkbox"/> Tele-Services |
| <input type="checkbox"/> Comprehensive Senior Care | <input type="checkbox"/> Nurse Call Systems | <input type="checkbox"/> Therapy Services |
| <input type="checkbox"/> Computer Hardware & Software | <input type="checkbox"/> Nursing Care Services | <input type="checkbox"/> Urinary Care Products |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Occupational Therapy | <input type="checkbox"/> Ventilators |
| <input type="checkbox"/> Diet Counseling | <input type="checkbox"/> Outreach | <input type="checkbox"/> Videos |
| <input type="checkbox"/> DME Supplies | <input type="checkbox"/> Patient Aid Products | <input type="checkbox"/> Wheelchairs |
| <input type="checkbox"/> Employment Opportunities | <input type="checkbox"/> Payroll Services | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Enriched Housing | | <input type="checkbox"/> Wound Care Products |
| <input type="checkbox"/> Financial Services | | <input type="checkbox"/> X-Ray Supplies & Services |
| <input type="checkbox"/> Floor Care | | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Fleet Management | | |

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:** _____

Referral Guide for Home Care and Hospice

Index of Advertisers Categories - Home Health Agencies

Our publication features an Index of Advertisers section in which your company will be listed under the county of your choice with the page number of your ad. When our members are in the market for a specific product or service in your county, they can search the Index of Advertisers and quickly locate your company. *One free category is included with any size ad and additional categories are only \$20.*

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Adams County | <input type="checkbox"/> Fairfield County | <input type="checkbox"/> Licking County | <input type="checkbox"/> Portage County |
| <input type="checkbox"/> Allen County | <input type="checkbox"/> Fayette County | <input type="checkbox"/> Logan County | <input type="checkbox"/> Preble County |
| <input type="checkbox"/> Ashland County | <input type="checkbox"/> Franklin County | <input type="checkbox"/> Lorain County | <input type="checkbox"/> Putnam County |
| <input type="checkbox"/> Ashtabula County | <input type="checkbox"/> Fulton County | <input type="checkbox"/> Lucas County | <input type="checkbox"/> Richland County |
| <input type="checkbox"/> Athens County | <input type="checkbox"/> Gallia County | <input type="checkbox"/> Madison County | <input type="checkbox"/> Ross County |
| <input type="checkbox"/> Auglaize County | <input type="checkbox"/> Geauga County | <input type="checkbox"/> Mahoning County | <input type="checkbox"/> Sandusky County |
| <input type="checkbox"/> Belmont County | <input type="checkbox"/> Greene County | <input type="checkbox"/> Marion County | <input type="checkbox"/> Scioto County |
| <input type="checkbox"/> Brown County | <input type="checkbox"/> Guernsey County | <input type="checkbox"/> Medina County | <input type="checkbox"/> Seneca County |
| <input type="checkbox"/> Butler County | <input type="checkbox"/> Hamilton County | <input type="checkbox"/> Meigs County | <input type="checkbox"/> Shelby County |
| <input type="checkbox"/> Carroll County | <input type="checkbox"/> Hancock County | <input type="checkbox"/> Mercer County | <input type="checkbox"/> Stark County |
| <input type="checkbox"/> Champaign County | <input type="checkbox"/> Hardin County | <input type="checkbox"/> Miami County | <input type="checkbox"/> Statewide |
| <input type="checkbox"/> Clark County | <input type="checkbox"/> Harrison County | <input type="checkbox"/> Monroe County | <input type="checkbox"/> Summit County |
| <input type="checkbox"/> Clermont County | <input type="checkbox"/> Henry County | <input type="checkbox"/> Montgomery County | <input type="checkbox"/> Trumbull County |
| <input type="checkbox"/> Clinton County | <input type="checkbox"/> Highland County | <input type="checkbox"/> Morgan County | <input type="checkbox"/> Tuscarawas County |
| <input type="checkbox"/> Columbiana County | <input type="checkbox"/> Hocking County | <input type="checkbox"/> Morrow County | <input type="checkbox"/> Union County |
| <input type="checkbox"/> Coshocton County | <input type="checkbox"/> Holmes County | <input type="checkbox"/> Muskingum County | <input type="checkbox"/> Van Wert County |
| <input type="checkbox"/> Crawford County | <input type="checkbox"/> Huron County | <input type="checkbox"/> Noble County | <input type="checkbox"/> Vinton County |
| <input type="checkbox"/> Cuyahoga County | <input type="checkbox"/> Jackson County | <input type="checkbox"/> Ottawa County | <input type="checkbox"/> Warren County |
| <input type="checkbox"/> Darke County | <input type="checkbox"/> Jefferson County | <input type="checkbox"/> Paulding County | <input type="checkbox"/> Washington County |
| <input type="checkbox"/> Defiance County | <input type="checkbox"/> Knox County | <input type="checkbox"/> Perry County | <input type="checkbox"/> Wayne County |
| <input type="checkbox"/> Delaware County | <input type="checkbox"/> Lake County | <input type="checkbox"/> Pickaway County | <input type="checkbox"/> Williams County |
| <input type="checkbox"/> Erie County | <input type="checkbox"/> Lawrence County | <input type="checkbox"/> Pike County | <input type="checkbox"/> Wood County |
| | | | <input type="checkbox"/> Wyandot County |

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:** _____



Referral Guide for Home Care and Hospice

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with OCHCH 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 annual *Referral Guide for Home Care and Hospice Guide*.

Adena Home Care & Hospice Services
Allcaring Home Health Services, LLC
Ambulance Associates, Inc.
Ampersand International, Inc.
Anspach Law
Boytan & Associates, LLP
Bricker & Eckler, LLP
Bridge Home Health and Hospice
Capital Health Home Care
Caretenders, VNA
Caring Hearts Home Health Services, Inc.
Carriage Inn Home Care of West Virginia
Carroll County Visiting Nurse Assn.
Cincinnati Insurance Company, The
Cincinnati Health Department
CMH Regional Health System Home Care Services
Continuum Home Care, Inc.
CSI, Inc.
Decision Health
Dinsmore & Shohl, LLP
DuBose Law Firm, LLC, The
Enterprise Fleet Management
FastFingerprints
Fidelity Health Care
First Choice Home Health
Fisher-Titus Medical Center Home Health Center
Glenn Medical Systems, Inc.
Healthcare Synergy
Holy Family Home Health Care & Hospice
Home Health Connection
Home Health Services of Highland District Hospital
Home Helpers/Direct Link

Home Helpers/Direct Link
Homecare Matters Home Health & Hospice
Interim HealthCare
Limbkeepers
Loving Care
Loving Family Home Care, Inc.
Medical Shoppe
Mobilex USA
Mobility Works
Montefiore
Morrow County Hospital Home Health
Nationwide Children's Hospital Homecare
Nicola, Gudbranson & Cooper, LLC
Northcoast Healthcare Management
Ohio Eastern Star Community Services
Ohio Valley Home Health Services, Inc.
Ohio Valley Homehealth, Inc.
Optima Home Health Services, LLC
Otterbein Home Health and Hospice
Personal Home Health Care
ProMED Healthcare Financing
Ross County Home Health Agency
RSM
Simione Healthcare Consultants, LLC
Spectrum Home Care
Therapy Advantage, Inc.
Therapy Support, LLC
UPMC/Jefferson Regional Home Health
VonLehman and Company, Inc.
Wellsbrooke Certified Home Health Care, Inc.
Wyandot County Home Health Agency