

The Home and Hospice Care Communique

OFFICIAL JOURNAL OF THE INDIANA ASSOCIATION FOR HOME AND HOSPICE CARE

Indiana
Association for
Home & Hospice
Care, Inc.

Business-to-Business Marketing that Moves Products and Services

The Home and Hospice Care Communique is the premier trade journal for home and hospice care providers in Indiana. As the official publication of the Indiana Association for Home and Hospice Care, *The Communique* reflects the industry's highest standards and reinforces the organization's sterling professional image.

Advertising Opportunity

Cutting-edge editorial content

With a new appearance and high level of sophistication, The Communiqué will deliver clear, comprehensive and up-to-date information about home and hospice care strategies, issues, and regulations that readers can apply immediately in their own institutions.

With articles written by the most authoritative leaders and consultants in the field, The Communiqué will cover a broad range of subjects. Regular topics will include:

- National Politics, Advocacy and Action
- State Legislation and Policy Making
- Health Care Reform
- HIPAA Requirements
- Adding Value to Client Services
- Advancements in Technology
- Professional Development
- Research and Education
- Industry Standards, Practices and Updates
- IAHHHC Events, Training and Networking Opportunities
- Annual Conference Coverage

Readers want competitive advantage

Published quarterly with a circulation of more than 700 each issue, The Communiqué will serve the membership and prospective members of the Indiana Association for Home and Hospice Care. The readership will be comprised of the most successful home and hospice care professionals within the state of Indiana, as well as students educators and suppliers. All strive to continuously learn about new laws and regulations, methodologies, training opportunities, research, and technology.

Our readers will look to The Communiqué as an invaluable tool that can improve their performance, strengthen their involvement in the community, and bolster their voice in policy making. The magazine will increase membership and value for the Indiana Association for Home and Hospice Care by upholding standards of the industry. As a result, The Communiqué will be read cover-to-cover and stored in our members' libraries for future reference. This is your opportunity to reach the niche market the home and hospice care association provides.

2009 Publication & Advertising Schedule

Issue	Artwork/ Editorial Due:	Mail Date
Winter 2008	Jan 2, 2009	Jan 26, 2009
Spring 2009	Apr 1, 2009	Apr 22, 2009
Summer 2009	Jul 1, 2009	Jul 22, 2009
Fall 2009	Oct 1, 2009	Oct 22, 2009

Design Information

Ads submitted must be in .tiff, .eps, .jpg, or .pdf format. 300 dpi, high-resolution press-quality, CMYK images only. Ads may be submitted as original Illustrator or Photoshop format. If the original ad is submitted, please include all linked files and change all type to outlines. Please provide a hard copy print. Ads on a disk or E-mailed must be zipped (PC), or stuffed as a self-extracting file (MAC).

* Ad Design Available—\$250.⁰⁰

2009 Advertising Rates

Size	Price per term (4 issues)
Full Page	\$2,357. ⁰⁰
1/2 Page Horizontal	\$1,768. ⁰⁰
1/4 Page Horizontal	\$1,326. ⁰⁰
Inside Front/Back Covers	\$2,607. ⁰⁰
Outside Back Cover	\$2,857. ⁰⁰

- All color is process color
- Ad rates are net
- Centerfold Available (Call for ad rates)

AD Specifications (Width X Height)

Inside Front/Back Cover:	7.5" X 10"
Full Page Ads:	7.5" X 10"
1/2 Page Ads:	7.5" X 5"
1/4 page Ads:	3.75" X 5"
Outside Back Cover:	8" X 8.5"

* for bleed add .125" on all sides



The Indiana Home and Hospice Care Communiqué
is printed on FSC/SFI Certified Paper



BV-COC-210004

The Home and Hospice Care Communique

Providing Business-to-Business
Target Marketing That Moves
Products and Services

OFFICIAL JOURNAL OF THE INDIANA ASSOCIATION FOR HOME AND HOSPICE CARE

COMPANY INFORMATION

Name of Advertiser			
Address		City	State Zip
Contact Name		Phone	Fax
E-mail			

ADVERTISING REQUIREMENTS

AD SIZE	COST PER ISSUE	# OF INSERTIONS	TOTAL COST
FULL SIZE			
1/2 PAGE			
1/4 PAGE			
PAGE 3			
Inside Front & Inside Back Cover			
Back Cover			

- We will provide ad.
- We will pay you to design our ad.
- Payment is enclosed. (Please make checks payable to Newsletters Ink)
- Please invoice me. I will authorize payment in full prior to publication.

Credit Card Number: _____

Expiration Date: _____

CVC CODE (Three digit code on back of card): _____

Cardholder's Signature: _____

Cardholder's Name (Print): _____

Billing Address: _____

PLEASE MAIL, FAX OR E-MAIL TO



Newsletters Ink Corp.
473 West 4800 South
Murray, UT 84123



FAX
801.288.2382



E-MAIL:
marcy@newslettersink.net

TERMS AND CONDITIONS

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and the publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically contracted for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless the Indiana Association for Home and Hospice Care and the publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. In the event that an advertisement is not printed for any reason, a refund will be given. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.
- Ads that are not paid for prior to publishing are not guaranteed to run.
- The publisher and the IAHHIC reserve the right to place the word "advertisement" with copy that is deemed not to be editorial.

SIGNATURE AND DATE

Signature: _____ Date: _____

The Home and Hospice Care **Communiq  **

OFFICIAL JOURNAL OF THE INDIANA ASSOCIATION FOR HOME AND HOSPICE CARE

Representing Home and Hospice Care Providers in Indiana

- In a survey conducted by the American Business Media, trade journals such as *The Communiq  *, earned a very high “Media Credibility Index” of 350 from the survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers, decision-makers, owners and high-level management. Research shows that specialized business publications, like *The Communiq  *, are leaders in convenience, credibility, objectivity and valued, relevant educational editorial.
- Ads in specialized business publications, such as *The Communiq  *, are considered “useful” or “very useful” more than 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications received a 4.0 from business decision-makers who were asked to choose the “most informative” medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2% calling the trade press “highly objective” or “somewhat objective.”
- Advertising in *The Communiq  * is an extraordinary way to reach a very targeted and elite business market.
- Cost per contact in *The Communiq  * is less than 35 cents on average.
- *The Communiq  * will be the most frequently read magazine by members of the Indiana Association for Home and Hospice Care, surpassing other trade publications. Members will report that *The Communiq  * is the one trade journal they read first.

Questions? Call Marcy Heidelberger, sales representative
or the Publisher at 800.639.0465



473 West 4800 South • Murray, UT • 84123

