

NAHCR 2011-12 Media Kit

Our Vision

NAHCR will be the preeminent organization for health care recruitment professionals by providing education, information and resources.

Our Mission

NAHCR serves as the primary organization providing the tools to promote the expertise and influence of health care recruiters.

Our Values

Advocacy, Credibility, Integrity, Stewardship and Responsiveness



P.O. Box 14365
Lenexa, KS 66285-4365
Ph: 913.895.4627
Fx: 913.895.4652
www.nahcr.com

NAHCR 2011-12 Media Kit

National Association for Health Care Recruitment Fact Sheet

Headquarters

National Association for Health Care Recruitment
P.O. Box 14365
Lenexa, KS 66285-4365
Phone: 913.895.4627
Fax: 913.895.4652
www.nahcr.com

History

The Association was established in 1975 as the National Association for Nurse Recruiters. Recognizing the changes in the health care industry, the Association changed the name to the National Association for Health Care Recruitment in 1984.

Membership

More than 800 members nationwide, serving as nurse, allied health, physician recruiters and human resource professionals working in hospitals, home care, long-term care, rehabilitation facilities, HMOs, schools of nursing and the military.

Chapters

38 active chapters nationwide.

Publications

NAHCR Directions, the organization's bi-monthly newsletter
Who's' Who in Recruitment/Resources, NAHCR's annual directory
NAHCR Recruiter's Handbook

Surveys

Annual Membership Survey

Conferences and Workshops

Image, Annual Conference in July
Recruitment & Retention Workshop
Advanced Recruiter Workshop

Recognition and Awards Programs

Chapter Achievement Award
Distinguished Member Award
Jane Pauley Media Award
Cindy Fife Scholarship

NAHCR 2011-12 Media Kit

National Association for Health Care Recruitment Fact Sheet

NAHCR Staff

Sheila O'Neal, Executive Director
Tressie Nootz, Administrative Assistant

Media Policy

NAHCR members are valuable sources of information related to healthcare recruitment. If you are interested in contacting a NAHCR member or staff for interview purposes, please follow the below procedure:

- ◆ Members of the media who wish to interview members of the NAHCR Board of Directors, Executive Director, NAHCR Staff or other NAHCR members to be cited in reports for any form of media, please contact the NAHCR office.
- ◆ NAHCR staff will set a designated time for media to contact NAHCR members, based on the schedule and availability of the NAHCR member to be interviewed. NAHCR requests that you contact the NAHCR office with ample time to meet your deadline.
- ◆ Last minute, same day and next day requests will be handled on a case-by-case basis, based on the availability of NAHCR staff and Board Members.
- ◆ Upon the conclusion of your interview, NAHCR requests a proof copy be sent to the interviewee for approval. A final copy should be sent to the NAHCR office for archival purposes.

NAHCR 2011-12 Media Kit

NAHCR *Directions* Editorial Calendar

Directions is printed six times per year and is distributed to all active, associate, institutional and subscription members. *Directions* is read from cover to cover by our members and the information is often cited in reports and recruitment plans.

All materials for publication are due no later than the deadline listed below. Ads are in four color. Please refer to the advertisement reservation form for ad specifications and cost. **All rates are non-commissionable.**

Issue	Deadline
January/February	December - TBA
March/April	February - TBA
May/June	April - TBA
July/August	June - TBA
September/October	August - TBA
November/December	October - TBA

Important Information

Placement of advertisements will be made on a priority basis as received. Advertising submitted must, in the option of the editor, be in good taste in harmony with professional publishing principles. The editor reserves the right to refuse insertion for any reason.

All insertions must be accompanied by a completed Space Reservation Form. If advertising is not accompanied by the form, there is not guarantee that the ad will be placed.

Advertisements and reservation forms must be received at NAHCR Headquarters by the deadline listed above.

NAHCR 2011-12 Media Kit

NAHCR Directions 2011-12 Space Reservation Form

- | | | |
|--------------------------|------------------------------|---------------|
| <input type="checkbox"/> | Full Page | \$1,030/issue |
| <input type="checkbox"/> | Full Page Inside Front Cover | \$1,145/issue |
| <input type="checkbox"/> | Full Page Inside Back Cover | \$1,145/issue |
| <input type="checkbox"/> | Half Page Outside Back Cover | \$982/issue |
| <input type="checkbox"/> | Half Page | \$802/issue |

***Inside cover space will be awarded on a first come, first served basis.

- | | | |
|--------------------------|-------------------|----------------|
| <input type="checkbox"/> | January/February | December - TBA |
| <input type="checkbox"/> | March/April | February - TBA |
| <input type="checkbox"/> | May/June | April - TBA |
| <input type="checkbox"/> | July/August | June - TBA |
| <input type="checkbox"/> | September/October | August - TBA |
| <input type="checkbox"/> | November/December | October - TBA |

Placement will be made on a priority basis, as received. Insertion order must accompany Space Reservation Form. If form is not completed, space will not be guaranteed. All ads are in four color.

Ads can be emailed to katee@imiae.com

For additional advertisement specifications, please see page six.

Company: _____

Title: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature _____

P.O. Box 14365 . Lenexa, Kansas 66285-4365. 913/895-4627 . Fax: 913/895-4652

NAHCR 2011-12 Media Kit

Digital File Specifications and Ad Sizes

Digital File Specifications:

Platform/File Format: EPS, TIF or PDF file format is required.

All fonts must be outlined (EPS) or must be properly embedded (PDF). Make sure your file requires NO fonts.

Application Files Accepted:

Adobe Photoshop, Adobe Acrobat (PDF embed fonts), Adobe Illustrator (outline fonts).

ADOBE PHOTOSHOP: Pixel base. Best source for color (CMYK).
300 ppi, TIF files. (*JPG acceptable if TIF not possible.)

ADOBE ACROBAT: PDF files, make sure any images used to create file are in CMYK. Also make sure fonts are properly embedded if not previously outlined.

BASIC SETTINGS-Resolution: 2400 dpi, Compression: Color images 300 dpi.
Please keep image to ad size: no crop marks, color bars or targets.

ADOBE ILLUSTRATOR: Vector Base, no resolution settings required. Make sure any TIF images placed and embedded in file are CMYK and at 300 ppi. Also make sure fonts are outlined.

Images: All color images must be **CMYK mode at 300 ppi** (pixels per inch).
Line art images in **BITMAP mode at 1200 ppi**.

Vector images created in *Adobe Illustrator* require no resolution settings.

*Files conversions may be billed.

Ad Sizes: Based on 3 column editorial format

All values are given in inches with horizontal value first

FULL PAGE 7.25 x 10.125

1/2 PAGE (horizontal) 7.25 x 4.625

NAHCR 2011-12 Media Kit

Who's Who in Recruitment/Resources 2011-12

The Who's Who Directory is published in CD format. This annual membership and resource directory is mailed to each member of NAHCR. Members use the directory as a telephone or email resource to reach other members. They also use the resource section when they need an expert peer to help them with a specific topic. This resource is used all year by each of our members.

Your ad will provide constant exposure as our members use this vehicle in their daily recruitment and human resources activities. Ads are four color and available in full and half page sizes.

Ads will be placed on a priority basis in the order in which they are received. Space reservations and ad materials must be received by January 31, 2012, for inclusion in the 2011-12 Directory. Please refer to the space reservation form for ad sizes and specifications. All ads are non-commissionable.

Who's Who Directory Advertisement Rates

Half Page	\$890	Institutional Members
	\$1,145	Non-Institutional Members
Full Page	\$1,088	Institutional Members
	\$1,317	Non-Institutional Members

NAHCR 2011-12 Media Kit

2011-12 Who's Who Directory Space Reservation Form

- | | | |
|--------------------------|------------------------------------|---------|
| <input type="checkbox"/> | Full Page Institutional Member | \$1,088 |
| <input type="checkbox"/> | Full Page Non-Institutional Member | \$1,317 |
| <input type="checkbox"/> | Half Page Institutional Member | \$890 |
| <input type="checkbox"/> | Half Page Non-Institutional Member | \$1,145 |

Placement will be made on a priority basis, as received. Insertion order must accompany this Space Reservation Form. If form is not completed, space will not be guaranteed.

All ads should be in PC Format, file specification information can be found on page six of this media kit.

All reservations, insertion order and ads must be received by January 31, 2012.

Company: _____

Title: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature _____

P.O. Box 14365 . Lenexa, Kansas 66285-4365. 913/895-4627 . Fax: 913/895-4652

NAHCR 201-12 Media Kit

Image 2012 Pre-registration Form

The NAHCR Image 2012 Pre-registration form enables you to reach the entire membership and those health care recruiters and human resource professionals who are planning to attend the Annual Conference. These members are among the most dynamic and knowledgeable health care recruiters in the country.

Ad color will depend on design of the program, but will be four color. Please refer to page six for for sizes. The space reservation form and materials must be received by December 18, 2011. Ad placement will be made on a priority basis, as received.

Image 2012 Program Advertisement Rates

Half Page	\$921
Full Page	\$988
Inside Front Cover	\$1,020
Inside Back Cover	\$1,120
1/2 Page Outside Back Cover	\$975

NAHCR 2011-12 Media Kit

Image 2012 Pre-registration Form Space Reservation Form

<input type="checkbox"/>	Full Page	\$988
<input type="checkbox"/>	Full Page Inside Front Cover	\$1,020
<input type="checkbox"/>	Full Page Inside Back Cover	\$1,020
<input type="checkbox"/>	1/2 Page Outside Back Cover	\$975
<input type="checkbox"/>	Half Page	\$921

Placement will be made on a priority basis, as received. Insertion order must accompany Space Reservation Form. If form is not completed, space will not be guaranteed. All ads are in four color.

Ads can be emailed to nahcr@goAMP.com.

For additional advertisement specifications, please see page six.

Company: _____

Title: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature _____

P.O. Box 14365 . Lenexa, Kansas 66285-4365. 913/895-4627 . Fax: 913/895-4652

NAHCR 2011-12 Media Kit

Image 2012 Conference Program

The NAHCR Image 2012 Conference Program is given to all conference attendees and exhibitors and contains all content for the general and concurrent sessions. This is a great way to reinforce your presence to Image attendees. There is preferred pricing for NAHCR Institutional Members and those companies that are exhibiting at Image 2012.

All space reservations and ad materials must be received no later than June 1, 2012. If ad is submitted and your contract for exhibit space has not been received by June 1, 2012, you will be charged the not exhibiting rate.

Rates Begin At:

Institutional Members Exhibiting at Image	\$750
Institutional Members Not Exhibiting at Image	\$1,000
Non-Institutional Members Exhibiting at Image	\$1,000
Non-Institutional Members Not Exhibiting at Image	\$1,250

NAHCR 2011-12 Media Kit

Image 2012 Conference Program Space Reservation Form

Institutional Members Exhibiting at Image

- | | | |
|--------------------------|-----------|---------|
| <input type="checkbox"/> | Full Page | \$1,250 |
| <input type="checkbox"/> | Half Page | \$750 |

Institutional Members Not Exhibiting at Image

- | | | |
|--------------------------|-----------|---------|
| <input type="checkbox"/> | Full Page | \$1,500 |
| <input type="checkbox"/> | Half Page | \$1,000 |

Non-Institutional Members Exhibiting at Image

- | | | |
|--------------------------|-----------|---------|
| <input type="checkbox"/> | Full Page | \$1,500 |
| <input type="checkbox"/> | Half Page | \$1,000 |

Non-Institutional Members Not Exhibiting at Image

- | | | |
|--------------------------|-----------|---------|
| <input type="checkbox"/> | Full Page | \$1,750 |
| <input type="checkbox"/> | Half Page | \$1,250 |

Space reservations and ad materials must be received by June 1, 2012. In order to receive rates for Institutional Members, you must be a current member of NAHCR. In order to receive the exhibiting rate, your application for exhibit space (from the exhibitor prospectus) must be received by June 1, 2012. In the event you withdraw from exhibiting or do not submit your application for exhibit space, you will be charged the appropriate amount for your ad space.

Ads can be emailed to kateeb@imiae.com

For additional advertisement specifications, please see page six.

Company: _____

Title: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature _____

P.O. Box 14365 . Lenexa, Kansas 66285-4365. 913/895-4627 . Fax: 913/895-4652

NAHCR 2011-12 Media Kit

NAHCR Mailing List

NAHCR makes its mailing list available based on the understanding that the spreadsheet is for one time use only and should not be converted to a database for solicitation of NAHCR members. In order to purchase the mailing list the following conditions must be met.

The purchaser must furnish a letter of intent addressed to the Director of Marketing & Member Relations. This letter must clearly state what the mailing list is to be used for. A copy of the material(s) that are being sent to NAHCR members must also be included for review.

The letter must also state that the purchaser understands that the list is for one time use only.

Payment, in the form of check or credit card must be included with the letter of intent.

If paying with a credit card, please include the credit card number, expiration date, cardholder's name, security code and phone number of the cardholder.

A list of the entire membership is available for \$750. Lists are available by region (Southern, Northeastern, North Central and Western) at \$300 per region.

Once the letter of intent, materials and payment are received by the NAHCR office, the list will be emailed to you.

Letters of Intent and Materials should be sent to:

Sheila O'Neal
Executive Director
NAHCR
P.O. Box 14365
Lenexa, KS 66285-4365