NRHA 2012 Visibility Guide

Target America's rural health decision makers.

After more than 30 years of service, NRHA understands the unique challenges of reaching rural health professionals. They trust us to advocate for them, provide education and share opportunities.

Let us help you turn a stumbling block into a stepping stone by providing advertising options developed to engage and excite NRHA members and build brand loyalty for your company.

About NRHA

The National Rural Health Association (NRHA), established in 1978, has grown into the dynamic and influential organization of more than 20,000 professionals it is today.

NRHA is a nonprofit membership organization dedicated to providing leadership on rural health issues. Our members represent a diverse collection of individuals and organizations, all of whom share the common bond of an interest in rural health.

Association members and staff dedicate themselves to achieving a more positive health care environment for all rural Americans. NRHA strives to be a proactive and positive force in its efforts toward providing the best rural health care possible.

About NRHA members

The National Rural Health Association's members reside in all 50 states and include leadership at all Critical Access Hospitals and most Federally Qualified Health Clinics.

NRHA members are hospital administrators, health care providers, pharmacists, researchers, educators and advocates. They work with patients, finances, technology and governments. They serve on islands and Native American reservations and in small towns and labs across America.

Members work for the betterment of rural health. They also select a constituency group for targeted networking and service. NRHA members are active in the following constituency groups: Community Grassroots, Clinical Services, Community-operated Practices, Frontier, Hospitals and Community Health Systems, Diverse Underserved Populations, Research and Education, Rural Health Clinics and Statewide Health Resources.

NRHA is

20,000 professionals who are...

- *hospital CEOs, CFOs, CNOs, clinic administrators and staffs*
- *state and national policy makers*
- *physicians*
- *nurse practitioners*
- *physician assistants*
- *nurse midwives*
- *dentists*
- *pharmacists*
- *optometrists*
- *specialists*
- *educators*
- *researchers*
- *state health officials*
- *nonprofit leaders*
- *recruiters*
- *students*
- *others interested in rural health care*

For advertising, e-mail ads@NRHArural.org.
For sponsorships, e-mail bedell@NRHAsc.com.
For exhibiting, e-mail siress@NRHArural.org.

NRHA

NRHA 2012 Visibility Guide

Events and deadlines

Mark your calendars now.

~~October 2011~~ December 1, 2011

1: All 2012 conference booths for sale

November 2011

1: Winter *Rural Roads* insertion orders due

15: Winter *Rural Roads* ads due

January 2012

Winter *Rural Roads* hits mailboxes

15: Spring *Rural Roads* insertion orders due

29-Feb. 1: Rural Health Policy Institute, Washington, D.C.

February 2012

1: Spring *Rural Roads* ads due

15: Annual Rural Health Conference program insertion orders due

15: Annual Rural Health Conference program exhibitor listings due

March 2012

Spring *Rural Roads* hits mailboxes

1: Annual Rural Health Conference program ads due

April 2012

17-20: 35th Annual Rural Health Conference, Denver

May 2012

15: Summer *Rural Roads* insertion orders due

June 2012

1: Summer *Rural Roads* ads due

July 2012

Summer *Rural Roads* hits mailboxes

18-20: Rural Quality and Clinical Conference, Seattle

August 2012

1: Critical Access Hospital Conference program insertion orders due

1: Critical Access Hospital Conference program exhibitor listings due

10: Critical Access Hospital Conference program ads due

15: Fall *Rural Roads* insertion orders due

September 2012

14: Fall *Rural Roads* ads due

26-28: Critical Access Hospital Conference, Kansas City, Mo.

November 2012

Fall *Rural Roads* hits mailboxes

December 2012

5-7: Rural Multiracial and Multicultural Health Conference, Asheville, N.C.

To reserve space or for more information on marketing, e-mail ads@NRHArural.org.

NRHA 2012 Visibility Guide

Rural Roads quarterly magazine and RuralRoadsOnline.com

Target America's rural health decision-makers.

Rural Roads magazine articles are carefully selected to engage, educate and entertain those working to improve health care in rural America.

Rural Roads was honored with the KC IABC 2009 Bronze Quill Award for most improved publication.

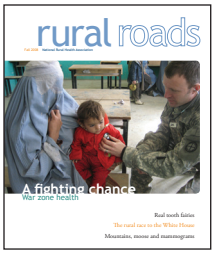
From Alaska to Florida, National Rural Health Association members look to *Rural Roads* for inspiration and ideas.

The award-winning quarterly magazine connects decision-making rural health professionals to products and services designed to meet their needs.

Rural Roads' content and design have been recently revitalized to increase interest and enhance marketing efforts.
Contact NRHA for prime placement opportunities to reach health care providers in 2011.

print circulation 6,000 **online readership** half a million visits per month **established** 2003

	Issue deadlines			
	Winter (January)	**Spring** (March)	**Summer** (July)	**Fall** (November)
Reservation due	Nov. 1	Jan. 15	May 15	Aug. 15
Ad due	Nov. 15	Feb. 1	June 1	Sept. 14



Rates

Ad type	Print ad size	Online ad size	Frequency and price		
			1x	**2x**	**4x**
Inside front cover (full page) and bottom side bar	8.5 x 10.875 (trim) With bleed: 8.75" x 11.125"	195 x 250 px	$2,800	$2,520	$2,240
Inside back cover (full page) and top side bar	8.5 x 10.875 (trim) With bleed: 8.75" x 11.125"	195 x 250 px	$3,000	$2,700	$2,400
Back cover and full top banner	8.5 x 8.5 bleed (trim) With bleed: 8.75" x 8.75"	915 x 125 px	$3,400	$2,700	$2,400
Full page and rotating home page ad	8 x 10.5 non-bleed 8.5 x 10.875 w/bleed	180 x 150 px	$1,900	$1,710	$1,520
Half page print ad	3.75 x 10.5 vertical 8 x 5 horizontal	—	$1,500	$1,350	$1,200
Quarter page print ad	3.5 x 4.75 square	—	$1,000	$900	$800

See next page for mechanical specs and payment policy.

Become a *Rural Roads* issue sponsor.

Sponsorship includes:

Print back cover and online top banner ad ($3,400 value)

One full-page Q&A feature highlighting your expert advice
(Topic and content must be approved by the editorial board.) ($2,500 value)

One full-page advertorial designed to match editorial content ($2,500 value)

Total value: $8,400 **Special rate: $6,000**

To reserve space or for more information on marketing, e-mail ads@NRHArural.org.

NRHA

NRHA 2012 Visibility Guide

Rural Roads magazine mechanical specs

Send insertion orders and ads to ads@NRHArural.org.
See previous page for deadlines.

Bleed:

Full-page advertisements only. No additional charge.
Bleed plate size: 8.75” x 11.125”.
This includes .125” trim from all sides.
Keep live matter .25” from page edge.
Trimmed page is 8.5” x 10.875”.

Back cover:

Back cover is 8.5 x 8.5 plus .125 bleed on all sides. The ad is shorter than standard full page ads, to allow room for mailing label.
Keep live matter .25” from page edge.

Software formats:

Adobe Acrobat PDF is preferred. (PDF files should be created using the Press Optimized settings and all fonts must be embedded). QuarkXPress, Adobe Photoshop, Adobe Illustrator (saved as an EPS file) are acceptable. All formats must include fonts and graphic files.

Fonts:

All printer and screen fonts must be included, even fonts embedded in art files, logos, etc. PC or Macintosh versions of Adobe Postscript fonts must be used.

Graphic information:

Line art, half-tones and color images and figures should be saved in CMYK format. Scans should conform to the following:

Color images - 300 dpi

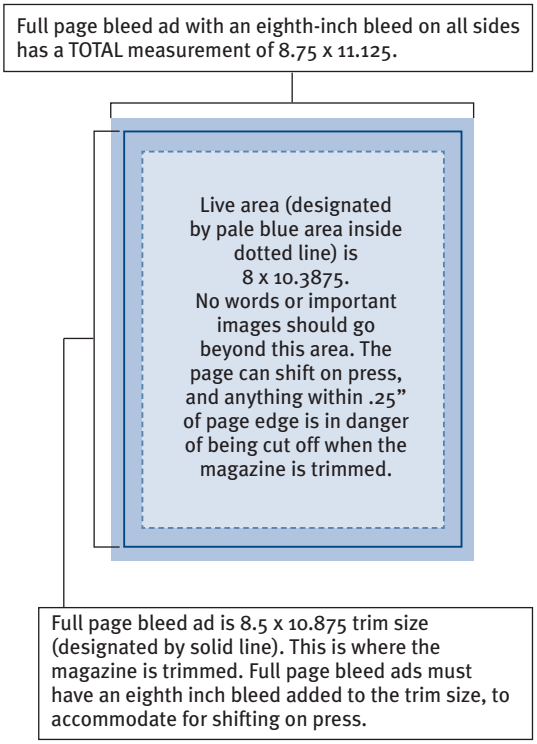
Grayscale images - 300-450 dpi

Line art - 1200 dpi

We accept TIFF or EPS from PC or Macintosh platforms.

Please note, nearly all images that are downloaded from the Internet or are in GIF format, will not be acceptable for the printing process. Word documents (unless text only) and Publisher files are also not accepted for advertising placements.

Setting up a page with bleed:



Rural Roads online specs

Submit online ads as .gif files at 72dpi and RGB format. Animated .gif files are acceptable. Flash animated files are NOT accepted.

Rural Roads payment policy

Advertisements are billed following each printing.
Payment is due 30 days after receipt of invoice.

To reserve space or for more information on marketing, e-mail ads@NRHArural.org.

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Rural Health Connect monthly electronic newsletter

Your message is in their inbox, and your site is only a click away.

Capture the attention of rural health professionals on a regular basis in this monthly e-newsletter that speeds information sharing.

More than 9,000 National Rural Health Association members subscribe to *Rural Health Connect* for the latest legislative activities, educational opportunities and rural health news.

Space is limited to ensure Rural Health Connect *advertisers get noticed.*

Ad - $500
Maximum of three ads per issue, sold on first-come, first-served basis.
Size: Up to 180 pixels wide x 280 pixels high.

Deadline:
RHC is distributed the first week of the month. Ads and links are due the 15th day of the month prior to the *RHC* edition.

To reserve space or for more information on marketing, e-mail ads@NRHArural.org.

NRHA 2012 Visibility Guide

Build Relationships.

Conference exhibitor opportunities

Exhibit space sells out early every year.

Rural Health Policy Institute

Jan. 29-Feb. 1, Washington, D.C.
400 attendees
$500

Annual Rural Health Conference

April 17-20, Denver
1,000 attendees
Presidential: $2,450 Supporting: $1,900*

Rural Quality and Clinical Conference

July 18-20, Seattle
100 attendees
$500

Rural Health Clinic and Critical Access Hospital conferences

Sept. 25-28, Kansas City, Mo.
700 attendees
Presidential: $2,550 Supporting: $2,000*

Rural Multiracial and Multicultural Health Conference

Dec. 5-7, Asheville, N.C.
250 attendees
$500

Rates include two conference registrations.

For more information on exhibiting, e-mail siress@NRHArural.org.

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Conference program ads
availability limited

Annual Rural Health Conference (April 17-20)
1,000 attendees

Insertion order due	Feb. 15
Camera-ready ad due	March 1

Rural Health Clinic and Critical Access Hospital conferences (Sept. 25-28)
700 attendees

Insertion order due	Aug. 1
Camera-ready ad due	Aug. 10

Program ad pricing

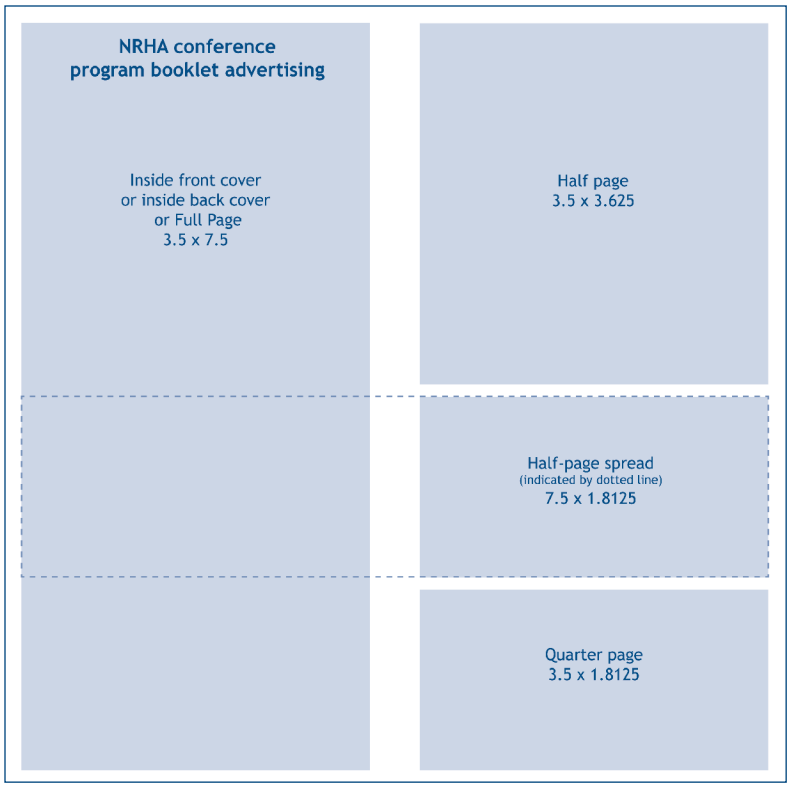
- ***Annual Rural Health Conference***
- ***Rural Health Clinic and Critical Access Hospital conferences***

  Full page back cover (3.5 x 7”) - $2,500

  Full page inside front and back covers (3.5 x 7”) - $1,500 each

  Half page (3.5 x 3.625”) - $500

  Quarter page (3.5 x 1.8125”) - $250



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NRHA 2012 Visibility Guide

Conference sponsorship opportunities

2012 Annual Rural Health Conference
April 17 – 20, Denver

The following receive recognition in conference program and web site:

Grand opening reception
$20,000

Rural Health Awards banquet
$20,000

President's reception
$15,000

Keynote speaker sponsorship
TBD

Exhibit hall lunch
$15,000

Internet café
$10,000

Conference bag sponsorship
$7,500 including bag cost

Opening reception drink tickets
$250 for 25 tickets

Breakfasts (3)
$5,000 each

Breaks (3)
$2,500 each

Other recognition opportunities: (subject to approval)

Hotel room key cards
$3,500 plus card costs

Hotel room door drop
$1,600 plus paper to be delivered

Conference pens
$1,000 plus provide product

Conference notepads
$1,000 plus provide product

Conference bag inserts
$1,000 plus provide inserts

See conference program advertising opportunities on previous page.

Vendor theaters

A 45-minute session at the Annual Rural Health Conference, featuring a 25-word session description in program. Sold as part of package.

$2,500

For more information on sponsorships, e-mail bedell@NRHAsc.com.

NRHA 2012 Visibility Guide

Conference sponsorship opportunities

2012 Critical Access Hospital Conference
Sept. 25 – 28, Kansas City, Mo.

The following receive recognition in conference program and web site:

Grand opening reception
$20,000

Keynote speaker sponsorship
TBD

Exhibit hall lunch
$15,000

Internet café
$10,000

Conference bag sponsorship
$7,500 including bag cost

Opening reception drink tickets
$250 for 25 tickets

Breakfast
$5,000

Breaks (2)
$2,500 each

Other recognition opportunities:
(subject to approval)

Hotel room key cards
$3,500 plus card costs

Hotel room door drop
$1,000 plus paper to be delivered

Conference pens
$1,000 plus provide product

Conference notepads
$1,000 plus provide product

Conference bag inserts
$1,000 plus provide inserts

See conference program advertising opportunities on previous page.

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$2,500

For more information on sponsorships, e-mail bedell@NRHAsc.com.

NRHA 2012 Visibility Guide

NRHA exhibitors and advertisers

Exhibit space sells out early every year.

The following organizations have exhibited and advertised with NRHA.

3RNet - National Rural Recruitment & Retention Network
501(c) Agencies Trust
Abaxis
AccelPath LLC
Access Building Group
ACI/Boland, Inc.
Acute Care, Inc.
Adkisson Consultants
Advanced Accounting & Clinical Solutions
AgeServe Communications
Agility Therapy
AgrAbility/Arthritis Foundation
AgriSafe Network, Inc.
Alberici Healthcare Constructors
Alere
Allscripts
Alpine Surgical
Altus Architectural Studios
AmCare Group, LLC
American Academy of Family Physicians
American Academy of Nurse Practitioners
American Association of Nurse Anesthetists
American Fidelity Assurance Company
American Health Facilities Development
American Heart Association
American Hospital Association
American Nurses Credentialing Center (AANC)
American Optometric Association
American Sentinel University
Amerinet, Inc.
Amerirad, Inc.
ArborOne Farm Credit
Aris Teleradiology
Aspyra, Inc.
Avreo, Inc.
BARRX Medical
Batten & Shaw, Inc.
Believe Health, LLC
Berry Dunn McNeil & Parker
BioMedix Vascular Solutions, Inc.
BKD, LLP
BOKA Powell, LLC
Bosch
C2P Group
CAH Facility Team
California Telemedicine & eHealth Center
Cardinal Health
Carescope/Data Futures
CDC
Cedaron Medical, Inc.
Center for Bioterrorism & All-Hazards Preparedness
Center for Healthcare Innovation
Center for Rural Health, University of North Dakota
Centers for Medicare and Medicaid Services
Cerner Corporation
CFP Group, LLC
ChartWare, Inc.
Chicago Medical Exchange, Inc.
Clarity Group, Inc.
Clinical Software Solutions
CMR
Coast-To-Coast Healthcare Services
Colonial Life
Commonwealth Medical Laboratories
Compass Health
Compliance Team, Inc.
Cooper Medical Buildings
CPI Group
CPSI
Craneware
Credit Solutions
Critical Access Radiology Services
Critical Access Solutions
CTL Consulting, LLC
CUSP Consulting
Custom Learning Systems Group, Ltd.
Custom Pharmaceutical Solutions, LLC
Custom Software Systems, Inc.
Cyrus
Darlene D. Bainbridge & Associates, Inc.
Data Futures/Care Scope
Datascope Monitors
Delta Region AIDS Education & Training Center
Denali Commission
Des Moines University
Diamond Healthcare Corporation
Diversified Lenders & Cornerstone Finance
Dixon Hughes, PLLC
Dougherty Mortgage
Dowden Custom Media
DRE, Inc.
Eagle Hospital Physicians
eduTRAX
EHS
Eide Bailly, LLP
Emergency Nursing Documentation System, LLC
Envision Telepharmacy
e-Pharm Pro
Equipment Management and Technology Solutions
Essential Learning
Evergreen Medical Group
Excalibur HealthCare, PA
Expeditive
Federal Housing Administration
Financial Resource Group, LLC
First Choice Cooperative
First Diversity Health Group
Florida AHEC Network Tobacco Training and Cessation Program
Foresight Imaging
Franklin & Seidelmann Subspecialty Radiology
Fukuda Denshi/ Dynascope
Georgia Medical Foundation
GlobeMed Resources - Nurses Now International
GMK Associates, Inc.
Graham Group US
Grand Canyon University
Gresham, Smith & Partners
HBE Corporation
HDR Architecture, Inc.
Health Facility Partners
Health Information Associates
Health Workforce Information Center
Healthcare Coding & Consulting Services
Healthcare Management Systems, Inc.
Healthland
Healthpac Computer Systems, Inc.
Heery International
HMN Architects
Hospital Care Consultants
HRSA/ORO/KC Division
Humana
In Hospital Imaging
In Record Time
Inland Northwest Health Services & J & H, Inc.
Inside Results
Integrated Informatics
InTeleStat Radiology
IntelliDOT Corporation
Intellisurg
InTouch Health
Ion IT Group
JE Dunn Construction
Joint Commission
Joint Commission Resources
JSI Research & Training Institute, Inc.
Kansas Hospital Education & Research Foundation
KDF Architecture
Keane, Inc.
Kingsbridge Healthcare Finance
LG Medical Technologies
LHC Group
Lockard Companies
LocumTenens.com
Lugar Center for Rural Health
Macro Helix, Inc.
March of Dimes
Maxim Physician Resources
McKesson/Paragon
McNeary, Inc.
Medical Communication Systems, Inc.
MD & DDS Resources
MDG Medical, Inc.
MedAssetts Revenue Management Solutions
med-DISPENSE
Medical Management Associates
Medical Recovery Services
Medication Review, Inc.
MEDITECH
MentorRx, The Mentor Prescription
Meta Healthcare IT Solutions
Meta Pharmacy Systems, Inc.
Michael R. Bell & Company PLLC
Mindfulware, LLC
Misys
MMD Systems, Inc.
Mobile Biopsy & On Site Mammography
Molina Healthcare

continues on next page

People you want to reach

NRHA conference attendees are people you want to reach. They are:

- **CEOs and administrators: 55 %**
- **Managers, researchers and educators: 19 %**
- **Vice presidents: 11 %**
- **CFOs: 9 %**
- **Clinic directors: 6 %**

NRHA exhibitors and advertisers *continued from previous page*

Morgan Hunter HealthSearch
Mrecord
Murray Company
National AHEC Organization
National Center for Rural Health Works
National Library of Medicine
National Organization of State Offices of Rural Health
National Rural Health Resource Center
Neenan Company
NES Healthcare Group
Net.Orange, Inc.
NetStandard
NeuroCall, Inc.
NeuroMetrix
Nevada Rural Hospital Partners
NextGen Healthcare
Nielsen Healthcare Group
NIH HIV/AIDS Research Programs
NLAHEC
NOVARAD Corporation
Omnicell
ONRAD, Inc.
OpEx
Optio Healthcare
Patient Advocate Foundation
Performance Management Institute, LLC
PG Architecture Design/Build
Philips Consumables
Philips Diagnostic ECG
Philips Healthcare
Philips Patient Monitoring
Philips Resuscitation Solutions
Philips Ultrasound
Phoenix Health Systems, Inc.
Physician Referral Network
Physicians Imaging Solutions
Pinnacle Health Group
Pioneer Health Services
PM Group of SC, Inc.
PMC Healthcare Services
PNC/Xpack Network Services
POLYCOM
PracticeOne
Precision Practice Management
Prochaska & Associates
Prognosis Health Information Systems
ProScan Reading Services
Prosperus/Integrated Medical Partners
Purchase Commander
QHR, Inc.
QUE Financial
Radical Radiology
Red Mortgage Capital
Relational Technology Solutions
Remote Meeting Technologies
Robins & Morton
RSM McGladrey, Inc.
Rural America Capital Group
Rural Assistance Center
Rural Health Research Gateway
Rural Health Resource Center
Rycan
SABIAMED, Inc.
Safety Net Hospitals for Pharmaceutical Access
sanofi pasteur
Satellite Shelters, Inc.
ScImage
SecureHorizons by United Healthcare
Security Benefit Retirement Programs
Select Medical Rehabilitation Services
Siemens Medical Solutions USA, Inc.
Sightpath Medical
Signostics
Sizewise
Skanska USA Building Inc.
SNB Healthcare Lending
Social Security Administration
Solutions 4 Fundraising
Soma Technology, Inc.
Sonography Now
South Carolina Solutions/Community Health Solutions
South Central Mental Illness Research, Education, & Clinic Center
SRJ Marketing Communications
SSI Group
STAT!Ref
Strategic Healthcare Partners - SHP
Strelcheck & Associates
Stroudwater Associates
Substance Abuse & Mental Health Services Administration
SUNRx
SWA Architects
Swank HealthCare
TANDBERG
TechWay, Inc.
Telehealth Resource Centers
Tele-Town Hall, LLC
Texas A&M University
The SSI Group
TiCom Medical Systems
TimeLine Recruiting
Together Rx Access
Tourette Syndrome Association
Tri-Tec Medical
T-System
Turner Construction Company/Gresham, Smith and Partners
U.S. Department of Housing & Urban Development
U.S. Department of HUD Office of Insured Health Care Facilities
U.S. Department of State - Office of Medical Services
U.S. DHHS Office on Women's Health
U.S. Food & Drug Administration Office of Women's Health
UMKC School of Nursing
United States Public Health Service
Universal Service Administration Company
University of North Dakota Center for Rural Health
University of Southern Indiana
University of Southern Indiana College of Nursing
University of Washington School of Nursing
USA Center for Rural Public Health Preparedness
USDA Rural Development
Virtual Radiologic
Visionary Medical Systems, Inc.
ViTel Net, Inc.
Wellness Environments
West Virginia School of Osteopathic Medicine
Wiley-Blackwell
William Gallagher Associates
Wipfli, LLP
World Medical Equipment, Inc.

For more information on exhibiting, e-mail siress@NRHArural.org.