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## NRHA 2018 Engagement Guide

### CONFERENCES

- Rural Health Policy Institute  
February 6-8, 2018  
Omni Shoreham Hotel, Washington, DC  
450 attendees  
*Learn firsthand about the development and implementation of health care policy at the federal level and meet with your members. And arrive early for NRHA's Advocacy 101 workshop to prepare for Capitol Hill visits. This is your chance to hear from members of the administration and key leaders from Capitol Hill. Now, more than ever, the politically powerful are listening to voice of rural America.*
    - Exhibit spaces (20) \$1K **SOLD OUT**
    - Reception \$15K
    - Keynote Speaker \$20K
    - Lunch \$15K
    - Breakfasts (three) \$5K each
    - Breaks (two) \$2,500 each
    - Hotel key cards \$3,500 plus card costs
    - Napkins \$2K plus product
    - Conference pens \$1,500 plus product **SOLD**
    - App ads \$250 each
  
  - Annual Rural Health Conference and Rural Hospital Innovation Summit (RHIS)  
May 8-11, 2018  
New Orleans Marriott Hotel, New Orleans, LA  
Annual and RHIS 825 attendees including (250 Hospital based executives)  
*NRHA's Annual Rural Health Conference is created for anyone with an interest in rural health care, including rural health practitioners, clinic directors and lay health workers, social workers, state and federal health employees, academics, community members and more. The Rural Hospital Innovation Summit (RHIS) is created for hospital administrators with hospital executive specific presentations, sessions and education.*  
***The Rural Hospital Innovation Summit takes place simultaneously to the Annual Rural Health Conference.***
    - Exhibit spaces (100), includes two conference registrations \$2,950
    - Rural Health Awards Banquet \$20K
    - Rural Reunion Reception \$15K
    - Keynote Speaker TBD
    - Lunch \$15K
    - Breakfasts (three) \$5K each
    - Breaks (four) \$2,500 each
    - Hotel key cards \$3,500 plus card costs
    - Hotel room door drop \$2K plus delivery costs
    - Napkins \$2K plus product
    - Conference pens \$1,500 plus product **SOLD**
    - App ads \$500 each
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- Health Equity Conference  
May 8, 2018  
New Orleans Marriott Hotel, New Orleans, LA  
100 attendees  
*One of the only meetings in the nation to focus on health equity issues in rural America, this event offers attendees the opportunity to meet with peers and experts who share the same unique concerns and interests. This conference is designed for those who are dedicated to bringing quality health care and health care services to this underserved and often under-represented portion of the rural population.*
  - Exhibit spaces (10) \$500
  - Reception \$4K
  - Lunch \$5K
  - Breakfast \$1,500
  - Breaks (two) \$3K for both
  - Student scholarships \$1K each
  
- Rural Medical Educators  
May 8, 2018  
New Orleans Marriott Hotel, New Orleans, LA  
100 attendees  
*The Rural Medical Education (RME) Group is a special interest group of NRHA committed to advancing the training of physicians for rural practice through network development and advocacy.*
  - Lunch \$5K
  - Breaks (two) \$2K for both
  - Student scholarships \$1K each
  
- Rural Health Clinic Conference September 25-26, 2018 and Critical Access Hospital Conference, September 26 – 28, 2018  
Sheraton Kansas City Hotel at Crown Center, Kansas City, MO  
550 attendees  
*Take advantage of the educational and networking opportunities designed for clinic and hospital professionals and board members serving rural America.*
  - Exhibit spaces (50), offered exclusively to NRHA Partners, no other exhibitors
  - Rural Reunion Reception \$15K
  - Keynote Speaker \$20K
  - Lunch \$15K
  - Breakfasts (three) \$5K each
  - Breaks (five) \$2,500 each
  - Hotel key cards \$3,500 plus card costs **SOLD**
  - Hotel room door drop \$2K plus delivery costs
  - Napkins \$2K plus product **SOLD**
  - Conference pens \$1,500 plus product **SOLD**
  - App ads \$750



## ADVERTISING

- **NRHA Today Electronic Newsletter**

*NRHA Today is emailed 45 weeks annually to 12K rural health professionals. NRHA Today will not be published during these weeks: New Year's, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas or during the weeks containing Policy Institute, Annual Conference/Rural Hospital Innovation Summit, RHC/CAH Conference.*

Click here to check the queue for availability. There is a maximum of nine ads per week in NRHA Today. NRHA Today will accept static images at 300 x 150 pixels in .jpg, .gif, and .png formats. Advertisers must provide a link to accompany their ad. NRHA Today will not accept animated or text link advertisements. NRHA reserves the right to refuse any advertisements.

- **Rural Horizons Magazine Advertising**

*This quarterly publication is a printed magazine. Circulation of 7,500 plus an email summary which links to full articles on the content hub.*

We accept .png, .jpeg or .gif files. NRHA reserves the right to refuse any advertisements

### Ad size and pricing

- Inside ad - 500 x 500 pixels or 2.375 x 2.375 inches at 300 dpi - \$500 (*maximum of three ads at this size per issue with option to stack two or three ads*)
- Back page ad - 2400 x 2175 pixels or 8 x 7.25 inches at 300 dpi - \$1,500 (*one ad at this size per issue*)

### Upcoming Issues

- *Winter 2018 ads should be provided by January 5, 2018 with a publication goal of February 2, 2018*
- *Spring 2018 ads should be provided by April 2, 2018 with a publication goal of May 4, 2018*
- *Summer 2018 ads should be provided by July 2, 2018 with a publication goal of August 3, 2018*
- *Fall 2018 ads should be provided by October 1, 2018 with a publication goal of November 2, 2018*
- *Winter 2019 ads should be provided by January 4, 2019 with a publication goal of February 1, 2019*

For advertising in NRHA Today, Rural Horizons or conference sponsorships (including exhibiting), email [Blevins@NRHASC.com](mailto:Blevins@NRHASC.com) and [Bedell@NRHASC.com](mailto:Bedell@NRHASC.com).

