

# NRHA 2020 ENGAGEMENT GUIDE

The National Rural Health Association (NRHA) is a national nonprofit membership organization with more than 21,000 members. Membership consists of a diverse collection of individuals and organizations, all of whom share the common bond of an interest in rural health.

## 31ST RURAL HEALTH POLICY INSTITUTE

**FEB. 11-13, 2020 WASHINGTON DC**

Join hundreds of rural health advocates across the nation for the largest rural advocacy event in the country.

Exhibit space exclusive to NRHA partners.

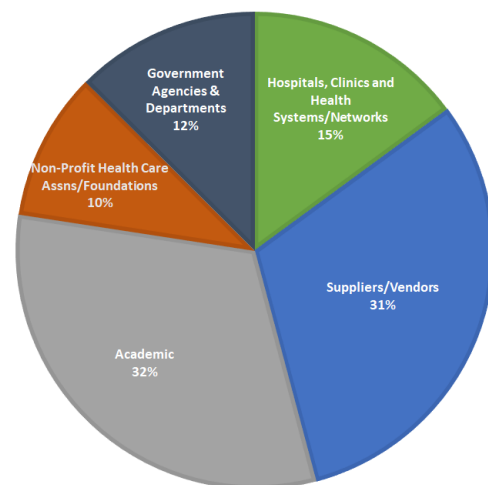
2019 Attendance:

## 43RD ANNUAL HEALTH CONFERENCE

**MAY 19-22, 2020 SAN DIEGO**

NRHA's Annual Rural Health Conference is the nation's largest rural health conference, created for everyone with an interest in rural health care, including rural health practitioners, hospital administrators, clinic directors and lay health workers, social workers, state and federal health employees, academics, community members and more.

2019 Attendance: 1,258



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## RURAL HEALTH CLINIC & CRITICAL ACCESS HOSPITAL CONFERENCES

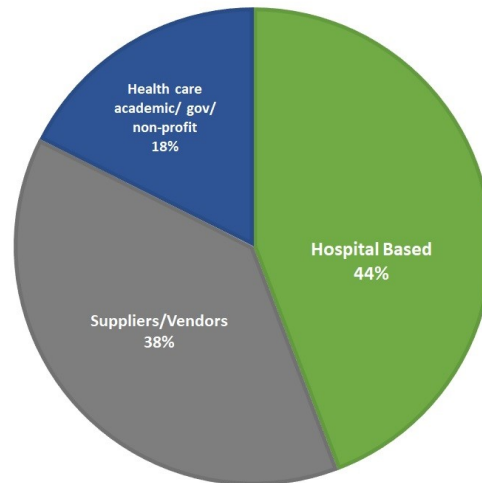
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**SEPT. 22-25, 2020 KANSAS CITY**

Join us to participate in the largest gathering of critical access hospital executives in the world. Take advantage of educational and networking opportunities designed for clinic and hospital professionals and board members serving rural America.

Exhibit space is exclusive to NRHA partners and our valued non-profit associates.

2019 Attendance = 530



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## NRHA PARTNERSHIP PROGRAM

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**2020-2021**

NRHA represents, services, educates, and can introduce you to health care executives representing 1,833 hospitals. As the loudest and most influential advocate in rural health decisions being made on Capitol Hill, NRHA places you in a position of trust and allows you to message, market, and sell to rural hospital executives from a platform of vetted success beyond the conference. This exclusive opportunity is only available to 50 organizations at any given time and provides an internal marketing track throughout the year.

### **Requirements:**

- Current success in serving rural hospitals and/or clinics
- Great references regarding quality, accessibility and solution value to rural hospitals
- Scalability to a national marketing program

For more information or to have an exhibiting order form or a partnership application sent to you, please email [cbay@nrhasc.com](mailto:cbay@nrhasc.com) and [bedell@nrhasc.com](mailto:bedell@nrhasc.com)

# NRHA 2020 ADVERTISING

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## NRHA TODAY AD

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NRHA Today is an electronic newsletter emailed 45 weeks annually to 13,000 rural health professionals.

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.

NRHA Today will not be published during the weeks of New Year's Day, Independence Day, Thanksgiving, Christmas, or during the weeks NRHA hosts major conferences.

\$800 per weekly ad

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## RURAL HORIZONS MAGAZINE AD

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This quarterly publication is a printed magazine.

Circulation of 7,500 plus an email summary that links to full articles on the content hub online.

Inside ad is 500x500 pixels—\$500 (only three per issue)

Back page ad is 2400 x 2175 pixels—\$1,500 (only one per issue)

Upcoming issues:

Spring 2020 ads should be provided by January 31 with a publication goal of March 30.

Summer 2020 ads should be provided by May 31 with a publication goal of July 1.

Fall 2020 ads should be provided by August 2 with a publication goal of September 30.

Winter 2020 ads should be provided by November with a publication goal of December 30.

For more information or to have an exhibiting order form or a partnership application sent to you, please email [cbay@nrhasc.com](mailto:cbay@nrhasc.com) and [bedell@nrhasc.com](mailto:bedell@nrhasc.com)