NRHA 2017 Visibility Guide

Target America’s rural health decision makers.

After nearly 40 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.

NRHA developed these advertising options to engage and excite rural health leaders 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 21,000 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 for the betterment of rural health.

NRHA is

21,000 professionals who are:

- hospital CEOs, CFOs, CIOs
- 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
- public health and nonprofit leaders
- recruiters
- students
- others interested in rural health care

For advertising in the magazine, weekly enewsletter and event apps, email ads@NRHArural.org.
For exhibiting, email exhibit@NRHArural.org.
For sponsorships and partnerships, email sponsorships@NRHArural.org.
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Events and deadlines

Mark your calendars now.

**January 2017:**
5: Rural Health Policy Institute app ad reservations due
19: Rural Health Policy Institute app ads due

**February 2017:**
1: Spring *Rural Roads* ad reservations due
7-9: Rural Health Policy Institute, D.C.

**March 2017:**
1: Spring *Rural Roads* ads due
10: Summer *Rural Roads* ad reservations due

**April 2017:**
Spring *Rural Roads* hits mailboxes
5: Annual Rural Health Conference and Rural Hospital Innovation Summit app ad reservations due
10: Summer *Rural Roads* ads due
15: Annual Rural Health Conference and Rural Hospital Innovation Summit app ads due

**May 2017:**
9: Health Equity Conference, San Diego
9: Rural Medical Education Conference, San Diego
9-12: Annual Rural Health Conference, San Diego
9-12: Rural Hospital Innovation Summit, San Diego

**June 2017:**
Summer *Rural Roads* hits mailboxes
5: Fall *Rural Roads* ad reservations due
15: Rural Quality and Clinical Conference app ad reservations due
30: Rural Quality and Clinical Conference app ads due

**July 2017:**
10: Fall *Rural Roads* ads due
12-14: Rural Quality and Clinical Conference, Nashville

**August 2017:**
15: Rural Health Clinic and Critical Access Hospital Conferences app ad reservations due

**September 2017:**
Fall *Rural Roads* hits mailboxes
1: Rural Health Clinic and Critical Access Hospital Conferences app ads due
20-23: Rural Health Clinic and Critical Access Hospital Conferences, Kansas City

**October 2017:**
10: Winter *Rural Roads* ad reservations due

**November 2017:**
10: Winter *Rural Roads* ads due

**January 2018:**
Winter *Rural Roads* hits mailboxes

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Rural Roads quarterly magazine and RuralRoadsOnline.com
Target America’s rural health decision-makers.

From Alaska to Florida, National Rural Health Association members look to Rural Roads for inspiration and ideas. Rural Roads magazine articles are carefully selected to engage, educate and entertain those working to improve health care in rural America.

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.

| print circulation | 6,500 | online readership | half a million visits per month | established | 2003 |

<table>
<thead>
<tr>
<th>Issue deadlines</th>
<th>Spring (April)</th>
<th>Summer (June)</th>
<th>Fall (September)</th>
<th>Winter (January 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reservation due</td>
<td>Feb. 1</td>
<td>March 10</td>
<td>June 5</td>
<td>Oct. 10</td>
</tr>
<tr>
<td>Ad due</td>
<td>March 1</td>
<td>April 10</td>
<td>July 10</td>
<td>Nov. 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Ad size</th>
<th>Frequency and price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM PLACEMENT</td>
<td>Back cover print ad plus premium lead-page online ad</td>
<td>8.5 x 8.5” (trim) With bleed: 8.75 x 8.75” Online lead-page ad: 200 x 200 px</td>
</tr>
<tr>
<td>Inside back cover (full page)</td>
<td>8.5 x 10.875” (trim) With bleed: 8.75 x 11.125”</td>
<td></td>
</tr>
<tr>
<td>Inside front cover (full page)</td>
<td>8.5 x 10.875” (trim) With bleed: 8.75 x 11.125”</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>8.5 x 10.875” (trim) With bleed: 8.75 x 11.125”</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>3.5 x 10.25” vertical With bleed: 4 x 11.125” 8 x 5” horizontal With bleed: 8.75 x 5.6875”</td>
<td></td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.5 x 4.75” square</td>
<td></td>
</tr>
</tbody>
</table>

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Conference sponsorship and exhibitor opportunities

*Exhibit space sells out early every year.*

| Rural Health Policy Institute | Feb. 7-9  
Washington, D.C. |
|------------------------------|--------------------------------------------------|
| 450 attendees               | This is the largest rural advocacy event in the country and an opportunity to learn firsthand about the development and implementation of health care policy at the federal level.  
Participants include rural health providers, rural health clinics, community health centers, rural hospitals, state offices of rural health, state rural health associations, educators and researchers. |

<table>
<thead>
<tr>
<th>Sponsorships</th>
<th>Pricing</th>
</tr>
</thead>
</table>
| Exhibit spaces (20) SOLD OUT  
Reception  
Keynote speaker  
Lunch  
Breakfasts (three)  
Breaks (two)  
Hotel key cards  
Hotel room door drop  
Napkins  
App ads | $1,000 each  
$15,000  
tbd  
$15,000  
$5,000 each  
$2,500 each  
$3,500 plus card costs  
$2,500 plus delivery costs  
$2,000 plus product  
$250 each |

| Rural Hospital Innovation Summit and  
Annual Rural Health Conference | May 9-12  
San Diego, Calif. |
|-------------------------------|--------------------------------------------------|
| 825 attendees                 | The Rural Hospital Innovation Summit is the first of its kind dedicated to rural hospital transformation through proven strategies.  
Participants include hospital C-suite personnel, executives and board members.  
NRHA’s Annual Rural Health Conference highlights issues in rural clinical management, rural health research, state rural health resources, rural health education and other emerging issues in rural health.  
Participants include rural health practitioners, social workers, state and federal employees, academics, community members and more. |

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Conference sponsorship and exhibitor opportunities (continued)

<table>
<thead>
<tr>
<th>Sponsorships</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit spaces (100), includes two conference registrations</td>
<td>$2,750 each</td>
</tr>
<tr>
<td>Rural Health Awards Banquet</td>
<td>$20,000</td>
</tr>
<tr>
<td>Rural Reunion Reception</td>
<td>$15,000</td>
</tr>
<tr>
<td>Keynote speaker</td>
<td>tbd</td>
</tr>
<tr>
<td>Lunch</td>
<td>$15,000</td>
</tr>
<tr>
<td>Breakfasts (three)</td>
<td>$5,000 each</td>
</tr>
<tr>
<td>Breaks (four)</td>
<td>$2,500 each</td>
</tr>
<tr>
<td>Hotel key cards</td>
<td>$3,500 plus card costs</td>
</tr>
<tr>
<td>Hotel room door drop</td>
<td>$2,000 plus delivery costs</td>
</tr>
<tr>
<td>Napkins</td>
<td>$2,000 plus product</td>
</tr>
<tr>
<td>Conference pens</td>
<td>$1,500 plus product</td>
</tr>
<tr>
<td>App ads</td>
<td>$500 each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Health Equity Conference</th>
<th>May 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 attendees</td>
<td>San Diego, Calif.</td>
</tr>
</tbody>
</table>

This conference focuses on health equity issues affecting rural underserved and vulnerable populations, specifically multiracial and multicultural communities, the rural LGBTQ community, rural veterans, rural homeless and other populations. Participants include rural clinicians and providers, grassroots and community health organizations, students, researchers and others who serve or represent vulnerable and underserved rural residents.

<table>
<thead>
<tr>
<th>Sponsorships</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit spaces (10)</td>
<td>$500 each</td>
</tr>
<tr>
<td>Reception</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lunch</td>
<td>$5,000</td>
</tr>
<tr>
<td>Breaks (two)</td>
<td>$3,000 (for both)</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$1,500</td>
</tr>
<tr>
<td>Student scholarships</td>
<td>$1,000 each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rural Medical Education Conference</th>
<th>May 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 attendees</td>
<td>San Diego, Calif.</td>
</tr>
</tbody>
</table>

This event features the latest on rural medical education and the training, recruitment and retention of medical personnel in rural areas. Participants include faculty, researchers, students and others interested in rural graduate medical education.

<table>
<thead>
<tr>
<th>Sponsorships</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch</td>
<td>$5,000</td>
</tr>
<tr>
<td>Breaks (two)</td>
<td>$2,000 (for both)</td>
</tr>
<tr>
<td>Student scholarships</td>
<td>$1,000 each</td>
</tr>
</tbody>
</table>

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## Rural Quality and Clinical Conference

<table>
<thead>
<tr>
<th>July 12-14</th>
<th>Nashville, Tenn.</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 attendees</td>
<td></td>
</tr>
</tbody>
</table>

This conference offers an opportunity to engage in discussions on innovations in health care quality, technological advances and telehealth.

Participants include quality and performance improvement executives and coordinators, infection control practitioners, rural clinicians, medical directors, information technology experts, researchers and students.

### Sponsorships
- Exhibit spaces (10)
- Reception
- Lunch
- Breakfasts (two)
- Breaks (two)
- Student scholarships
- App ads

### Pricing
- $500
- $4,000
- $5,000
- $3,000 (for both)
- $2,000 (for both)
- $1,000 each
- $250 each

## Rural Health Clinic and Critical Access Hospital Conferences

<table>
<thead>
<tr>
<th>Sept. 26-29</th>
<th>Kansas City, Mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>550 attendees</td>
<td></td>
</tr>
</tbody>
</table>

These events provide educational and networking opportunities related to finance, governance, leadership, quality and best practices for rural clinics and hospitals.

Participants include executives, C-suite personnel and board members.

### Sponsorships
- Exhibit spaces offered exclusively to NRHA Partners *
- Rural Reunion Reception
- Keynote speaker
- Lunch
- Breakfasts (three)
- Breaks (five)
- Hotel key cards
- Hotel room door drop
- Napkins
- Conference pens
- App ads

### Pricing
- $15,000
- tbd
- $15,000
- $5,000 each
- $2,500 each
- $3,500 plus card costs
- $2,000 plus delivery costs
- $2,000 plus product
- $1,500 plus product
- $750 each

*While RHC and CAH conference exhibit spaces are reserved for corporate partners only, NRHA also values the participation of other organizations. Email sponsorships@NRHA rural.org for more information on how you can participate in these events and beyond.

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Conference app featured posts

Opportunities are limited.

Steps to be seen:

1. Email ads@NRHArural.org to check availability and make your reservation.
2. Provide the following:
   - a 640 x 640 pixel PNG image
   - up to 140 characters (including spaces)
   - a web link

Featured posts allow your company’s name, image, message and clickable link to be the first thing conference attendees see during NRHA events.

Each featured post sits atop the activity feed for 30 minutes and remains accessible in the feed for the remainder of the event.

See previous pages for app ad deadlines and pricing.

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