

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 newsletter and event apps, email ads@NRHArural.org.

For exhibiting, email exhibit@NRHArural.org.

For sponsorships and partnerships, email sponsorships@NRHArural.org.

To advertise in NRHA's *Journal of Rural Health*, email mdrawn@wiley.com.



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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

Issue deadlines				
	Spring (April)	Summer (June)	Fall (September)	Winter (January 2018)
Reservation due	Feb. 1	March 10	June 5	Oct. 10
Ad due	March 1	April 10	July 10	Nov. 10



Rates				
Ad type	Ad size All print ads are included in the online edition. URLs and email addresses within each ad will be live links. Ads without URLs in the copy can be linked to your site if a web address is provided.	Frequency and price		
		1X	2X	4X
PREMIUM PLACEMENT Back cover print ad plus premium lead-page online ad	8.5 x 8.5" (trim) With bleed: 8.75 x 8.75" Online lead-page ad: 200 x 200 px	\$3,500	\$2,800	\$2,500
Inside back cover (full page)	8.5 x 10.875" (trim) With bleed: 8.75 x 11.125"	\$3,000	\$2,700	\$2,400
Inside front cover (full page)	8.5 x 10.875" (trim) With bleed: 8.75 x 11.125"	\$2,800	\$2,550	\$2,250
Full page	8.5 x 10.875" (trim) With bleed: 8.75 x 11.125"	\$2,000	\$1,750	\$1,550
Half page	3.5 x 10.25" vertical With bleed: 4 x 11.125" 8 x 5" horizontal With bleed: 8.75 x 5.6875"	\$1,500	\$1,350	\$1,200
Quarter page	3.5 x 4.75" square	\$1,000	\$900	\$800

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Conference sponsorship and exhibitor opportunities

Exhibit space sells out early every year.

<p>Rural Health Policy Institute</p> <p>450 attendees</p>	<p>Feb. 7-9 Washington, D.C.</p> <p>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.</p> <p>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.</p>
<p>Sponsorships</p> <p>Exhibit spaces (20) SOLD OUT Reception Keynote speaker Lunch Breakfasts (three) Breaks (two) Hotel key cards Hotel room door drop Napkins App ads</p>	<p>Pricing</p> <p>\$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</p>

<p>Rural Hospital Innovation Summit and Annual Rural Health Conference</p> <p>825 attendees</p>	<p>May 9-12 San Diego, Calif.</p> <p>The Rural Hospital Innovation Summit is the first of its kind dedicated to rural hospital transformation through proven strategies.</p> <p>Participants include hospital C-suite personnel, executives and board members.</p> <p>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.</p> <p>Participants include rural health practitioners, social workers, state and federal employees, academics, community members and more.</p>
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Conference sponsorship and exhibitor opportunities (continued)

<p>Sponsorships</p> <p>Exhibit spaces (100), includes two conference registrations Rural Health Awards Banquet Rural Reunion Reception Keynote speaker Lunch Breakfasts (three) Breaks (four) Hotel key cards Hotel room door drop Napkins Conference pens App ads</p>	<p>Pricing</p> <p>\$2,750 each \$20,000 \$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 \$500 each</p>
<p>Health Equity Conference</p> <p>100 attendees</p>	<p>May 9 San Diego, Calif.</p> <p>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.</p> <p>Participants include rural clinicians and providers, grassroots and community health organizations, students, researchers and others who serve or represent vulnerable and underserved rural residents.</p>
<p>Sponsorships</p> <p>Exhibit spaces (10) Reception Lunch Breaks (two) Breakfast Student scholarships</p>	<p>Pricing</p> <p>\$500 each \$4,000 \$5,000 \$3,000 (for both) \$1,500 \$1,000 each</p>
<p>Rural Medical Education Conference</p> <p>100 attendees</p>	<p>May 9 San Diego, Calif.</p> <p>This event features the latest on rural medical education and the training, recruitment and retention of medical personnel in rural areas.</p> <p>Participants include faculty, researchers, students and others interested in rural graduate medical education.</p>
<p>Sponsorships</p> <p>Lunch Breaks (two) Student scholarships</p>	<p>Pricing</p> <p>\$5,000 \$2,000 (for both) \$1,000 each</p>

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Conference sponsorship and exhibitor opportunities (continued)

Rural Quality and Clinical Conference 100 attendees	July 12-14 Nashville, Tenn. 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 550 attendees	Sept. 26-29 Kansas City, Mo. 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@NRHArural.org for more information on how you can participate in these events and beyond.	

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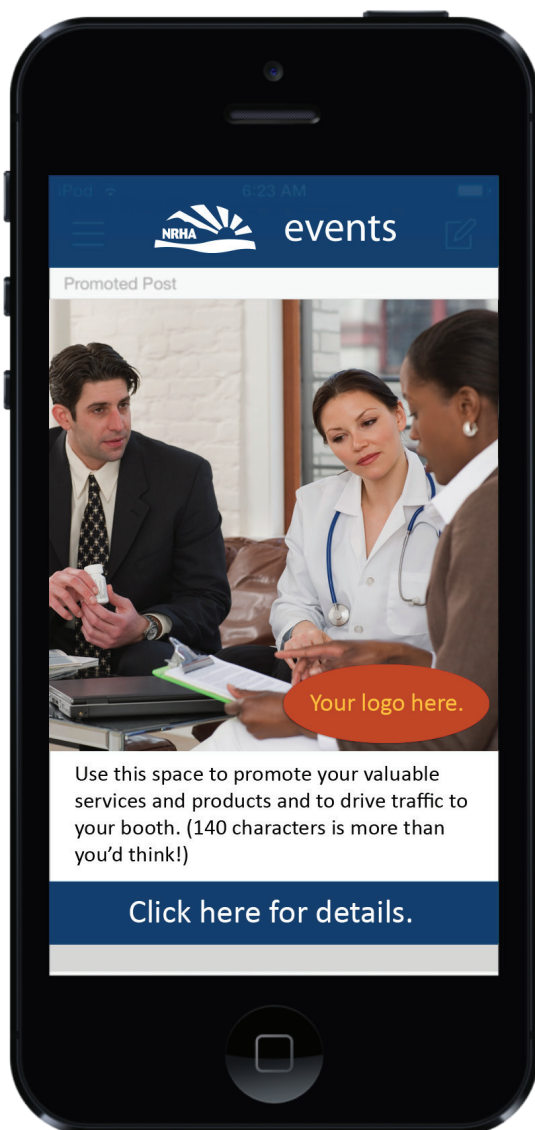
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Conference app featured posts *Opportunities are limited.*



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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