

# CARING MAGAZINE



CARING Magazine has a readership of 32,000 and is distributed to home health agencies, hospices, home care aide organizations, hospitals, and state and county health departments, as well as libraries and schools of medicine and nursing.

CARING drives home the belief that, as much as possible, health care and supportive services should be delivered in the home. In each issue, our writers and editors explore the idea that the solution to most problems lies in the love, understanding, and caring of one human being for another.

To learn more about advertising in CARING Magazine, contact Scott Baum, [ads@nahc.org](mailto:ads@nahc.org).

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## EDITORIAL CALENDAR AND DEADLINES

(Editorial calendar is subject to change.)

ISSUE	SPACE RESERVATION	MATERIALS DUE
January 2012	November 18, 2011	November 23, 2011
February 2012	December 16, 2011	December 23, 2011
March 2012	January 18, 2012	January 23, 2012
April 2012	February 17, 2012	February 23, 2012
May 2012	March 16, 2012	March 23, 2012
June 2012	April 18, 2012	April 23, 2012
July 2012	May 18, 2012	May 23, 2012
August 2012	June 18, 2012	June 23, 2012
September 2012	July 18, 2012	July 23, 2012
October 2012	August 17, 2012	August 23, 2012
November 2012	September 18, 2012	September 24, 2012
December 2012	October 18, 2012	October 23, 2012



**Hours per Visit - Total**

Category	Hospice	CHS	Hospice
Home	1.5	1.2	1.0
OSP	1.5	1.2	1.0
Total	3.0	2.4	2.0

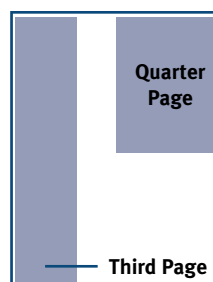
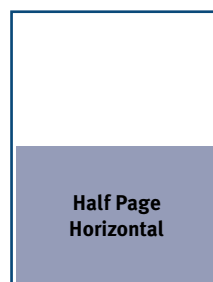
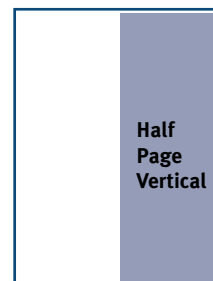
**ACHC HAS HOSPICE DEEMING AUTHORITY**  
 You now have another choice in Hospice Deemed Status Accreditation.  
**FREE ACCREDITATION STATUS COMPARE THEM TODAY**  
 FOR MORE INFORMATION CONTACT US AT: 819.785.1214, ACHC-ORG  
 Experience the ACHC difference

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## AD RATES AND DIMENSIONS

NAHC members receive discounts on ads placed in CARING Magazine. Rates below represent member rates and nonmember rates (in parentheses). All rates include four-color processing.

SIZE	1X	6X	12X
<b>COVER 4*</b> Dimensions same as full page	\$4,975 (\$7,075)	\$4,500 (\$6,350)	\$3,975 (\$5,650)
<b>COVERS 2 AND 3*</b> Dimensions same as full page	\$4,500 (\$6,375)	\$4,050 (\$5,750)	\$3,600 (\$5,075)
<b>FULL-PAGE</b>  Full Bleed Inches: 8.125 x 10.875 Picas: 48p9 x 65p3  No Bleed Inches: 7.125 x 9.875 Pica: 42p9 x 59p3	\$3,275 (\$4,275)	\$3,025 (\$3,925)	\$2,800 (\$3,600)
<b>HALF-PAGE</b>  Horizontal Inches: 7.125 x 4.875 Pica: 42p9 x 29p3  Vertical Inches: 3.5 x 9.875 Pica: 21p x 59p3	\$2,025 (\$2,675)	\$1,850 (\$2,450)	\$1,700 (\$2,225)
<b>THIRD-PAGE</b> Inches: 2.25 x 9.875 Pica: 13p6 x 59p3	\$1,725 (\$2,250)	\$1,550 (\$2,050)	\$1,450 (\$1,875)
<b>QUARTER-PAGE</b> Inches: 3.5 x 4.875 Pica: 21p0 x 29p3	\$1,275 (\$1,700)	\$1,175 (\$1,550)	\$1,075 (\$1,400)
<b>HALF SPREAD (BLEED)</b> Inches: 16.5 x 4.875 Pica: 99p0 x 29p3	\$3,275 (\$4,100)	\$3,025 (\$3,925)	\$2,800 (\$3,600)
<b>FULL SPREAD</b> Full Bleed Inches: 16.5 x 11.125 Pica: 99p0 x 66p9  No Bleed Inches: 15.25 x 9.875 Pica: 91p6 x 59p3	\$6,075 (\$7,975)	\$5,625 (\$7,350)	\$5,175 (\$6,700)



**NOTE:**  
All live matter (type, logos, etc.) must be kept at least 1/4 -inch inside trim lines.

\*Contact advertising director for availability.

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## MATERIAL REQUIREMENTS

**ACCEPTABLE FORMATS:** InDesign CS3 for Mac with all links included: EPS with fonts either included or outlined; TIFF or EPS with fonts outlined: print quality/high resolutions PDF with all fonts and images imbedded. Color: CMYK

**FONTS:** Include all screen and printer fonts used in the file unless the file format allows for embedding or outlining.

**SCANS:** TIFF or EPS file format in three or four color mode. Resolution must be a minimum of 300 dpi at 100%.

**DUMMIES:** Send a laser print with file.

**DELIVERY:** Submit files on CD, Yousendit, or via email (only if less than 3mb).

**INSERTS:** Faxes, photocopies, and other low-quality originals will not be accepted as camera-ready artwork.

## SPECIFICATIONS

Trim: Size: 8.125" x 10.875"

Printing Method: WEB, full run

Binding Method: Saddle stitched

Color: CMYK

## PAYMENT TERMS

Terms are net 30 days. Delinquent balances are subject to 18 percent annual finance charges (1.5 percent per month). Advertising agency commissions will be void if payment is not received in accordance with payment terms. NAHC reserves the right to hold the advertiser and/or agency jointly and separately liable for delinquent balances due on services provided by NAHC.

## CANCELATION POLICY

Any cancellations of single insertions must be received no later than 30 days prior to the space deadline for that issue. Advertising agreements, contracts, and schedules of three insertions are non-cancellable. Cancellations of advertising agreements, contracts, and schedules of six or more insertions will be charged back to the open rate for any advertising that was placed in the agreed upon schedule. The first ad that can be cancelled in a six time or greater schedule must be cancelled within 30 days of the space deadline for that issue. All cancellations must be received in writing via email to [ads@nahc.org](mailto:ads@nahc.org).