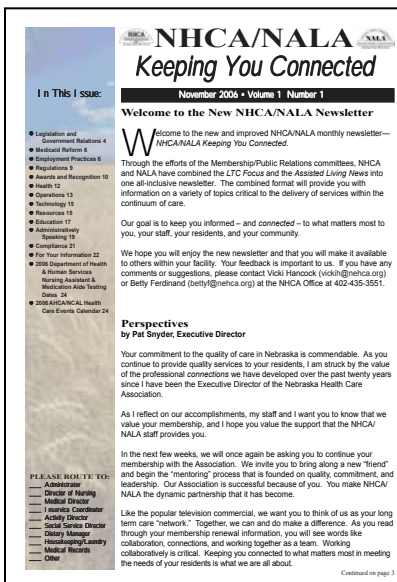


# Hit the Bull's Eye with your marketing dollars...



Advertise in the Nebraska Health Care Association and the Nebraska Assisted Living Association monthly newsletter and on the Association Web site: [www.nehca.org](http://www.nehca.org)



The Nebraska Health Care Association and the Nebraska Assisted Living Association publishes a monthly newsletter for your company to showcase any products or services that you offer. The **NHCA/NALA Keeping You Connected** is sent to over 80 percent of all NF/SNF facilities and to over 70 percent of all assisted living facilities in Nebraska. The newsletter is sent monthly to facility administrators and then routed to staff members. The newsletter is a sought-after source for today's news on what is happening in the long term care profession.

The Nebraska Health Care Association Web site, [www.nehca.org](http://www.nehca.org), in operation since 1999 and registered with all major search engines, is visited monthly by over 5,000 people. The Web site has seen a

steady increase of usage by members and non-members alike.



Advertising is available in the newsletter and on the Web site. In the following information you will find cost-efficient advertising plans that allow you to purchase a quarter-, half-, or full-page display ad or a classified ad in the newsletter or purchase a job posting on the NHCA Web site.

Whether you are selling a product or service or looking to fill a position, a combination buy will target your message to over 700 long term care providers in Nebraska and surrounding states as well as thousands of visitors to the NHCA Web site.

# Web Site Job Postings



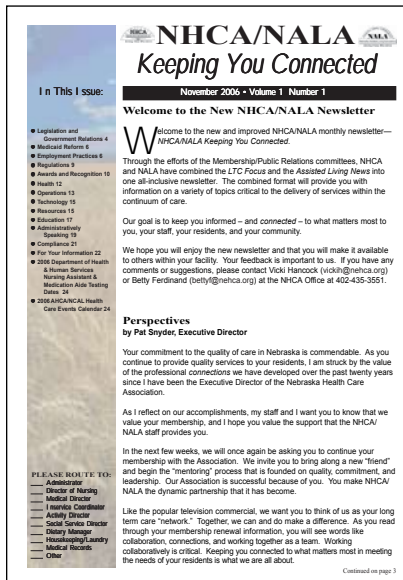
**This is the most popular page on the NHCA Web site.** Advertise your facility's open positions on the Nebraska Health Care Learning Center's employment page. Job postings need to be 125 words or less and are subject to the approval of NHC-LC. All postings will be active for a maximum of 30 days. Visit [www.nehca.org/nhclc/employment.htm](http://www.nehca.org/nhclc/employment.htm) for more information and a job posting form.

**Member:** \$30 per post

**Non-Member:** \$60 per post

**NHC-LC Training Partner:** \$20 per post

# Newsletter Rates and Dimensions



The following plans have been put together so that you can get the most out of your advertising. When you contract for a 12-month newsletter package, you receive **one additional month FREE.**

The newsletter is printed at the Association office in a booklet format, so ads must fit within the dimensions specified. Black and white camera-ready ads must be submitted for each publication by the 7<sup>th</sup> of the month. Also available through our office is state-of-the-art desktop publishing. You may also send your ad on a computer disk or e-mail to [vickih@nehca.org](mailto:vickih@nehca.org); please save the file as a .pdf, .jpeg, or .tif.

Ad Dimensions:	Size	Monthly Rate		Newsletter Package Rate	
		Member	Non-Mem	Member	Non-Mem
1/4 Page = 3" (w) x 4 3/4" (h)	1/4	\$50	\$65	\$525	\$700
1/2 Page = 6 1/4" (w) x 4 3/4" (h)	1/2	\$80	\$95	\$850	\$1,025
Full Page = 6 1/4" (w) x 10 1/4" (h)	Full	\$135	\$150	\$1,450	\$1,600
	Insert	\$175	\$215	\$1,900	\$2,325
	Class	\$25	\$35		

## Nebraska Health Care Association and Nebraska Assisted Living Association ADVERTISING SUBMITTAL FORM

- I would like to place a job posting on the NHCA Web site—please visit [www.nehca.org/nhclc/employment.htm](http://www.nehca.org/nhclc/employment.htm) for the job posting form.
- I would like to purchase the following newsletter advertising:  Quarter-page  Half-page  Full-page

I would like the advertisement to appear in the \_\_\_\_\_ issue of the **NHCA/NALA Keeping You Connected** Newsletter. I would like the ad to appear for \_\_\_\_\_ months, starting: \_\_\_\_\_

**Payment Enclosed**  **Bill Me**

My billing address is: \_\_\_\_\_

Company: \_\_\_\_\_

Address, City, St, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please return the completed form along with your advertisement and payment to:**  
 Vicki Hancock • Nebraska Health Care Association • Nebraska Assisted Living Association  
 3900 NW 12<sup>th</sup> St Ste 100 • Lincoln, NE 68521  
 402-435-3551 • FAX 402-475-6289  
[vickih@nehca.org](mailto:vickih@nehca.org)