

## Year-Round Advertising Opportunities

| Advertising Opportunity                        | Reach                                      | Cost to Sponsor   | # of opportunities available per year           | Details & Ordering   |
|--|--|---|---|--|
| eNews Spotlight Article                        | 30,000+ & drive consumers to your website. | \$5,000   | 12 issues/spotlight articles in e-news per year | Your article will be featured in NAHQ eNews. Provide NAHQ with a teaser synopsis of article that is between 25 and 50 words (equals 2-3 sentences, about 4 lines) a catchy title (link to your article will be embedded on title) and a link to article OR RESOURCE on your website. <a href="#">Download advertising order form</a> to order.   |
| eNews Ad                                       | 30,000+ & drive consumers to your website. | Each issue can have up to 2 ads at \$3,200 apiece per month. The exclusive monthly rate is \$5,000. | 12 issues of e-news per year                    | Banner should be 650 x 150 pixels with a max file size of 40K. They must be a JPEG, TIF, GIF, PNG, SWF. Flash ads are not accepted. All files must have a resolution of 72 dpi. Submissions must include a clickable URL and alt text. Because text will shrink when viewing the ad on a mobile device, we recommend limiting the text to a minimum size of 16 pixels and no more than 10 words. <a href="#">Download advertising order form</a> to order. |
| <i>Journal for Healthcare Quality (JHQ) Ad</i> | 7,000+                                     | Varies  | This journal is published six times per year.   | Space is available for four-color or black-and-white ads and in a variety of sizes. Visit the <a href="#">JHQ website</a> for complete details on advertising options. For advertising possibilities, contact:<br>Meredith Edelman<br>Wolters Kluwer, Lippincott Williams and Wilkins<br>215.356.2721<br><a href="mailto:Meredith.Edelman@wolterskluwer.com">Meredith.Edelman@wolterskluwer.com</a>  |
| Mailing Labels                                 | Varies                                     | Varies  | Available year round                            | Connect with NAHQ members who perform quality functions across the continuum of healthcare including quality departments, direct and ancillary settings, and healthcare administration. Through our vendor, INFOCUS Marketing, you can access the entire <a href="#">list</a> of mailing addresses or a subsegment to fit your unique needs. Start the ordering process on the <a href="#">INFOCUS website</a> .   |

For further information, contact  
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