

# ADVERTISING INFORMATION

## 2020 Directory of Arkansas Long Term Care Facilities & Buyers Guide

### MEMBERSHIP RATES

#### Standard Positions:

- Full Page: \$950
- Half Page: \$650
- Third Page: \$450
- Fourth Page: \$350

#### Premium Positions:

- Back Cover: \$3,200
- Inside Front Cover: \$2,500
- Inside Back Cover: \$2,500
- Tab Full Page: \$1,490

### AD SIZES

#### Full Page

- Live Area: 7.5"w by 10"d
- Trim Size: 8.5"w by 11"d
- Bleed Size: 8.75"w by 11.25"d

#### Back Cover

- Live Area: 7.5"w by 10"d
- Trim Size: 8.5"w by 11"d
- Bleed Size: 8.75"w by 11.25"d

#### Half Page (Horizontal)

- 7.5"w by 4.875"d

#### Third Page (Vertical)

- 2.375"w by 10"d

#### Fourth Page

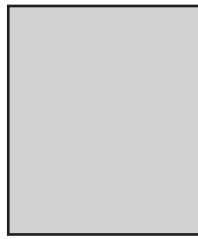
- 3.75"w by 4.875"d



1401 W. Capitol Avenue, Suite 180  
Little Rock, AR 72201  
(501) 374-4422  
www.arhealthcare.com

### DEADLINES

Print-ready PDF advertisement due February 24, 2020. All ads must be sent to Cat Hamilton at [chamilton@arhealthcare.com](mailto:chamilton@arhealthcare.com). Premium positions are available on a first come, first serve basis. All spaces must be reserved with a completed advertising agreement to reserve space.



FULL PAGE



HALF PAGE



THIRD PAGE



FOURTH PAGE

### AHCA/AALA SPONSORS

The following ad space is included with sponsorship for the following levels:

**Diamond:** \$50,000 (Tab Full Page)

**Platinum:** \$25,000 (Full Page)

**Gold:** \$15,000 (Full Page)

**Silver:** \$10,000 (Half Page)

**Bronze:** \$5,000 (Third Page)

**Copper:** \$2,500 (Fourth Page)

Sponsors who choose to upgrade the ad size included in their sponsorship package must pay the difference in the cost.

### AHCA/AALA ASSOCIATE MEMBERS

Associate Members may purchase ad space at Member Rates. Advertising is exclusive to Members of AHCA/AALA – no exceptions.

If you would like assistance in creating your ad, please contact us. Assistance with ad production is available at an hourly rate. If you require assistance, please notify Cat Hamilton no later than February 10, 2020.

### PLEASE RETURN FORM & ARTWORK BY 2/24/20 TO:

Arkansas Health Care Association  
Attn: Cat Hamilton  
1401 W. Capitol Avenue, Suite 180  
Little Rock, AR 72201

[chamilton@arhealthcare.com](mailto:chamilton@arhealthcare.com) | fax: (501) 374-1077

# ADVERTISING AGREEMENT

## 2020 Directory of Arkansas Long Term Care Facilities & Buyers Guide

All print-ready advertisements must be submitted to AHCA by February 24, 2020. AHCA shall have the right to refuse to publish any ad not received by this deadline, and no refund shall be made to Advertiser. Advertisement purchases and upgrades must be paid in full at the time of submission. AHCA shall have the right to place advertisements anywhere in the 2020 Directory of Arkansas Long Term Care Facilities & Buyers Guide. Premium Positions are not guaranteed and placement is the discretion of AHCA. AHCA shall not be responsible for any errors or omissions in advertisements.

Organization: \_\_\_\_\_ Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

*This agreement is for one insertion in the 2020 Directory of Arkansas Long Term Care Facilities & Buyers Guide.*

### POSITION

#### Standard Positions:

\_\_\_\_\_ Fourth Page    \_\_\_\_\_ Third Page (Vertical)    \_\_\_\_\_ Half Page (Horizontal)    \_\_\_\_\_ Full Page

#### Premium Positions (not guaranteed):

\_\_\_\_\_ Back Cover    \_\_\_\_\_ Inside Front Cover    \_\_\_\_\_ Inside Back Cover    \_\_\_\_\_ Tab Full Page

### ADVERTISEMENT

\_\_\_\_\_ Please pick up my artwork from last year.

\_\_\_\_\_ Please help me create an ad. February 10, 2020 deadline.

\_\_\_\_\_ Artwork will be sent prior to the February 24, 2020 deadline.

### PAYMENT

\_\_\_\_\_ Advertisement Included in Sponsorship

\_\_\_\_\_ Upgrading Advertisement Included in Sponsorship

\_\_\_\_\_ Purchasing Ad Space

Total: \$ \_\_\_\_\_

Check     Visa     MasterCard     AmEx

Card Number: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_

Email Credit Card Receipt to:  
\_\_\_\_\_



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