

my Caregiver

The pulse of Long Term Care



My Caregiver Gets You to the Front Line of Long Term Care

With its exclusive affiliation with National Association of Health Care Assistants, *My Caregiver* gives you direct access to the people who influence decision making in the long term care profession. We deliver current and accurate information that readers rely on to act on up coming legislation, meet regulations, deliver professional quality care, and improve operating efficiencies.

In addition to our features and cover stories, each issue of *My Caregiver* provides special segments on:

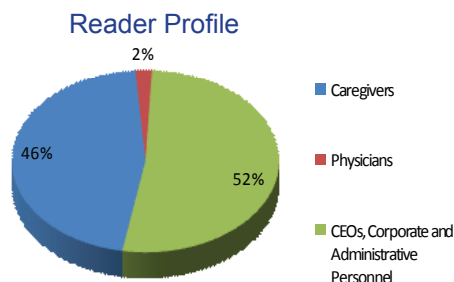
- Member News and Recognition
- Quality Services
- Caregiving
- Policy and Regulation
- Personal and Professional self improvement

Why is My Caregiver the Pulse of Long Term Care?

- Because of our exclusive relationship with the National Association of Healthcare Assistants and Academy of Certified Health Professionals, *My Caregiver* provides readers with direct information necessary to sustain and grow a satisfied and qualified caregiver staff
- Because of current workforce shortages, *My Caregiver* is the one resource providers read for the pulse of the frontline staff in long term care, the caregivers
- *My Caregiver* can create the valuable link companies need with the end users of their products
- Over 98% of nursing directors and administrators surveyed responded that Caregivers directly impact purchases and in many cases make the final determination for those purchases
- With a circulation of 30,000 and growing, it is read by caregivers, nurses, administrators, corporate staff, CEOs, owners, and many others

My Caregiver Circulation and Readership

With over 30,000 subscribers, *My Caregiver* is one of the most widely circulated magazine within the long term care profession. In addition to the caregivers that “directly” subscribe to *My Caregiver*, The Academy of Certified Health Professionals, (ACHP) who publishes *My Caregiver*, has established partnerships with National Association of Health Care Assistants, American Health Care Association, Arizona Health Care Association, Iowa Health Care Association, and many more, who’s members receive *My Caregiver*.



Bonus Distribution

Throughout the year, NAHCA/ACHP staff attend several national trade shows as well as state affiliated trade shows. These events can draw thousands of long term professionals with buying power or buying influence. *My Caregiver* will be distributed at these upcoming trade shows:

AHCA/NCAL Annual Convention
 NAHCA/ACHP Annual Convention
 (every attendee receives a copy)
 Arizona Health Care Association
 Iowa Health Care Association
 Florida Health Care Association
 Kansas Health Care Association
 and many more.

My Caregiver will also be distributed at various “CNA Day” conventions across the country. Contact Jerry Reinke via e-mail at jreinke@nahcacares.org for more detail.

Magazine Printing Specifications

My Caregiver will accept advertising materials for reproduction as follows:

Electronic Files: Digital files can be accepted on disk or CD-Rom in Illustrator, Photoshop, or InDesign formats. Other files such as EPS, TIFF or JPEG (300 dpi, CMYK) are also accepted. If PDF files are submitted, be sure all elements (photos, illustrations, etc.) are hi-resolution, that is, at least 300 DPI. All fonts must be embedded and crop marks included. All screen and printer fonts must be supplied. In addition, a hi-resolution digital proof must be provided with ad.

Selection of Inks: AAAA/MPA/ABP offset standards apply. SWOP standards are used for four-color process.

Tone Reproduction: Continuous tone color files must be separated to CMYK using GCR or UCR methods with a maximum density of 280 percent for all inks.

Number of Proofs: One comprehensive proof and/or set of progressive proofs, complete with color bars or match prints, chromalins, or color keys with density patches are required for all material.

Rotation of Colors: Web-fed rotation is cyan, magenta, yellow and black for four-color process.

Binding: Saddle stitched. Some issues may be perfect bound.

Mechanical Requirements

Publication Trim Size: 8 1/8" x 10 7/8"

Note: Allow exactly .125 (1/8") of bleed beyond your trim size. All ad copy, including logos, addresses, etc., must be .188 (3/16") within trim boundaries.

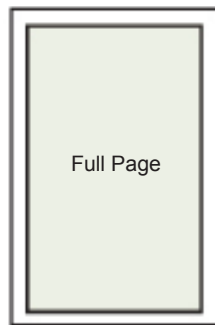
Shipping Instructions

All contracts and Insertion orders are to be sent to:

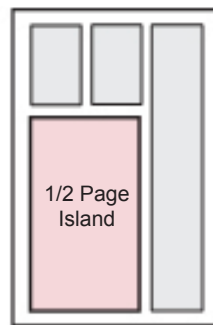
My Caregiver
Attn: Kevin Weaver
2709 W. 13th St.
Joplin, MO 64801

Fax: (417) 623-2230

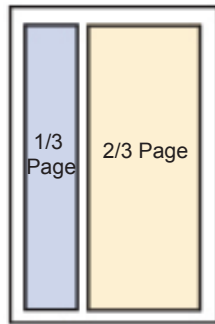
Ad Formats



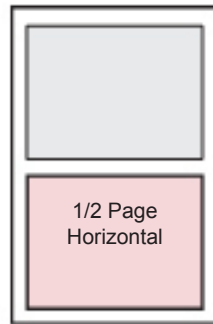
Full Page
7" x 10"
Non-Bleed



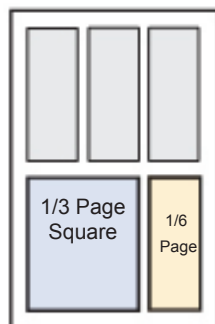
1/2 Page Island
4 1/2" x 7 1/4"



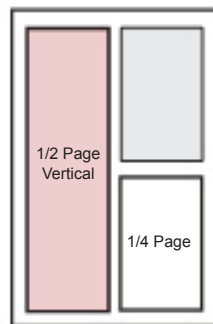
1/3 Page Vertical
2 1/8" x 9 1/2"
2/3 Page 4 1/2" x 9 1/2"



1/2 Page Horizontal
7" x 4 3/4"



1/3 Page Square
4 1/2" x 4 3/4"
1/6 Page
2 1/8" x 4 3/4"



1/2 Page Vertical
3 3/8" x 9 1/2"
1/4 Page 3 3/8" x 4 3/4"

Advertising Net Rates

Space	1x	2x	3x	4x
Full Page	\$2,000	\$1,900	\$1,800	\$1,700
1/2 page	\$1,500	\$1,400	\$1,300	\$1,200
1/4 page	\$1,000	\$900	\$800	\$700

Rates are quoted per issue, issues must be in consecutive order to qualify for discount. All ads are full color CMYK at no extra charge

Deadlines

Deadline for ad submission is one month prior to release date. Example:
Summer deadline would be May 1
Fall deadline would be August 1

Cancellation Policy

All cancellations should be sent to:
My Caregiver
Attn: Kevin Weaver
2709 W. 13th St.
Joplin, MO 64801
Fax: (417) 623-2230

Cancellations will not be accepted after the 20th day from deadline for preceding issue.

Cancellations not made in writing or before cut off date will be charged at full rate.

Payments

Payments should be made at time of ad submission.
Call (800)784-6049 for payment information

2008 Editorial Calendar

Spring- (March-April)

- NAHCA/ACHP 2007 Post Convention "Unlocking the World of LTC"
- 2007 "Key To Quality" Award Winners

Summer - (June-July)

- NAHCA/ACHP Pre-Convention "Riding The Waves of Change"
- Coalition to Protect Senior Care
- NAHCA News

Fall - (September - October)

- "Who Will Care for Us?"
- Advancing Excellence

Winter - (December - January)

- NAHCA /ACHP National Fundraiser "Stepping up to Quality Care"
- 2008 "Key To Quality" Winners