



# Event Advertising Opportunities

Prices Subject to Change. For more info visit [www.ahpco.org](http://www.ahpco.org)

With the highest Medicare Hospice Benefit utilization<sup>o</sup> in the country, Arizona is a leader in end-of-life care. The Arizona Hospice & Palliative Care Organization's provider membership comprises a large majority of the licensed hospices in the state. Advertising with AHPCO is one of the most cost-effective ways to reach your target audience, especially when combined with display\* advertising or exhibitor opportunities at AHPCO's two annual interdisciplinary conferences.

## Event Calendar Listing

The AHPCO website has a calendar of events located at: [www.ahpco.org/events](http://www.ahpco.org/events) Other organizations that are holding events that may be of interest to our members are welcome to purchase an Event Calendar Listing for their event (in some cases there is not a fee to do so). Display\* ads for events are also available, please see the Display Advertising Information.

\*Display Advertising is only available for AHPCO Members or Arizona Association for Home Care (AAHC).

**Additional Benefits:** Upcoming events from the Calendar are automatically listed on the home page ([www.ahpco.org](http://www.ahpco.org)) as well as published on a regular basis in a digital publication for members. Listing requests are reviewed and approved by the Executive Director. *Please note that event dates that coincide with an AHPCO program are typically not approved.* In some cases there is a small fee to publicize the event (see below for more information).

**Distribution:** The website receives an average of 1,200 visits a month (1/3 are returning visitors). The digital publication is sent to approximately 500 emails and the average open rate for this particular publication is 30%.

**Audience:** Our website and the digital publication is designed for Hospice and Palliative Care Administrators, Clinical Directors, Nurses, Social Workers and other End of Life professionals. Portions of our website are designed for patients/families.

## Event Listing Pricing:

- AHPCO/AAHC Members or Partnering Organizations: Complimentary
- Non-Members—Price to Attend the Event is Free: Complimentary
- Non-Members—There is a fee to attend the event: \$25/month

## Event Listing Specifications

Event Listing Requests should include the date, event title, location and a brief description of the event. Please also include URL(s) where individuals may register for the event or view additional info (such as a brochure). We are not able to upload any attachments to our website.

The event listing must be in one of the following formats:

- plain text (.txt) OR
- MSWord (.doc or .docx).

All text will be converted to our standard fonts.

Please limit graphics to a max of 2 (must be JPG) and they must be optimized for web viewing—use RGB not CMYK and max size of 200 x 200 pixels and file size no greater than 100KB.

We will resize photos that exceed this size.

We are able to imbed HTML. If your listing already exists in this format, please send it as a text file. We are not able to provide any html coding or graphic design expertise.

**Promote Your Event Today! Call (480) 491-0540 or send this form to [info@ahpco.org](mailto:info@ahpco.org)**

**Deadlines:** Requests are reviewed within 48 hours of submission/ payment and approved listings are posted on the calendar within 1 business day of approval. For the digital publication, Requests must be received by the **15th of the month prior.**

AHPCO reserves the right to approve all listings and may refuse to publish at their sole discretion. Payment for rejected listings will be refunded.

Please print clearly. The space below is only for Event Listings. Please submit your event listing content to [info@ahpco.org](mailto:info@ahpco.org).

Company \_\_\_\_\_ Phone \_\_\_\_\_

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

### Event Listing:

- AHPCO or AAHC Member     Free    \$0
- NonMember (Event Registration is Free)     Free    \$0
- Nonmember (Event has a fee)     Monthly \$25/each    # of Months    \$ \_\_\_\_\_

**CANCELLATIONS/REFUNDS:** Listings may be cancelled at any time by email; refunds are prorated on a monthly basis. **Total Amount** \_\_\_\_\_

If paying by check, mail form with payment to address in box to right. If paying by credit card, send form to [info@ahpco.org](mailto:info@ahpco.org) or request a payment link be sent to you; otherwise, AHPCO will call for card info.



1922 E. Fairmont Drive  
Tempe, Arizona 85282  
Fax: (480) 603-4141  
Email: [info@ahpco.org](mailto:info@ahpco.org)

AHPCO is a non-profit 501(c)3 organization. TIN: 86-0655760

**For more info:  
(480) 491-0540**