



# AAHC

Arizona Association for Home Care

## ADVERTISING & SPONSORSHIP INFORMATION

Enhance Your Marketing ROI with these exclusive opportunities!

### Sponsorships

Only available to AAHC Members!

#### HOLIDAY PROGRAM

- Exhibit Table & Signage
- Logo on Registration Flyer/Web
- Opportunity to present (5 minutes)
- Promotional Materials in packet
- e-Ad

Limited to 2 sponsors!

#### WORKSHOP SPONSOR

- Exhibit Table & Signage
- Logo on Registration Flyer/Web
- Opportunity to present (5 minutes)
- Promotional Materials in packet
- e-Ad

Limited to 1 sponsor per workshop!

#### CONFERENCE SPONSOR

Refer to Brochure for rates/benefits.

### Exhibiting

#### CONFERENCE EXHIBITOR

Refer to Brochure for rates/benefits.

#### HOLIDAY PROGRAM

Only available to AAHC Members!

- Tabletop Exhibit
- Listing in Brochure/Program

### Advertising

Only available to AAHC Members!

#### WEB ADVERTISING

- Home Page Side Box Ad
- Subpage Banner Ad
- Logo Ad—Find a Vendor Page

#### E-AD (MONTHLY HOME CARE UPDATE)

- 1x-hyperlinked Ad
- 6x-hyperlinked Ad

Purchase a Year of Web Ads for the price of 10 months or 6 eAds for the price of 5!

For more info:

**(480) 491-0540**

Arizona Home Care Agencies spend billions on products, equipment and services each year and in many cases purchasing decisions are made directly by or influenced by participants in our programs and readers of our publications.

The Arizona Association for Home Care (AAHC) offers a variety of targeted marketing opportunities for suppliers and service providers to the Home Health Care Industry.

For more information, contact the AAHC Executive Director at (480) 491-0540.

### Home Care Workshops

These quarterly programs are presented by qualified health care professionals and provide relevant information on a particular topic. They are attended by the directors/supervisors that make decisions and the office and field staff that utilize products/services.

Check the website for available dates.

### Southern Az Collaborative

These networking and roundtable discussion sessions feature an educational component and are attended by Administrators and Clinical Supervisors in Tucson and the surrounding areas.

Check the website for available dates.

Contact the AAHC Office for more info.



▶ **INCREASE  
VISIBILITY**



▶ **MAXIMIZE  
RESOURCES**



▶ **BUILD  
REFERRALS**

Call Today!  
**(480) 491-0540**

### Web Advertising

Link your customers directly to your website with an Ad on the Home Page of the association's website at [www.azhomecare.org](http://www.azhomecare.org).

Only Available to AAHC Members!

### Advertising

Consistently reach your market segment with an attractive linked ad in our quarterly e-newsletter or monthly home care update which is delivered directly to members inbox and archived on the web.

Quantity discounts available!

### Annual Conference

Get in front of your target market at this annual premiere event. Exhibit space as well as sponsorship opportunities are available.

Position your company to be viewed as a credible supporter of the home health care industry.

Call Today to reserve your opportunity!

**(480) 491-0540**

This form is for purchasing digital advertising on our website and/or in our electronic publications for Members. For information on sponsorship/advertising opportunities at our programs, please contact the AAHC Office for assistance.

Company Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Ext: \_\_\_\_\_  
 Web: \_\_\_\_\_  
 Preferred Start Date: Month: \_\_\_\_\_ Year: \_\_\_\_\_  
 URL for Hyperlink: \_\_\_\_\_

Payment Method:  Check (Mail)  Credit Card (Email/Phone)  
 Name on Card: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Number: \_\_\_\_\_  
 CVV: (Amex 4-digits; Visa/MC 3 digits) \_\_\_\_\_ Expiry: \_\_\_\_\_ / \_\_\_\_\_  
*I certify I am an authorized user of the above card and have read and agree to the terms and conditions below and authorize AAHC to charge amount indicated below.*  
 Card Holder's Signature: \_\_\_\_\_

I, the undersigned, am authorized to act on behalf of the above named Entity and wish to purchase the checked items below. I understand that items are awarded on a first-paid, space available basis and hereby acknowledge that I have read and agree to the Terms & Conditions below.

Printed Name: \_\_\_\_\_

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

## Ad Types & Fees

**Advertising is only available to AAHC Members.**  
 Not a Member? Check this box to add a 1-year Membership (\$350):

### WEB ADS (WWW.AZHOMECARE.ORG)

*Placement is available as a box on home page or a banner on most subpages. Your ad will rotate along with a max of 2 other ads. All ads include hyperlink.*

Side Box\*:  \_\_\_ x \$250/month  12x (year) \$2,500 \$ \_\_\_\_\_  
 Banner:  \_\_\_ x \$100/month  12x (year) \$1,000 \$ \_\_\_\_\_

### e-Ads (MEMBER UPDATE—DIGITAL PUBLICATION)

*Limited to 2 box ads or 1 banner ad per issue. All ads include hyperlink.*

Box eAd:  \_\_\_ x \$100/issue  6 issues \$500 \$ \_\_\_\_\_  
 Banner eAd:  \_\_\_ x \$200/issue  6 issues \$1,000\* \$ \_\_\_\_\_  
 Text Ad:  \_\_\_ x \$25/issue (text only; 350 characters max) \$ \_\_\_\_\_

*\*Bonus: Includes a simultaneous web banner ad on subpages.*

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

## Artwork Specifications

Please email your artwork to [info@azhomecare.org](mailto:info@azhomecare.org) by the 15th of the month prior to the start date. AAHC will confirm receipt of artwork. Artwork files must be either in JPG, GIF or PNG format (JPG is preferred). All artwork should be optimized for web viewing—use RGB not CMYK and max size of 300KB; AAHC will resize if artwork is larger than the maximum size.

Sizes: please see max sizes below; smaller artwork may be submitted and AAHC will center it as needed on a white background.

- Web Side Box: Vertical 200 x 330 pixels
- Web Banner: Horizontal—1125 x 180 pixels
- eAd Box: Horizontal—252 x 168 pixels
- eAd Banner: Horizontal—565 x 240 pixels

## Terms & Conditions

**Ad Cycles & Artwork Changes:** Monthly Web Ads start on the 1st and run through the end of the month—changes are not allowed during the month. Yearly Web Ads start on the 1st of the month and run through the last day of the 12th month following the Start Month (End Date) - up to 2 ad artwork changes and/or URL changes may be made during a cycle. Changes are due by the 15th of the month prior and are implemented on or before the 1st of the month (at AAHC's discretion). eAds are issue specific—we will attempt to place your ad in the month requested.

**Approval:** Advertising is subject to approval, AAHC may reject an advertiser/artwork for any reason. Rejected ads are eligible for a refund.

**Artwork:** All artwork must meet the specifications listed above. AAHC reserves the right to resize artwork as needed.

**Cancellations/Refunds:** Ads may be cancelled at any time—cancellations must be in writing (email) and acknowledged by AAHC. Cancellations made by the 15th of the month before the Start Date will be entitled to a full refund. Cancellations after this date will be entitled to an advertising credit for unpublished ads (*note: yearly ads that are cancelled after the Start Date will be reverted to the Monthly Ad rate prior to credit calculation*).

**Date Definitions:** Start Date is first day an ad will be displayed (typically the first day of a month for web ads and issue month for the Update). Please indicate a Preferred Start Date at time of purchase (AAHC will advise if the date is not available and provide alternate dates). End Date is the last day an ad will be displayed (typically the last day of a month). Ads not renewed by the deadline will be removed after 4PM PT on the End Date. Removal is at the sole discretion of AAHC.

**Deadlines:** Artwork/Payment is due by the 15th of the month prior to the Approved Start Date; deadlines are firm. After this date unpaid ads are subject to rescheduling or forfeiture without notice. Please allow at least 2 business days for artwork to be uploaded from date of receipt.

**Payment:** AAHC accepts checks (payable to AAHC) and credit cards. To receive the quantity discount, ads must run consecutively.

**Placement:** A max of 3 Web Ads per type will be displayed with Yearly Ads being in the first rotating position followed by Monthly Ads and House Ads (at AAHC's discretion). The Banner Ad appears on all the banner-enabled subpages - AAHC is not able to honor requests for it to only appear on specific pages. A max of 2 eAds (box) and 1 eAd (banner) will be displayed in an issue of the Update - box ads are displayed side by side. AAHC determines the order and placement with preference to Banner Ads (all ads will be in top 1/2 of publication).

**Renewal:** To ensure uninterrupted advertising, advise AAHC of your intention to renew at least 2 months prior to the End Date.