

# 2017 Preferred Provider Directory - Advertising



The New Mexico Association for Home & Hospice Care Preferred Provider Listing is mailed and distributed annually to health care professionals, hospitals around the state, including every NMAHHC member!

The Preferred Provider Listing is an important reference guide that will be seen across the southwest by the health care community. Put your organization or agency at the forefront of industry decision makers' minds constantly by placing an ad within the 2017 NMAHHC Preferred Provider Directory!

Ad Size	Height Dimensions	Width Dimensions	Member Advertising Rate	Non-Member Advertising Rate
Business Card	2"	3.75"	\$100 <sup>00</sup>	\$200 <sup>00</sup>
1/4 Page	5.25"	3.5"	\$200 <sup>00</sup>	\$250 <sup>00</sup>
1/3 Page - Horizontal	7.5"	3.5"	\$260 <sup>00</sup>	\$325 <sup>00</sup>
1/2 Page - Horizontal	7.5"	5.25"	\$400 <sup>00</sup>	\$500 <sup>00</sup>
1/2 Page - Vertical	10.5"	3.75"	\$400 <sup>00</sup>	\$500 <sup>00</sup>
Full Page	10.5"	7.5"	\$800 <sup>00</sup>	\$1,000 <sup>00</sup>

Please fill out the form below and send with your payment and artwork to:

NMAHHC, 3200 Carlisle NE, Suite 117, Albuquerque, NM 87110 | Email: admin@nmahc.org

- **If you want an ad created for you**, please write your copy on an attached sheet and indicate on the form. **You will be contacted with a price for your ad** and you will be sent a proof for your approval and/or changes and **billed for charges**. (Client changes extra)

Remember, we need more time to create and produce ads, so please send in your order early. Thank you!

**If you would like to place your order online, please visit this link:** [http://bit.ly/NMAHHC\\_PPL\\_Ad](http://bit.ly/NMAHHC_PPL_Ad)

**AD ORDER DEADLINE: July 1, 2017 (Requested Art)      DEADLINE: July 12, 2017 (Provided Art)**

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Providing Own Artwork       Requesting Artwork to be made by NMAHHC

Size of Advertisement:  
 Business Card     1/4 Page     1/3 Page     1/2 Page Horizontal     1/2 Page Vertical     Full Page

Total for Order: \$ \_\_\_\_\_ (Please make checks payable to NMAHHC - Attn: PPL Advertisement)

Full Page - 7.5"w x 10.5"h

Business Card -  
3.75"w x 2"h

Vertical Half Page -  
3.75"w x 10.5"h

Horizontal 1/2 Page -  
7.5"w x 5.25"h

Horizontal  
1/3 Page - 7.5"w x 3.5"h

**Ad Specifications:**

- **Color Profile:** Black and White
- **Acceptable Art Formats:**  
.tif / .jpg (must be minimum of 300 dpi) /  
.pdf / .eps
- **Submit your artwork via:** email / usb  
memory stick (If you need this returned,  
please provide return address and  
name)
- **Required with Submission:**  
Contact name, phone and email address
- **For Questions Regarding Art:**  
Lydia Gosling, admin@nmahc.org,  
505/889-4579

1/4 Page -  
3.5"w x 5.25"h