2016 HCP Advertising Opportunities

Market your products & services

to key home care industry decision makers!

HCP will help you reach the most influential decision makers in the home care industry using flexible advertising options designed to maximize your exposure and ensure that your message reaches the right audience.

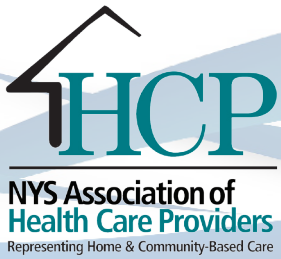
Generate revenue and build new customers!

- ❑ Target your advertising to reach those who need your products and services
- ❑ Create instant brand recognition for your organization
- ❑ Drive revenue by promoting your products and services
- ❑ Maintain a consistent presence to build top-of-mind awareness
- ❑ Reach your audience cost-effectively

Customized packages available!

HCP will develop customized advertising programs that meet your specific budget, marketing and sales goals. Call today to receive a customized proposal.

For more information or to discuss how HCP advertising can help grow your business, contact Marissa Crary at 518.463.1118, ext. 824 or crary@nyshcp.org.



Home care. Health care. Your care . . . *for life.*®

20 Corporate Woods Blvd., 2nd Floor ◆ Albany, NY 12211 ◆ (P) 518.463.1118 ◆ (F) 518.463.1606 ◆ www.nyshcp.org

HCP Insider

NYS Association of Health Care Providers
Representing Home & Community-Based Care

Display Advertising - 2016

January 24, 2014 14:04

The HCP Insider

at a glance

Governor Cuomo Presents 2014-15 Executive Budget Proposal 2
DOH Posts New Wage Parity FAQs 11
DOH Issues DAL Further Clarifying LHCSA Responsibilities Related to MD Orders 14

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Associate Member Profile: Arthur J. Gallagher Risk Management Services ... 7
Revised CMS 1500 Paper Claim Form: Version 02/12 ... 8
Legislation on the Move ... 9
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MedPAC Approves 2015 Recommendations on Home Health Services ... 17

Contributors
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The *HCP Insider* is HCP's most well-respected and well-read e-newsletter. Recipients eagerly await the *Insider* every Friday to get the latest news and information on the home care industry, public policy issues and HCP events. The *HCP Insider* also highlights upcoming educational sessions produced by CHC.

Published specifically for HCP members, it is also distributed to New York State agencies, Congressional representatives and legislative professionals across New York.

Quick Stats

Circulation:	600+ Members; Non-members, 100
Distribution:	Email with hyperlink to downloadable pdf file
Frequency:	Weekly every Friday (48 issues)
Audience:	HCP members; policymakers, legislators and legislative staff
Features:	Live links to Web site; interactivity between document and HCP/CHC Web sites

Display Advertising to promote products or services.

4 color or B&W ad accepted. High resolution pdf or other camera-ready file required. Deadline is Wednesday for a Friday placement; payment in advance required.

Other display advertising sizes are available upon request. Please contact HCP for more information.

	1x		6x		12x	
	NM	Member	NM	Member	NM	Member
FP* or insert (7x10)	$ 600	$ 450	$ 520	$ 390	$ 470	$ 345
1/2 pg Vertical/Horizontal (3-3/8x10 or 7x5)	$ 375	$ 275	$ 340	$ 250	$ 310	$ 235
Banner ad (bottom page placement only) (7" x 2")	$ 290	$ 160	$ 250	$ 125	$ 220	$ 100

HCP Insider **Display**
2016 Advertising Contract

Fax your signed contract and credit card payment to 518.463.1606, or mail your contract and payment to HCP, 20 Corporate Woods Blvd., 2nd Floor, Albany, NY 12211

Please complete ALL of the information below and submit with your payment. Only FULLY COMPLETED, signed contracts received with payment will be binding.

Company Information

Organization Name:_____

Contact Name:_____ Title: _____

Address: _____

City: _____ State: _____ Zip:_____

Phone:_____ Fax:_____ Email: _____

Display Ad Sizes and Rate Per Insertion

	1x NM	1x Mbr	6x NM	6x Mbr	12x NM	12x Mbr
FP (7x10)	$ 600	$ 450	$ 520	$ 390	$ 470	$ 345
1/2 pg vert/horiz (3-3/8x10 or 7x5)	$ 375	$ 275	$ 340	$ 250	$ 310	$ 235
Banner Ad (7 x 2)	$ 290	$ 160	$ 250	$125	$ 220	$ 100

Other sizes are available upon request. Please contact HCP for rates.

Please indicate display ad size, frequency and insertion dates:

Size: ❒ FP ❒ 1/2 pg vertical ❒ 1/2 pg horizontal ❒ Print banner ad ❒ Other _____

Frequency/Date(s): ❒ 1x Date: _____ ❒ 6x Dates: _____

❒ 12x Dates: _____

Advertising materials

❒ Ad material enclosed. Ad headline:_____

❒ Preferred Placement (add 20%) _____

Display ad rate calculation

❒ HCP member rate applied ❒ Non-member (NM) rate applied

Rate: $_____ x ____ insertions = $ _____

Preferred Placement (add 20%) $ _____

Total *Insider* display ad cost: $ _____ (make checks payable to HCP)

HCP Display Advertising Policies & Procedures

Only advertising contracts received with payment will be binding. Electronic ad copy is required and must be submitted as high resolution eps or jpg file. HCP reserves the right to reject any advertisement it does not deem as suitable. Email ad copy to Marissa Crary at crary@nyshcp.org. Advertisers must abide by all HCP policies relating to payment of monies due.

I am a duly authorized party to bind this agreement, and hereby agree to the above:

Authorized Signature: _____ Print Name: _____Date:_____

***HCP Insider* display ad payment** *Pre-payment in full is required. Advertising is not refundable or transferable.*

❒ Check (payable to HCP) OR Credit Card Payment: ❒ Visa ❒ MasterCard ❒ Discover

Card#: _____ Exp. Date: _____ Security Code*:_____

*3 or 4 digit code on front/back of card

Cardholder Name: (print) _____

Cardholder Signature: _____

HCP Insider

NYS Association of Health Care Providers
Representing Home & Community-Based Care

Classified (Help Wanted) Advertising - 2016

Advertise help wanted, items for sale or other notifications using classified ads in the *HCP Insider*!

The *HCP Insider* is HCP's most well-respected and well-read e-newsletter and the ideal vehicle to reach home care decision makers with your classified ad. Published every Friday, the *Insider* is distributed exclusively to HCP members.

January 24, 2014 14-04

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Distribution:	Email with hyperlink to downloadable pdf file
Frequency:	Weekly every Friday (48 issues)
Audience:	HCP members; policymakers, legislators and legislative staff
Features:	Live links to Web site; interactivity between document and HCP/CHC Web sites

Instructions for placing a classified/help wanted ad:

- Write your help wanted or other ad and decide the dates you want the ad to run.
- Email your ad copy and the dates you wish to run the ad to Marissa Crary at crary@nyshcp.org or 518.463.1118, ext. 824. FOR AN AD TO RUN ON FRIDAY, THE AD COPY MUST BE RECEIVED NO LATER THAN WEDNESDAY; PAYMENT IS REQUIRED BY FRIDAY NOON.
- HCP will format the ad, determine cost and provide information, contract and invoice to advertiser for approval.
- Upon receipt of signed contract and advance payment by advertiser, HCP will place ads as requested.

Classified ad rates:

	1x		6x		12x	
	NM	Member	NM	Member	NM	Member
Classified ad rates	$85/col in	$45/col in	$75/col in	$40/col in	$60/col in	$30/col in

HCP Insider Classified (Help Wanted) 2016 Advertising Contract

Fax your signed contract and credit card payment to 518.463.1606, or mail your contract and payment to HCP, 20 Corporate Woods Blvd, 2nd Floor, Albany, NY 12211

Company Information

Organization Name:_____

Contact Name:_____ Title: _____

Address: _____

City: _____State: _____ Zip:_____

Phone:_____ Fax:_____ Email: _____

Classified Advertising Instructions

FOR AN AD TO RUN ON FRIDAY, THE AD COPY MUST BE RECEIVED NO LATER THAN WEDNESDAY; PAYMENT IS REQUIRED BY FRIDAY NOON.

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- Upon receipt of signed contract and advance payment by advertiser, HCP will place ads as requested.

	1x		6x		12x	
	NM	Member	NM	Member	NM	Member
Classified ad rates (based on # column inches)	$85/col in	$45/col in	$75/col in	$40/col in	$60/col in	$30/col in

Classified Advertising Information

Column Inch Size: _____
(submit copy to HCP to determine number of column inches)
Rate: _____ (per column inch)
Size x Rate: _____ (cost per insertion)
Frequency: _____ (number of insertions)
Insertion Dates: _____
Total Classified Advertising Cost: _____

HCP Classified Advertising Policies & Procedures

Only advertising contracts received with payment will be binding. HCP reserves the right to reject any classified/help wanted advertisement it does not deem as suitable. Email ad copy to hammar@nyshcp.org. Advertisers must abide by all HCP policies relating to payment of monies due.

I am a duly authorized party to bind this agreement, and hereby agree to the above:

Authorized Signature: _____ Print Name: _____Date:_____

HCP Insider classified advertising payment

Pre-payment in full is required. Advertising is not refundable or transferable.

❒ Check (payable to HCP) OR Credit Card Payment: ❒ Visa ❒ MasterCard ❒ Discover

Card#: _____ Exp. Date: _____ Security Code*:_____

Cardholder Name: (print) _____

Cardholder Signature: _____

*3 or 4 digit code located on the front or back of the card

HCP Websites

www.nyshcp.org & www.homecareinfo.org

HCP Web Site Advertising - 2016

The HCP websites are prime locations for your advertising message!

www.nyshcp.org
HCP's website is visited every day by home care agencies, case managers, health care professionals and government officials.

www.homecareinfo.org
HCP's exclusive consumer section contains information for consumers about home care, how to select an agency, how to pay for home care, links to numerous consumer resources and more. The HCP Provider Search Engine, where consumers can locate a home care agency in their area, receives over 1,000 hits per month.

HCP website advertising opportunities

Banner and buttons ads—banner or button ads can be purchased on either site to reach key decision makers in the home care community. Banner and button ads include links to your website. Specific web page requests will be handled on a first-come, first-served basis. **ALL banner ads and buttons must be supplied as final electronic files according to the ad specifications below.**

HCP Website Rates

	1 month		6 months		12 months	
	NM	Member	NM	Member	NM	Member
Banner ad (468x60 pixels)	$ 325/mo	$ 220/mo	$ 290/mo	$ 160/mo	$ 180/mo	$ 125/mo
Button ad (120x90 pixels)	$ 220/mo	$ 145/mo	$ 175/mo	$ 110/mo	$ 145/mo	$ 75/mo

Special Opportunities Exclusively for HCP Provider Members

Preferential Web/Featured Provider links—consumers who visit the HCP Web site or the consumer website, www.homecareinfo.org, can use the "Find a Provider" search engine to locate a provider in their area from among hundreds of HCP member agencies. HCP Provider members automatically receive a free listing with a link to their website as one of the many benefits of membership.

- Members can increase exposure and business by investing in Preferential Web/Featured Provider Links which puts their company's name and website link at the top of the search results listing.
- Members who purchase Preferential Web Links also have their name and website link featured on the HCP website home page on a rotating bases as a Featured Provider.

HCP Members Only - Preferential Web/Featured Provider Links* ***Annual commitment required.***

Preferential Web Links in Provider Search Engine	Up to 5 branches	$375/year
	6+ branches	$425/year

****INCLUDES ROTATION AS A FEATURED PROVIDER ON HCP'S HOME PAGE.***

2016 Advertising Contract - HCP Website

NYS Association of Health Care Providers
Representing Home & Community-Based Care

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Please complete ALL of the information below and submit with your payment. Only FULLY COMPLETED, signed contracts received with payment will be binding.

Company Information

Organization Name:_____

Contact Name:_____ Title: _____

Address: _____

City: _____ State: _____ Zip:_____

Phone:_____ Fax:_____

Email: _____ Website: _____

Banner/Button Ads (Deadline - All ads should be received by the 20th of the preceding month.)

	1Mo NM	1Mo Mbr	6Mos NM	6Mos Mbr	12Mos NM	12Mos Mbr
Banner ad (468x60 pixels)	$ 325/mo	$ 220/mo	$ 290/mo	$ 160/mo	$ 180/mo	$ 125/mo
Button ad (120x90 pixels)	$ 220/mo	$ 145/mo	$ 175/mo	$ 110/mo	$ 145/mo	$ 75/mo

Please indicate ad type, frequency and insertion dates:

Ad Type: ❒ Banner ❒ Button ad Length: ❒ 1mo ❒ 6 mos ❒ 12 mos Dates: _____ through _____

Ad Materials: All ads must be in final electronic format and be ready-to-post.

❒ Preferred Web page Placement (add 20%). Place ad on the following Web page: _____

Banner/Button Ad Rate Calculation

❒ HCP member rate applied ❒ Non-member rate applied

$_____ rate x ____ frequency (# mos) $ _____

Preferred Web Page Placement (add 20%) $ _____

Total button/banner ad cost: $ _____ (make checks payable to HCP)

HCP Provider members only—Preferential Web/Featured Provider Web links

Please select one: ❒ Preferential Web Links (up to 5 branches) ❒ Preferential Web Links (6 or more branches)

Number of months: _____ Contract start date (month/year):_____ Contract end date (month/year) :_____

Please list the website URL and an email address for your Preferential Links. Data on services offered and counties served will be taken from your membership application. (Print clearly)

_____

_____

_____

Up to 5 branches - $375/year $ _____

6+ branches - $425/year $ _____

Total Preferential Web Links total: $ _____

Total website advertising: $ _____

(make checks payable to HCP)

HCP Website Advertising Policies & Procedures

Only advertising contracts received with payment will be binding. Advertisers must abide by all HCP policies relating to payment of monies due. HCP reserves the right to reject any advertisement it does not deem as suitable. Electronic website banner ads and/or buttons must be jpg or gif format and must be a minimum of 150 dpi and RGB or grayscale. All ads must be ready-to-post according to the specifications outlined.

I am a duly authorized party to bind this agreement, and hereby agree to the above: Date:_____

Authorized Signature: _____ Print Name: _____

***HCP website* ad payment** *Pre-payment in full is required. Advertising is not refundable or transferable.*

❒ Check (payable to HCP) OR Credit Card Payment: ❒ Visa ❒ MasterCard ❒ Discover

Card#: _____ Exp. Date: _____ Security Code*:_____

Cardholder Name: (print) _____

Cardholder Signature: _____

*3 or 4 digit code located on the front or back of the card

Email your completed contract to Marissa Crary at crary@nyshcp.org. Questions? Call 518.463.1118, ext. 824.