



Pennsylvania Homecare Association  
 20 Erford Road, Suite 115  
 Lemoyne, PA 17043  
 800-382-1211  
 Fax: 717-975-9456

## Advertising Rates and Specifications

**Homecare Highlights** is a weekly trade publication of the PA Homecare Association exclusively serving all homecare providers in Pennsylvania via e-mail. It features a summary of the week's happenings in the industry including federal and state legislative activities, Medicare and Medicaid news, educational offerings and agency news.

Published every Monday

**Circulation:** 980+

**Distribution:** Email

### Weekly Homecare Highlights

*Prices Listed are Per Week*

Ad	Member	Nonmember
Top Banner – <b>no classified ads</b>	\$150	\$200
Side Banner – <b>no classified ads</b>	\$100	\$150
Classified	\$75	\$150

## PHA Website Advertising

**PHA Website:** [www.pahomecare.org](http://www.pahomecare.org) **350 Homecare and Affiliate Members**

Advertising Available – Home page top banner ads and side banner ads. **(No classified ads)**

**Minimum three months @ \$300**

**\$100 for each additional month.**

**PHA Consumer Site:** [www.pacareathome.org](http://www.pacareathome.org)

Great opportunity for companies who want to reach the aging community and their family support.

**Advertising available only to companies that do not provide in-home services.**

**Home page top banner ads and side banner ads.**

**Minimum three months @ \$300**

**\$100 for each additional month.**

**PHA Medical Professional Site:** [www.pahomecareresource.org](http://www.pahomecareresource.org)

This site is visited by case managers, discharge planners and physician office staff.

**Advertising available only to companies that do not provide in-home services.**

**Home page top banner ads and side banner ads. (No classified ads)**

**Minimum three months @ \$300**

**\$100 for each additional month.**

# Advertising Policy

- Advertising will be on a first-come first-serve basis.
- Advertisement will not be placed without a signed and dated contract. Please make copies of the contract if you will be advertising more than once during the year.
- Advertisements must be paid in advance, unless previous arrangements are made.
- PHA reserves the right to refuse any advertisement it considers contrary to the interest of its members or which is graphically or literally objectionable in any way.
- Advertisers must assume liability for the content of advertisements printed and responsibility for any claims made against PHA. In case of a lawsuit against PHA by anyone for copyright infringement or any other reason for related to an advertisement, the advertiser will indemnify PHA against any and all claims.
- Cancellation is not accepted after scheduled ad deadline date, and cancellation of any portion of a contract voids the contract at PHA's discretion.
- PHA cannot be held liable for damages if for any reason an advertisement is not published as scheduled or if any part of a publication is not published due to circumstances beyond PHA's control.
- PHA and the editor reserve the right to place advertisements where it best accommodates story layout. Advertising is a stand-alone service in the **Highlights** and **PHA Website** and does not automatically entitle editorial submissions by advertisers. PHA intends to maintain editorial integrity by not placing vendor ads on the same page or in a conspicuous location in proximity to any editorial copy that same advertising vendor may have provided.

Electronic Files: Email banner ads in a gif or jpg file. Top banner ads should be 500 pixels wide by 250 pixels deep.

Pennsylvania Homecare Association's  
PHA Website & Homecare Highlights  
Advertising Contract  
*ddeimler@pahomecare.org*

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

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Homecare Highlights:**

Top Banner Ad  \$150 \_\_\_\_\_ Additional Weeks @ \$100 Non-Member  \$200 Weekly

No Classified Ads – Logo Ads only

Side Banner Ad  \$100 \_\_\_\_\_ Additional Weeks @ \$50 Non-Member  \$150 Weekly

No Classified Ads – Logo Ads only

Classified Ad  \$75 Weekly Non-Member  \$150 Weekly

**Classified Ads cannot be longer than 200 words. All ads are to be sent electronically to [cbaksi@pahomecare.org](mailto:cbaksi@pahomecare.org) or [sgochenauer@pahomecare.org](mailto:sgochenauer@pahomecare.org).**

Please include you agency logo when sending an ad.

**WEBSITE ADS:**

[www.pahomecare.org](http://www.pahomecare.org)

Top Banner Ad  \$300 Three Months \_\_\_\_\_ Additional Months @ \$100

Side Banner Ad  \$300 Three Months \_\_\_\_\_ Additional Months @ \$100

[www.pacareathome.org](http://www.pacareathome.org)

Top Banner Ad  \$300 Three Months \_\_\_\_\_ Additional Months @ \$100

Side Banner Ad  \$300 Three Months \_\_\_\_\_ Additional Months @ \$100

[www.pahomecareresource.org](http://www.pahomecareresource.org)

Top Banner Ad  \$300 Three Months \_\_\_\_\_ Additional Months @ \$100

Side Banner Ad  \$300 Three Months \_\_\_\_\_ Additional Months @ \$100

Total Amount Due \$ \_\_\_\_\_ (*Payment must be received before ad will appear*)

VISA     MASTERCARD     CHECK \_\_\_\_\_ #

Print Name of Cardholder \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ 3 Digit Sec. # \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Mail and make check payable to:  
PHA \* 20 Erford Road \* Suite 115 \* Lemoyne, PA 17043