

2022 ADVERTISING MEDIA KIT

Open new doors for your business by advertising to Pennsylvania Homecare Association members



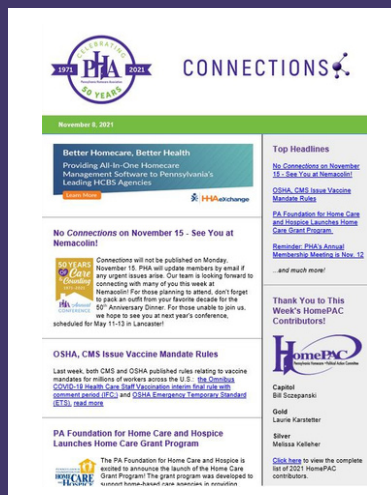
ABOUT PHA

The Pennsylvania Homecare Association is a statewide membership organization of more than 700 homecare, home health and hospice providers across Pennsylvania. PHA members provide quality care and serve as advocates for their patients and clients on a variety of healthcare related issues. PHA and its members work to improve professional standards and ensure access to quality homecare throughout the Commonwealth.

ADVERTISING OPPORTUNITIES



Website



E-Newsletter



Annual Conference

VENDOR SPOTLIGHT

PHA's Website Advertising Opportunity



Connect with an average of 5,000 users with this monthly advertising opportunity!

Showcase your business on PHA's website for an entire month with a *Vendor Spotlight*. This advertising opportunity appears on nearly every page of the PHA website and includes your logo, a 50-word description, and a link to your website. *Two opportunities available monthly.*

COST: \$500

CONNECTIONS

PHA's Weekly E-Newsletter

Highlight your business to more than 3,000 subscribers weekly!

PHA's weekly e-newsletter *Connections*, which is distributed to more than 3,000 subscribers weekly, is ranked as a **top member benefit by home health, hospice, and homecare agencies across Pennsylvania**. Connect with this audience by purchasing a banner advertisement. Your clickable-advertisement will be included in an entire month of *Connections*!

PHA offers two placement options for your banner advertisement.

Premier Banner Placement

This exclusive opportunity places your advertisement at the top *Connections*. *One opportunity available monthly.*

Cost: \$800

Interior Banner Placement

Interior advertisements will be displayed between articles in *Connections*. *Two opportunities available monthly.*

Cost: \$650



BANNER AD SPECS

800 x 200 pixels

Vendor Spotlight and *Connections* banner advertisements are exclusively available to PHA Affiliate Members. These opportunities are provided on a first-come, first-served basis. Each advertising opportunity is limited to three months per calendar year. Contact Christine Wiercinski at cwiercinski@pahomecare.org to reserve your space!

ANNUAL CONFERENCE

Advertise in PHA's Annual Conference Program

Place an advertisement in our Annual Conference program, distributed to more than 500 attendees annually!

PHA's Annual Conference Program is a print and digital publication that is distributed annually to more than 500 attendees. Full-page, half-page, and quarter-page options are available for the 2022 Annual Conference Program. Premier placement opportunities are available as well!

Advertisement opportunities for PHA's Annual Conference Program are available to members and non-members of PHA. Premier advertisement placement is provided on a first-come, first-served basis.

2022 Pricing

Inside Front Cover	\$850
Inside Back Cover	\$850
Full-Page Interior	\$600
Half-Page Interior	\$300
Quarter-Page Interior	\$150



2021 PROGRAM COVER

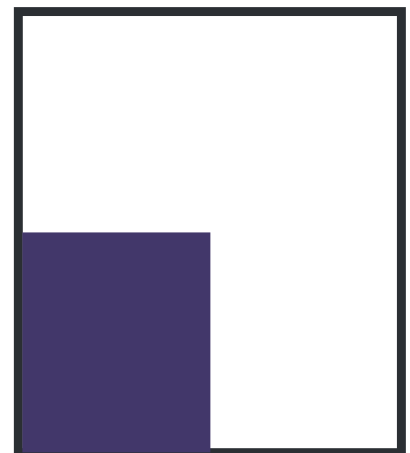
ADVERTISING SPECS



Full-Page
7.5" x 10" live area



Half-Page
7.5" x 4.75"



Quarter-Page
3.5" x 4.75"