

2016

# Advertising Kit

E-Newsletters

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Journeys in Print

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Webinar Programs

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# HFA Monthly E-Newsletters

The second week of each month, HFA circulates an E-newsletter to approximately 9,279 allied professionals throughout the hospice continuum of care. The recipients include nurses, case managers, social workers, bereavement counselors, administrators, educators, volunteers and other individuals with interest in issues surrounding end-of-life care and bereavement.

Now in its 16th year of circulation, HFA E-News includes a letter from our CEO, upcoming programs and continuing education opportunities, and useful links to outside resources for both professionals and consumers. Each month, the "Focus on" section looks at a wide range of issues impacting professionals and caregivers; includes interviews with professionals, EOL issues in the news, highlights new initiatives by other organizations, or looks at specific topics of interest in hospice care, palliative care and grief.

## Monthly Circulation: 9,279

### SCOPE

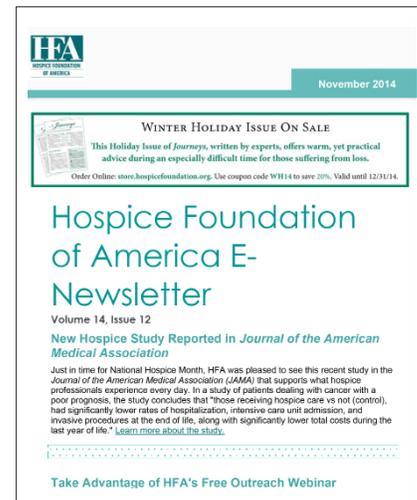
The broad range of individuals, both consumers and professionals, with an interest in topics, products, and issues related to end-of-life care is matchless.

### TOP-OF-MIND AWARENESS

Catch the eye of the consumer at first glance with our headline banner, or make a lasting impression with our footer banner, as the last item the recipient will read to keep your product or service at the top of their mind.

### AFFORDABLE

A cost-effective way to reach the decision makers of hospices, hospitals, volunteer groups, home care agencies, higher education institutions and more.



Sample HFA monthly E-Newsletter with Headline Banner Advertisement

### PRICING:

#### Headline Banner Ad\*

Graphic and Text; full color; 600 x 120 pixels  
\$450 1 time placement; \$1,050 3 months

#### Banner Ad in Footer\*

Graphic and Text; full color; 600 x 120 pixels  
\$400 1 time placement; \$950 for 3 months

#### Classified Ad

Text only; will appear in content of e-newsletter  
\$250 per paragraph (25-100 words)

\*Banner ads includes a click through to the advertiser's website

### DEADLINE:

Artwork/Text due no later than the 30th day of the month prior to run date.

**To reserve space**, please return Insertion Order/Advertising Agreement to HFA.

Full payment is required to reserve any ad space. Thank you.

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**For questions**, please contact Kristen Nanjundaram, Manager of Continuing Education and Marketing  
Tel: 202-457-5811; Toll-Free: 1-800-854-3402; Email: [knanjundaram@hospicefoundation.org](mailto:knanjundaram@hospicefoundation.org)

# Journeys in Print



*Journeys* is a monthly publication distributed to grieving families and individuals that offers support and practical advice on coping with loss. Each month, *Journeys* features articles written by grief and bereavement experts in an easy-to-read style that speaks to the many different aspects of the grieving process.

HFA also offers special issues of *Journeys* for specific aspects of grief, including Newly Bereaved, Anniversary of a Loss, Winter Holidays, and Loss of a Child. This publication is available for individual subscription and also circulated through community hospice bereavement programs.

**AD DIMENSIONS / PRICING:**

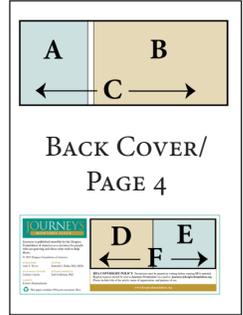
2.4" W x 3" H	\$525
- Portion A (see diagram)	
4.7" W x 3" H	\$700
- Portion B (see diagram)	
7.3" W x 3" H	\$900
- Portion C (see diagram)	
2.2" W x 1.76" H	\$500
- Portion D or E (see diagram)	
4.4" W x 1.76" H	\$700
- Portion F (see diagram)	

\*All pricing is based on a Black and White Text Ad only.  
 \*To include a graphic (black/white), please add \$150.  
 \*Contact HFA for non-profit rates.

Pricing is not yet available for *Journeys special issues*

**DEADLINE:**  
 Artwork/Text due no later than the 12th day of the month prior to run date.

**JOURNEYS AD SIZES:**



**Monthly Circulation: 50,000**

**HIGHLY TARGETED MARKET**

*Journeys* readers are a concentrated group of individuals, each of whom has suffered a loss and knows the challenges and special needs of end-of-life care.

**NATIONAL READERSHIP**

*Journeys* subscribers are located across the country; advertising is a cost-effective way to reach a national audience at a low monthly price.

**EXCLUSIVITY**

The nature and layout of the publication yields an opportunity for just one advertisement opportunity each month, therefore your organization will not have to compete for the attention of the consumer.

**To reserve space, please return Insertion Order/Advertising Agreement to HFA.**

Full payment is required to reserve any ad space. Thank you.

For questions, please contact Kristen Nanjundaram, Manager of Continuing Education and Marketing  
 Tel: 202-457-5811; Toll-Free: 1-800-854-3402; Email: knanjundaram@hospicefoundation.org

# Webinar Programs



## Average Attendance per Program:

96 Individual Registrations

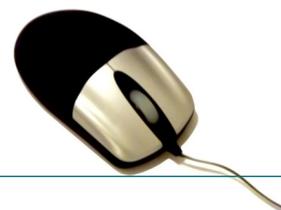
56 Organizations\*

*\*Organizations have a range of anywhere between 2 to 200 attendees per viewing location.*

HFA offers several ongoing webinar programs, available to both individuals and organizations. Each webinar program features experienced professionals offering their own expertise on the topic. On the screen, participants will see the slide presentation and will be able to hear the experts talking and presenting. The live program also provides attendees with the opportunity to email the experts questions that they will discuss and answer during the program's Q & A session. Each webinar program is archived and available for up to a year after its initial live air date.

Previous webinar series include topics dealing with:

- Grief and Loss
- Support Groupss
- Practical Strategies for Clinicians
- Bereavement Camps



## HIGHLY TARGETED MARKET

Webinar participants include a concentrated group of individuals, each of whom has an interest in topics dealing with caregiving, loss, grief, bereavement, and end-of-life care. In addition, more specific webinar topics will relate to an even greater target of professionals.

## NATIONAL VIEWERSHIP

Webinar programs are broadcast nationwide, allowing your organization to reach thousands of participants. HFA webinars are available for viewing for an entire year, so your organization will benefit from the longevity of the course.

## EXCLUSIVITY

Webinar underwriting is limited to only two sponsorships per program, although most webinars have only one sponsor. So, your organization will not have to compete for attention.

## WEBINAR UNDERWRITING:

\$550 per program / \$1,300 per 3-webinar series  
\$1,720 per 4-webinar series

## BENEFITS INCLUDE:

- Branding - Your organization's name and logo will appear on the title slide
- A Verbal Mention - The host of the program will thank your organization for your sponsorship
- An Advertisement - A slide will be presented near the end of the presentation, to provide your name, logo, mission statement, and contact information

## DATES/DEADLINES:

Webinar series are decided several month in advance of the live air date. For exclusivity, webinar underwriting is limited to two sponsorships per program. Please contact HFA for upcoming webinar topics, dates, and availability. Webinar underwriting is granted on a first-come, first-serve basis.

**To sponsor a webinar program**, please contact HFA for dates and availability.  
Full payment is required in advance to sponsor any webinar program. Thank you.

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**For questions**, please contact Kristen Nanjundaram, Manager of Continuing Education and Marketing  
Tel: 202-457-5811; Toll-Free: 1-800-854-3402; Email: [knanjundaram@hospicefoundation.org](mailto:knanjundaram@hospicefoundation.org)

# HFA's Advertising Policy

To further support our mission of education for professionals and the public, HFA accepts advertising under these strict guidelines:

- ◆ HFA will refuse advertisements that are incompatible with its mission, purpose, positions or ethical standards.
- ◆ HFA does not accept political advertising.
- ◆ HFA reserves the right to review advertised materials before accepting an advertisement.
- ◆ HFA may reject any advertisement for any reason.
- ◆ HFA does not endorse any company or product advertised in any of its online or print publications.
- ◆ HFA maintains a distinct separation between advertising content and editorial content. All advertising content in HFA publications is clearly labeled as an advertisement.
- ◆ Reservations: First-come, first-served basis, with payment. Full payment is required to reserve space.
- ◆ HFA cannot assure or guarantee exposure to a minimum number of people for any newsletter or webinar.
- ◆ Refunds for advertisements will not be provided after publication and distribution of the newsletter. HFA will refund 50 percent of the advertising fee to businesses or individuals if advertisements are cancelled less than five business days before their scheduled run date.
- ◆ Artwork: Advertisements must be submitted in either .tif or .jpeg files, or as a high-res PDF file. The minimum resolution for all files is 300dpi. All dimensions listed are width by height in inches.
- ◆ HFA does not provide graphics services.



# Reservation Form

## INSERTION ORDER / ADVERTISING AGREEMENT

### CONTACT INFORMATION

Name of Company/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Email: \_\_\_\_\_

Work Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

I have read and understand HFA's Advertising Policy and agree to the terms of use.

**WEBINAR UNDERWRITING:** \$550 (1 webinar) \$1,300 (3-webinar series) \$1,720 (4-webinar series)

### AD SPACE (PLEASE SELECT YOUR AD OPTION BELOW)

#### JOURNEYS

<u>Ad Selection</u>	<u>Ad Dimensions</u>	<u>Price/Placment</u>	<u>Ad Placement</u> <i>(per diagram, above)</i>
<input type="checkbox"/> Text Ad	2.2" W x 1.76" H	\$500 per month	Portion D or E
<input type="checkbox"/> Text Ad	2.4" W x 3" H	\$525 per month	Portion A
<input type="checkbox"/> Text Ad	4.4" W x 1.76" H	\$700 per month	Portion F
<input type="checkbox"/> Text Ad	4.7" W x 3" H	\$700 per month	Portion B
<input type="checkbox"/> Text Ad	7.3" W x 3" H	\$900 per month	Portion C

\*All pricing is based on a Black and White Text Ad only.

\*To include a graphic (black/white), **please add \$150.**

#### E-NEWSLETTER

<u>Ad Selection</u>	<u>Ad Dimensions</u>	<u>Price/Placement</u>	<u>Price/Multiple</u>
<input type="checkbox"/> Headline Banner	600 x 120 pixels	\$450 one time	\$1,050 three (3) months
<input type="checkbox"/> Banner in Footer	600 x 120 pixels	\$400 one time	\$950 three (3) months
<input type="checkbox"/> Classified Ad	Text only	\$250 per paragraph (25-100 words)	

**Total Amount to be Charged to Credit Card: \$** \_\_\_\_\_

\*See full-page information sheets for deadlines and further details. \*\*Contact HFA for non-profit rates.

### PAYMENT

Check # \_\_\_\_\_  Credit Card (please circle one): VISA / MC / AMEX

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Name (print): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### RETURN COMPLETED FORM TO:

**MAIL:** HFA, 1710 Rhode Island Ave., NW, Suite 400, Washington, DC 20036

**FAX:** 202-457-5815 | **EMAIL:** knanjundaram@hospicefoundation.org

