

Annual Conference Advertising Opportunities

Iowa Alliance in Home Care offers several discounted promotional advertising opportunities specific to the Annual Conference & Expo. Whether you are able to attend the Annual Conference or not, advertising is an excellent opportunity to gain exposure with Iowa home care providers. If an advertising opportunity of interest to you is not listed, please contact IAHC staff for arrangements. Keep in mind that IAHC Non Member pricing is listed. **IAHC members receive a 20% discount off of listed prices, unless stated differently.**

Print Advertising Opportunities

Annual Conference Program Handout

Deadline: April 30, 2010

Price \$600
Item # AR FP

Want an advertisement message that lasts longer than the annual conference? Each attendee is given a program full of information and handouts needed for the education sessions. Attendees take these programs back to their office and share the information with other colleagues.

Full Page (7 ½" X 10") - **IAHC Member BONUS! Purchase a full-page advertisement for only \$480 & receive a special bonus advertisement on the Iowa Home Care Report news blog!**

Price \$400
Item # AR HP

½ Page (7 ½" X 5")

Price \$300
Item # AR QP

¼ Page (7 ½" X 2 ½" or 3 ¾" X 5")



Electronic Advertising Opportunities

News Blog

(Iowa Home Care Report)

Price \$600
Item # AR NB

The Iowa Home Care Report is a vital link between IAHC and its members. This blog is highly visible as members receive notices of new updates and are encouraged to check the blog daily. This electronic advertising medium is an annual listing, and your company logo will be placed on the "front page" with a link directly to your web page.

Email List

Price \$300
Item # AR EL

Per "Email"

This is a great opportunity to network with everyone on IAHC's email list. Whether you are promoting a new product or featuring an existing service, this is a way to have your information blasted to more than 900 home health provider emails. IAHC will execute your email blast. Content is subject to approval by IAHC Executive Director.

Special IAHC Member discount price is \$100!

Web Site

Price \$600
Item # AR WS

The IAHC website (www.iowahomecare.org) hosts important information for not only members, but also other home care providers in Iowa and nearby states. Placing your logo on this highly visible, high-traffic area is a great exposure. Your logo will include a direct link to your website and will be seen by many for one full year.

Other Advertising Opportunities

Literature Stuffer

Price \$300
Item # AR LS

Annual Conference attendees are given a folder (or bag, pending sponsor) with workshop registrations, evaluations, and more. You will be able to add items like flyers and brochures to this folder. Other items, such as CDs or product samples may be included as a stuffer. This is the best way to make sure every attendee receives your information!

Special IAHC Member discount price is \$150!

Print Advertising Specifications

1. Printed sheet fed offset
2. Special copy (including photos, logos, etc.) must be camera-ready or additional expenses will be incurred by the advertiser
3. Format—Digital (no paper copy)
4. Color—CMYK
5. File Type—PDF (preferred) *Note: Most other standard graphic file formats will also be accepted (i.e. .eps, .jpg, .gif)*
6. Orientation—Landscape or Portrait

[CLICK HERE FOR PRINTABLE FORM](#)

[CLICK HERE FOR ONLINE FORM](#)