What’s Inside . . .

CorrectCare™ Advertising ................................. 3-5
Conference Program Advertising ......................... 6-7
Mail List Rental ............................................. 8
Journal of Correctional Health Care ...................... 8
NCCHC Buyers Guide ..................................... 9
The National Commission on Correctional Health Care’s mission is to improve the quality of health care in jails, prisons and juvenile confinement facilities. With support from the major national organizations representing the fields of health, law and corrections, NCCHC’s leadership in setting standards for health services is widely recognized. Building on that foundation, our not-for-profit organization offers a broad array of resources to help correctional health care systems provide efficient, high quality care.

Correctional health care is a vast enterprise, serving over 2.2 million individuals incarcerated in our nation’s correctional institutions. Today, systems and practitioners are better equipped to provide government-mandated health care, but challenges in efficiency and best practices demand solutions. In this flagging economy, however, correctional health care budgets are under intense scrutiny.

Correctional health professionals turn to NCCHC for resources designed to improve health care delivery and outcomes. They consult our website, read our publications and visit our conference exhibit halls to discover new products and services.

The 2013 Marketing and Resource Guide outlines the varied and unique ways your company may gain industry exposure and provide solutions to these highly invested professionals.

CorrectCare™, the industry’s source for correctional health care news, is the most trusted and valued publication in its field. Your company’s message to NCCHC’s constituents will allow you to:

• Market directly to correctional health professionals
• Reach key decision makers and purchasers
• Build brand awareness while showcasing your products and services

Looking for a marketing opportunity not outlined in the Guide? We will work with you to develop a marketing strategy to fit your budget, whether it’s advertising in our publications, exhibiting at our conferences, renting our mailing list or some combination of approaches for maximum exposure. We look forward to helping you reach the correctional health audience this year.

To learn more about these opportunities, contact:
National Commission on Correctional Health Care
Carmela Barhany, Sales Manager | NCCHC
1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: Sales@ncchc.org
Phone: (773) 880-1460 ext. 298 | Fax: (773) 880-2424
14,000 professionals rely on CorrectCare™ for important information from a source they trust. And NCCHC’s quarterly magazine reaches the same audience you want to reach: a broad spectrum of dedicated professionals who make and influence decisions about how best to provide health care in their facility. CorrectCare™ puts your message in front of the people who need—and want—to see it most.

**Readership**
CorrectCare™ is distributed for free to a controlled circulation of 14,000 consisting of Certified Correctional Health Professionals, NCCHC-accredited facilities, members of the Academy of Correctional Health Professionals and other qualified recipients. CorrectCare™ is also available on the NCCHC website, where it is archived as a valued resource and viewed by a vast audience.

**Editorial Scope**
As the voice of the preeminent organization in correctional health care, CorrectCare™ is the most trusted and valued magazine in this field. It features news, articles and commentary on timely and important topics. Wide-ranging coverage addresses clinical and administrative practices for health services delivery, medical updates, governmental activities, law and ethics, professional development and more. Each issue also shares news from NCCHC and its supporting organizations.

**Printed Inserts**
CorrectCare™ accepts loose and tip-in inserts of printed material and CD-ROMs. A sample must be submitted to the editor for approval. Rates and quantities for this customized service will vary; the examples below are based on 15,000 pieces. Additional postal charges may apply. Please call for details.

**Example A:** 4-page brochure, 8 x 10
- Print, insert & mail: 2-color, $6,000; 4-color, $7,600
- Insert & mail: $3,300

**Example B:** CD-ROM in paper jacket
- Insert & mail: $3,500

**Special Discounts for Exhibitors**
Companies exhibiting at NCCHC conferences enjoy numerous benefits, including this special offer.
- Advertise in any regular issue and receive a 10% discount.
- Advertise in three or more issues and receive an additional 10% discount!

To reserve ad space, complete the insertion order form on the following page and return it to NCCHC.

**Your Market, Your Audience**

**Broad-Spectrum Care**
A microcosm of the health care system at large, correctional health care encompasses infectious disease, chronic illness, dental care, mental illness, substance abuse, health education and more. To provide quality care, these professionals rely on products and services such as the following:
- Consultant services
- Contract management services
- Dental supplies
- Educational and reference materials
- Infection control products
- Information systems and medical records technology
- Medical supplies and equipment
- Personal care items
- Pharmaceuticals
- Pharmacy systems and management
- Security products
- Staffing services

**Multidisciplinary Audience**
NCCHC maintains an extensive database of professionals who use our products and services. We can help you tap into the potential of this large and motivated audience.
- Health services administrators
- Medical directors
- Mental health directors
- Directors of nursing
- Physicians
- Dental directors
- Health educators
- Pharmacists
- Sheriffs
- Wardens

For more information:
Carmela Barhany, Sales Manager | NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: Sales@ncchc.org | Phone: (773) 880-1460 ext. 298 | Fax: (773) 880-2424
**Production Schedule**

**Frequency:** Four issues per year.

<table>
<thead>
<tr>
<th>Issue</th>
<th>IO Due</th>
<th>Art Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>27-1</td>
<td>December 14</td>
<td>December 28</td>
<td>February</td>
</tr>
<tr>
<td>27-2</td>
<td>March 15</td>
<td>March 29</td>
<td>May</td>
</tr>
<tr>
<td>27-3</td>
<td>June 14</td>
<td>August</td>
<td>November</td>
</tr>
<tr>
<td>27-4</td>
<td>September 13</td>
<td>September 27</td>
<td></td>
</tr>
<tr>
<td>28-1</td>
<td>December 13</td>
<td>December 27</td>
<td>February</td>
</tr>
</tbody>
</table>

**Ad Rates**

<table>
<thead>
<tr>
<th>Space Sizes</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,925</td>
<td>$1,830</td>
<td>$1,735</td>
<td>$1,640</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>$1,640</td>
<td>$1,555</td>
<td>$1,470</td>
<td>$1,390</td>
</tr>
<tr>
<td>1/2 page vertical or horizontal</td>
<td>$1,445</td>
<td>$1,370</td>
<td>$1,300</td>
<td>$1,230</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$960</td>
<td>$915</td>
<td>$865</td>
<td>$820</td>
</tr>
</tbody>
</table>

- Classified Advertising: $2/word for text-only ads (no logos, graphics, special formatting or color). Box your ad with a solid border for an additional $100.
- NCCHC reserves the right to change rates at any time, and to charge a fee to make copy and design changes.

**Earned Rates**

Earned rates are based on total number of insertions run within the next four issues. Ads need not run consecutively.

- **Color**
  - $250 per color per page or fraction
  - Color charges are in addition to earned b/w rates. For example, a four-color ad costs $1,000 more.

- **Bleed:** No charge.

- **Premium Positions (full page ads only)**
  - Back cover: $1,500
  - Center spread: $1,500
  - Inside front cover: $1,000
  - Inside back cover: $1,000

**Agency Commission**

Recognized advertising agencies receive a 15% discount on gross billing for display ad space and color if paid within 30 days of invoice date. After 30 days, payment of the non-discounted rate is required.

**Ad Specifications**

<table>
<thead>
<tr>
<th>Space Sizes</th>
<th>W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final trim size</td>
<td>8 ½&quot; x 11&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>7 ¾&quot; x 9 ¾&quot;</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8 ¾&quot; x 11 ¼&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4 ½&quot; x 7&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4 ½&quot; x 9 ⅜&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 ¾&quot; x 4 ⅜&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4 ½&quot; x 4 ¼&quot;</td>
</tr>
</tbody>
</table>

- For full page bleed ads, live matter must be no larger than 8 ½" x 11", leaving a one-eighth inch margin on all sides. Text must be at least one-quarter inch from the trimmed page margin.
- Production by offset
- Binding: Saddle stitched
- Ads must be submitted designed, sized and print ready.
- Files accepted:
  - Adobe PDF preferred; must be high-resolution
  - InDesign also accepted; must be accompanied by graphics and font files, and a high-resolution PDF proof
  - Word processing files not accepted
- Media accepted: electronic files via email, CD-ROM or DVD
- Storage: Materials held for one year following publication

**Insert Rates**

- 2-page insert: 3 times the earned B&W rate
- 4-page insert: 5 times the earned B&W rate
- 8-page insert: 8 times the earned B&W rate
- Business Reply Cards: earned B&W rate

**Insert Specifications**

- **2-page or larger**
  - Final trim size: no larger than 8 ½" x 11"
  - Stock: not to exceed 100 lb. uncoated or glossy text
  - Tipped in
- **BRC**
  - Minimum dimensions: 3 ½" high, 5" wide, .007" thick
  - Maximum dimensions: 4 ¼" high, 6" wide, .016" thick
  - Stitched in

**Return Advertising Contract To:**

Carmela Barhany, Sales Manager, NCCHC
1145 W. Diversey Pkwy., Chicago, Illinois 60614
Email: Sales@ncchc.org
Phone: (773) 880-1460 ext. 298, Fax: (773) 880-2424

**Policies**

**Requirements for Acceptance of Advertising**

- All advertising is subject to NCCHC approval. NCCHC reserves the right to reject any advertisement not in keeping with the publication’s standards.
- In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless NCCHC, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

**Policy of Placement of Advertising**

Advertising is interspersed with editorial.

**Cancellation Policy**

Cancellations must be received in writing before the insertion order deadline for each issue. Cancellations received after the insertion order deadline will forfeit the total cost of ad, color and placement.
Advertising company ________________________________________________ Ad agency _____________________________________________
Contact ____________________________________________________________Title ___________________________________
Address ___________________________________________________________________________________________________
City _______________________________________________________________ State __________________ Zip _____________
Phone _____________________________________________________________ Fax ____________________________________
Email ______________________________________________________________ Web ___________________________________
Product to be advertised _____________________________________________ Ad # __________________________________

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 4.
Authorized signature _________________________________________________________________________________ Date ____________

Ad Reservations
Circle the appropriate rate to indicate the ad space to be reserved and the frequency of insertions. Also indicate color charges, if any.
• See instructions for submitting your ad on page 4.

Regular Black & White Rates

<table>
<thead>
<tr>
<th>Display ad size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x +</th>
<th>Color (§250 per)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,925</td>
<td>$1,830</td>
<td>$1,735</td>
<td>$1,640</td>
<td></td>
</tr>
<tr>
<td>Full page bleed</td>
<td>1,925</td>
<td>1,830</td>
<td>1,735</td>
<td>1,640</td>
<td></td>
</tr>
<tr>
<td>1/2 page island</td>
<td>1,640</td>
<td>1,555</td>
<td>1,470</td>
<td>1,390</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>1,445</td>
<td>1,370</td>
<td>1,300</td>
<td>1,230</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>1,445</td>
<td>1,370</td>
<td>1,300</td>
<td>1,230</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>960</td>
<td>915</td>
<td>865</td>
<td>820</td>
<td></td>
</tr>
</tbody>
</table>

Exhibitor Discount Rates (see page 3 for eligibility)

<table>
<thead>
<tr>
<th>Display ad size</th>
<th>Regular Rate</th>
<th>1x or 2x</th>
<th>3x or more</th>
<th>Color (§250 per)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,925</td>
<td>$1,735</td>
<td>$1,540</td>
<td></td>
</tr>
<tr>
<td>Full page bleed</td>
<td>1,925</td>
<td>1,735</td>
<td>1,540</td>
<td></td>
</tr>
<tr>
<td>1/2 page island</td>
<td>1,640</td>
<td>1,475</td>
<td>1,310</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>1,445</td>
<td>1,300</td>
<td>1,155</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>1,445</td>
<td>1,300</td>
<td>1,155</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>960</td>
<td>865</td>
<td>770</td>
<td></td>
</tr>
</tbody>
</table>

Premium Placement
- Back cover $1,500
- Center spread $1,500
- Inside front cover $1,000
- Inside back cover $1,000

Classified Ads
- $2 per word x # of words
- Solid border $100

Total $ ____________________

Insertion Schedule: Please indicate the issues in which the ad will appear.
Issue □ 27-1 (Winter 2013) □ 27-2 (Spring 2013) □ 27-3 (Summer 2013) □ 27-4 (Fall 2013) □ 28-1 (Winter 2014)

Payment
- Our check payable to NCCHC is enclosed.
- Please invoice us. (§30 invoicing fee applies. Purchase order must be enclosed.) PO# _______________________
- Credit card: □ MasterCard □ Visa □ American Express

Card number ____________________________________________________________ CVV_ Expiration date ____________
Billing address (if different from above) ___________________________________
Authorized cardholder signature __________________________________________
Print name _____________________________________________________________ Date ____________________________
Savvy professionals know that NCCHC conferences are the place to be for top-notch education and career advancement. Your ad in a conference program will get the attention of those who want to stay on top of their game. The programs are also posted at the NCCHC website, increasing your exposure exponentially!

**Preliminary Program**
Conference Preliminary Programs are sent to 12,000 correctional health care professionals who are potential attendees. An ad in the Preliminary Program delivers your message to this large and diverse group, even if they do not attend the conference. This opportunity is open to all advertisers, but nonexhibitors pay a premium rate.

**Final Program**
Promote your message and reach potential customers throughout the year by advertising in the Final Program. Distributed on site, this resource directs attendees to educational sessions, exhibit hall events, refreshments, exhibitor locations and more. This is the only official directory for the conference and is an essential reference during and after the event. This opportunity is open only to conference exhibitors.

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**GEO Group Inc. decided to advertise in CorrectCare after one of our physicians recommended the exposure. We were very pleased when the first ad received responses from some outstanding physicians, and the responses only increased with each issue. This definitely has been a successful campaign, and we will be continuing our marketing efforts with CorrectCare.**

Nichole M. Vinci, Manager, National Recruitment, The GEO Group, Inc.
Advertising company ________________________________________ Ad agency ____________________________________________
Contact ____________________________________________________ Title ________________________________________________
Address __________________________________________________________________________________________________
City __________________________________________________________ State __________________ Zip _____________
Phone __________________________________________________________ Fax ______________________________________
Email __________________________________________________________ Web address ___________________________
Product to be advertised __________________________________________ Ad # __________________________________

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 6.
Authorized signature _________________________________________________________________________________ Date ____________

**Ad Reservations**
Circle the appropriate rate to indicate the ad space to be reserved. See instructions for submitting your ad on page 4.

<table>
<thead>
<tr>
<th>NCCCHC Spring Conference on Correctional Health Care</th>
<th>Exhibitor Rate</th>
<th>Nonexhibitor Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preliminary Program</td>
<td>n/a $1,425</td>
<td>$1,575</td>
</tr>
<tr>
<td>Final Program</td>
<td>$950 $1,425</td>
<td>n/a</td>
</tr>
<tr>
<td>Correctional Health Care Leadership Institute</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>n/a $1,425</td>
<td>$1,575</td>
</tr>
<tr>
<td>Final Program</td>
<td>$575 $850</td>
<td>n/a</td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>n/a $1,425</td>
<td>$1,575</td>
</tr>
<tr>
<td>Final Program</td>
<td>$575 $850</td>
<td>n/a</td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>n/a $1,425</td>
<td>$1,575</td>
</tr>
<tr>
<td>Final Program</td>
<td>$950 $1,425</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*Premium placements are available on a space available basis for an additional $1,000.

**Payment**

☐ Our check payable to NCCHC is enclosed.
☐ Please invoice us. ($30 invoicing fee applies. Purchase order must be enclosed.) PO#______________________________
☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express

Card number ____________________________________________ CVV ___________ Expiration date __________________

Billing address (if different from above) _____________________________________________________________

Authorized cardholder signature ______________________________________________________________________

Print name __________________________________________ Date __________________________

**Return to:**
Carmela Barhany, Sales Manager | NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: Sales@ncchc.org | Phone: (773) 880-1460 ext. 298 | Fax: (773) 880-2424
Estimated Counts

The lists are updated continually, but here’s a sampling of counts for commonly requested categories:

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentists</td>
<td>300</td>
</tr>
<tr>
<td>Health Services Administrators</td>
<td>1,100</td>
</tr>
<tr>
<td>Medical Directors</td>
<td>700</td>
</tr>
<tr>
<td>Mental Health Professionals</td>
<td>1,000</td>
</tr>
<tr>
<td>Nurses</td>
<td>6,400</td>
</tr>
<tr>
<td>Physicians</td>
<td>2,244</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work Setting</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Corrections</td>
<td>1,200</td>
</tr>
<tr>
<td>Jail</td>
<td>5,700</td>
</tr>
<tr>
<td>Juvenile Facility</td>
<td>2,600</td>
</tr>
<tr>
<td>Prison</td>
<td>2,600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sub-Group</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy of Correctional Health Professionals</td>
<td>700</td>
</tr>
<tr>
<td>Certified Correctional Health Professionals</td>
<td>2,100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>9,800</td>
</tr>
<tr>
<td>Male</td>
<td>6,300</td>
</tr>
</tbody>
</table>

Total U.S. 34,800

Journal of Correctional Health Care

NCCHC’s quarterly journal packs a big impact.

Published by Sage, *JCHC* offers many valuable features, including a robust, fully searchable website at Sage Journals Online. Opportunities include print, online and mobile advertising; email marketing; supplements; reprints; sponsored subscriptions and more.

How does this benefit you?

An internationally renowned publisher of scholarly, educational and professionals journals, Sage uses its marketing power to build circulation. Your ad will reach a large audience, including many institutional subscribers such as universities and medical libraries. As always, *JCHC* is sent to all Academy of Correctional Health Professionals members, ensuring that your message is seen by the most elite individuals in this field. Enjoy bonus distribution at NCCHC’s spring and fall conferences.

For complete advertising information, please visit http://jchc.sagepub.com, or contact sales representative Diane Diamond at 267-282-5468 or diane.diamond@sagepub.com.
NCCHC Buyers Guide

NCCHC enhanced correctional health care professionals’ competitive advantage in 2013 with the updated Buyers Guide. This online resource connects them with the suppliers they need faster, providing a comprehensive list of only the products and services relevant to correctional health care. Users have multiple methods to survey the digital landscape. They can find businesses through either a powerful yet simple search tool, or with an index of precise categories and headings.

For advertisers, the NCCHC Buyers Guide represents a digital focal point for connecting to their core market. With flexible campaign and inventory options, the Guide gives businesses more ways to deliver their message to a qualified audience year-round without the limitations of pay-per-click.

Pricing and placement opportunities include the following:

- $150 Priority Placement
- $200 Keyword Search Package
- $350 Video-Enhanced Listing
- $395 Completed Web-Enabled Listing
- $1,150 3rd Place Premium Placement
- $1,350 2nd Place Premium Placement
- $1,500 1st Place Premium Placement
- $1,500 Product Showcase Ad
- $2,500 Featured Companies
- $5,000 Banner Program

Powered by MultiView, the Buyers Guide is available at www.ncchc.org. For more information, call 800-816-6710, or email ncchc@multiview.com.

Tap into the incredible network of the National Commission on Correctional Health Care with the NCCHC Buyers Guide. Powered by MultiView, the Guide is the premier search tool for correctional healthcare practitioners. Find the suppliers and services you need, within the network of the association you trust.

Simplifind your search today at www.ncchc.org.