Marketing and Resource Guide

2016

Conferences
Advertising
Sponsorship
CorrectCare®
Exhibits
Mailing Lists

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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 delivery 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.

A Growing Market ... Filled With Opportunities ... NCCHC Can Help You Reach Your Customers

Correctional health care serves more than 2.2 million individuals incarcerated in our nation’s correctional institutions each year. These individuals often have more health needs than the general population and require medical and mental health services and treatments.

Today, the correctional system is under increased scrutiny and the subject of study and attention. However, in these tough economic times, correctional health care budgets are tight, and effective solutions are required.

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

The 2016 Marketing and Resource Guide outlines the many ways your company can gain industry exposure and provide solutions to these results-oriented professionals.

CorrectCare® is the only magazine in North America for correctional health care professionals. Trusted and valued, it is a unique platform for outreach to these medical and mental health care providers. By targeting NCCHC’s constituents you can:

• Market directly to correctional health professionals
• Reach key decision makers and purchasers
• Build brand awareness by 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 a combination of approaches for maximum exposure. We look forward to helping you reach your correctional health audience.

We can help you build your business! Contact:

Carmela Barhany, Exhibits & Advertising Sales Manager
National Commission on Correctional Health Care
1145 W. Diversey Parkway
Chicago, IL 60614
Tel: 773-880-1460, ext. 298
sales@ncchc.org
The NCCHC sales team can put together a comprehensive package to help grow your visibility and increase your business. Exhibition packages, sponsorship opportunities and a solid advertising program can make a real difference in reaching decision makers in the field.

Call us today to discuss creating a cost-effective integrated marketing program to help reach the dedicated professionals involved in correctional health care.

**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, NCCHC constituents are seeking products in the following areas:

- Dental care and supplies
- Dialysis services
- Disaster planning
- Education and training
- Electronic health records
- Health care management
- Health care staffing
- Infection control products
- Information technology services
- Medical devices and equipment
- Medical supplies
- Mental health services
- Optometry services
- Pharmaceuticals
- Pharmacy services
- Safety equipment
- Substance abuse treatment and services
- Suicide prevention

**Multidisciplinary Audience**
NCCHC maintains an extensive database of professionals who work in the field and use our products and services to help you tap into the potential of this large and motivated audience.

- Dental directors
- Directors of nursing
- Health educators
- Health services administrators
- Medical directors
- Mental health directors
- Nurses
- Pharmacists
- Physician assistants
- Physicians
- Psychiatrists
- Psychologists
- Sheriffs
- Social workers
- Wardens

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**Number of individuals incarcerated annually**

2.2 million

**Size of prison health care market**

$7.7 Billion


Reach the Entire Field

NCCHC programs attract health care professionals who work in every segment of the correctional system.

- Jails
- Prisons
- Juvenile detention/confinement facilities
- Federal agencies
- State DOC/agencies
Conference Exhibitions

GAIN VISIBILITY, New Connections and New Business

The professionals who attend NCCHC conferences are the leaders and hands-on practitioners in the field. As an exhibitor, you have an unparalleled opportunity to help them find new ways to provide high quality care. Each year, conference surveys show that attendees place a high value on the time they spend in the exhibit hall. They come looking for ways to improve health services in their facilities, and they want to forge solid relationships with the companies they select.

With such enthusiastic interest in products and services geared toward the correctional health field, NCCHC conferences are the ideal venue for your company to build recognition and relationships with these important contacts.

Call to discuss rates for a cost-effective booth, sponsorship opportunities and other ways to increase your visibility.

Spring Conference on Correctional Health Care

April 9–12, Gaylord Opryland Resort, Nashville

With nearly 1,000 attendees, the Spring Conference is a major event for correctional health care professionals. Attendees come to advance their knowledge and skills, earn continuing education credit, network with colleagues and investigate products and services.

Correctional Health Care Leadership Institutes

July 15–16, The Westin Copley Place, Boston

This intensive two-day seminar provides essential hands-on training for clinical practitioners, medical and mental health directors, health administrators and others. Designed and taught by nationally recognized experts, this program for correctional health care leaders is the only one of its kind.

Correctional Mental Health Care Conference

July 17–18, The Westin Copley Place, Boston

NCCHC and an impressive roster of partners host a two-day event focused on helping correctional health professionals and administrators address the many challenges of providing care to the growing population of incarcerated patients with mental illness and substance abuse problems.

National Conference on Correctional Health Care

October 22-26, Paris Hotel, Las Vegas

This high-profile conference is unequaled in the quality and breadth of its education—and its attendees. Established in 1977, this meeting attracts 2,000 professionals for five days of high-intensity programming, abundant networking and the largest exhibition in this field.

Sign up today at www.ncchc.org/conference-exhibits

This is a great group of professionals to network with. We follow this meeting nationally and have made great relationships.

—2014 Conference Exhibitor
EXPAND YOUR REACH Through Sponsorships

Maximize your exposure by sponsoring sessions and events at NCCHC conferences. As a sponsor, you’ll enjoy recognition through signage for your booth, sponsor ribbons, high-profile acknowledgement in the final program and more.

Let us customize your message with an exclusive conference package.
CALL FOR DETAILS!
Call 773-880-1460, ext. 298, or email sales@ncchc.org.

Educational Support
NCCHC educational experts assemble high-level conference sessions. Your sponsorship supports speakers and makes the session possible. With NCCHC’s expertise, the session will provide continuing education credits valued by attendees. What about a well-known national keynote speaker? You can help us start the event with a WOW!

Product Theater
Your company can provide a medical or health care expert to address the audience over a meal. While attendees do not receive continuing education credits, it is a unique visibility opportunity for your company … and providing breakfast or lunch guarantees a great crowd.

Exhibit Hall Luncheon
Keep the action going on the show floor with lunch in the exhibit hall. Attendees love this amenity.

Refreshment Breaks
Coffee breaks, snacks in the afternoon, continental breakfast to get the day off right – we can put together delicious, cost-effective options.

Additional Sponsorships
More opportunities are available for special receptions, conference padfolios, show bags, lanyards, key cards, hall banners, aisle signs and more!

NEW! Conference Mobile App
Connect with attendees in a new way with exclusive sponsorship of the NCCHC Conference App. Put your name in front of attendees every time they check their phones!

What Are Attendees Looking For?
85% are looking for new products and services!
51% want to meet with current suppliers!
90% visited the exhibits two or more times!

Attendees Are Decision Makers With Authority
Health Services, Dental or Mental Health Staff 25%
Department Managers/Supervisors 11%
Facility Medical Directors, Directors of Nursing and Other Directors 11%
Health Services Administrators 9%
State Medical Directors 3%
*Source: National Conference 2014

Call NCCHC today at 773-880-1460, ext. 298, or email sales@ncchc.org!
CorrectCare® is the ONLY magazine published for the correctional health field. Reach your target audience of health care professionals via this focused, trusted and unique publication.

More than 12,000 professionals rely on CorrectCare® for important information from a source they trust. 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—it most.

Readership
CorrectCare® is distributed for free in print and digital formats to a controlled circulation of 12,000 consisting of Certified Correctional Health Professionals, NCCHC-accredited facilities, members of the Academy of Correctional Health Professionals and other qualified recipients. According to the latest readership study, 84% pass their copy along or file it for future reference. CorrectCare® is also available on the NCCHC website, where it is archived as a valued resource.

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 vary; the examples below are based on 12,000 pieces. Additional postal charges may apply. Please call for details.

Critical Issues, Valued Content
Articles in the past year included:
— Class Action Claims: Gluing Together Systemwide Judicial Relief
— The Clinician’s Responsibility in Promoting Staff-Engaged Infection Control Programs
— Cost-Effective Model for Juvenile Detention
— Effective Management of the Prison Dental Program
— How to Recognize and Manage Neurological Diseases of the Aging
— The Medical Risks of Chronic Alcohol Use
— Minimize Compassion Fatigue, Avoid Burnout and Reignite Your Passion
— Music Therapy Tames Symptoms of Behavioral and Mental Health Problems
— A Patient Safety Model for Correctional Practice
— PREA: Transforming Culture and Practice in All Correctional Facilities
— Quality Improvement Studies as Evidence in Inmate Litigation
— The Sovereign Citizen Movement: What Mental Health Professionals Need to Know
— Understanding Anticoagulant and Anti-Platelet Agents and Related Lab Tests

The One and Only
CorrectCare® is the number-one publication for correctional health care experts, leaders and practitioners!

To reserve ad space, complete the insertion order form on page 8 and return it to NCCHC.

For more information: Carmela Barhany, Exhibits & Advertising Sales Manager | Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298
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>30-1, Winter 2016</td>
<td>December 4</td>
<td>December 18</td>
<td>February 2016</td>
</tr>
<tr>
<td>30-2, Spring 2016</td>
<td>March 18</td>
<td>April 1</td>
<td>May 2016</td>
</tr>
<tr>
<td>30-3, Summer 2016</td>
<td>June 17</td>
<td>July 1</td>
<td>August 2016</td>
</tr>
<tr>
<td>30-4, Fall 2016</td>
<td>September 16</td>
<td>September 30</td>
<td>November 2016</td>
</tr>
<tr>
<td>31-1, Winter 2017</td>
<td>December 16</td>
<td>December 30</td>
<td>February 2017</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>$2,085</td>
<td>$1,980</td>
<td>$1,880</td>
<td>$1,775</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$1,775</td>
<td>$1,680</td>
<td>$1,590</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 vertical/horizontal</td>
<td>$1,565</td>
<td>$1,480</td>
<td>$1,405</td>
<td>$1,335</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,040</td>
<td>$985</td>
<td>$935</td>
<td>$885</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

- 2-color $500
- 3-color $750
- 4-color $1,000

Bleed: No charge

Premium Positions (full page ads only)

- Back cover: $1,500
- Inside front cover: $1,000
- Inside back cover: $1,000
- Center spread: $750

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 nondiscounted rate is required.

Ad Specifications

**Space Sizes**

<table>
<thead>
<tr>
<th>W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final trim size</td>
</tr>
<tr>
<td>Full page bleed</td>
</tr>
<tr>
<td>Full page non-bleed</td>
</tr>
<tr>
<td>1/2 page island</td>
</tr>
<tr>
<td>1/2 page vertical</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
</tr>
<tr>
<td>1/4 page</td>
</tr>
</tbody>
</table>

For full page ads with bleed, trim size is 8 1/2" x 11", with 1/8" bleed on all sides. Text (live matter) must be at least 1/2" from the trim edge.

- 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 1/2" x 11"
- Stock: not to exceed 100 lb. uncoated or glossy text
- Tipped in

BRC

- Minimum dimensions: 3 1/2" high, 5" wide, .007" thick
- Maximum dimensions: 4 1/4" high, 6" wide, .016" thick
- Stitched in

Return Advertising Contract and Materials To:
NCCHC, 1145 W. Diversey Pkwy., Chicago, IL 60614
Email: sales@ncchc.org; fax: 773-880-2424

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 Place 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 7. 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 page 7 for color charges.
• See instructions for submitting your ad on page 7.

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</th>
</tr>
</thead>
<tbody>
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<td>$1,590</td>
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<td>________</td>
</tr>
<tr>
<td>1/2 vertical/horizontal</td>
<td>$1,565</td>
<td>$1,480</td>
<td>$1,405</td>
<td>$1,335</td>
<td>________</td>
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<tr>
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<td>$985</td>
<td>$935</td>
<td>$885</td>
<td>________</td>
</tr>
</tbody>
</table>

Premium Placement
- Back cover: $1,500 ________
- Center spread: $750 ________
- 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 ☐ 30-1 (Winter 2016) ☐ 30-2 (Spring 2016) ☐ 30-3 (Summer 2016) ☐ 30-4 (Fall 2016) ☐ 31-1 (Winter 2017)

Payment
☐ Our check payable to NCCHC is enclosed.
☐ Please invoice us. 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 ___________________________
Decision makers 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 more than 10,000 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.

**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.

**Program Ad Specifications**

- NCCHC conference programs run full page ads only:
  - For full page ads with bleed, trim size is 8 1/2” x 11”, with 1/8” bleed on all sides. Text (live matter) must be at least 1/2” from the trim edge.
  - Non-bleed ads should be 8 x 10 1/2.
- Recognized advertising agencies receive a 15% commission discount on gross billing for ad space and color if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.
- NCCHC reserves the right to change rates at any time.
- NCCHC reserves the right to charge a fee to make copy and design changes.
- Premium spots may include inside front cover, inside back cover and schedule facing page.
- Bag inserts are available for an additional charge with the purchase of a program ad.

**Insertion Schedule**

<table>
<thead>
<tr>
<th>Event</th>
<th>Preliminary Program Distribution</th>
<th>Final Program Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Conference on Correctional Health Care</td>
<td>November 21</td>
<td>April 9</td>
</tr>
<tr>
<td>Correctional Health Care Leadership Institutes</td>
<td>June 2</td>
<td>July 15</td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td>June 2</td>
<td>July 17</td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td>May 13</td>
<td>June 24</td>
</tr>
<tr>
<td></td>
<td>Sept. 2</td>
<td>Oct. 22</td>
</tr>
</tbody>
</table>

Management in correctional medicine is encountering issues unheard of even 5 or 10 years ago. Our constant adaptation and never-ending learning to address those issues while maintaining morale, harmony, patient advocacy and productivity within our staff is in the forefront of our daily practice. It’s comforting to know we all share the same challenges, and have resources within the NCCHC family to share with and learn from.

—2015 Conference Attendee
Conference Programs Advertising Contract — 2016

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 9.
Authorized signature ___________________________________________ Date ________________

Ad Reservations
Circle the appropriate rate to indicate the ad space to be reserved. Please submit your ad to sales@ncchc.org.

<table>
<thead>
<tr>
<th></th>
<th>Exhibitor Rate</th>
<th>Nonexhibitor Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Color</td>
<td>Color</td>
</tr>
<tr>
<td>Premium Placement*</td>
<td>$1,495</td>
<td>$1,655</td>
</tr>
<tr>
<td></td>
<td>$1,495</td>
<td>$1,655</td>
</tr>
<tr>
<td></td>
<td>$895</td>
<td>$895</td>
</tr>
<tr>
<td></td>
<td>$895</td>
<td>$895</td>
</tr>
<tr>
<td></td>
<td>$1,495</td>
<td>$1,655</td>
</tr>
<tr>
<td></td>
<td>$1,495</td>
<td>$1,655</td>
</tr>
</tbody>
</table>

*Premium placements are sold on a space available basis for an additional $500.
**Bag inserts are available for $250 with the purchase of a program ad.

Payment
☐ Our check payable to NCCHC is enclosed.
☐ Please invoice us. 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:
NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298 | Fax: 773-880-2424 — 10 —
More Opportunities

Promote your product or service using one of the most cost-effective marketing tools available: the mail

Renting the NCCHC mailing list is an effective way to communicate with our constituents, letting them know you are eager to conduct business with them and maintaining a top-of-mind presence throughout the year. Our list offers direct access to thousands of engaged correctional health care professionals. Multiple selections and regular updates make it easy to deliver your message to your exact target audience and maximize response rates.

Segments

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

<table>
<thead>
<tr>
<th>Total U.S.</th>
<th>39,100</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job Title</strong></td>
<td></td>
</tr>
<tr>
<td>● Nurses</td>
<td>7,800</td>
</tr>
<tr>
<td>● Physicians</td>
<td>2,400</td>
</tr>
<tr>
<td>● Mental Health Professionals</td>
<td>500</td>
</tr>
<tr>
<td>● Dentists</td>
<td>300</td>
</tr>
<tr>
<td><strong>Work Setting</strong></td>
<td></td>
</tr>
<tr>
<td>● Jail</td>
<td>6,100</td>
</tr>
<tr>
<td>● Prison</td>
<td>3,300</td>
</tr>
<tr>
<td>● Juvenile Facility</td>
<td>2,600</td>
</tr>
<tr>
<td>● Department of Corrections</td>
<td>1,300</td>
</tr>
<tr>
<td><strong>Subgroup</strong></td>
<td></td>
</tr>
<tr>
<td>● Certified Correctional Health Professionals</td>
<td>2,600</td>
</tr>
<tr>
<td>● Academy of Correctional Health Professionals Members</td>
<td>600</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>● Female</td>
<td>19,300</td>
</tr>
<tr>
<td>● Male</td>
<td>17,000</td>
</tr>
</tbody>
</table>

More Opportunities

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. *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 Cameron Shannon at 805-410-7313 or cameron.shannon@sagepub.com
NCCHC Buyers Guide

NCCHC enhances correctional health care professionals’ competitive advantage in 2016 with the user-friendly 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
- $499 Completed Web-Enabled Listing
- $1,150 3rd Place Premium Placement
- $1,350 2nd Place Premium Placement
- $1,500 1st Place Premium Placement
- $1,599 Product Showcase Ad
- $3,399 Featured Companies
- $3,599 Banner Position

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