Marketing and Resource Guide

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 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 Big Market... Filled with Needs...
Let NCCHC Be Your Marketing Partner

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, systems and practitioners are better equipped to provide government-mandated health care. However, in these tough economic times, correctional health care budgets are under intense scrutiny and new solutions may be required.

Correctional health professionals turn to NCCHC for resources 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 2014 Marketing and Resource Guide outlines the many ways your company can gain industry exposure and provide solutions to these highly invested professionals.

CorrectCare® is the only magazine in North America for correctional health care. Trusted and valued, it is a unique platform for outreach to these unique medical and mental health care providers. 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 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, Sales Manager
1145 W. Diversey Parkway
Chicago, IL 60614
Tel: 773-880-1460 ext. 298
Sales@ncchc.org
Your Product, Our Constituents

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 how we can support you in creating a cost-effective integrated marketing program to help you reach the dedicated professionals involved in NCCHC.

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 and services such as the following:
- 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 use our products and services. We can 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
- Social workers
- Sheriffs
- Wardens

Reach the Entire Field
NCCHC programs attract health care professionals who work in every segment of the correctional system.
- Federal agencies
- Jails
- Juvenile detention/facilities
- Prisons
- State DOC/agencies

Number of individuals incarcerated annually
2.2 million

Size of prison health care market
$9.3 Billion
*2009
GET VISIBILITY, new connections and new business

Year after 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.

Our attendees are the leaders and hands-on practitioners in this field. As an exhibitor, you have an unparalleled opportunity to help them find new ways to provide high quality care.

Get a cost-effective booth today and and call us to discuss sponsorships and other ways to increase your visibility.

Spring Conference on Correctional Health Care
April 5-8 – Atlanta
With nearly 1,000 attendees, the Spring conference is a major event for correctional health care. Attendees come to advance their knowledge and skills, earn continuing education credit, network with colleagues and investigate products and services.

Correctional Health Care Leadership Institute
July 18-19 – Denver (Broomfield)
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, the newest program from NCCHC is the only one of its kind.

Correctional Mental Health Care Conference
July 20-21 – Denver (Broomfield)
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 adequate care to the growing population of incarcerated patients with mental illness and substance abuse problems.

National Conference on Correctional Health Care
October 18-22 – Las Vegas
This high-profile conference is unequalled in the quality and breadth of its education—and of 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/events/conferences

“The NCCHC conference was truly a remarkable experience. The presenters, moderators and organizers were well-organized, research-oriented and patient-focused. I gained information and made professional relationships I could only have gained at the NCCHC conference. I will definitely attend more NCCHC conferences in the future.”

—2012 Attendee
EXPAND YOUR REACH With Sponsorships

Maximize your exposure by sponsoring NCCHC sessions and events at our 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 us for details! Call 773-880-1460 or email Sales@ncchc.org.

Educational Support
NCCHC educational experts will put together a high-level conference session. 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 opportunity for visibility 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 cost-effective hearty options.

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

Get your message across and make a splash! Call NCCHC today at 773-880-1460 ext. 298 or Sales@ncchc.org!

What Are Attendees Looking For?
- 86% are looking for new products and services!
- 54% want to meet with current suppliers!
- 94% visited the exhibits two or more times!

Attendees Are Decision Makers With Authority
- State Medical Director 4%
- Facility Medical Director, Director of Nursing and Other Directors 20%
- Health Services Administrator 13%
- Department Manager/Supervisor 14%
- Health Services, Dental or Mental Health Staff 26%

*Source: National Conference 2012
CorrectCare® is the ONLY magazine published for the correctional health field. Reach your target audience of health care professionals in this focused, trusted and unique publication.

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.

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 14,000 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!

Critical Issues, Valued Content
Articles in the last year included:
- Data Integrity Project Improves Behavioral Health Care
- D-Day with a Correctional EMR
- Emergency Severity Index for Individualized Patient Triage
- Fetal Alcohol Spectrum Disorders in Corrections
- Health Care Reform: What’s Next for Corrections?
- Hip Replacement and a Death Row Inmate
- How One County Jail Changed the Grievances Paradigm
- Inappropriate Medications in Jails and Prisons
- Private Provider Liability in 8th Amendment-Based Damages Actions
- Stroke: The Importance of Early Detection and Treatment
- Traumatic Brain Injury

WHAT DO THEY READ?
The survey says...
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.
Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>IO Due</th>
<th>Art Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>28-1</td>
<td>December 13</td>
<td>December 27</td>
<td>February</td>
</tr>
<tr>
<td>28-2</td>
<td>March 14</td>
<td>March 28</td>
<td>May</td>
</tr>
<tr>
<td>28-3</td>
<td>June 13</td>
<td>June 27</td>
<td>August</td>
</tr>
<tr>
<td>28-4</td>
<td>September 12</td>
<td>September 26</td>
<td>November</td>
</tr>
<tr>
<td>29-1</td>
<td>December 5</td>
<td>December 19</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>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>

 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 nondiscounted rate is required.

Ad Specifications

<table>
<thead>
<tr>
<th>Space Sizes</th>
<th>W</th>
<th>x</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final trim size</td>
<td>8 1/2”</td>
<td>x</td>
<td>11”</td>
</tr>
<tr>
<td>Full page</td>
<td>7 1/2”</td>
<td>x</td>
<td>9 1/4”</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8 3/4”</td>
<td>x</td>
<td>11 1/4”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4 1/2”</td>
<td>x</td>
<td>7”</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4 3/8”</td>
<td>x</td>
<td>9 3/8”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 3/4”</td>
<td>x</td>
<td>4 3/4”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4 3/8”</td>
<td>x</td>
<td>4 3/4”</td>
</tr>
</tbody>
</table>

- For full page bleed ads, live matter must be no larger than 8 1/2” 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 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, Illinois 60614
Email: Sales@ncchc.org; 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.
CorrectCare® Advertising Contract — 2014

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 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 ($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.

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 ____________________________________________________________________ Date __________
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 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. This opportunity is open only to conference exhibitors.

Program Ad Specifications
- Size: All conference program ads are 8.5 x 11 (width x height)
- If ads have bleeds, they should be 8.75” x 11.25”. Text should be at least 0.25” from the trimmed page margin.
- 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.

Insertion Schedule

<table>
<thead>
<tr>
<th>Conference Program</th>
<th>IO/Art Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCCHC Spring Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 5–8, Atlanta</td>
<td>Dec. 13</td>
<td>Jan. 10</td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>March 5</td>
<td>April 5</td>
</tr>
<tr>
<td>Final Program</td>
<td>June 10</td>
<td>July 18</td>
</tr>
<tr>
<td>Correctional Health Care Leadership Institutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 18–19, Denver (Broomfield)</td>
<td>June 10</td>
<td>July 20</td>
</tr>
<tr>
<td>Final Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 20–21, Denver (Broomfield)</td>
<td>June 10</td>
<td>July 20</td>
</tr>
<tr>
<td>Final Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 18–22, Las Vegas</td>
<td>May 19</td>
<td>June 9</td>
</tr>
<tr>
<td>Preliminary Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>Sept. 11</td>
<td>Oct. 18</td>
</tr>
</tbody>
</table>

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.
**Conf**

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>B &amp; W</td>
<td>Color</td>
</tr>
<tr>
<td>NCCHC Spring Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>n/a</td>
<td>$1,425</td>
</tr>
<tr>
<td>Final Program</td>
<td>$950</td>
<td>$1,425</td>
</tr>
<tr>
<td>Correctional Health Care Leadership Institutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>$575</td>
<td>$850</td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>$575</td>
<td>$850</td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>n/a</td>
<td>$1,425</td>
</tr>
<tr>
<td>Final Program</td>
<td>$950</td>
<td>$1,425</td>
</tr>
</tbody>
</table>

*Premium placements are available on a space available basis for an additional $500. Includes a discount on bag inserts (where available).

Payment

- 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:

NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: Sales@ncchc.org | Phone: 773-880-1460 ext. 298 | Fax: 773-880-2424
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>37,850</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job Title</strong></td>
<td></td>
</tr>
<tr>
<td>Dentists</td>
<td>300</td>
</tr>
<tr>
<td>Health Services Administrators</td>
<td>1,200</td>
</tr>
<tr>
<td>Medical Directors</td>
<td>700</td>
</tr>
<tr>
<td>Mental Health Professionals</td>
<td>1,100</td>
</tr>
<tr>
<td>Nurses</td>
<td>7,000</td>
</tr>
<tr>
<td>Physicians</td>
<td>2,400</td>
</tr>
<tr>
<td><strong>Work Setting</strong></td>
<td></td>
</tr>
<tr>
<td>Department of Corrections</td>
<td>1,400</td>
</tr>
<tr>
<td>Jail</td>
<td>6,100</td>
</tr>
<tr>
<td>Juvenile Facility</td>
<td>2,800</td>
</tr>
<tr>
<td>Prison</td>
<td>2,800</td>
</tr>
<tr>
<td><strong>Sub-Group</strong></td>
<td></td>
</tr>
<tr>
<td>Academy of Correctional Health Professionals Members</td>
<td>700</td>
</tr>
<tr>
<td>Certified Correctional Health Professionals</td>
<td>2,200</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>10,600</td>
</tr>
<tr>
<td>Male</td>
<td>6,900</td>
</tr>
</tbody>
</table>

Renting the NCCHC 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.

WHERE WILL YOU FIND YOUR NEXT GREAT HIRE?

Find your next lead with the National Commission on Correctional Health Care mailing list, a proven tool to reach over 30,000 physicians, nurses, mental health care providers, medical directors, nurses and other allied health professionals and administrators. Pinpoint your audience by job title, work setting and demographics. No other marketing channel allows you such a targeted marketing opportunity.

www.InfocusLists.com/lists/NCCHC

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Journal of Correctional Health Care

NCCHC’s quarterly journal packs a big impact.

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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 2014 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.

**Buyers Guide Statistics for 2013**

11,800+ page views  
5,100+ visits

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
- **$7,500**  
  Peel Back Ad

Powered by MultiView, the Buyers Guide is available at [www.ncchc.org](http://www.ncchc.org). For more information, call 800-816-6710, or email ncchc@multiview.com.

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**Simplifind**

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](http://www.ncchc.org).