Tap Into NCCHC’s Audiences
Our Constituents, Your Customers

Correctional health care serves nearly 2.2 million individuals incarcerated in our nation’s correctional institutions, people who often have more health needs than the general population and require medical and mental health services and treatments. But correctional health care budgets are tight. Effective solutions are urgently sought after.

Correctional health professionals and administrators trust NCCHC and turn to us 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 Marketing and Resource Guide outlines the many ways your company can gain industry exposure to these results-oriented professionals and provide them with the solutions they need.

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 can help you build your business! Contact:
Stana Manojlovic, Exhibits & Advertising Manager
National Commission on Correctional Health Care
1145 W. Diversey Parkway, Chicago, IL 60614
Tel: 773-880-1460, ext. 298
sales@ncchc.org
Your Product + Our Constituents = Success

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.

**Sought-After Products**
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. NCCHC constituents are seeking products in the following areas:

- Dental care and supplies
- Dialysis services
- 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 of correctional health care.

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

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**Number of incarcerated individuals**

2.2 million

**Size of prison health care market**

$8.1 Billion

*2017, The Pew Charitable Trusts

**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
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.

NCCHC conferences are the ideal venue for your company to build recognition and relationships with these important contacts.

Spring Conference on Correctional Health Care

May 2-5, 2020
Hyatt Regency Atlanta
With nearly 1,000 attendees, the Spring Conference is a major event for correctional health professionals. Attendees come to advance their knowledge and skills, earn continuing education credit, network with colleagues and investigate products and services.

$1,700/$1,900 for a booth

Correctional Mental Health Care Conference

July 19-20, 2020
Hyatt Regency Denver at Colorado Convention Center
This two-day event focuses on helping 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.

$1,000 for a tabletop exhibit

National Conference on Correctional Health Care

Oct. 31-Nov. 4, 2020
Paris Hotel, Las Vegas
This high-profile conference is unequaled in the quality and breadth of its education and its attendees, attracting as many as 2,000 professionals for five days of high-intensity programming, abundant networking and the largest exhibition in this field.

$2,200-$2,700 for a booth

What Are Attendees Looking For?

82% are looking for new products and services!
50% want to meet with current suppliers!
89% visited the exhibits two or more times!

Attendees Are Decision Makers With Authority

Health Services, Dental or Mental Health Staff 23%
Department Managers/Supervisors 13%
Facility Medical Directors and Directors of Nursing 11%
Health Services Administrators 9%
State Medical Directors 3%

*Source: National Conference 2018

"NCCHC staff was great to work with! They answered all my questions throughout the process and were a delight to meet in person."

—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 acknowledgment in the program and more.

Educational Support
NCCHC education experts assemble high-level conference speakers and sessions that provide continuing education credits valued by attendees. Your sponsorship can support speakers and make the session possible while providing high visibility for you. Or how about a well-known national keynote speaker? You can help us start the event with a WOW!

Product Theater
Providing a health care expert to address the audience is a unique visibility opportunity for your company ... and providing a meal or refreshments 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 start 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!

Conference Mobile App and Online Community
Connect with attendees in the palm of their hands with sponsorship of the NCCHC conference app. Put your name in front of attendees every time they check their phones.
The NCCHC app creates an online community with group discussions that start before the conference begins and last well after it ends, so your message stays in front of attendees for maximum impact!

55% of attendees signed in to the app/community
On average, attendees spent almost 6.5 minutes per visit
(2018 data)

Options include banner ads, footer ads, customized app notifications and more.
Availability is limited!

Call NCCHC today at 773-880-1460, ext. 298, or email sales@ncchc.org!
Decision makers know that NCCHC conferences are the place to be!

Conference programs are posted on the conference website, increasing your exposure exponentially!

**Preliminary Program**
An ad in the Preliminary Program delivers your message to more than 10,000 correctional health care professionals who are potential attendees.

**Final Program**
Distributed on-site, this resource directs attendees to educational sessions, exhibit hall events, refreshments, exhibitor locations and more. This program is an essential reference during and after the event.

### Production Schedule

<table>
<thead>
<tr>
<th>Conference/Program</th>
<th>IO/Art Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring Conference on Correctional Health Care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>November 25</td>
<td>December</td>
</tr>
<tr>
<td>Final Program</td>
<td>March 23</td>
<td>May 2</td>
</tr>
<tr>
<td><strong>Correctional Mental Health Care Conference</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>June 15</td>
<td>July 19</td>
</tr>
<tr>
<td><strong>National Conference on Correctional Health Care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>April 20</td>
<td>May</td>
</tr>
<tr>
<td>Final Program</td>
<td>September 7</td>
<td>October 31</td>
</tr>
</tbody>
</table>

### AD RATES*

<table>
<thead>
<tr>
<th></th>
<th>Full page color only</th>
<th>Exhibitor Rates</th>
<th>Nonexhibitor Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular Premium</td>
<td>Regular Premium</td>
<td></td>
</tr>
<tr>
<td><strong>Spring Conference on Correctional Health Care</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>$1,650 $2,175</td>
<td>$1,830 $2,355</td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>$1,650 $2,175</td>
<td>$1,830 $2,355</td>
<td></td>
</tr>
<tr>
<td><strong>Correctional Mental Health Care Conference</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>$990 $1,515</td>
<td>$1,200 $1,725</td>
<td></td>
</tr>
<tr>
<td><strong>National Conference on Correctional Health Care</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
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<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>$1,650 $2,175</td>
<td>$1,830 $2,355</td>
<td></td>
</tr>
<tr>
<td>Bag Insert</td>
<td>$ 500 ($250 with purchase of a program ad; final programs only)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Premium placement includes: Inside Front Cover, Inside Back Cover, and Facing Schedule and are sold on a space-available basis.

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

**Requirements**

- Conference programs run full-page ads only.
- Ads must be submitted designed, sized and print-ready.
- 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

**Ad Dimensions**

- Full Page Bleed 8 ¼” x 11¼”
- Full Page Nonbleed 8” x 10½”

Text (live matter) must be 1/2” from trim edge for bleed ads

**Rates**

NCCHC reserves the right to change rates at any time, and to charge a fee to make copy and design changes.

**Acceptance of Advertising**

All advertising is subject to NCCHC approval. NCCHC reserves the right to reject any advertisement not in keeping with the organization’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.

**Cancellation Policy**

Cancellations must be received in writing before the insertion order deadline. Cancellations received after the insertion order deadline will forfeit the total cost of ad, color and placement.

Bag inserts are also available. Please call 773-880-1460 for details.
Company _____________________________________________________________ Ad agency ________________________________
Contact _______________________________________________________________ Title _______________________
Address ________________________________________________________________________________________________________
City __________________________________________________________________ State ____________________ Zip ______________
Phone ________________________________________________________________ Fax ______________________________________
Email _________________________________________________________________ Web _______________________
Product to be advertised _________________________________________________

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

<table>
<thead>
<tr>
<th>Full page color only</th>
<th>Exhibitor Rates</th>
<th>Nonexhibitor Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular</td>
<td>Premium*</td>
</tr>
<tr>
<td>Spring Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>$1,650</td>
<td>$2,175</td>
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<tr>
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<tr>
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<td>$1,650</td>
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<td>Bag Insert</td>
<td>$500</td>
<td>($250 with purchase of a program ad; final programs only)</td>
</tr>
</tbody>
</table>

*Premium placement includes: Inside Front Cover, Inside Back Cover and Facing Schedule.

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.

Payment
Amount Due:__________________________________________
☐ Our check payable to NCCHC is enclosed.
☐ Please invoice us. Purchase order must be enclosed. PO#____________________
☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

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
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 14,000 professionals rely on CorrectCare® for important information from a source they trust. NCCHC’s quarterly magazine reaches a broad spectrum of dedicated professionals who make and influence decisions about 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 14,000 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. 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. Rates and quantities for this customized service vary. Please call for details.

Critical Issues, Valued Content
Articles in the past year included:
- Busting the Myths Around Opioid Treatment in Jails
- Clinical Update: Control of Measles in a Custodial Setting
- Communicable Disease: Dilemmas in Correctional Health Systems
- Federal Judge Orders Jail to Continue Methadone Treatment for New Inmate
- High-Risk Situations for Diabetes Patients
- LGBTQ+ Detainees Find Community in Supportive Groups
- Meeting the Challenge of Mental Illness Behind Bars
- Nurse Practitioners in Corrections: What Is Their Role?
- Spotlight on the Standards: Receiving Screening
- Surviving Your Job With Style — Rule #1: Refuse to Be a Victim
- Transforming Our Approach to Chronic Pain Patients
- Triaging Medical Intake Exams to Identify High-Risk Patients
- Youth With a Terminal Diagnosis: Tips for Appropriate Management and Care

The One and Only
CorrectCare® is the No. 1 publication for correctional health care experts, leaders and practitioners!

To reserve ad space, complete the order form on page 10.

For more information: Stana Manojlovic, Exhibits & Advertising 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>Contract Due</th>
<th>Art Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>34-1, Winter 2020</td>
<td>December 20</td>
<td>January 3</td>
<td>February 2020</td>
</tr>
<tr>
<td>34-2, Spring 2020</td>
<td>March 20</td>
<td>April 3</td>
<td>May 2020</td>
</tr>
<tr>
<td>34-3, Summer 2020</td>
<td>June 26</td>
<td>July 10</td>
<td>August 2020</td>
</tr>
<tr>
<td>34-4, Fall 2020</td>
<td>September 18</td>
<td>October 2</td>
<td>November 2020</td>
</tr>
<tr>
<td>35-1, Winter 2021</td>
<td>December 21</td>
<td>January 8, 2021</td>
<td>February 2021</td>
</tr>
</tbody>
</table>

**CorrectCare® Advertising Rates**

NCCHC reserves the right to change rates at any time, and to charge a fee to make copy and design changes.

**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.

**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.

**AD SPECIFICATIONS**

**Requirements**

- Ads must be submitted designed, sized and print-ready.
- 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
- Production by offset
- Binding: Saddle stitched

**Ad Dimensions**

- Full Page Bleed: 8 1/2" x 11 1/4"  
  - Text (live matter) must be 1/2" from trim edge for bleed ads
- Full Page Nonbleed: 8" x 10 1/2"
- 1/2 page vertical: 4 1/2" x 9 7/8"
- 1/4 page: 4 1/2" x 4 3/4"
- 1/2 page island: 4 1/2" x 7"

**AD RATES**

<table>
<thead>
<tr>
<th>2020</th>
<th>4-Color**</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREQUENCY</td>
<td>1X</td>
<td>2X</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,800</td>
<td>$4,690</td>
</tr>
<tr>
<td>Inside Cover (Front or Back)</td>
<td>$4,300</td>
<td>$4,190</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,300</td>
<td>$3,190</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>$2,960</td>
<td>$2,855</td>
</tr>
<tr>
<td>Half Page (Vertical or Horizontal)</td>
<td>$2,730</td>
<td>$2,635</td>
</tr>
<tr>
<td>Quarter Page (Vertical only)</td>
<td>$2,145</td>
<td>$2,090</td>
</tr>
<tr>
<td>Classified Advertising</td>
<td>$2.20 per word for text-only ads (no logos, graphics, special formatting or color), $100 additional for a solid border.</td>
<td></td>
</tr>
</tbody>
</table>

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

**2- and 3-color rates also available.**

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.

For more information: Stana Manojlovic, Exhibits & Advertising Manager | Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298
Ad Reservations

Place an “X” for the following four categories. Refer to page 9 for pricing and production schedule.

<table>
<thead>
<tr>
<th>Ad Size/Location</th>
<th>Color</th>
<th>Frequency</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>Four-Color</td>
<td>1 Time</td>
<td>34-1, Winter 2020</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Black &amp; White</td>
<td>2 Times</td>
<td>34-2, Spring 2020</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>3 Times</td>
<td>34-3, Summer 2020</td>
</tr>
<tr>
<td>Full Page</td>
<td></td>
<td>4+ Times</td>
<td>34-4, Fall 2020</td>
</tr>
<tr>
<td>1/2 Island</td>
<td></td>
<td></td>
<td>35-1, Winter 2021</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classified</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classified With Border</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

Payment

Amount Due: __________________________

☐ Our check payable to NCCHC is enclosed.

☐ Please invoice us. Purchase order must be enclosed. PO# __________________________

☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card number _______________ CVV ___________ Expiration date ___________

Billing address (if different from above) ____________________________________________

Authorized cardholder signature __________________________________________________

Print name ___________________________ Date ________________________
Two Ways to Advertise

NCCHC’s new e-newsletter is designed for the way readers consume content today.

CorrectCare Extra is emailed to 21,000+ correctional health professionals every other week — 26 issues a year — to keep them informed of industry news and important NCCHC updates. CorrectCare Extra uses artificial intelligence to deliver the most pertinent news to each individual reader, based on their past newsletter reading preferences.

Advertise with an eye-catching banner ad or through a teaser linked to your own sponsored thought leadership content. **Limited to two banner ads and two thought leadership links per issue!**

Reserve your space now and reach executives, practitioners, administrators and other decision makers.

Production Schedule

CorrectCare Extra is sent every other Thursday, 26 issues per year.

Materials are due one week prior to publication date.

Thought Leadership Article Link

Promote your thought leadership with a headline and description (up to 200 characters — client provided) with a link to your landing page, and an image (175 x 175 pixels or smaller). To submit, email sales@ncchc.org.

Thought leadership content is subject to approval by NCCHC. For best results, NCCHC recommends interesting, nonpromotional content.
**CorrectCare Extra**

**Rates**

**SCHEDULE A FULL YEAR AND SAVE 50%!**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>26x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad (550x150)</td>
<td>$1,000</td>
<td>$4,500</td>
<td>$8,000</td>
<td>$13,000</td>
</tr>
<tr>
<td>Thought Leadership Link</td>
<td>$1,200</td>
<td>$5,400</td>
<td>$9,700</td>
<td>$15,600</td>
</tr>
</tbody>
</table>

Recognized advertising agencies receive a 15% discount on gross billing if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

**Deadline & Submission**

**Materials due:** One week prior to publication date. For the 2/27 issue, for instance, materials are due on 2/20. For the 3/11 issue, materials are due on 3/4. Published every two weeks on Thursday.

Please send digital ad materials to sales@ncchc.org.

**Policies**

**Rates**

NCCHC reserves the right to change rates at any time and to charge a fee to make copy and design changes.

**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.

**Limit and Placement**

To provide content of greatest interest to our readers, advertising is limited to one banner or one thought leadership article link per issue per advertiser. There is no guarantee of category exclusivity, but banners or content from advertisers in the same category will not be placed adjacent to each other.

**Cancellation Policy**

Cancellations must be received in writing before the submission deadline for each issue. Cancellations received after the submission deadline will forfeit the total cost of ad, color and placement.

**Requirements**

- **Banner Ad Size:** 550x150 pixels
- **File formats accepted:** JPG, PNG, GIF (Flash SF not supported)
- **Maximum file size:** 40 KB
- **Image color mode:** RGB (not CMYK)
- **Image resolution:** 72 dpi

To maximize impact on mobile devices, keep text brief and use the largest text size possible.

**For GIFs with Animation**

Please use slow animation (no blinking ads permitted)

Maximum 5 layers

**Note:** Include important information in the first frame for banners as Outlook doesn’t support animated files.

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For more information

Stana Manojlovic, Exhibits & Advertising Manager

Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298
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 and maintain a top-of-mind presence throughout the year. Our list offers direct access to thousands of engaged correctional health 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 (August 2019 figures):

<table>
<thead>
<tr>
<th>Total U.S.</th>
<th>51,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW! Email addresses</td>
<td>27,300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Title</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>9,800</td>
</tr>
<tr>
<td>Physicians</td>
<td>2,700</td>
</tr>
<tr>
<td>Mental Health Professionals</td>
<td>1,200</td>
</tr>
<tr>
<td>Administrators</td>
<td>550</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>400</td>
</tr>
<tr>
<td>Dentists</td>
<td>320</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work Setting</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jail</td>
<td>7,200</td>
</tr>
<tr>
<td>Prison</td>
<td>4,000</td>
</tr>
<tr>
<td>Juvenile Facility</td>
<td>2,700</td>
</tr>
<tr>
<td>Department of Corrections</td>
<td>1,400</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Subgroup</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Correctional Health Professionals</td>
<td>4,100</td>
</tr>
<tr>
<td>Academy of Correctional Health Professionals Members</td>
<td>330</td>
</tr>
</tbody>
</table>

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 50,000 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.

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NCCHC mailing lists

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www.InfocusMarketing.com/lists/NCCHC

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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 conferences.

For complete advertising information, please visit jchc.sagepub.com, or contact sales representative Cody Michel at 805-410-7231 or cody.michel@sagepub.com.
NCCHC Buyers Guide

Enhance your competitive advantage with the user-friendly Buyers Guide.

This online resource connects correctional health professionals with the suppliers they need, promoting products and services relevant to correctional health care.

Users find businesses through a simple yet powerful 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 your core market. With flexible campaign and inventory options, the Guide gives you more ways to deliver your message to a targeted audience year-round without the limitations of pay-per-click.

Pricing and placement opportunities include the following:

- **Priority Placement** $150
- **Keyword Search Package** $200
- **Video-Enhanced Listing** $350
- **Completed Web-Enabled Listing** $499
- **3rd Place Premium Placement** $1,150
- **2nd Place Premium Placement** $1,350
- **1st Place Premium Placement** $1,500
- **Product Showcase Ad** $1,599
- **Featured Content** $2,999
- **Jumbotron** $3,000
- **Featured Companies** $3,399
- **Box Ad** $3,599
- **Leaderboard** $3,599
- **Catfish (floats at the bottom of the guide)** $7,500

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

More Opportunities

**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 health care practitioners. Find the suppliers and services you need, within the network of the association you trust.

Simplifind your search today at [www.ncchcbuyersguide.com](http://www.ncchcbuyersguide.com)