

2024

Marketing Guide



PRINT | DIGITAL | CONFERENCE | SPONSORSHIP | EXHIBIT



**NATIONAL COMMISSION
ON CORRECTIONAL HEALTH CARE**

NCCHC.org

Tap Into NCCHC's Audiences

Our Constituents, Your Customers

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Correctional health care serves nearly 1.8 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 resources, talent, time, and money are tight. Effective solutions are urgently sought.

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 NCCHC Marketing 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:

Mary Mac Kinnon, Exhibits & Sales 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
- Diagnostic equipment and services
- Dialysis services
- Education and training
- Electronic health records
- Health care management
- Health care staffing
- Infection control products
- Information technology services
- Medical devices, equipment, and supplies
- Mental health services
- Optometry services and supplies
- Pharmaceuticals
- Pharmacy services
- Safety equipment
- Substance use disorder 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
- Therapists/Counselors
- Wardens

Number of incarcerated individuals

1.8 million



Size of prison health care market

\$13 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 Exhibits

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

April 27-30, 2024

Marriott St. Louis Grand

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

\$2,200 standard / \$2,700 prime

Correctional Mental Health Care Conference

July 21-22, 2024

Sheraton San Juan, Puerto Rico

This 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.

\$1,400 for a tabletop exhibit

National Conference on Correctional Health Care

October 19-23, 2024

Paris Las Vegas Hotel

This high-profile conference is unequalled in the quality and breadth of its education and its attendees, attracting as many as 1,600 professionals for five days of high-intensity programming, abundant networking, and the largest exhibition in this field.

\$2,600 standard / \$3,200 prime

The country's largest gatherings of correctional health professionals!



"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

What Are Attendees Looking For?

89% visited the exhibits two or more times!
78% are looking for new products and services!
49% want to meet with current suppliers!

**Source: National Conference 2022*

Attendees Are Decision Makers With Authority

Nurses/NPs **30%**
Administrators **16%**
Physicians/PAs **13%**
Mental Health/Social Work/Case Management **10%**
Executive Leaders **9%**
Custody **2%**
Dental/Pharmacy **2%**

**Preliminary 2023 National Conference Attendees*

Conference Sponsorship

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 offering a meal or refreshments guarantees a great crowd.

Exhibit Hall Luncheon/Welcome Reception

Get attention in the Exhibit Hall with the welcome reception or lunch. Attendees love this amenity.

Refreshment Breaks

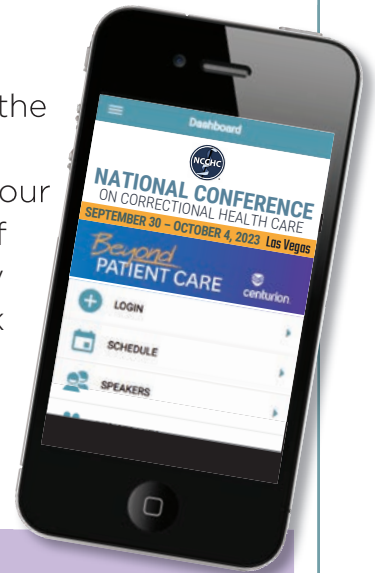
Coffee breaks, snacks in the afternoon, continental breakfast to start the day off right – we can put together delicious, cost-effective options.

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

Connect with attendees with sponsorship of the NCCHC conference app. Put your name in front of attendees every time they check their phones.



At the
2022 National Conference
attendees used the
app **19,600** times

Webinar Sponsorship

Sponsoring an NCCHC educational webinar is a great way to get your name in front of potential customers – they can tune in right from their home or workplace. Free sponsored webinars attract 300-1,000 participants!

Call NCCHC today at **773-880-1460, ext. 298**,
or email **sales@ncchc.org**!

Conference Program Advertising

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 25,000 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

Conference/Program	IO/Art Due	Distribution
Spring Conference on Correctional Health Care		
Preliminary Program	January 6, 2024	January 2024
Final Program	March 18, 2024	April 27, 2024
Correctional Mental Health Care Conference		
Preliminary Program	March 1, 2024	March 2024
Final Program	June 10, 2024	July 21, 2024
National Conference on Correctional Health Care		
Preliminary Program	July 1, 2024	July 2024
Final Program	September 9, 2024	October 19, 2024

AD RATES*

Full page color only	Exhibitor Rates		Nonexhibitor Rates
	Regular	Premium*	Regular
Spring Conference on Correctional Health Care			
Preliminary Program	\$1,650	\$2,175	\$2,000
Final Program	\$1,650	\$2,175	\$2,000
Correctional Mental Health Care Conference			
Preliminary Program	\$1,200	\$1,600	\$1,600
Final Program	\$1,200	\$1,600	\$1,600
National Conference on Correctional Health Care			
Preliminary Program	\$1,650	\$2,175	\$2,500
Final Program	\$1,650	\$2,175	\$2,500
Conference Bag Insert	\$950 (\$500 with purchase of a program ad)		\$2,000

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

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 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.

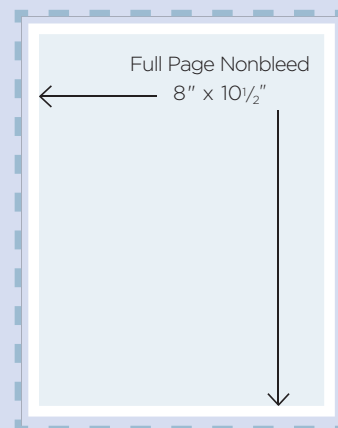
AD SPECIFICATIONS

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 3/4" x 11 1/4" →



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

2024 Conference Program Advertising Contract

Company _____ Ad agency _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

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.

Full page color only	IO/Art Due	Exhibitor Rates		Nonexhibitor Rates
		Regular	Premium*	Regular
Spring Conference on Correctional Health Care				
Preliminary Program	1/6/24	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,000
Final Program	3/18/24	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,000
Correctional Mental Health Care Conference				
Preliminary Program	3/1/24	<input type="radio"/> \$1,200	<input type="radio"/> \$1,600	<input type="radio"/> \$1,600
Final Program	6/10/24	<input type="radio"/> \$1,200	<input type="radio"/> \$1,600	<input type="radio"/> \$1,600
National Conference on Correctional Health Care				
Preliminary Program	7/1/24	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,500
Final Program	9/9/24	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,500
Conference Bag Insert Materials due to NCCHC one month before each conference	Spring 4/4/24 National 9/9/24	<input type="radio"/> \$950 (\$500 with purchase of a program ad)		<input type="radio"/> \$2,000

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.

Payment

Amount Due: _____

☐ Our check payable to NCCHC is enclosed.

☐ Please invoice us.

☐ 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

Web Retargeting

Reach NCCHC's **200,000+**
Annual Web Visitors

GUARANTEED DIGITAL REACH TO NCCHC ONLINE AUDIENCE

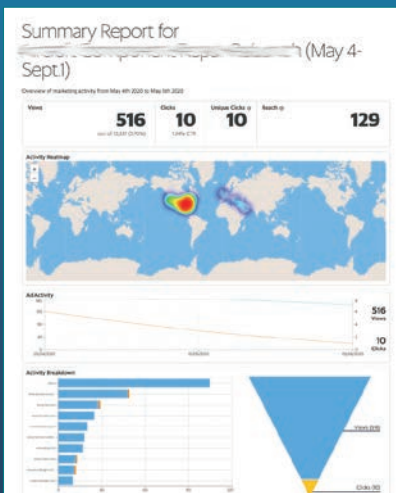
Retarget our audience of correctional health professionals with your message and exponentially increase your visibility to the RIGHT people. Our audience becomes your audience with retargeting. Access NCCHC website visitors and retarget them with your digital ads anywhere they visit online.

Quality Audience

Don't rely on broad, generic targeting on common ad platforms. Stand out by showcasing your brand to those who are most interested in your products and services.

Easy to Use

You provide up to four standard digital ad sizes. NCCHC does the rest. Your ad will appear on brand-safe sites across the internet to put your message wherever our visitors go. Access real-time reports showing number of impressions, clicks, and geographical reach.



Track Your Success With Your
Personal Real-Time Dashboard

IMPRESSIONS | CLICKS | LOCATIONS

How it Works

STEP 1. Prospects visit NCCHC website. ...



STEP 2.

Your ad is served to them on other web-sites they visit.



STEP 3. Interested readers click on your ad and go to your site.

Ad Specifications

.jpg or .gif static images only; no flash

Leaderboard 728x90

Wide Skyscraper 160x600

Square Pop-Up 300x250

Mobile (optional) 320x50

Please allow 7 days for campaign setup.

Choose Your Package

Package Price	Duration	# of Impressions
Basic \$2,000	3 Months	50,000
Standard \$3,000	3 Months	100,000
Premium \$5,000	3 Months	200,000

2024 NCCHC Web Retargeting Advertising Contract

Company _____ Ad agency _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

I agree to the terms and conditions of this contract, including adherence to the specifications and policies.

Authorized signature _____ Date _____

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 our standards. 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.

Privacy

Individuals are not identified as all data is provided in aggregate.

Cancellation Policy

Cancellations must be received in writing before the campaign start date. Cancellations received after the campaign begins will forfeit the total cost of the campaign.

Ad Reservations

Please indicate your package choice below.

Ad Package

☐ Basic (\$2,000)
50,000 Impressions

☐ Standard (\$3,000)
100,000 Impressions

☐ Premium (\$5,000)
200,000 Impressions

Enter the exact URL where you would like to send your audience when ads are clicked.

Enter the start date for your campaign. Please allow 7 days for setup. _____

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.

▶▶▶ Email all ad materials to Sales@ncchc.org.

Payment

Amount Due: _____

☐ Our check payable to NCCHC is enclosed.

☐ Please invoice us.

☐ 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

Digital E-Newsletter

CorrectCare Extra

Two Ways to Advertise

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

CorrectCare Extra is emailed to 20,000+ 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.

Banner Ads

Get great visibility with an eye-catching graphic linking to your landing page or site.

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. Thought leadership content is subject to approval by NCCHC. Unique, nonpromotional content will garner the most leads.

Rates

Schedule a Full Year and Save 50%!

	1x	6x	12x	26x
Banner Ad (600x150)	\$1,000	\$4,500	\$8,000	\$13,000
Thought Leadership Link (250 x 250 sq. or larger)	\$1,200	\$5,400	\$9,700	\$15,600

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.

FANTASTIC OPEN AND CLICK RATES!

Total
open rate:
60%

Unique
open rate:
37%

Total
click rate:
7%

Thursday, July 13, 2023

Subscribe



CorrectCare Extra

A publication of the National Commission on Correctional Health Care

Banner Ad

EXPERIENCE. STABILITY. COMMITMENT.

RAISING THE STANDARD OF CORRECTIONAL HEALTH CARE.



Wexford Health
SOURCES INCORPORATED

CLICK TO LEARN MORE



Sponsored Content

Radar-Based Sensor Saves Life of Hong Kong Inmate

Toronto-based technology company Xandar Kardian makes radar sensors that are revolutionizing proactive healthcare monitoring for incarcerated individuals. A recent incident in Hong Kong underscores the impact that real-time vital sign monitoring can have for correctional facilities and inmate health. Visit Xandar Kardian in booth 533 at the NCCHC conference to learn more.

[Read More](#)



National Commission on Correctional Health Care

Outstanding Second Quarter Shows Importance of CCHP Program

169 individuals earned their CCHPs in the second quarter, representing the best second quarter recorded.

[Read More](#)

NCCHC News

NCCHC Updates Position Statement on Breastfeeding in Correctional Settings

NCCHC supports and recommends making accommodations for nursing individuals in custody.

[Read More](#)



NCCHC Event

VIRTUAL Mental Health Care Conference

August 2-3. If you can't make it to Washington, DC, for the Correctional Mental Health Care Conference, sign up for virtual online exclusive sessions and highlights from the in-person event! Catch up on best practices and new ideas for improving the quality of behavioral health care wherever you are.

[Read More](#)



SPECIFICATIONS

Banner Ad Size: 600x150 pixels.

Thought Leadership Graphic Size: Square, 250x250 pixels or larger

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 as Outlook doesn't support animated files.

Deadline & Submission

Materials due: One week prior to publication date. Published every two weeks on Thursday.

For more information, contact Mary Mac Kinnon, Exhibits & Sales Manager

Email: sales@ncchc.org | **Phone:** 773-880-1460, ext. 298

2024 CorrectCare® Extra Advertising Contract

Send all ad materials to sales@ncchc.org.

Company _____ Ad agency _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 11.

Authorized signature _____ Date _____

Ad Reservations

Place an "X" for the following options. Fill in the desired frequency.

Ad Type	Frequency
<input type="radio"/> Banner Ad	Times _____
<input type="radio"/> Thought Leadership	Times _____

	1x	6x	12x	26x
Banner Ad (600x150)	\$1,000	\$4,500	\$8,000	\$13,000
Thought Leadership Link (250 x 250 sq. or larger)	\$1,200	\$5,400	\$9,700	\$15,600

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.

Policies

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 the ad.

Payment

Amount Due: _____

☐ Our check payable to NCCHC is enclosed.

☐ Please invoice us.

☐ 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

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.

Thousands of professionals rely on *CorrectCare*® for important information from a source they trust. NCCHC's 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 (circulation 7,000) and digital (25,000) formats to Certified Correctional Health Professionals, NCCHC-accredited facilities, 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.

The One and Only

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

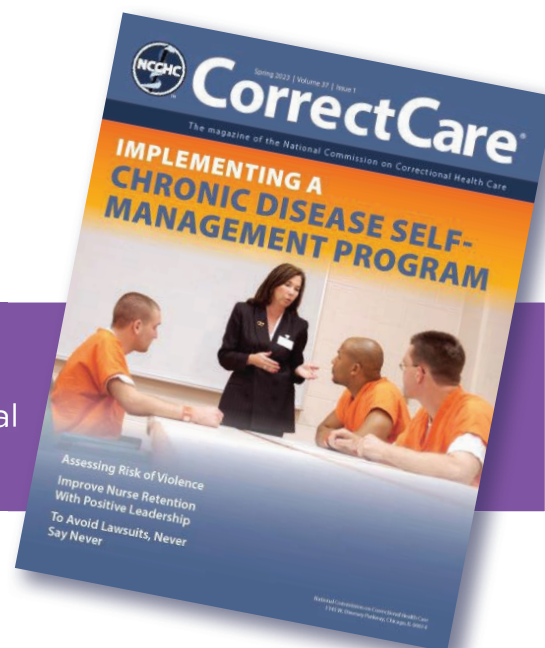
Printed Inserts

CorrectCare® accepts loose and tip-in inserts of printed material. Rates and quantities for this customized service vary. Please call for details.

Critical Issues, Valued Content

Articles in the past year included:

- Assessing Risk of Violence
- Clinical Dangers of Cognitive Biases
- Hunger Strikes and Food Refusals
- Implementing a Chronic Disease Self-Management Program
- Improve Nurse Retention Through Positive Leadership
- The Oral-Systemic Link
- To Avoid Lawsuits, Never Say Never



To reserve ad space, complete the order form on page 14.

For more information: Mary Mac Kinnon, Exhibits & Sales Manager | **Email:** sales@ncchc.org | **Phone:** 773-880-1460, ext. 298

Production Schedule

Frequency: Two print issues per year with additional digital distribution.

Issue	Contract Due	Art Due	Distribution
38-1, Spring 2024	February 16	February 23	April 2024
38-2, Fall 2024	August 2	August 9	September 2024

AD RATES*				
2023	4-Color**		Black & White	
FREQUENCY	1X	2X	1X	2X
Back Cover	\$5,050	\$4,930		
Inside Cover (Front or Back)	\$4,520	\$4,400		
Full Page	\$3,470	\$3,350	\$2,420	\$2,300
Half Page Island	\$3,110	\$3,000	\$2,060	\$1,950
Half Page (Vertical or Horizontal)	\$2,870	\$2,770	\$1,820	\$1,720
Quarter Page (Vertical only)	\$2,260	\$2,200	\$1,200	\$1,150

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

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Rates

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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.

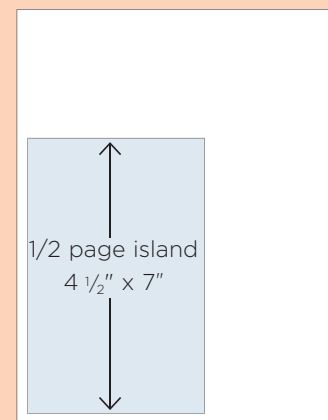
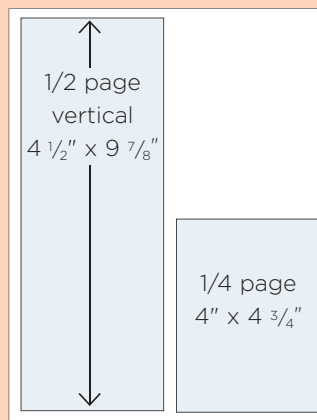
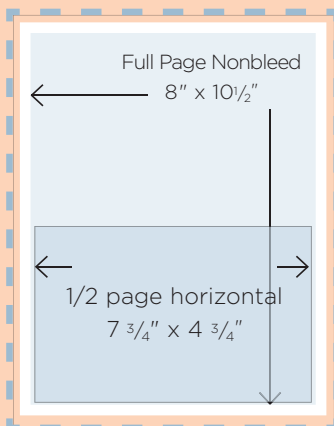
AD SPECIFICATIONS

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 $8\frac{3}{4}" \times 11\frac{1}{4}"$ → Text (live matter) must be 1/2" from trim edge for bleed ads



2024 CorrectCare[®] Advertising Contract

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 13.

Authorized signature _____ Date _____

Ad Reservations

Place an "X" for the following four options. **Refer to page 13 for pricing and production schedule.**

Ad Size/Location		Color	Frequency	Issue
<input type="radio"/> Back Cover	<input type="radio"/> 1/2 Island	<input type="radio"/> Four-Color	<input type="radio"/> 1 Time	<input type="radio"/> 38-1, Spring 2024
<input type="radio"/> Inside Front Cover	<input type="radio"/> 1/2 Vertical	<input type="radio"/> Black & White	<input type="radio"/> 2 Times	<input type="radio"/> 38-2, Fall 2024
<input type="radio"/> Inside Back Cover	<input type="radio"/> 1/2 Horizontal			
<input type="radio"/> Full Page	<input type="radio"/> 1/4 Page Vertical			

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.

☐ 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

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 2023 figures):

Total U.S. **78,500**

Email addresses **52,200**

Job Title

● Nurses	9,800
● Physicians	2,600
● Mental Health Professionals	1,200
● Administrators	570
● Nurse Practitioners	400
● Dentists	320

Work Setting

● Jail	7,600
● Prison	4,300
● Juvenile Facility	2,700
● Department of Corrections	1,400

Subgroup

● Certified Correctional Health Professionals	3,800
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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 71,000 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.InfocusMarketing.com/lists/NCCHC

INFOCUS MARKETING Contact INFOCUS Today!
sales@infocusmarketing.com
800.708.5478 • www.infocusmarketing.com

www.InfocusMarketing.com

NCCHC's bimonthly journal packs a **BIG** impact.

Journal of Correctional Health Care, the official journal of the National Commission on Correctional Health Care, is the only national, peer-reviewed scientific journal to focus on this complex and evolving field. It is the primary resource for the latest research and developments in this area.

High-impact opportunities for you include:

Print, web, and email advertising • Educational supplements • Expert roundtables Reprints • Sponsored subscriptions • and much more!

Your message will reach a highly engaged audience of journal subscribers and NCCHC constituents, plus enjoy bonus distribution at NCCHC conferences.

For complete information and to customize an advertising strategy, contact Joann Mitchell, Global Sales Manager, at 973-464-3602 or jmitchell@liebertpub.com.



More Opportunities

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.

Buyers Guide Statistics for 2022

513 visits | **864** page views

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
\$2,999	Featured Content
\$3,000	Jumbotron
\$3,399	Featured Companies
\$3,599	Leaderboard
\$7,500	Catfish (floats at the bottom of the guide)

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

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



NCCHC Foundation



New Partnership Opportunities with NCCHC Foundation

As we continue our mission of support for correctional health care patients and professionals, we are creating and deploying more opportunities to support workforce development. We invite you to join us in generating more awareness and interest in employment opportunities in our field.

NEW! Careers in Correctional Health Care Page

www.ncchc.org/correctional-health-care-careers

We will be driving visitors to this page through:

- Google search advertising
- Regular features in CorrectCare Extra (distribution 20,000+)
- Inclusion on our scholarship emails (distribution 30,000)
- Links on the page to scholarship applications
- Social Media
- NCCHC Blog

Your banner ad will be featured on the page, linking to your website or your career opportunities page. This is a terrific opportunity to increase your reach and visibility to people who are exploring correctional health care careers. As a pilot, we are offering this option at a great value – **\$1,500 for six consecutive months.**

Banner Ad Size: 600x150 pixels.

File formats accepted: JPG, PNG

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.

We do not accept animated GIFs.

NEW! Recruiting Video

NCCHC and the Foundation are producing a video on careers in correctional health care to be released in January 2024. It will be distributed to students and early career professionals to share the commitment and passion of those in the field.

Distribution:

- NCCHC Email Announcement
- NCCHC Correctional Health Care Careers Web Page
- Social Media
- NCCHC Blog
- YouTube
- Outreach to medical schools, nursing programs, appropriate health care specialty associations, NCCHC supporting organizations, and more

Sponsors (maximum 3) will receive acknowledgement in the video and on promotional materials. The cost for sponsorship is \$5,000. Sponsors will be acknowledged with their name and logo in the video.

To discuss partnerships and funding opportunities with the NCCHC Foundation, contact:
Susan Schultze, Executive Director
Email: SusanSchultze@ncchcfoundation.org
Phone: 773-880-1460, ext. 290

