CorrectCare Extra
A publication of the National Commission on Correctional Health Care

Thursday, August 11, 2023

Wexford Health
Committed to Corrections
Be part of our three decades of bettering lives.

NEW POSITION STATEMENT ON TRAUMA-RESPONSIVE CARE FOR YOUTHS

The commission endorses the call to end harmful practices to youth and create trauma-informed care environments.

WEXFORD HEALTH SERVICES

NEW IN HEPATITIS, WHAT'S NEXT?

NCCHC is an collaborative of organizations that develop recommendations in their respective fields.

PRINT | DIGITAL | CONFERENCE | SPONSORSHIP | EXHIBIT

NATIONAL COMMISSION ON CORRECTIONAL HEALTH CARE
Tap Into NCCHC’s Audiences
Our Constituents, Your Customers

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 correctional health care budgets 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 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:

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
- 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 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
- 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
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 29-May 2, 2023
Hilton New Orleans Riverside

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.

$2,000 standard / $2,500 prime

Correctional Mental Health Care Conference

July 15-16, 2023
Hyatt Regency, Washington, DC

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.

$1,200 for a tabletop exhibit

National Conference on Correctional Health Care

Sept. 30-Oct. 4, 2023
Paris Las Vegas Hotel

This high-profile conference is unequaled in the quality and breadth of its education and its attendees, attracting as many as 1,500 professionals for five days of high-intensity programming, abundant networking, and the largest exhibition in this field.

$2,500 standard / $3,000 prime

What Are Attendees Looking For?

88% visited the exhibits two or more times!

79% are looking for new products and services!

48% want to meet with current suppliers!

*Source: National Conference 2021

 Attendees Are Decision Makers With Authority

Nurses 28%
Physicians/PAs 23%
Administrators 7%
Psychiatrists/Psychologists 6%
NPs 5%
Social Workers/Therapists/Counselors 5%

*Source: National Conference 2021

"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!

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

Conference Mobile App
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 is a vehicle for 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!

On average attendees visited the app/community
More than 7,700 times per conference
(2021-2022 data)

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!
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 20,000 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>Spring Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>December 27, 2022</td>
<td>January 2023</td>
</tr>
<tr>
<td>Final Program</td>
<td>March 9, 2023</td>
<td>April 29, 2023</td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>March 3, 2023</td>
<td>March 2023</td>
</tr>
<tr>
<td>Final Program</td>
<td>May 25, 2023</td>
<td>July 15, 2023</td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>June 16, 2023</td>
<td>July 2023</td>
</tr>
<tr>
<td>Final Program</td>
<td>August 10, 2023</td>
<td>September 30, 2023</td>
</tr>
</tbody>
</table>

## 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 1/4” x 11 1/4”
- **Full Page Nonbleed** 8” x 10 1/2”
- Text (live matter) must be 1/2” from trim edge for bleed ads

### AD RATES

<table>
<thead>
<tr>
<th></th>
<th>Exhibit 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>
</tr>
<tr>
<td>Final Program</td>
<td>$1,650</td>
<td>$2,175</td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>$990</td>
<td>$1,515</td>
</tr>
<tr>
<td>Final Program</td>
<td>$990</td>
<td>$1,515</td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>$1,650</td>
<td>$2,175</td>
</tr>
<tr>
<td>Final Program</td>
<td>$1,650</td>
<td>$2,175</td>
</tr>
<tr>
<td>Bag Insert</td>
<td>$500 ($250 with purchase of a program ad; final programs only)</td>
<td>$1,000</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.

### 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.
2023 Conference Program
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 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>Expositor Rates</th>
<th>Nonexpositor 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>
</tr>
<tr>
<td>Final Program</td>
<td>$1,650</td>
<td>$2,175</td>
</tr>
<tr>
<td>Correctional Mental Health Care Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>$990</td>
<td>$1,515</td>
</tr>
<tr>
<td>National Conference on Correctional Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>$1,650</td>
<td>$2,175</td>
</tr>
<tr>
<td>Final Program</td>
<td>$1,650</td>
<td>$2,175</td>
</tr>
<tr>
<td>Bag Insert</td>
<td>$500 ($250 with purchase of a program ad; final programs only)</td>
<td>$1,000</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

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
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.

How it Works

STEP 1. Prospects visit NCCHC website.

STEP 2. Your ad is served to them on other websites 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 set up.

Choose Your Package

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Duration</th>
<th># of Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>$2,000</td>
<td>3 Months</td>
<td>50,000</td>
</tr>
<tr>
<td>Standard</td>
<td>$3,000</td>
<td>3 Months</td>
<td>100,000</td>
</tr>
<tr>
<td>Premium</td>
<td>$5,000</td>
<td>3 Months</td>
<td>200,000</td>
</tr>
</tbody>
</table>

Track Your Success With Your Personal Real-Time Dashboard

IMPRESSIONS | CLICKS | LOCATIONS
Company ___________________________ Ad agency ______________________________
Contact ______________________________________ Title _______________________
Address ________________________________________________________________________________________________________
City __________________________________ State ____________________ Zip ______________
Phone __________________________________ Fax __________________________________
Email ______________________________________ Web ___________________________

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.

<table>
<thead>
<tr>
<th>Ad Package</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic ($2,000)</td>
<td>50,000</td>
</tr>
<tr>
<td>Standard ($3,000)</td>
<td>100,000</td>
</tr>
<tr>
<td>Premium ($5,000)</td>
<td>200,000</td>
</tr>
</tbody>
</table>

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 set up. ________________________________________

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 materials to Sales@ncchc.org.

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
Two Ways to Advertise

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

CorrectCare Extra is emailed to 30,000+ 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 (250 x 250 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.
**Banner Ad Specifications**

**Requirements**
- **Banner Ad Size:** 600x150 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.

---

**FANTASTIC OPEN AND CLICK RATES!**

Total open rate: **57%**
Unique open rate: **37%**
Total click rate: **14%**

1/1/2022-8/1/2022

---

**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.

---

**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 (600x150)</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 1/12/23 issue, for instance, materials are due on 1/5. For the 1/26/23 issue, materials are due on 1/19. Published every two weeks on Thursday.

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

**For more information**

Mary Mac Kinnon, Exhibits & Sales Manager
**Email:** sales@ncchc.org | **Phone:** 773-880-1460, ext. 298
Company _____________________________________________________________ Ad agency ________________________________
Contact _______________________________________________________________ Title ________________________________
Address ________________________________________________________________________________________________________
City __________________________________________________________________ State ____________________Zip ______________
Phone ________________________________________________________________ Fax ______________________________________
Email _________________________________________________________________ Web ________________________________

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 11.
Authorized signature _________________________________________________________________ Date ________ x

Ad Reservations
Place an “X” for the following options. Refer to page 11 for pricing and production schedule.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Frequency</th>
<th>Please choose date(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>1 Time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Times</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 Times</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 Times</td>
<td></td>
</tr>
<tr>
<td></td>
<td>26 Times</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Thought Leadership Link</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 __________________________ Date ______________________

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.

**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 (more than 20,000) formats to 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. Rates and quantities for this customized service vary. Please call for details.

**Critical Issues, Valued Content**
Articles in the past year included:
- Creating Safety Through Healing: Trauma-Informed Treatment in a Women’s Facility
- Deaf and Incarcerated: Access, Accommodations, and Care
- Decompensation in Segregation
- Defensive Documentation for Nurses
- Maintaining Mental Health During COVID-19
- A Sickle Cell Anemia Primer
- STI Treatment Updates
- Suicide Prevention in the Pennsylvania DOC

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

To reserve ad space, complete the order form on page 15.
Production Schedule

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Contract Due</th>
<th>Art Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>37-1, Spring 2023</td>
<td>February 1</td>
<td>February 14</td>
<td>April 2023</td>
</tr>
<tr>
<td>37-2, Fall 2023</td>
<td>July 18</td>
<td>August 1</td>
<td>September 2023</td>
</tr>
</tbody>
</table>

---

**AD RATES**

<table>
<thead>
<tr>
<th>2023</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>$5,050</td>
<td>$4,930</td>
</tr>
<tr>
<td>Inside Cover (Front or Back)</td>
<td>$4,520</td>
<td>$4,400</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,470</td>
<td>$3,350</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>$3,110</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half Page (Vertical or Horizontal)</td>
<td>$2,870</td>
<td>$2,770</td>
</tr>
<tr>
<td>Quarter Page (Vertical only)</td>
<td>$2,260</td>
<td>$2,200</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>

****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.

---

**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** 8½" x 11½".
- **Full Page Nonbleed** 8" x 10½".
- **1/2 page vertical** 4½" x 9 ½".
- **1/2 page horizontal** 7½" x 4 ¼".
- **1/4 page** 4" x 4 ½".
- **1/2 page island** 4½" x 7".

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

For more information: Mary Mac Kinnon, Exhibits & Sales Manager | Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298
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 14.
Authorized signature _________________________________________________________________ Date _________

Ad Reservations
Place an “X” for the following four options. Refer to page 14 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>1/2 Vertical</td>
<td>Four-Color</td>
<td>36-1, Spring 2023</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>1/2 Horizontal</td>
<td>Black &amp; White</td>
<td>36-2, Fall 2023</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>1/4 Page Vertical</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>Classified</td>
<td>1 Time</td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>Classified With Border</td>
<td>2 Times</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 __________________________

Return to:
NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298 | Fax: 773-880-2424

2023 CorrectCare® Advertising Contract
Segments
The lists are updated continually, but here’s a sampling of counts for commonly requested categories (August 2022 figures):

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total U.S.</td>
<td>74,500</td>
</tr>
<tr>
<td>NEW! Email addresses</td>
<td>48,300</td>
</tr>
<tr>
<td>Job Title</td>
<td></td>
</tr>
<tr>
<td>Nurses</td>
<td>9,800</td>
</tr>
<tr>
<td>Physicians</td>
<td>2,600</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>
<tr>
<td>Work Setting</td>
<td></td>
</tr>
<tr>
<td>Jail</td>
<td>7,300</td>
</tr>
<tr>
<td>Prison</td>
<td>4,300</td>
</tr>
<tr>
<td>Juvenile Facility</td>
<td>2,700</td>
</tr>
<tr>
<td>Department of Corrections</td>
<td>1,400</td>
</tr>
<tr>
<td>Subgroup</td>
<td></td>
</tr>
<tr>
<td>Certified Correctional Health Professionals</td>
<td>3,700</td>
</tr>
</tbody>
</table>

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 you can 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.
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:

- **$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](http://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)