

# 2023

## Marketing and Resource Guide

NCCHC.org



PRINT | DIGITAL | CONFERENCE | SPONSORSHIP | EXHIBIT



**NATIONAL COMMISSION  
ON CORRECTIONAL HEALTH CARE**

# Tap Into NCCHC's Audiences

## Our Constituents, Your Customers

### Table of Contents

Conference Exhibits . . . . .	4
Conference Sponsorship . . . . .	5
Conference Program Advertising . . . . .	6-7
Web Retargeting . . . . .	8-9
CorrectCare Extra Digital E-Newsletter . . . . .	10-12
CorrectCare magazine . . . . .	13-15
Mail List Rental . . . . .	16
Journal of Correctional Health Care . . . . .	16
NCCHC Buyers Guide . . . . .	17

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](mailto: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**





# 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 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 unequalled 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**

**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?

**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*

# 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 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.

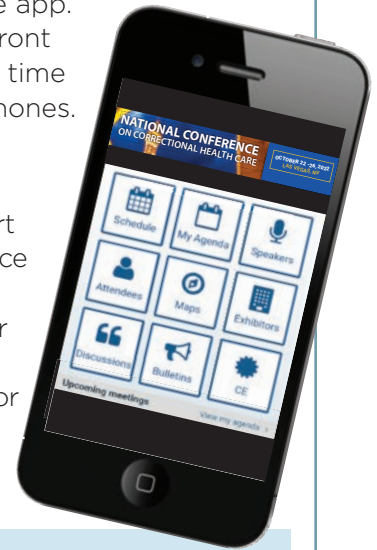
### Additional Sponsorships

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

## Conference Mobile App

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!

Call NCCHC today at **773-880-1460, ext. 298,**  
or email **[sales@ncchc.org](mailto: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 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

Conference/Program	IO/Art Due	Distribution
<b>Spring Conference on Correctional Health Care</b>		
Preliminary Program	December 27, 2022	January 2023
Final Program	March 9, 2023	April 29, 2023
<b>Correctional Mental Health Care Conference</b>		
Preliminary Program	March 3, 2023	March 2023
Final Program	May 25, 2023	July 15, 2023
<b>National Conference on Correctional Health Care</b>		
Preliminary Program	June 16, 2023	July 2023
Final Program	August 10, 2023	September 30, 2023

## AD RATES\*

Full page color only	Exhibitor Rates		Nonexhibitor Rates Regular
	Regular	Premium*	
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	\$990	\$1,515	\$1,200
Final Program	\$990	\$1,515	\$1,200
National Conference on Correctional Health Care			
Preliminary Program	\$1,650	\$2,175	\$2,500
Final Program	\$1,650	\$2,175	\$2,500
Bag Insert	\$500 (\$250 with purchase of a program ad; final programs only)		\$1,000

\*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.

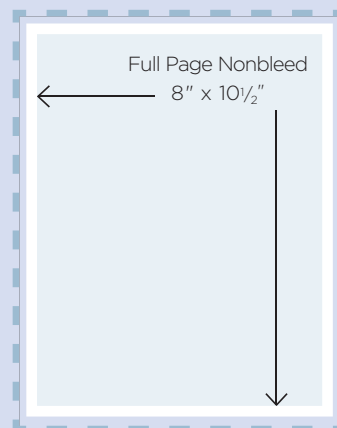
## AD SPECIFICATIONS

### 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

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.

Full page color only	Exhibitor Rates		Nonexhibitor Rates
	Regular	Premium*	Regular
<b>Spring Conference on Correctional Health Care</b>			
Preliminary Program	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,000
Final Program	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,000
<b>Correctional Mental Health Care Conference</b>			
Final Program	<input type="radio"/> \$990	<input type="radio"/> \$1,515	<input type="radio"/> \$1,200
<b>National Conference on Correctional Health Care</b>			
Preliminary Program	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,500
Final Program	<input type="radio"/> \$1,650	<input type="radio"/> \$2,175	<input type="radio"/> \$2,500
<b>Bag Insert</b>	<input type="radio"/> \$500 (\$250 with purchase of a program ad; final programs only)		<input type="radio"/> \$1,000

\*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

# NEW! Web Retargeting

Reach NCCHC's **250,000+**  
Annual Web Visitors

## GUARANTEED DIGITAL REACH TO NCCHC ONLINE AUDIENCE

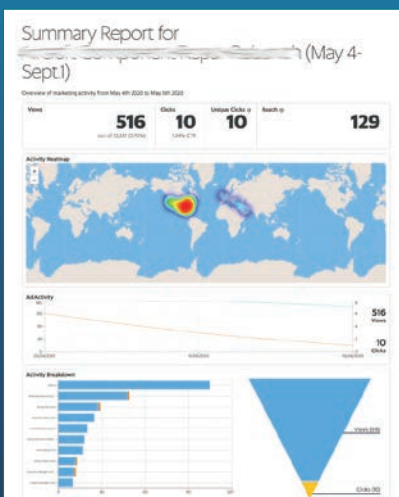
Retarget our audience of correctional health professionals with your message and exponentially increase your visibility to the RIGHT people. Our audience becomes your audience with retargeting. Access NCCHC website visitors and retarget them with your digital ads anywhere they visit online.

### 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 set up.

## 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



# 2023 NCCHC Web Retargeting Advertising Contract

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.

### Ad Package

- |   |   |  |
|---|---|--|
| <input type="radio"/> Basic (\$2,000)<br>50,000 Impressions | <input type="radio"/> Standard (\$3,000)<br>100,000 Impressions | <input type="radio"/> Premium (\$5,000)<br>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 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](mailto: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](mailto:sales@ncchc.org) | Phone: 773-880-1460, ext. 298 | Fax: 773-880-2424

# 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 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](mailto:sales@ncchc.org).

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



## CorrectCare Extra

A publication of the National Commission on Correctional Health Care

SUBSCRIBE

THURSDAY, MAY 5, 2022



### RAISING THE STANDARD OF CARE ONE PATIENT AT A TIME

#### Sponsored Content

Wexford Health has developed expertise in areas that enable us to make our vision and mission a reality. Learn how Wexford Health partners with clients to provide quality care.

[Read More](#)



### PRISONS WERE SOME OF THE HARDEST HIT PLACES DURING THE PANDEMIC. WHAT ARE THE NEXT STEPS FORWARD?

#### North Carolina Health News

The pandemic proved that, despite brick walls and barbed-wire fences, incarcerated people are part of the community.

[Read More](#)



### INCARCERATED LGBTQ+ ADULTS AND YOUTH

#### The Sentencing Project

New fact sheet examines the criminalization and over-incarceration of LGBTQ+ adults and youth. TLGBTQ+ adults are incarcerated at three times the rate of the total adult population. LGBTQ+ youth's representation among the incarcerated population is double their share of the general population.

[Read More](#)



**Be Part of a  
Community of Leaders**  
*Take Your Career to the Next Level*

# Digital E-Newsletter

## CorrectCare Extra

### 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	\$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.

### 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](mailto:sales@ncchc.org).

## 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.

## 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.

600x150 pixels

### For more information

Mary Mac Kinnon, Exhibits & Sales Manager

**Email:** [sales@ncchc.org](mailto:sales@ncchc.org) | **Phone:** 773-880-1460, ext. 298

# 2023 CorrectCare® Extra Advertising Contract

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.**

Ad Size	Frequency	Please choose date(s):
<input type="radio"/> Banner Ad	<input type="radio"/> 1 Time	<input type="radio"/> _____
<input type="radio"/> Thought Leadership Link	<input type="radio"/> 2 Times	<input type="radio"/> _____
	<input type="radio"/> 6 Times	<input type="radio"/> _____
	<input type="radio"/> 12 Times	<input type="radio"/> _____
	<input type="radio"/> 26 Times	<input type="radio"/> _____
	<input type="radio"/> Other	<input type="radio"/> _____

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.

## 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.

## 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:

- 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



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

For more information: Mary Mac Kinnon, Exhibits & Sales Manager | Email: [sales@ncchc.org](mailto: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
37-1, Spring 2023	February 1	February 14	April 2023
37-2, Fall 2023	July 18	August 1	September 2023

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
Classified Advertising	\$2.20 per word for text-only ads (no logos, graphics, special formatting or color). \$100 additional for a solid border.			

\*\*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.

## 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.

### 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.

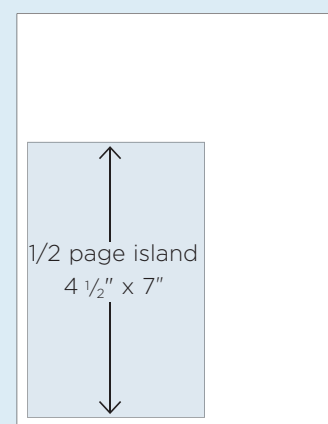
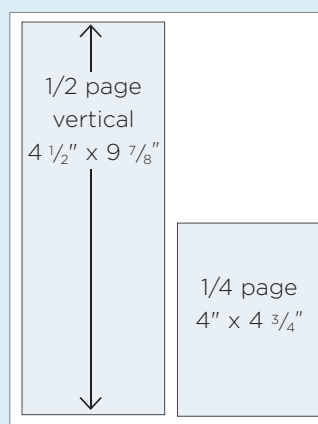
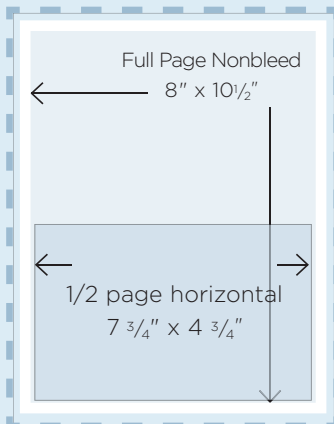
## AD SPECIFICATIONS

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



# 2023 CorrectCare<sup>®</sup> 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 14.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

## Ad Reservations

Place an "X" for the following four options. **Refer to page 14 for pricing and production schedule.**

Ad Size/Location		Color	Frequency	Issue
<input type="radio"/> Back Cover	<input type="radio"/> 1/2 Vertical	<input type="radio"/> Four-Color	<input type="radio"/> 1 Time	<input type="radio"/> 36-1, Spring 2023
<input type="radio"/> Inside Front Cover	<input type="radio"/> 1/2 Horizontal	<input type="radio"/> Black & White	<input type="radio"/> 2 Times	<input checked="" type="radio"/> 36-2, Fall 2023
<input type="radio"/> Inside Back Cover	<input type="radio"/> 1/4 Page Vertical			
<input type="radio"/> Full Page	<input type="radio"/> Classified			
<input type="radio"/> 1/2 Island	<input type="radio"/> Classified With Border			

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

# 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 2022 figures):

**Total U.S.** **74,500**

**NEW! Email addresses** **48,300**

#### Job Title

● Nurses	9,800
● Physicians	2,600
● Mental Health Professionals	1,200
● Administrators	550
● Nurse Practitioners	400
● Dentists	320

#### Work Setting

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

#### Subgroup

● Certified Correctional Health Professionals	3,700
---	-------



**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.

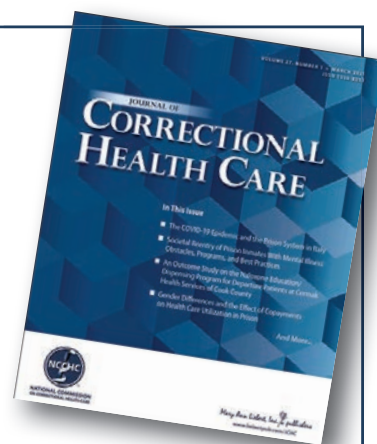
Journal of Correctional Health Care, the official journal of the National Commission on Correctional Health Care, is the only national, peer-reviewed scientific journal to focus on this complex and evolving field. It is the primary resource for the latest research and developments in this area.

### 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 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](mailto: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 August 2020-August 2021**

**1,390 visits | 2,470 page views**

Pricing and placement opportunities include the following:

<b>\$150</b>	Priority Placement
<b>\$200</b>	Keyword Search Package
<b>\$350</b>	Video-Enhanced Listing
<b>\$499</b>	Completed Web-Enabled Listing
<b>\$1,150</b>	3rd Place Premium Placement
<b>\$1,350</b>	2nd Place Premium Placement
<b>\$1,500</b>	1st Place Premium Placement
<b>\$1,599</b>	Product Showcase Ad
<b>\$2,999</b>	Featured Content
<b>\$3,000</b>	Jumbotron
<b>\$3,399</b>	Featured Companies
<b>\$3,599</b>	Leaderboard
<b>\$7,500</b>	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](mailto: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](http://www.ncchcbuyersguide.com)**

