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
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
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

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
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><strong>Spring Conference on Correctional Health Care</strong></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><strong>Correctional Mental Health Care Conference</strong></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><strong>National Conference on Correctional Health Care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>May 25, 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 3/4"
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>Conference/Program</th>
<th>Exhibitor Rates</th>
<th>Nonexhibitor Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular</td>
<td>Premium*</td>
</tr>
<tr>
<td><strong>Spring Conference on Correctional Health Care</strong></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>$2,000</td>
</tr>
<tr>
<td><strong>Correctional Mental Health Care Conference</strong></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>$1,200</td>
</tr>
<tr>
<td><strong>National Conference on Correctional Health Care</strong></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>$2,500</td>
</tr>
<tr>
<td><strong>Bag Insert</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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 of the nondiscounted rate is required.

Bag inserts are also available. Please call 773-880-1460 for details.
Company ________________________________________________ Ad agency ____________________________________
Contact __________________________________ Title __________________________________
Address ________________________________________________________________________________________________________
City __________________________________________________________________ State ____________________ Zip ______________ 
Phone __________________________________ Fax __________________________________
Email __________________________________ Web __________________________________
Product to be advertised ______________________________________________________________

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 6.
Authorized signature __________________________________________ Date _________

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

<table>
<thead>
<tr>
<th>Full page color only</th>
<th>Exhibitor Rates</th>
<th>Nonexhibitor Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular</td>
<td>Premium*</td>
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</tr>
</tbody>
</table>

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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
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.

**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.

**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>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
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.

<table>
<thead>
<tr>
<th>Ad Package</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>50,000</td>
</tr>
<tr>
<td>Standard</td>
<td>100,000</td>
</tr>
<tr>
<td>Premium</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. ________________________________________

POLICIES

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 ____________

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 (160 x 160 pixels or larger). To submit, email sales@ncchc.org.

Thought leadership content is subject to approval by NCCHC. For best results, NCCHC recommends interesting, nonpromotional content.
**Digital E-Newsletter**

**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 (160 x 160 or larger)</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.

**Requirements**

- **Banner Ad Size:** 600x150 pixels. **Thought Leadership Graphic Size:** 160x160 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.

**BANNER AD SPECIFICATIONS**

**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.

**For more information**

Mary Mac Kinnon, Exhibits & Sales Manager

**Email:** 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.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Frequency</th>
<th>Please choose date(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>2 Times</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 Times</td>
<td></td>
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<td></td>
<td>12 Times</td>
<td></td>
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<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>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>
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<td></td>
<td>12 Times</td>
<td></td>
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<td></td>
<td>26 Times</td>
<td></td>
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<tr>
<td></td>
<td>Other</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

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

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

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

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

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

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, copyright infringement, 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.

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>1 Time</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>1/2 Horizontal</td>
<td>Black &amp; White</td>
<td>2 Times</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></td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>Classified With Border</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Payment

Amount Due: ____________________________

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

Card number __________________________ CVV______________ Expiration date____________

Billing address (if different from above) _______________________________________________

Authorized cardholder signature ______________________________________________________

Print name __________________________________ Date __________________

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

<table>
<thead>
<tr>
<th>Total U.S.</th>
<th>74,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW! Email addresses</td>
<td>48,300</td>
</tr>
</tbody>
</table>

- **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

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 nccchcbuyersguide.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