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01. ABOUT NHIA

As efforts to control health care costs intensify, alternate sites of care are playing a larger role in optimizing the delivery of services.

This care migration coupled with a robust pipeline of novel injectable and IV-administered drugs put the home and alternate site infusion therapy industry in an ideal position for substantial, prolonged growth.

It’s a prerequisite that companies looking to grow their market share in the home and alternate site infusion industry reach the multi-disciplinary providers in this unique care model.

The National Home Infusion Association (NHIA), the only national trade group serving this audience, has been deeply involved with this pioneering industry since its early days in the 1980s.

NHIA’s bi-monthly magazine, INFUSION, is the only national publication exclusively focused on this readership.

NHIA IS THE ONLY NATIONAL TRADE ASSOCIATION SERVING HOME AND ALTERNATE SITE INFUSION

30+ YEARS EXPERIENCE

300% INDUSTRY GROWTH OVER LAST 10 YEARS

$19 BILLION DOLLAR INDUSTRY
INFUSION Magazine is NHIA’s cornerstone publication, reaching key decision makers within the home and alternate site infusion market.

This bi-monthly magazine covers topics of interest to pharmacists, pharmacy technicians, nurses, marketing and reimbursement specialists, physicians, case managers, CEOs, and other leaders within the home and alternate site industry.

Each issue of INFUSION includes a blend of clinical, leadership, operations, reimbursement and feature stories that speak to current health care market trends and topics. INFUSION offers readers a strategic and practical source of information designed to assist industry professionals and organizations on how to provide high-quality, cost-effective infusion care to home and alternate site infusion patients.
READERSHIP AT A GLANCE

INFUSION READERS BY PROFESSION

- 22% MANAGEMENT - CLINICAL
- 11% MANAGEMENT - NON-CLINICAL
- 17% EXECUTIVES
- 15% PHARMACIST
- 13% NURSE
- 7% BILLING/REIMBURSEMENT
- 15% OTHER

INFUSION READERS BY PROVIDER TYPE

- 35% INDEPENDENT
- 35% HOSPITAL OR HEALTH SYSTEM
- 8% SUPPLIER
- 4% HOME HEALTH AGENCY
- 18% OTHER

92% SAY READING IMPROVES THEIR KNOWLEDGE OF INDUSTRY-SPECIFIC DEVELOPMENTS

58% OF READERS INVOLVED IN PURCHASING DECISIONS

INFUSION SPURS READER ACTION

- SHARED ISSUE WITH AT LEAST 1 COWORKER: 51%
- APPLIED AN IDEA TO PRACTICE OR BUSINESS: 54%
- SOUGHT FURTHER INFORMATION: 59%
- FILED FOR FUTURE REFERENCE: 68%
- DISCUSSED A TOPIC WITH OTHERS: 85%
2 PAGE SPREAD
Actual page dimensions (trimmed): 16.25 x 10.875
Including bleed: 16.5 x 11.125

1 PAGE SPREAD
Actual page dimensions (trimmed): 8.125 x 10.875
Including bleed: 8.375 x 11.125

MAGAZINE TRIMS:
Magazine width: 8.125 in
Magazine height: 10.875 in

MARGINS:
Bleed: 0.125 in
Interior margins (top, bottom, inside, outside): Minimum 0.375 in from actual (trimmed) page height and width; 0.5 in is recommended.
Space between stacked items: 0.25 in
Gutter width: Minimum 0.375 in

Ad Size (All Full Color)  | 1 Time  | 3 TIME (10% discount) | 6 TIME (15% discount) | 12 TIME (25% discount)
---|---|---|---|---
2 Page Spread  | $7,600  | $6,800  | $6,425  | $5,670
Full Page*  | $5,125  | $4,600  | $4,350  | $3,840
2/3 Page Vertical  | $4,350  | $3,900  | $3,700  | $3,260
1/2 Page Horizontal  | $3,670  | $3,330  | $3,140  | $2,370
1/3 Page Vertical  | $3,150  | $2,825  | $2,670  | $2,360
1/4 Page Vertical  | $2,350  | $2,120  | $2,000  | $1,770

*ADD $1,000 FOR PREFERRED POSITIONS:
Across from Table of Contents, Cover 2, Cover 3, Cover 4

GLUE TIP OR POLYBAG INSERT:
$7,500 insertion fee *advertiser to supply printed material
Content subject to NHIA review & approval.
Digital file submission required:
Please submit files to advertising@nhia.org
If file is larger than 25MB, please send Dropbox link or file sharing link to advertising@nhia.org

Accepted formats:
High resolution PDF (300 dpi, CYMK), saved in X1:A format
High resolution (300 dpi, CYMK) TIFF or EPS file
Packaged Adobe InDesign file

When creating your digital ad file:
Convert all RGB and spot colors to CMYK (Ads that do not meet the requirements for color format and have not been converted can not be guaranteed to maintain the same appearance.)
Do not use JPEG compression or native Photoshop files.
Make sure all images within the ad are 300 dpi and CMYK
When creating an advertisement with a bleed, make sure all important material is within the live space and that the bleed size extends on all sides of the ad. Additional instructions and ad specifications below.
Additional requirements if submitting packaged Adobe InDesign file
Adobe InDesign File:
All linked files must be included
include all typefaces (fonts) used within the linked files
Please use Adobe InDesign version 14.0.2 or higher

If your digital file is in a different format than above, please contact our communications team at advertising@nhia.org to verify acceptability.

Editorial Calendar:
January/February 2023 Issue
Gastrointestinal - Clinical updates on disease management, therapeutics, and more. Special look at biosimilars and navigating narrow networks. Available on the floor at the Annual Conference
Commitment and artwork: December 1, 2022

March/April 2023 Issue
New Drugs - A review of newly approved drugs for 2022, a look at the R&D pipeline, and tips for onboarding new therapies. Digital available at conference. (Infusion Journal published with magazine)
Commitment and artwork: February 1, 2023

May/June 2023 Issue
Infectious Disease - The latest on home-based anti-infective therapy plus treating patients with a history of IV drug abuse.
Commitment and artwork: April 1, 2023

July/August 2023 Issue
Sterile Compounding - The latest standards and regulations affecting the industry. (Infusion Journal published with magazine)
Commitment and artwork: June 1, 2023

September/October 2023 Issue
Enteral and Parenteral Nutrition - Coincides with Malnutrition Awareness Week
Commitment and artwork: August 1, 2023

November/December 2023 Issue
Business of Infusion - Tackling C suite and operational challenges from workforce to inventory management through shortages to technology.
Commitment and artwork: October 1, 2023

NHIA Supplier Membership is designed for organizations who supply products and services to the home and specialty infusion industry. Be recognized as a leading organization in the infusion community.

Inquire about membership:
Contact Ashlan Oberholtzer, Vice President of Membership and Business Development, or Crissy O’Donnell, Director of Membership Services at membership@nhia.org.
03. DIGITAL ADS

INFUSION Express

Each mobile-friendly issue offers the latest industry news for home & alternate site infusion professionals – right to your inbox.

INFUSION Express offers our members the latest on regulatory and legislative updates, new research findings, product approvals and recalls, and so much more. Access our members through this weekly online newsletter in an informative format that reaches thousands.

It is available to every NHIA member – both provider organizations and supplier companies.

12,000+ SUBSCRIBERS
GENERAL SPECIFICATIONS:
File formats accepted: JPG or PNG
Please include a URL for linking (no embedded URLs)
Max file size: 1MB

WEEKLY ADS

<table>
<thead>
<tr>
<th>Edition</th>
<th>Ad 1</th>
<th>Ad 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Edition</td>
<td>$1,050</td>
<td>$790</td>
</tr>
<tr>
<td>3 Editions</td>
<td>$2,835</td>
<td>$2,130</td>
</tr>
<tr>
<td>6 Editions</td>
<td>$5,040</td>
<td>$3,780</td>
</tr>
<tr>
<td>12 Editions</td>
<td>$8,820</td>
<td>$6,620</td>
</tr>
</tbody>
</table>

Ad(s) purchased on a weekly basis.  
*10% discount on digital ads when combined with a package of 3 or more print ads

MONTHLY ADS

<table>
<thead>
<tr>
<th>Edition</th>
<th>Ad 2</th>
<th>Ad 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$2,100</td>
<td>$1,600</td>
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<tr>
<td>3 Months</td>
<td>$5,500</td>
<td>$4,200</td>
</tr>
<tr>
<td>6 Months</td>
<td>$10,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>12 Months</td>
<td>$16,500</td>
<td>$13,250</td>
</tr>
</tbody>
</table>

Ad(s) purchased on a monthly basis.  
*10% discount on digital ads when combined with a package of 3 or more print ads

MOBILE FORMATS

Ad spots 2 and 3 will display in a mobile-optimized format at 320x250px on mobile devices.

Header

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AD 2
468x60px (desktop)
320x250px (mobile optional)

Header

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AD 3
468x60px (desktop)
320x250px (mobile optional)

Header

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AD 4
640x100 px

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voluptatem quia voluptas sit aspernatur aut odit aut
fugit, sed quia consequuntur magni dolores eos qui

Header

adipisci velit, sed quia
quae ab illo inventore veritatis et quasi architecto
beatae vitae dicta sunt explicabo. Nemo enim ipsam
voluptatem quia voluptas sit aspernatur aut odit aut
fugit, sed quia consequuntur magni dolores eos qui
Busy home and alternate site infusion professionals need an up-to-date compilation of the latest information and industry resources.

NHIA’s website is the place to find everything including industry news, continuing education opportunities, as well as specialized resource documents and guides for industry topics like sterile compounding, IV nursing, reimbursement, legislative advocacy, and more.

NHIA utilizes Google Analytics to collect data on website viewers, unique page views, time spent on web pages, and more.
03.
DIGITAL ADS

NHIA Website
BOOST

Boost your exposure to NHIA website visitors more than 5x!

An exciting new offering to supercharge the value of your NHIA Website Ads—you can now target NHIA website visitors across the web concurrently with your NHIA homepage advertisement.

Your ad(s) will receive 18,000-23,000 additional viewable impressions over the course of the month and multiply your click-throughs by several times.

At the end of each month, we will provide detailed metrics on your BOOST campaign.

RECOMMENDATION:
NHIA highly recommends BOOST for all Website ads. Pricing included with Website Ads on the following page.

You can use as many standard display ad sizes as you’d like with recommended sizes below.

Recommended Ad Sizes:
(choose any or inquire about additional sizes):

336x280px
300x600px
160x600px
300x250px (same as website ads #1, #2 & #3)
320x100px
728x90px

Note: Only 3 spots available per month
LATEST NEWS

CONGRESSMAN PEN OPED SUPPORTING HOMESTYLE LEGISLATION TO FIX MEDICARE POLICY

Rep. Earl L. “Buddy” Carter (R-GA) is one of two pharmacists in Congress, penned an op-ed “Four years later, Medicare policy is still failing home infusion therapy patients,” recently published in the Hill, the influential magazine in the House of Representatives. Carter, a pharmacist and GSA member, said: “This is the case for home infusion therapy services. The cost is high, but the benefits are clear. Home infusion therapy is a critical component of the American health care system. It is important that we have a policy that helps patients maintain their independence and quality of life.”

ACCESS THE NHIA COMMUNITY VIA MOBILE APP

Install the NHIA Community app available on your smartphone for free. The app is a powerful tool to access the full range of resources and networking opportunities offered by the NHIA Community. Download the app now and start connecting with your peers and partners!

NEW WAYS TO STAY UP TO DATE ON COMMUNITY ACTIVITY

The NHIA Community provides you with daily updates on the latest news and events. You can easily access these updates through the app or by visiting the NHIA Community website.

GENERAL SPECIFICATIONS:

Design files preferred: PNG, JPG
Please include a URL for linking (no embedded URLs)
Max file size: 2MB

STANDARD RATES:

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotating Banner</td>
<td>$1,050</td>
<td>$2,835</td>
<td>$5,040</td>
<td>$9,450</td>
</tr>
<tr>
<td>Ad 1</td>
<td>$945</td>
<td>$2,520</td>
<td>$4,515</td>
<td>$8,505</td>
</tr>
<tr>
<td>Ad 2</td>
<td>$840</td>
<td>$2,310</td>
<td>$4,305</td>
<td>$7,560</td>
</tr>
<tr>
<td>Ad 3</td>
<td>$790</td>
<td>$2,100</td>
<td>$4,095</td>
<td>$7,350</td>
</tr>
<tr>
<td>Ad 4</td>
<td>$1,550</td>
<td>$4,250</td>
<td>$8,050</td>
<td>$14,450</td>
</tr>
</tbody>
</table>

RATES WITH BOOST: (5x exposure!)

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotating Banner</td>
<td>$1,850</td>
<td>$5,085</td>
<td>$9,250</td>
<td>$17,350</td>
</tr>
<tr>
<td>Ad 1</td>
<td>$1,700</td>
<td>$4,650</td>
<td>$8,510</td>
<td>$16,000</td>
</tr>
<tr>
<td>Ad 2</td>
<td>$1,600</td>
<td>$4,450</td>
<td>$8,310</td>
<td>$15,100</td>
</tr>
<tr>
<td>Ad 3</td>
<td>$1,550</td>
<td>$4,250</td>
<td>$8,110</td>
<td>$14,900</td>
</tr>
<tr>
<td>Ad 4</td>
<td>$2,350</td>
<td>$6,500</td>
<td>$12,260</td>
<td>$22,350</td>
</tr>
</tbody>
</table>

*10% discount on digital ads when combined with a package of 3 or more print ads
Custom Webinars

Reach our members in an engaging and educational format by sponsoring one of our webinars.

Connect your brand with quality education in the home & alternate site infusion industry, connecting with NHIA members with both real-time and pre-event promotion.

Native content marketing to get your branding and message in front of our members with a custom webinar or product demo.

Custom Webinars

$10,000 per webinar (4 available for 2023)

NHIA will offer 4 sponsored webinar education programs in 2023 at a cost of $10,000 per webinar. These programs can be offered for continuing education credit for pharmacists, pharmacy technicians, nurses, and dietitians or can be offered without credit.

A custom webinar includes:
Recognition on NHIA’s webinar page
2 dedicated email blasts to NHIA membership promoting the webinar (valued at $10,000)
2 dedicated social media posts promoting the webinar (NHIA’s LinkedIn, Facebook, and Twitter pages)
Promotion in NHIA’s INFUSION Express e-newsletter (valued at $1,500)
Webinar replay hosted on NHIA University LMS (evergreen content hosted for three years)
Post-webinar five question attendee survey to generate warm leads (optional)
List of those who attended the webinar (opt-in only)

You create the content - NHIA assists in planning, moderation, and promotion of the webinar.
05. CUSTOM EMAIL BLAST

Send a customized message to over 12,000 NHIA members in the home & alternate site infusion industry.

12 custom eblasts are available for 2023. 1 eblast per month.

LIMITED AVAILABILITY

12,000+ SUBSCRIBERS
Email Blast | $5,000* each

Email blasts are sent through Informz, our mass email service provider. A fully designed email in HTML format is preferred.

If needed, we can design a basic email for you. In that case, please provide us with a Word document with subject line, text, and hyperlinks, as well as any images to be included in the email.

Content MUST be sent 2 weeks prior to your scheduled email blast. NHIA will send a proof test of your email blast. Please provide edits and/or test approval as soon as possible, to ensure your email blast will be sent at the scheduled time.

All coding must be provided for insertion. HTML changes to a email during testing must be provided by the advertiser. NHIA does not modify or provide HTML coding.

CONTACT INFORMATION: 703-993-0096
Submit all ads to advertising@nhia.org
Ad sales: Ashlan Oberholtzer at ashlan.oberholtzer@nhia.org
Ad copy and content: NHIA Communications Team at advertising@nhia.org
Technical questions: NHIA Communications Team at advertising@nhia.org

Looking for ad packages or how to tell your story to the home and specialty infusion community?

Contact Ashlan Oberholtzer, Vice President of Membership and Business Development, for a consultation and to discuss advertising packages:
ashlan.oberholtzer@nhia.org.