



NHIA

Media Kit

2024

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01. ABOUT NHIA

The COVID pandemic forced major shifts in health care delivery. Now, patients, providers, and policymakers alike are more interested in exploring the benefits of home and alternate site care.

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. By engaging practitioners to provide education and resources, advocacy, and a steady stream of news and essential information, NHIA remains an essential hub in the home and alternate site infusion community

**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

02. INFUSION Magazine

**6 ISSUES
A YEAR**
REACHING OVER

12,000+
PROFESSIONAL READERS

INFUSION Magazine is NHIA's cornerstone publication, reaching key decision makers within the home and alternate site infusion market.

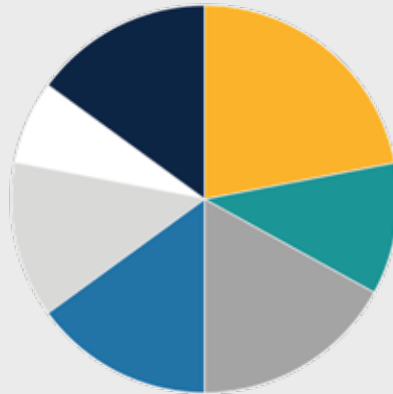
This bi-monthly magazine covers topics of interest to pharmacists, pharmacy technicians, nurses, marketing and reimbursement specialists, physicians, case managers, CEOs, and other leaders within the home and alternate site industry.

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.



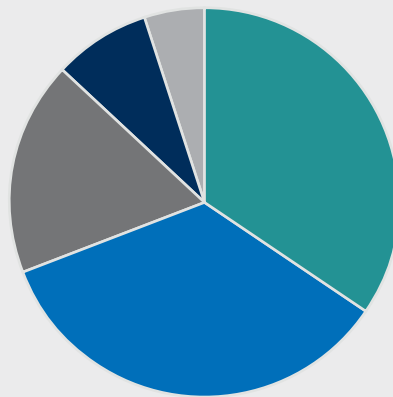
READERSHIP AT A GLANCE

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

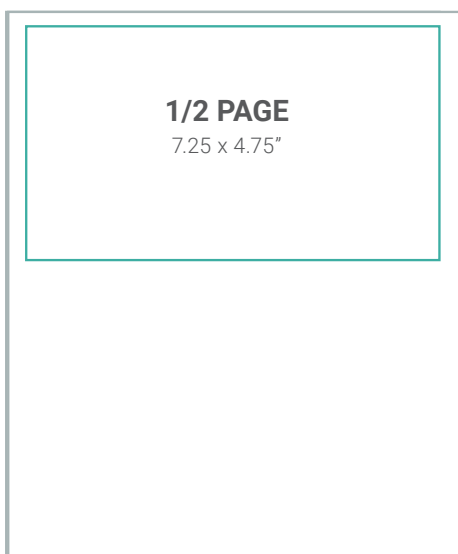
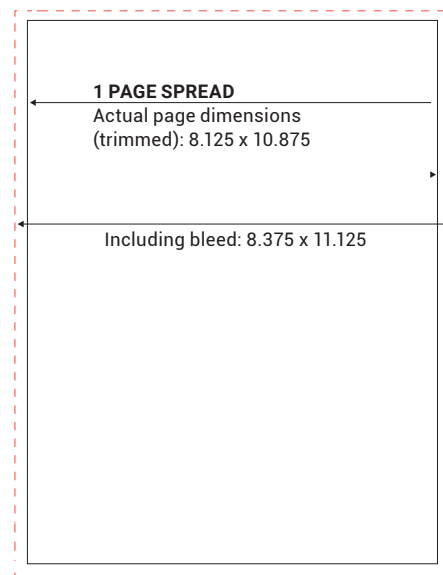
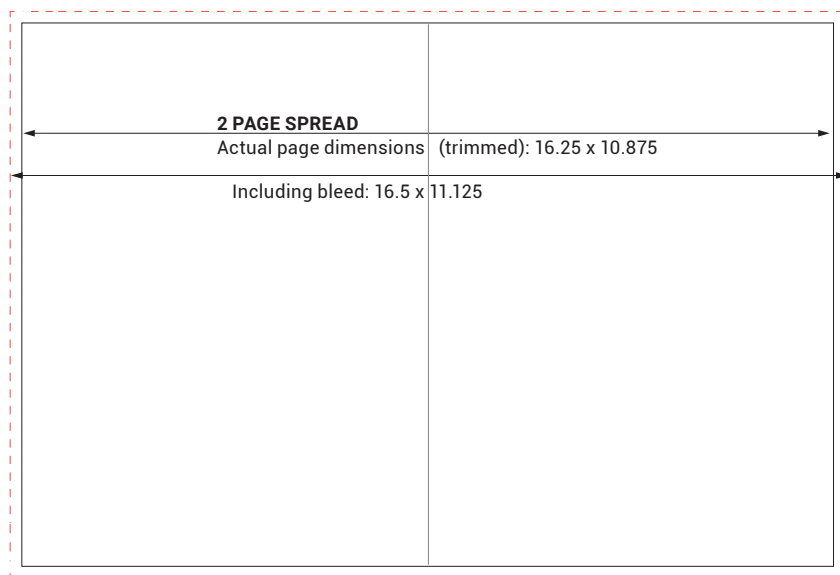


58%

OF READERS INVOLVED IN
PURCHASING DECISIONS

INFUSION SPURS READER ACTION





1 PAGE:

Actual page dimensions (trimmed):

8.125 x 10.875"

Including bleed (0.125 each edge):

8.375 x 11.125"

4 PAGE SPREAD:

Use specs for 2 page spread

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

2 PAGE SPREAD:

Actual page dimensions (trimmed):

16.25 x 10.875"

Including bleed (0.125 each edge):

16.5 x 11.125"

MAGAZINE TRIMS:

Magazine width: 8.125 in

Magazine height: 10.875 in

Ad Size (All Full Color)	1 Time	3 TIME (10% discount)	6 TIME (15% discount)	12 TIME (25% discount)
4 Page Spread	\$10,900	\$9,800	\$9,200	\$8,100
2 Page Spread	\$7,980	\$7,140	\$6,745	\$5,950
Full Page*	\$5,380	\$4,830	\$4,570	\$4,030
1/2 Page Horizontal	\$3,850	\$3,500	\$3,300	\$2,500

*ADD \$1,000 FOR PREFERRED POSITIONS:

Across from Table of Contents,
Cover 2, Cover 3, Cover 4

NHIA SUPPLIER MEMBER INFUSION Magazine Discount

Silver Member	5% Off
Gold Member	15% Off
FIAC Member	Buy two ads, get one of equal value free

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.

Print Ad Specifications

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, CMYK), saved in X1:A format

High resolution (300 dpi, CMYK) TIFF or EPS file

Packaged Adobe InDesign file

WHEN CREATING YOUR DIGITAL AD FILE:

Embed all fonts or outline them

Convert all RGB and spot colors to CMYK (*Ads that do not meet the requirements for color format and have to be 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.

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 2024 Issue

Workforce Development - Leadership strategies for recruiting, retaining, and engaging teams. Also includes "statshot" of member value. Available on the floor at the Annual Conference.

Commitment and artwork: December 1, 2023

March/April 2024 Issue

Infusion Suites - Maximizing suites as a site of care from the operational and revenue cycle perspectives. Plus a review of the top 10 newly approved drugs for 2023. Also includes conference happenings and photos. (*Infusion Journal* published with magazine)

Commitment and artwork: February 1, 2024

May/June 2024 Issue

Immunology - The latest on immune therapy in the home and alternate sites of care.

Commitment and artwork: April 1, 2024

July/August 2024 Issue

Diversity, Equity, and Inclusion - How efforts to make health care more equitable and accessible are affecting the industry. (*Infusion Journal* published with magazine)

Commitment and artwork: June 1, 2024

September/October 2024 Issue

Enteral and Parenteral Nutrition - Coincides with Malnutrition Awareness Week. (Products & Services Guide published with magazine)

Commitment and artwork: August 1, 2024

November/December 2024 Issue

Sterile Compounding - How providers and the industry are adapting 1 year after new standards became effective. (*Infusion Journal* published with magazine)

Commitment and artwork: October 1, 2024

CUSTOM AD OPTIONS

- GLUE TIP OR POLYBAG INSERT:

\$7,500 insertion fee. Advertiser to supply printer material. Content subject to NHIA review & approval.

- FOLD-OUT COVERS

- BELLY BANDS

- INSERTS

Contact Ashlan Oberholtzer at ashlan.oberholtzer@nhia.org for custom ad option availability and pricing.

03.

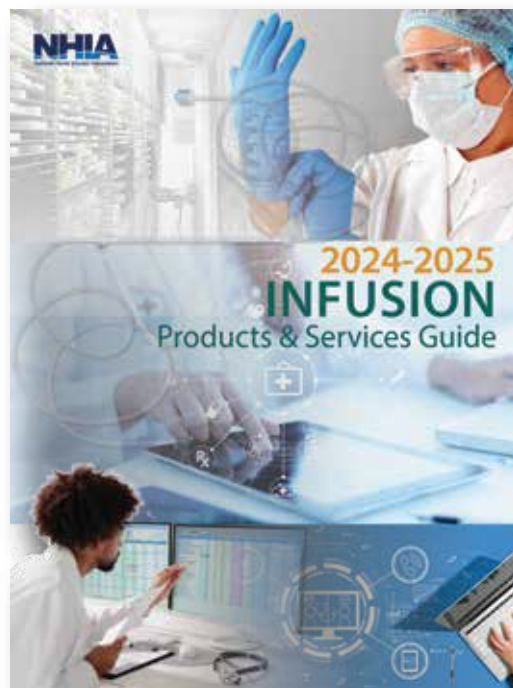
Products & Services Guide

The Products & Services Guide is an annual printed member resource that is mailed with the September/October issue of INFUSION Magazine.

The Products & Services Guide features NHIA supplier members. This guide was assembled as a resource for busy clinicians, managers, reimbursement professionals, and sales and marketing experts. This new resource offer a quick and easy means of finding equipment, supplies, and other products and services that meet the unique demands of home and alternate site infusion care.

While every NHIA supplier member receives a complimentary listing, we have **two premium options** available in the Guide:

1. One page ad (1/2 page ad with 1/2 page custom content)
2. Two page spread ad (1 full page ad with 1 full page custom content)



2 PAGE SPREAD



2 page spread - ad

2 page spread - company overview

1 PAGE



1 page ad/company overview

DIGITAL FILE SUBMISSION REQUIRED:

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

WHEN CREATING YOUR DIGITAL AD FILE:

Embed all fonts or outline them

Convert all RGB and spot colors to CMYK (Ads that do not meet the requirements for color format and have to be 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.

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.

1 PAGE:

Actual page dimensions (trimmed):

8.125 x 10.875"

Including bleed (0.125 each edge):

8.375 x 11.125"

180 words max - company overview

2 PAGE SPREAD:

Actual page dimensions (trimmed):

16.25 x 10.875"

Including bleed (0.125 each edge):

16.5 x 11.125"

500 words max - company overview

Cost	
2 page spread	\$3,500
1 page	\$2,500

04. 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.

The screenshot shows the NHIA INFUSION Express newsletter interface. At the top is a dark blue header with the NHIA logo and the title 'INFUSION Express' in white. To the right of the title is a small image of an IV drip. Below the header is a green banner with a 'LoGo' icon, the text 'Your Ad Here Infusion Express 640x100px', and a 'Learn more' button. The main content area has a blue bar labeled 'Featured Content'. Below this is a section titled 'Take Action: Write Your Members of Congress' featuring a map of the United States color-coded by message counts. A legend on the left of the map shows five categories: 1 to 10 (darkest blue), 11 to 20, 21 to 30, 31 to 40, and 41 to 50 (lightest blue). Below the map, text states: 'NHIA's letter-writing campaign is underway with hundreds of members reaching out to their Congressional representatives in support of the Preserving Patient Access to Home Infusion Act. We are so close to the finish line in getting this critical legislation passed, but not every part of the country has responded.' A 'TAKE ACTION NOW!' button is positioned below the text. The next section is titled 'Federal Court Temporarily Blocks Health Care Worker Vax Mandate Nationwide'. The text describes a federal court order in Louisiana halting the CMS coronavirus vaccine mandate for health care workers in federally funded facilities. A 'Read the decision' button is located below the text. At the bottom of the newsletter is a blue banner with a 'LoGo' icon, the text 'Your Ad Here Infusion Express 468x60px', and a 'Learn more' button. The final section is titled 'Industry News' and features the headline 'HHS Issues Interim Rule on Prescription Drug Cost Reporting'. The text explains that the rule requires health plans and insurers to submit certain information on prescription drug costs and other health care spending to the Departments each year, listing five categories of required information.



13,000+
SUBSCRIBERS

[View the online version](#)

[View the complete mockup](#)

GENERAL SPECIFICATIONS:

File formats accepted: JPG or PNG
Please include a URL for linking (no embedded URLs)
Max file size: 1MB
No animated ads

WEEKLY ADS

	Ad 1	Ad 4
1 Edition	\$1,100	\$830
3 Editions	\$2,980	\$2,240
6 Editions	\$5,300	\$3,970

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
(4-5 editions)

	Ad 2	Ad 3
1 Month	\$2,310	\$1,760
3 Months	\$6,050	\$4,620
6 Months	\$11,550	\$8,250

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

AD 1 640x100px

Featured Content

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

AD 2 640x100px

Header

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AD 3 640x100px

Header

adipisci velit, sed quia

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AD 4 640x100px

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 quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt

04.

DIGITAL ADS

NHIA.org website

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.

NEW!

04. DIGITAL ADS

NHIA Website **BOOST Audience Extension**

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 **over 20,000 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



Leaderboard Ad
728 x 90 px (desktop)



AD 1
300x250 px

AD 2
300x250 px

AD 3
300x250 px

AD 4
300x600

Ad 4 is a skyscraper ad and will fill the space of ad 2 & 3

STANDARD RATES:

	1 Month	3 months	6 months	12 months
Leaderboard Ad	\$2,100	\$5,550	\$10,500	\$16,500
Ad 1	\$990	\$2,645	\$4,740	\$8,930
Ad 2	\$880	\$2,425	\$4,520	\$7,940
Ad 3	\$830	\$2,205	\$4,300	\$7,720
Ad 4	\$1,630	\$4,460	\$8,450	\$15,170

BOOST AUDIENCE EXTENSION: additional \$900 per month with any monthly website ad purchase

(5x exposure!)

GENERAL SPECIFICATIONS:

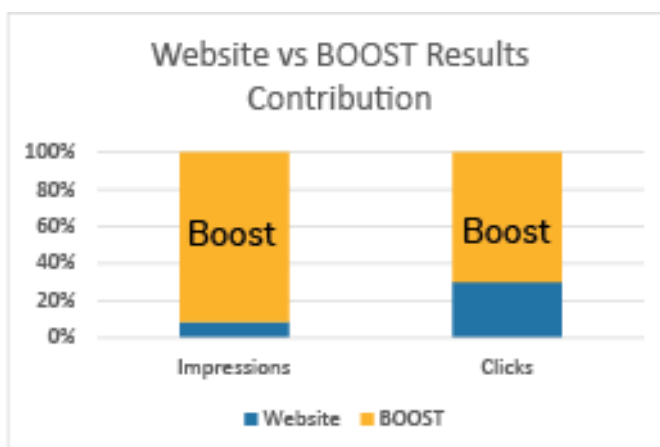
Design files preferred: PNG, JPG

Please include a URL for linking (no embedded URLs)

Max file size: 2MB

No animated ads

Boost ad URLs must link to a webpage that has a link to your company's privacy policy on it



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

05.

WEBINARS

Custom Webinars

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

Align 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.

Recorded Educational Webinar	Live Educational Webinar	Sponsored Webinar
<ul style="list-style-type: none">• \$7,500• For Continuing Education Only (1 CE credit)• 60 minute webinar• Open access webinar• NHIA identifies and recruits expert speaker• NHIA collaborates with sponsor on topic• NHIA has final decision on topic, speaker, and content• Hosted on NHIA University for 3 years• NHIA does all the work! You get the recognition of providing valuable educational content for the infusion industry	<ul style="list-style-type: none">• \$10,000• For Continuing Education Only (1 CE credit)• 60 minute webinar• Open access webinar• NHIA identifies and recruits expert speaker• NHIA collaborates with sponsor on topic• NHIA has final decision on topic, speaker, and content• Recording hosted on NHIA University for 3 years• NHIA does all the work! You get the recognition of providing valuable educational content for the infusion industry	<ul style="list-style-type: none">• \$12,500• No Continuing Education credits• Open access webinar• Live webinar• Sponsor selects speaker and topic• Opportunity to have a representative do a 30-60 second company promo/introduction prior to the webinar• Recording hosted on NHIA University for 3 years• You create the content - NHIA assists in planning, moderation, and promotion of the webinar

Recorded Educational Webinar

\$7,500 per webinar

A recorded educational webinar includes:

- Infusion Express – 4x placements for recruitment and recognition (2x first month, 1x in second, 1x in third) utilizing company logo (valued at \$6,000)
- Included in monthly NHIA education newsletter sent to all NHIA members utilizing company logo
- 2 dedicated social media posts promoting the webinar (1x first month, 1x second month utilizing company logo)
 - NHIA can provide custom graphic for supporter to utilize on social media
- INFUSION Magazine Ad x 1 – recap NHIA U new webinars / content, 1st issue after program launch utilizing company logo
- Recognition at end of program slides utilizing text (no logo) with the following statement, “This educational program is supported by _____”.
- Webinar replay hosted on NHIA University LMS (*evergreen content hosted for three years*)

Live Educational Webinar

\$10,000 per webinar

A live educational webinar includes:

- 2 dedicated email blasts to NHIA membership promoting the webinar utilizing company logo (valued at \$10,000)
- Promotion in NHIA’s INFUSION Express e-newsletter (valued at \$1,500)
- Included in monthly NHIA education newsletter sent to all NHIA members utilizing company logo
- 1 dedicated social media post promoting the webinar (NHIA’s LinkedIn, Facebook, and Twitter pages)
- Recognition at end of program slides utilizing text (no logo) with the following statement, “This educational program is supported by _____”.
- Webinar replay hosted on NHIA University LMS (*evergreen content hosted for three years*)
- List of those who attended the webinar (*opt-in only*)

Sponsored Webinar

\$12,500 per webinar (4 available for 2024)

NHIA has limited the sponsored webinar to 1 per quarter in 2024 and is offered on a first come, first serve basis.

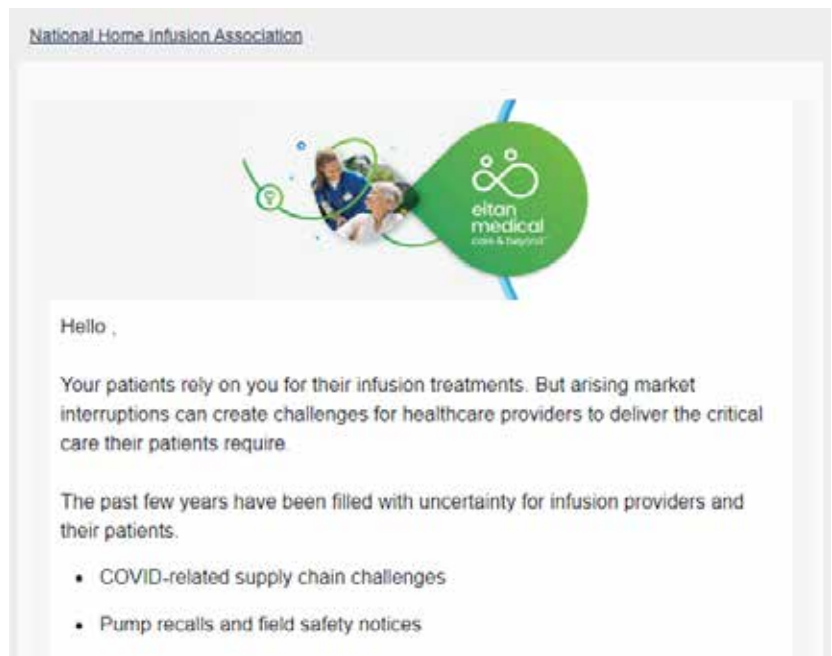
A custom webinar includes:

- Recognition on NHIA’s webinar page
- 2 dedicated email blasts to NHIA membership promoting the webinar (valued at \$10,000)
- 1 dedicated social media post 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 attendee survey question (“If you would like someone from Company X to contact you, please enter your email here”) to generate warm leads (*optional*)
- List of those who attended the webinar (*opt-in only*)

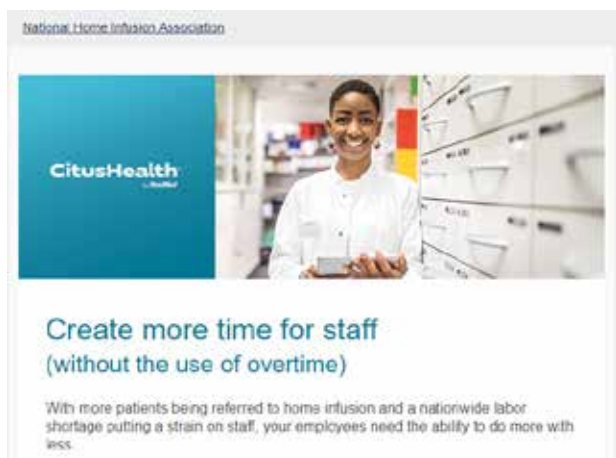
06. CUSTOM EMAIL BLAST

LIMITED AVAILABILITY

Send a customized message to over 13,000 NHIA members in the home & alternate site infusion industry.



13,000+
SUBSCRIBERS



Email Blast

\$5,500 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. You will need to provide us 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. To ensure your email blast will be sent at the scheduled time, please provide edits and/or test approval as soon as possible.

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

- Eblasts are reserved for NHIA members
- 12 eblasts available in 2024
- 6 eblasts available for Gold or FIAC members in 2024
- Can not purchase more than 5 eblasts per year

CONTENT:

Recommended to limit word count to 300 words, and include 1-3 photos per email blast and 1 call-to-action.

If providing HTML code, best practice is to make campaign emails no more than 650 pixels wide so viewer can see full width of email.

Non-NHIA event, webinar, and educational content is not permitted.

SUBJECT LINE:

50 characters max

A "grabber" subject line, aligning with core message
Avoid spam-like words/punctuation such as: "As seen on," "FREE," "Buy now," etc.

IMAGES:

When providing HTML code for email, host images on your server, use fully qualified URLs for image SRC reference, for example: `src="http://www.example.com/images/photo.jpg"`
File size: 5MB or less

If design support is needed, provide images in JPG or PNG format. For logo files, ensure background is transparent.

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

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

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