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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**
INFUSION Magazine

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%
### PRINT AD DISCOUNTS

<table>
<thead>
<tr>
<th>Silver Member</th>
<th>5% Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Member</td>
<td>15% Off</td>
</tr>
<tr>
<td>FIAC Member</td>
<td>Buy two ads, get one of equal value free</td>
</tr>
</tbody>
</table>

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

ACCEPTEDFormats:
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 YOURDIGITAL 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.
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 offers 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)
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:
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.
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.

13,000+ SUBSCRIBERS
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

<table>
<thead>
<tr>
<th>Edition</th>
<th>Ad 1</th>
<th>Ad 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Edition</td>
<td>$1,100</td>
<td>$830</td>
</tr>
<tr>
<td>3 Editions</td>
<td>$2,980</td>
<td>$2,240</td>
</tr>
<tr>
<td>6 Editions</td>
<td>$5,300</td>
<td>$3,970</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
(4-5 editions)

<table>
<thead>
<tr>
<th>Edition</th>
<th>Ad 2</th>
<th>Ad 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$2,310</td>
<td>$1,760</td>
</tr>
<tr>
<td>3 Months</td>
<td>$6,050</td>
<td>$4,620</td>
</tr>
<tr>
<td>6 Months</td>
<td>$11,550</td>
<td>$8,250</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
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.
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*
2. 1st Rectangle

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:

<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>Leaderboard Ad</td>
<td>$2,100</td>
<td>$5,550</td>
<td>$10,500</td>
<td>$16,500</td>
</tr>
<tr>
<td>Ad 1</td>
<td>$990</td>
<td>$2,645</td>
<td>$4,740</td>
<td>$8,930</td>
</tr>
<tr>
<td>Ad 2</td>
<td>$880</td>
<td>$2,425</td>
<td>$4,520</td>
<td>$7,940</td>
</tr>
<tr>
<td>Ad 3</td>
<td>$830</td>
<td>$2,205</td>
<td>$4,300</td>
<td>$7,720</td>
</tr>
<tr>
<td>Ad 4</td>
<td>$1,630</td>
<td>$4,460</td>
<td>$8,450</td>
<td>$15,170</td>
</tr>
</tbody>
</table>

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

(5x exposure!)

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

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
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.

<table>
<thead>
<tr>
<th>Recorded Educational Webinar</th>
<th>Live Educational Webinar</th>
<th>Sponsored Webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>- $7,500</td>
<td>- $10,000</td>
<td>- $12,500</td>
</tr>
<tr>
<td>- For Continuing Education Only (1 CE credit)</td>
<td>- For Continuing Education Only (1 CE credit)</td>
<td>- No Continuing Education credits</td>
</tr>
<tr>
<td>- 60 minute webinar</td>
<td>- 60 minute webinar</td>
<td>- Open access webinar</td>
</tr>
<tr>
<td>- Open access webinar</td>
<td>- Open access webinar</td>
<td>- Live webinar</td>
</tr>
<tr>
<td>- NHIA identifies and recruits expert speaker</td>
<td>- NHIA identifies and recruits expert speaker</td>
<td>- Sponsor selects speaker and topic</td>
</tr>
<tr>
<td>- NHIA collaborates with sponsor on topic</td>
<td>- NHIA collaborates with sponsor on topic</td>
<td>- Opportunity to have a representative do a 30-60 second company promo/introduction prior to the webinar</td>
</tr>
<tr>
<td>- NHIA has final decision on topic, speaker, and content</td>
<td>- NHIA has final decision on topic, speaker, and content</td>
<td>- Recording hosted on NHIA University for 3 years</td>
</tr>
<tr>
<td>- Hosted on NHIA University for 3 years</td>
<td>- Recording hosted on NHIA University for 3 years</td>
<td>- Recording hosted on NHIA University for 3 years</td>
</tr>
<tr>
<td>- NHIA does all the work! You get the recognition of providing valuable educational content for the infusion industry</td>
<td>- NHIA does all the work! You get the recognition of providing valuable educational content for the infusion industry</td>
<td>- You create the content - NHIA assists in planning, moderation, and promotion of the webinar</td>
</tr>
</tbody>
</table>

- You get the recognition of providing valuable educational content for the infusion industry
- 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

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

Hello,

Your patients rely on you for their infusion treatments. But arising market interruptions can create challenges for healthcare providers to deliver the critical care their patients require.

The past few years have been filled with uncertainty for infusion providers and their patients:

- COVID-related supply chain challenges
- Pump recalls and field safety notices

13,000+ SUBSCRIBERS
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.

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 the 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.

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