



NHIA

Media Kit

2024

TABLE OF CONTENTS

01.	ABOUT	
	About NHIA	3
02.	INFUSION Magazine	
	Magazine Info	4
	Readership at a Glance	5
	Rates & Specs	6
	Submission Info	7
03.	Products & Services Guide	
	Products & Services Guide	8
	Rates & Specs	9
04.	Digital Ads	
	Infusion Express Ads & Rates	11
	Website Ads	12
	BOOST	13
	Website Ad Rates	14
05.	Webinars	
	Custom Webinars	15
06.	Emails	
	Email Blasts	17

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.

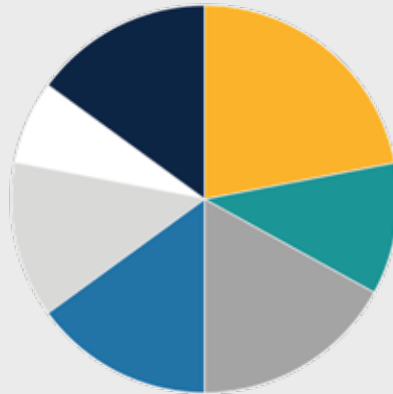
This bi-monthly magazine covers topics of interest to pharmacists, pharmacy technicians, nurses, marketing and reimbursement specialists, physicians, case managers, CEOs, and other leaders within the home and alternate site industry.

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.



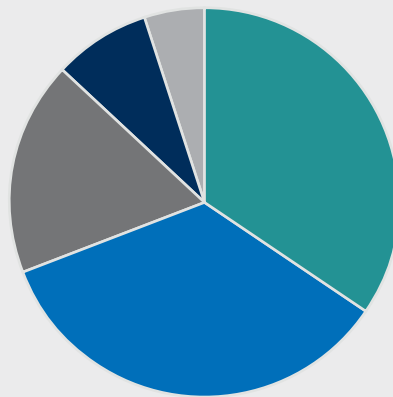
READERSHIP AT A GLANCE

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

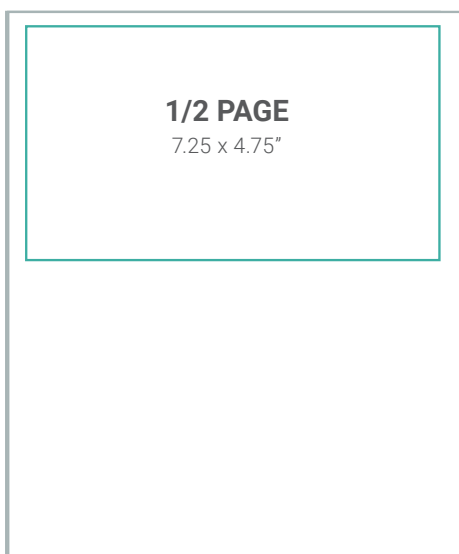
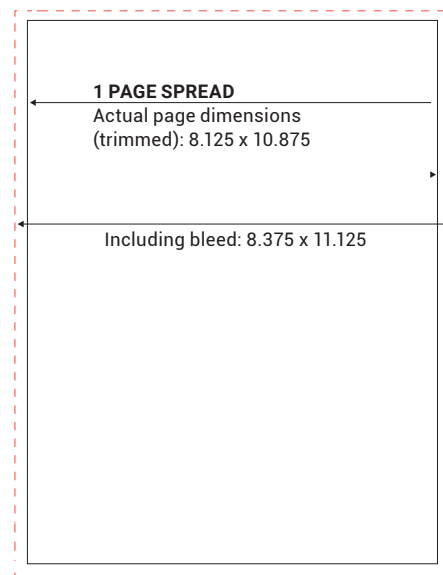
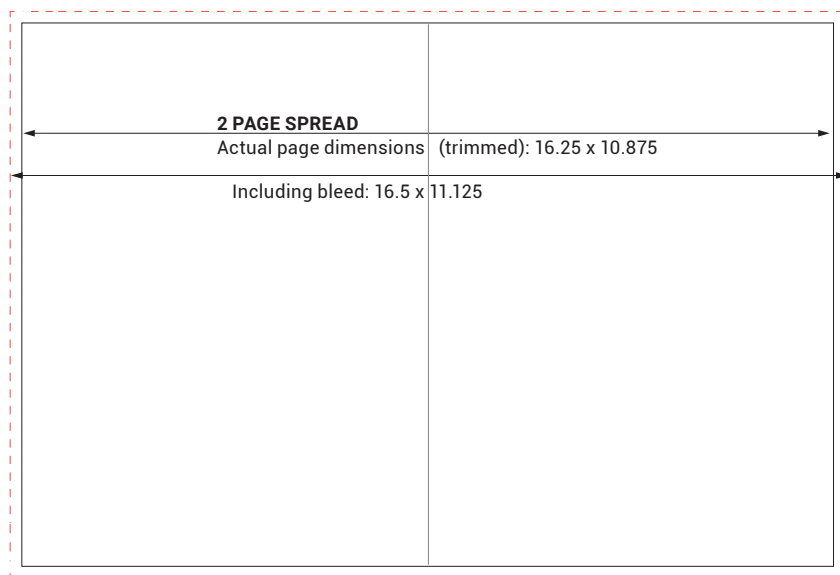


58%

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.

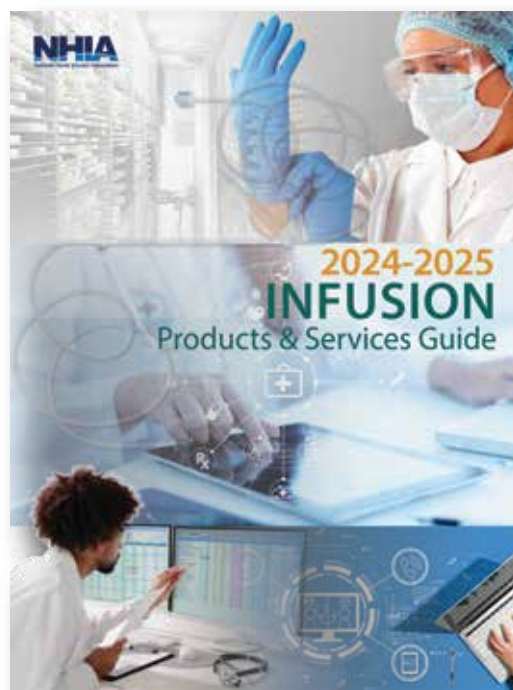
Products & Services Guide

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)



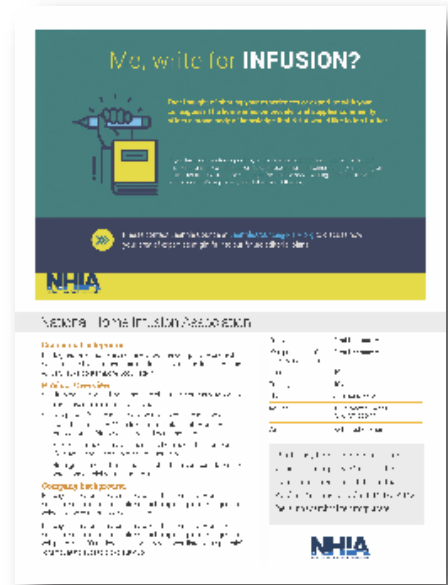
2 PAGE SPREAD



1 page ad

1 page company overview

1 PAGE



1/2 page ad &
1/2 page company overview

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:

1/2 page ad dimensions:

7.25 x 4.75"

180 words max - company overview

2 PAGE SPREAD:

1 page ad dimensions (trimmed):

8.125 x 10.875"

Including bleed (0.125 each edge):

8.375 x 11.125"

500 words max - company overview

AD SUBMISSION

- **1 Page ad:** fill out this form for your company overview
- **2 page ad:** fill out this form for your company overview
- **1 page & 2 page ad creative:** Upload print-ready PDF ad here

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 the following ranges: 1 to 10, 11 to 20, 21 to 30, 31 to 40, 41 to 50, 51 to 60, 61 to 70, 71 to 80, 81 to 90, 91 to 100, 101 to 110, 111 to 120, 121 to 130, 131 to 140, 141 to 150, 151 to 160, 161 to 170, 171 to 180, 181 to 190, 191 to 200, 201 to 210, 211 to 220, 221 to 230, 231 to 240, 241 to 250, 251 to 260, 261 to 270, 271 to 280, 281 to 290, 291 to 300, 301 to 310, 311 to 320, 321 to 330, 331 to 340, 341 to 350, 351 to 360, 361 to 370, 371 to 380, 381 to 390, 391 to 400, 401 to 410, 411 to 420, 421 to 430, 431 to 440, 441 to 450, 451 to 460, 461 to 470, 471 to 480, 481 to 490, 491 to 500, 501 to 510, 511 to 520, 521 to 530, 531 to 540, 541 to 550, 551 to 560, 561 to 570, 571 to 580, 581 to 590, 591 to 600, 601 to 610, 611 to 620, 621 to 630, 631 to 640, 641 to 650, 651 to 660, 661 to 670, 671 to 680, 681 to 690, 691 to 700, 701 to 710, 711 to 720, 721 to 730, 731 to 740, 741 to 750, 751 to 760, 761 to 770, 771 to 780, 781 to 790, 791 to 800, 801 to 810, 811 to 820, 821 to 830, 831 to 840, 841 to 850, 851 to 860, 861 to 870, 871 to 880, 881 to 890, 891 to 900, 901 to 910, 911 to 920, 921 to 930, 931 to 940, 941 to 950, 951 to 960, 961 to 970, 971 to 980, 981 to 990, 991 to 1000, 1001 to 1010, 1011 to 1020, 1021 to 1030, 1031 to 1040, 1041 to 1050, 1051 to 1060, 1061 to 1070, 1071 to 1080, 1081 to 1090, 1091 to 1100, 1101 to 1110, 1111 to 1120, 1121 to 1130, 1131 to 1140, 1141 to 1150, 1151 to 1160, 1161 to 1170, 1171 to 1180, 1181 to 1190, 1191 to 1200, 1201 to 1210, 1211 to 1220, 1221 to 1230, 1231 to 1240, 1241 to 1250, 1251 to 1260, 1261 to 1270, 1271 to 1280, 1281 to 1290, 1291 to 1300, 1301 to 1310, 1311 to 1320, 1321 to 1330, 1331 to 1340, 1341 to 1350, 1351 to 1360, 1361 to 1370, 1371 to 1380, 1381 to 1390, 1391 to 1400, 1401 to 1410, 1411 to 1420, 1421 to 1430, 1431 to 1440, 1441 to 1450, 1451 to 1460, 1461 to 1470, 1471 to 1480, 1481 to 1490, 1491 to 1500, 1501 to 1510, 1511 to 1520, 1521 to 1530, 1531 to 1540, 1541 to 1550, 1551 to 1560, 1561 to 1570, 1571 to 1580, 1581 to 1590, 1591 to 1600, 1601 to 1610, 1611 to 1620, 1621 to 1630, 1631 to 1640, 1641 to 1650, 1651 to 1660, 1661 to 1670, 1671 to 1680, 1681 to 1690, 1691 to 1700, 1701 to 1710, 1711 to 1720, 1721 to 1730, 1731 to 1740, 1741 to 1750, 1751 to 1760, 1761 to 1770, 1771 to 1780, 1781 to 1790, 1791 to 1800, 1801 to 1810, 1811 to 1820, 1821 to 1830, 1831 to 1840, 1841 to 1850, 1851 to 1860, 1861 to 1870, 1871 to 1880, 1881 to 1890, 1891 to 1900, 1901 to 1910, 1911 to 1920, 1921 to 1930, 1931 to 1940, 1941 to 1950, 1951 to 1960, 1961 to 1970, 1971 to 1980, 1981 to 1990, 1991 to 2000, 2001 to 2010, 2011 to 2020, 2021 to 2030, 2031 to 2040, 2041 to 2050, 2051 to 2060, 2061 to 2070, 2071 to 2080, 2081 to 2090, 2091 to 2100, 2101 to 2110, 2111 to 2120, 2121 to 2130, 2131 to 2140, 2141 to 2150, 2151 to 2160, 2161 to 2170, 2171 to 2180, 2181 to 2190, 2191 to 2200, 2201 to 2210, 2211 to 2220, 2221 to 2230, 2231 to 2240, 2241 to 2250, 2251 to 2260, 2261 to 2270, 2271 to 2280, 2281 to 2290, 2291 to 2300, 2301 to 2310, 2311 to 2320, 2321 to 2330, 2331 to 2340, 2341 to 2350, 2351 to 2360, 2361 to 2370, 2371 to 2380, 2381 to 2390, 2391 to 2400, 2401 to 2410, 2411 to 2420, 2421 to 2430, 2431 to 2440, 2441 to 2450, 2451 to 2460, 2461 to 2470, 2471 to 2480, 2481 to 2490, 2491 to 2500, 2501 to 2510, 2511 to 2520, 2521 to 2530, 2531 to 2540, 2541 to 2550, 2551 to 2560, 2561 to 2570, 2571 to 2580, 2581 to 2590, 2591 to 2600, 2601 to 2610, 2611 to 2620, 2621 to 2630, 2631 to 2640, 2641 to 2650, 2651 to 2660, 2661 to 2670, 2671 to 2680, 2681 to 2690, 2691 to 2700, 2701 to 2710, 2711 to 2720, 2721 to 2730, 2731 to 2740, 2741 to 2750, 2751 to 2760, 2761 to 2770, 2771 to 2780, 2781 to 2790, 2791 to 2800, 2801 to 2810, 2811 to 2820, 2821 to 2830, 2831 to 2840, 2841 to 2850, 2851 to 2860, 2861 to 2870, 2871 to 2880, 2881 to 2890, 2891 to 2900, 2901 to 2910, 2911 to 2920, 2921 to 2930, 2931 to 2940, 2941 to 2950, 2951 to 2960, 2961 to 2970, 2971 to 2980, 2981 to 2990, 2991 to 3000, 3001 to 3010, 3011 to 3020, 3021 to 3030, 3031 to 3040, 3041 to 3050, 3051 to 3060, 3061 to 3070, 3071 to 3080, 3081 to 3090, 3091 to 3100, 3101 to 3110, 3111 to 3120, 3121 to 3130, 3131 to 3140, 3141 to 3150, 3151 to 3160, 3161 to 3170, 3171 to 3180, 3181 to 3190, 3191 to 3200, 3201 to 3210, 3211 to 3220, 3221 to 3230, 3231 to 3240, 3241 to 3250, 3251 to 3260, 3261 to 3270, 3271 to 3280, 3281 to 3290, 3291 to 3300, 3301 to 3310, 3311 to 3320, 3321 to 3330, 3331 to 3340, 3341 to 3350, 3351 to 3360, 3361 to 3370, 3371 to 3380, 3381 to 3390, 3391 to 3400, 3401 to 3410, 3411 to 3420, 3421 to 3430, 3431 to 3440, 3441 to 3450, 3451 to 3460, 3461 to 3470, 3471 to 3480, 3481 to 3490, 3491 to 3500, 3501 to 3510, 3511 to 3520, 3521 to 3530, 3531 to 3540, 3541 to 3550, 3551 to 3560, 3561 to 3570, 3571 to 3580, 3581 to 3590, 3591 to 3600, 3601 to 3610, 3611 to 3620, 3621 to 3630, 3631 to 3640, 3641 to 3650, 3651 to 3660, 3661 to 3670, 3671 to 3680, 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Below the map is a paragraph about NHIA's letter-writing campaign. Below that is a 'TAKE ACTION NOW!' button. The next section is titled 'Federal Court Temporarily Blocks Health Care Worker Vax Mandate Nationwide' and includes a paragraph about the court's decision. Below this is a 'Read the decision' button. The final section is titled 'Industry News' and includes a sub-header 'HHS Issues Interim Rule on Prescription Drug Cost Reporting' followed by a paragraph about the rule. At the bottom of the newsletter is a 'Your Ad Here' banner with a 'LoGo' icon, the text 'Your Ad Here Infusion Express 468x60

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

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AD 2 640x100px

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AD 4 640x100px

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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:

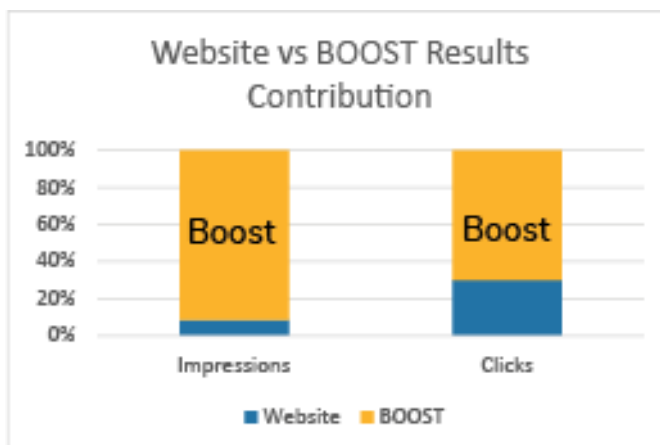
Design files preferred: PNG, JPG

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.

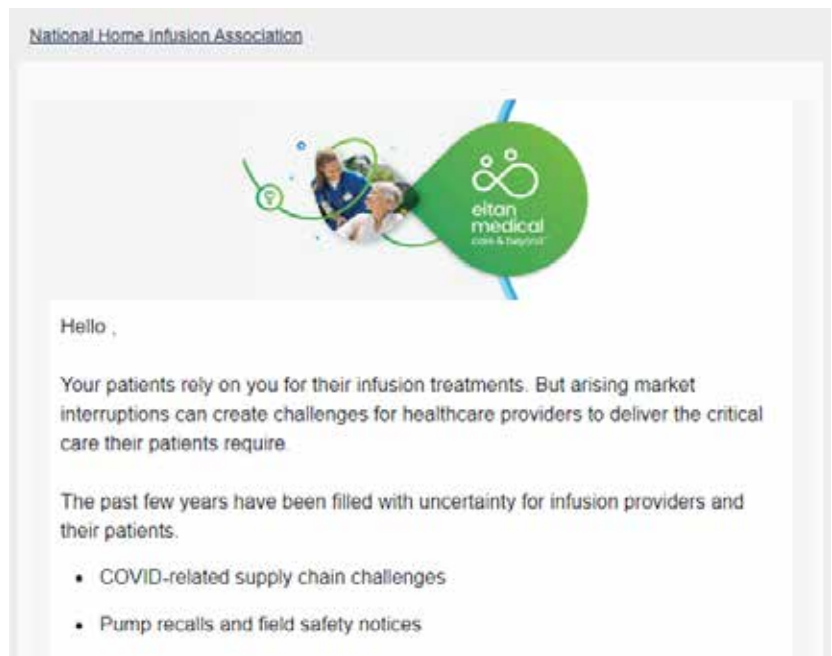
A custom webinar includes:

- 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*)

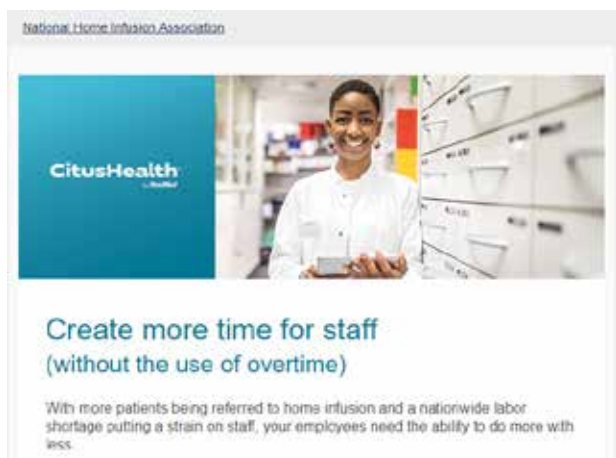
06. CUSTOM EMAIL BLAST

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