The background of the slide is a solid blue color with a gradient from purple on the left to blue on the right. A faint, semi-transparent image of a microphone is visible on the right side of the slide.

**NHIA**

**Media Kit**  
**2025**

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# 01. ABOUT NHIA

**Home and alternate site care is a growing sector of health care delivery. This patient-centered approach boasts benefits from adaptability to cost-effectiveness with outstanding clinical outcomes and satisfaction.**

Current trends in 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 vital 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

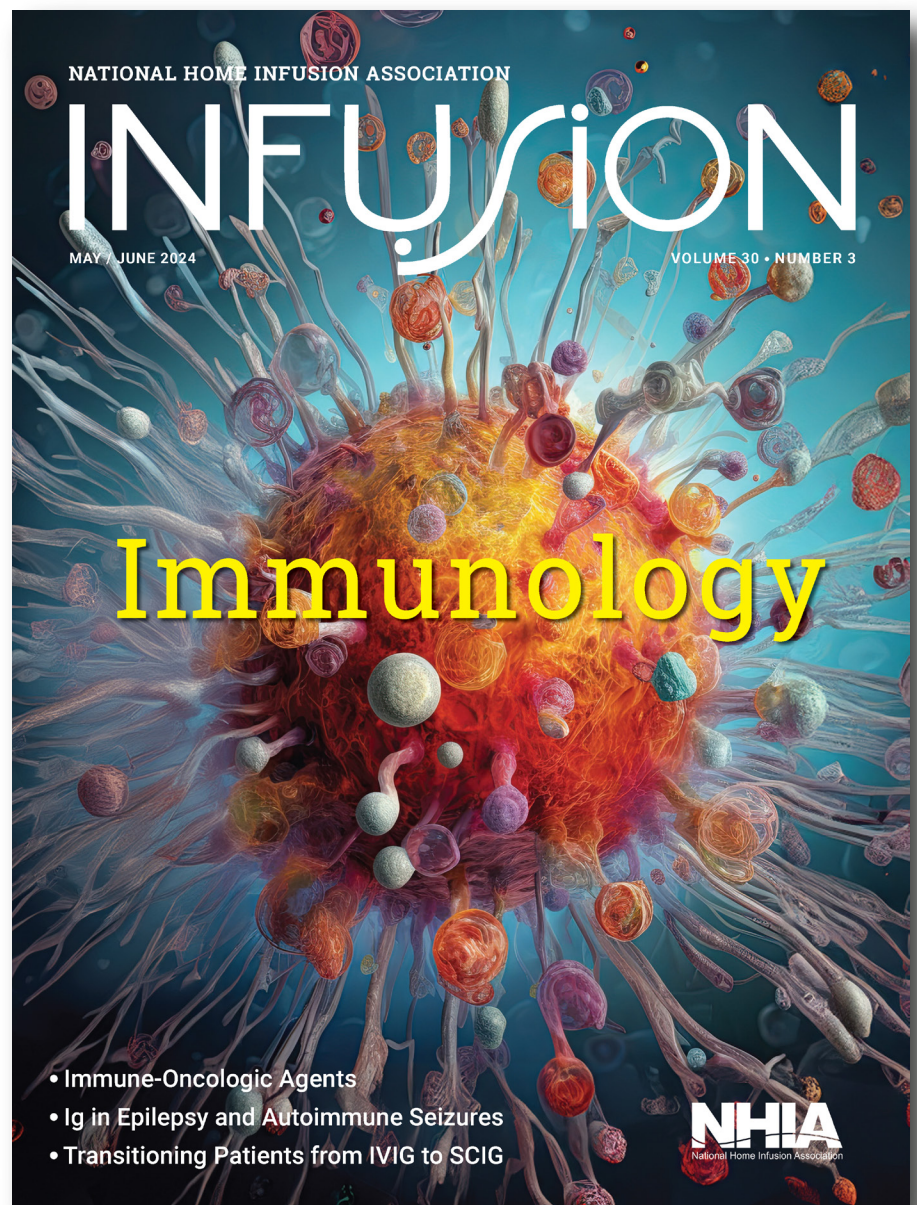
**6 ISSUES  
A YEAR**  
REACHING OVER

**12,000+**  
PROFESSIONAL READERS

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

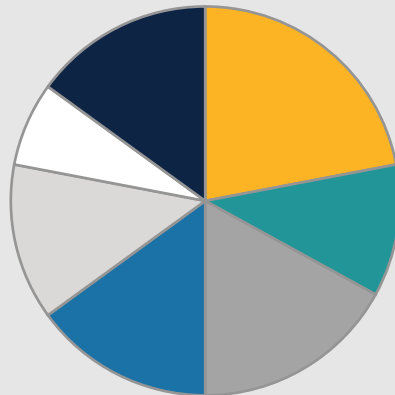
This bi-monthly magazine covers topics of interest to pharmacists, pharmacy technicians, nurses, marketing and revenue cycle specialists, physicians, case managers, CEOs, and other leaders within the home and alternate site industry.

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.



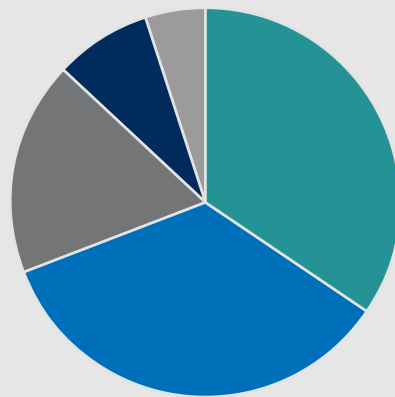
# READERSHIP AT A GLANCE

## 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

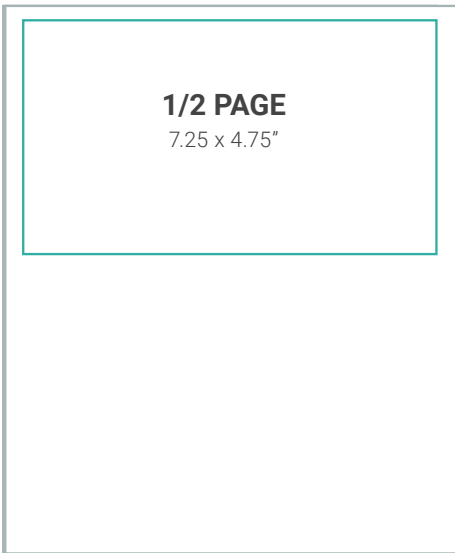
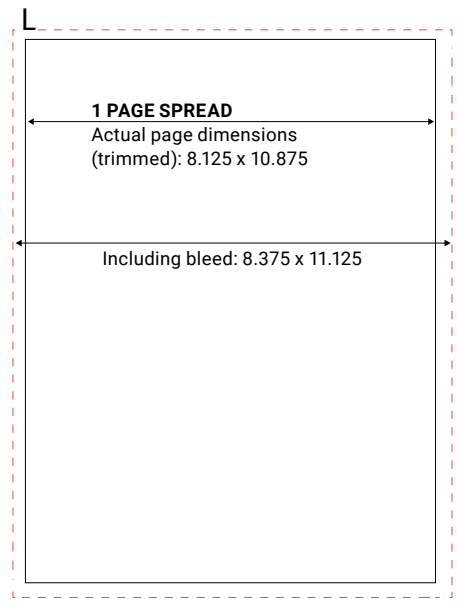
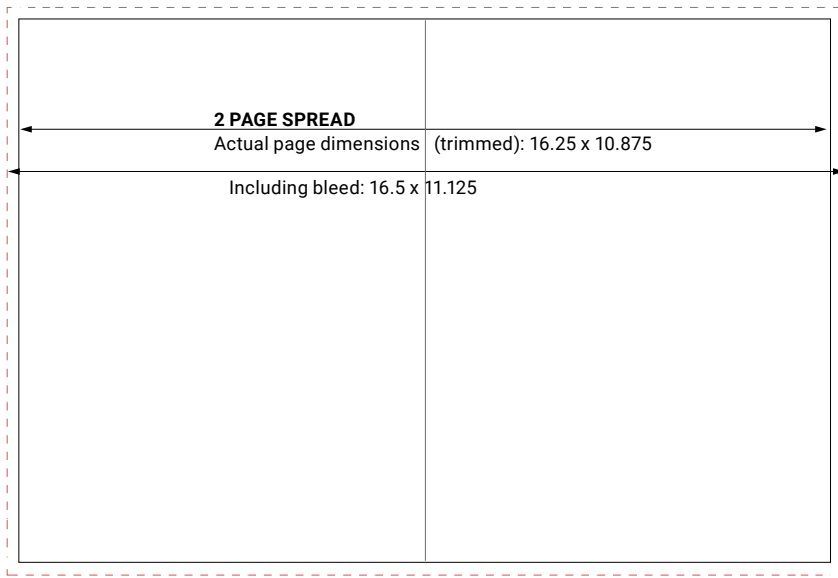


**58%**

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"

Interior margins (top, bottom, inside, outside):

Minimum 0.375" from actual (trimmed) page height and width; 0.5" is recommended.

Space between stacked items: 0.25"

Gutter width: Minimum 0.375"

**AD SUBMISSION:**

Submit [INFUSION Magazine ad](#).

**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"  
Magazine height: 10.875"

Ad Size (All Full Color)	1 Time	3 TIME (10% discount)	6 TIME (15% discount)	12 TIME (25% discount)
4 Page Spread	\$11,445	\$10,290	\$9,660	\$8,500
2 Page Spread	\$8,380	\$7,500	\$7,100	\$6,250
Full Page*	\$5,650	\$5,075	\$4,800	\$4,230
1/2 Page Horizontal	\$4,040	\$3,650	\$3,450	\$2,850

**\*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](mailto:membership@nhia.org).

## Print Ad Specifications

### DIGITAL FILE SUBMISSION REQUIRED:

Please submit files to [advertising@nhia.org](mailto:advertising@nhia.org)

If file is larger than 25MB, please send Dropbox link or file sharing link to [advertising@nhia.org](mailto: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](mailto:advertising@nhia.org) to verify acceptability.

### AD SUBMISSION:

[Submit INFUSION Magazine ad.](#)

## Editorial Calendar

### January/February 2025 Issue

**Legislative and Regulatory Landscape** - The latest updates related to home infusion therapy coverage, IRA implementation, and more. Available on the floor at the Annual Conference.

**Commitment and artwork: December 1, 2024**

### March/April 2025 Issue

**Vascular Access** - A look at practice standards and trends across the industry. Also includes conference happenings and photos as well as a "statshot" of NHIA member value.

**Commitment and artwork: February 1, 2025**

### May/June 2025 Issue

**Mental Health** - Issues affecting patients from Autism to depression to polypharmacy and medication side effects. Coincides with mental health awareness month. Plus, a review of the top 10 newly approved drugs for 2024

**Commitment and artwork: April 1, 2025**

### July/August 2025 Issue

**Measuring Quality** - Developing meaningful metrics and using them to ensure efficiency and quality care.

**Commitment and artwork: June 1, 2025**

### September/October 2025 Issue

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

**Commitment and artwork: August 1, 2025**

### November/December 2025 Issue

**Sterile Compounding** - The latest on this staple of the infusion industry.

**Commitment and artwork: October 1, 2025**

## Custom Advertising Options

### Glue Tip or Polybag Insert

Send your stand-alone advertisement alongside INFUSION. \$7,500 insertion fee. Advertiser to supply printer material. Content subject to NHIA review & approval.

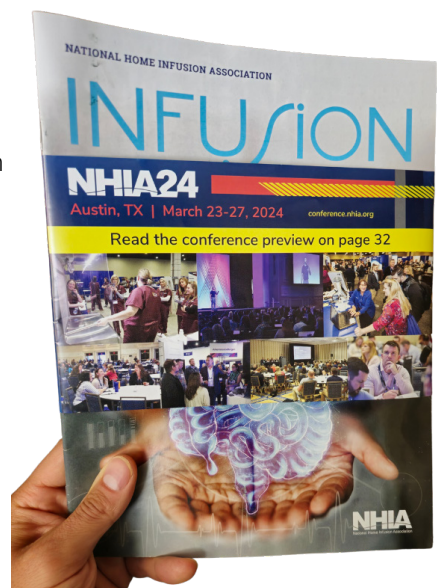
### Fold-out Covers

Surprise and delight readers with an interactive ad option

### Belly Bands (see example to the right):

Unique ad option that wraps around the magazine

Contact Ashlan Oberholtzer at [ashlan.oberholtzer@nhia.org](mailto:ashlan.oberholtzer@nhia.org) for custom ad availability and pricing.



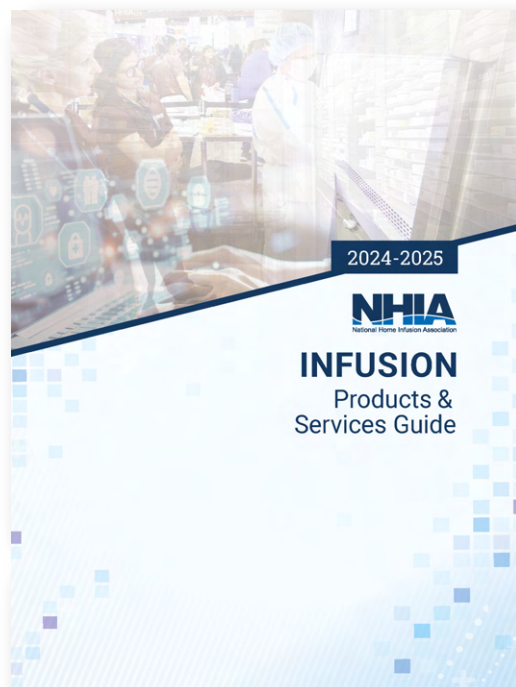
# 03. Products & Services Guide

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, revenue cycle 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 listing (1/2 page ad with 1/2 page custom content)
2. Two page listing (1 full page ad with 1 full page custom content)



**[View the Product & Services Guide](#)**



## 2 PAGE LISTING

2 page spread - ad

2 page spread - company overview

## 1 PAGE LISTING

1 page ad/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](mailto:advertising@nhia.org) to verify acceptability.

### 1 PAGE LISTING:

1/2 page ad dimensions:  
 7.25 x 4.75"  
 180 words max - company overview

### 2 PAGE LISTING:

1 page ad dimensions:  
 8.125 x 10.875"  
 Including bleed (0.125 each edge):  
 8.375 x 11.125"  
 500 words max - company overview

### AD SUBMISSION

[Submit 1 page company/products & services overview here.](#)

[Submit 2 page company/products & services overview here.](#)

[Submit 1 page & 2 page ad creative 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.

Access the online version

**NHIA**  
INFUSION  
Express

**LoGo** Your Ad Here  
Infusion Express 640x100px **Learn more**

**Featured Content**

Take Action: Write Your Members of Congress

MESSAGE COUNTS

- 100-40
- 31-100
- 11-30
- 1-10
- 0

**TAKE ACTION NOW!**

**Federal Court Temporarily Blocks Health Care Worker Vax Mandate Nationwide**

On November 30, a federal court in Louisiana temporarily halted the Centers for Medicare and Medicaid (CMS) from enforcing its coronavirus vaccine mandate for health care workers in federally funded facilities. The order applies nationwide until a lawsuit from 14 states over the rule can be dealt with and follows multiple rulings in 4 suits.

**Read the decision**

**LoGo** Your Ad Here  
Infusion Express 468x60px **Learn more**

**Industry News**

**HHS Issues Interim Rule on Prescription Drug Cost Reporting**

The rule requires health plans and health insurance issuers in the group and individual markets to submit certain information on prescription drug costs and other health care spending to the Departments each year. Submissions must include: 1) plan and coverage information; 2) impacts of prescription drug rebates, fees, and other remuneration on premiums and out-of-pocket costs; 3) enrollment and premium information; 4) total health care spending categorized by type and cost; and 5) rebates, fees, and other remuneration paid by drug manufacturers for specified drugs.



**13,000+**  
SUBSCRIBERS

[View the online version](#)

## GENERAL SPECIFICATIONS:

File formats accepted: JPG or PNG

Please include a URL for linking (no embedded URLs)

Max file size: 1MB

No animated ads

## AD SUBMISSION:

Submit ad and URL [here](#).

### TOP BANNER AD

Ad 1	
1 Edition	\$1,100
Monthly	\$3,975

*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	Ads 3 & 4
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

# 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.**

TOP VALUE!

# 04. DIGITAL ADS

## NHIA Website BOOST Audience Extension

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

An exciting offering to supercharge the value of your NHIA Website Ads—**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.

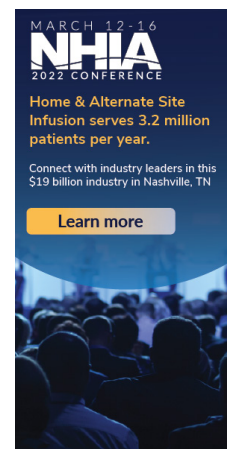
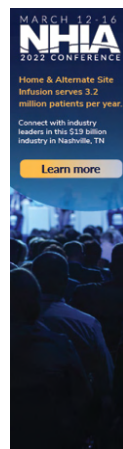
#### Recommended Ad Sizes:

(choose any or inquire about additional sizes):

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

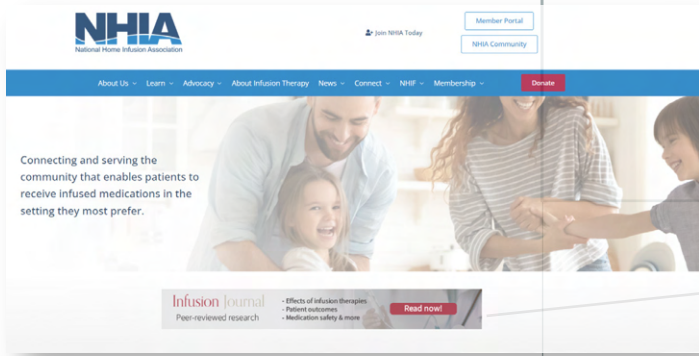
*Including a variety of sizes will improve the performance of your ads.*

*Note: Only 3 spots available per month*



#### AD SUBMISSION:

Submit ads and URL(s) [here](#).



**Leaderboard Ad**  
728 x 90 px (desktop)

**News**

**Pioneers of Home Infusion: Dr. Tony Powers**  
August 2, 2023

**CMS Releases Home Health Proposed Rule for CY 2024**  
July 3, 2023

**Bipartisan Legislation Would Improve Home Infusion Access Among Medicare Beneficiaries**  
June 14, 2023

**NHIA to Hold Second Home and Specialty Infusion Payor Summit**  
May 25, 2023

**FDA Issues Guidance for Decentralized Clinical Trials**  
May 9, 2023

**Upcoming Webinars**

**CLINCAL CONNECT: Beyond Use Dating: Understanding the Science Behind the De...**  
Wednesday, September 20, 2023, 12:00 - 12:30 ET

**2023 Fall FIAC Meeting**  
Wednesday, September 27, 2023, 12:00 - 21:00 ET

**2023 USP SERIES: Ask the Expert Panel Discussion: USP 797**  
Wednesday, October 4, 2023, 12:00 - 13:00 ET

[View Calendar](#)



**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	\$2,320	\$6,100	\$11,550	\$18,150
Ad 1	\$1090	\$2,900	\$5,215	\$9,820
Ad 2	\$970	\$2,665	\$4,970	\$8,730
Ad 3	\$915	\$2,425	\$4,730	\$8,490
Ad 4	\$1,790	\$4,900	\$9,295	\$16,675

**GENERAL SPECIFICATIONS:**

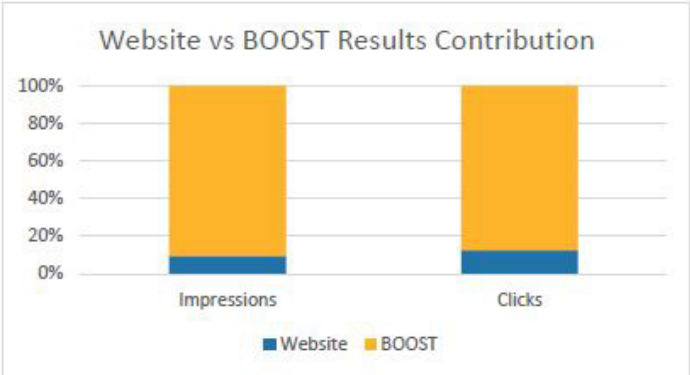
Design files preferred: PNG, JPG  
Please include a URL for linking (no embedded URLs)  
Boost ad urls must include a privacy policy link on page  
Max file size: 2MB

**AD SUBMISSION:**

Submit ad(s) and URL(s) here.

**BOOST AUDIENCE EXTENSION:** additional \$1,000 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

# 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.

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

## 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, “Program is supported through an unrestricted education grant by \_\_\_\_\_ and we thank them for their support”.
- 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
- Recognition at end of program slides utilizing text (no logo) with the following statement, “Program is supported through an unrestricted education grant by \_\_\_\_\_ and we thank them for their support”.
- 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 2025)

**NHIA has limited the sponsored webinar to 1 per quarter in 2025 and is offered on a first-come, first-served basis.**

#### A custom webinar includes:

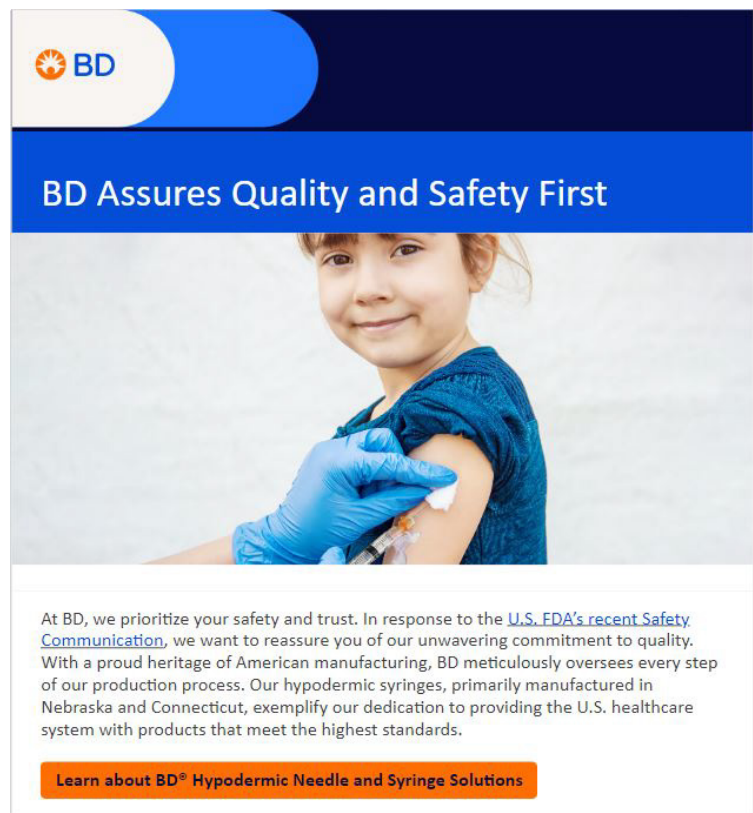
- Recognition on NHIA’s webinar page
- 2 dedicated email blasts to NHIA membership promoting the webinar (valued at \$10,000)
- 1 dedicated social media post promoting the webinar
- Promotion in NHIA’s INFUSION Express e-newsletter (valued at \$1,500)
- Webinar replay hosted on NHIA University LMS (*evergreen 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 13,500 NHIA members in the home & alternate site infusion industry.



The image shows a preview of an email blast. At the top left is the BD logo. Below it is a blue header bar with the text "BD Assures Quality and Safety First". The main body of the email features a photograph of a healthcare professional in blue scrubs and gloves administering an injection to a young child's arm. Below the photo is a paragraph of text and a call-to-action button.

At BD, we prioritize your safety and trust. In response to the [U.S. FDA's recent Safety Communication](#), we want to reassure you of our unwavering commitment to quality. With a proud heritage of American manufacturing, BD meticulously oversees every step of our production process. Our hypodermic syringes, primarily manufactured in Nebraska and Connecticut, exemplify our dedication to providing the U.S. healthcare system with products that meet the highest standards.

[Learn about BD® Hypodermic Needle and Syringe Solutions](#)



**13,500+**  
SUBSCRIBERS



## Utilization of RECARBRIO in Outpatient Settings<sup>1</sup>

See below for information on utilization of RECARBRIO in inpatient and outpatient settings of care.

### Indications

RECARBRIO is indicated for the treatment of patients 18 years of age and older with hospital-acquired bacterial pneumonia and ventilator-associated bacterial pneumonia (HABP/VABP), caused by the following susceptible gram-negative microorganisms: *Acinetobacter calcoaceticus-baumannii* complex, *Enterobacter cloacae*, *Escherichia coli*, *Haemophilus influenzae*, *Klebsiella aerogenes*, *Klebsiella oxytoca*, *Klebsiella pneumoniae*, *Pseudomonas aeruginosa* and *Serratia marcescens*.

Email Blast

\$5,800 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.*

### EBLAST SUBMISSION:

[Submit eblast HTML here.](#)

- Eblasts are reserved for NHIA members
- 12 eblasts available in 2025
- 6 eblasts available for Gold or FIAC members in 2025
- Cannot 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.

## Contact us for custom ad packages!

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

**CONTACT INFORMATION: 703-993-0096**

Submit all ads to [advertising@nhia.org](mailto:advertising@nhia.org)

Ad sales: Ashlan Oberholtzer at [ashlan.oberholtzer@nhia.org](mailto:ashlan.oberholtzer@nhia.org)

Ad copy and content: NHIA Communications Team at [advertising@nhia.org](mailto:advertising@nhia.org)

Technical questions: NHIA Communications Team at [advertising@nhia.org](mailto:advertising@nhia.org)