

Become a CAHF E-News Sponsor

Why Sponsor?

- **No competition** – Each issue features only one sponsor, so you get exclusive recognition.
- **Visibility** – The sponsor box is prominently displayed near the top of the newsletter, so the sponsor's name, logo and contact information are visible at a glance to everyone who opens the newsletter or views it online. The sponsor box also displays near the top of each article as readers click through.
- **Links** – A link within the sponsor box to your Web site can lead viewers to your detailed information.
- **Access** – The newsletter is distributed electronically semi-monthly to more than 5,000 long-term care providers, including administrators, directors of nursing, staff developers and more.
- **Opportunity** – It's a great opportunity to increase your name recognition, announce a new product or service, or invite people to your booth at the Annual Expo.

Affordable Rates:

Per issue:

- CAHF Member rate: \$500 per issue
- Non-member rate: \$1,000 per issue

Volume discounts:

- 4-6 issues (pre-paid) for \$450 per issue (members)/\$900 (non-members)
- 7+ issues (pre-paid) for \$400 per issue (members)/\$800 (non-member)

CAHF E-News Update is distributed on Thursdays every other week. (Schedule may deviate due to holidays or special events.) Sponsorships are allotted on a first come, first served basis and must be pre-paid.

To learn more about CAHF E-News sponsorship, or to reserve your spot, contact kqueale@cahf.org.

The image shows a screenshot of the CAHF E-News Update newsletter. The header features the CAHF logo and the title "E-News Update" in large, bold, blue letters. Below the title, it says "News and information for members of the California Association of Health Facilities" and the date "April 8, 2011".

On the left side, there is a section for the "E-News Sponsor" featuring the logo for HPSI Purchasing Services, with the phone number (800) 223-4774 and the text "A CAHF Preferred Provider".

Below the sponsor section is a "In this Issue" section with a list of articles:

- Print this newsletter
- TOP STORIES
- Budget trailer bill passes with cuts
- Federal shutdown looms
- CAHF launches Web page on psychoactive meds
- DHCS revises checkwrite schedule

On the right side, there is a "Print this newsletter" link with the text "Full plain-text copy Read More...". Below that is a "TOP STORIES" section with several article titles and "Read More..." links:

- Budget trailer bill passes with cuts**
By Darryl Nixon, CAHF Director of Reimbursement and Data Systems
CAHF has Q&A Read More...
- Federal shutdown looms**
Timely Medicare payments threatened Read More...
- CAHF launches Web page on psychoactive meds**
Information in laymen's terms Read More...
- DHCS revises checkwrite schedule**
HP files to SCO on March 28 and June 27 Read More...
- DHCS rescinds DS managed-care plan**
No mandatory enrollment for ICF/DD clients Read More...
- DS day-program and transport payment**
DDS announces changes Read More...

CAHF E-NEWS UPDATE

SPONSOR INVOICE

Sponsor (name of company or product being advertised) _____

Contact _____

Address _____

City _____ State _____ ZIP _____

E-mail Address _____

Sponsor reserves exclusive placement in the sponsor box located in the upper left-hand section of the electronic newsletter with an electronic link to the sponsor's Web site. No other sponsorships/display advertising will be accepted by CAHF for the reserved *E-News Update* issues.

Artwork must be provided electronically in .gif or .jpg format. Advertising space is limited to 250 pixels wide x 300 pixels tall. Submit artwork via e-mail to kqueale@cahf.org. (CAHF can provide basic design services at no cost.)

Space Reservations

CAHF E-News 2012 publication dates:

Jan 12	May 3 - Sold	Aug 30
Jan 26	May 17	Sept 13
Feb 9 - Sold	May 31	Sept 27
Feb 23	June 14 - Sold	October 11
Mar 8 - Sold	June 28	October 25
Mar 22	July 12 (Last issue before Summer Conference)	November 8 (Last issue before Annual Convention)
Apr 5 - Sold	Aug 2	November 22
Apr 19	Aug 16	December 6
		December 20

Please indicate desired placement dates: _____

Rates and Payment

- Single issue – \$500 (member rate) Single issue (non-member) – \$1,000 (non-member rate)
- Volume rate A: 4-6 issues \$450 per issue (member rate) # _____ x \$450 = \$ _____
- Volume rate A-NM: 4-6 issues \$900 per issue (non-member rate) # _____ x \$900 = \$ _____
- Volume rate B: 7+ issues \$400 per issue (member rate) # _____ x \$400 = \$ _____
- Volume rate B-NM: 7+ issues \$400 per issue (non-member rate) # _____ x \$800 = \$ _____

Total Amount Due \$ _____

All sponsorships must be paid in full at least five working days prior to first issue date.

- Check enclosed (payable to CAHF)
- Please charge my credit card: Visa MC Amex
- Card #: _____ Exp Date _____ Security Code: _____
- Signature: _____

Return completed contract to:

California Association of Health Facilities
Attn: Kelley Queale
2201 K Street • Sacramento, CA 95816
(916) 441-6400, Ext 115 • (916) 492-6635 fax • kqueale@cahf.org