



# **NHIA**

# **Media Kit**

## **2022**

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# 01. ABOUT NHIA

**As efforts to control health care costs intensify, alternate sites of care are playing a larger role in optimizing the delivery of services.**

This care migration coupled with a robust pipeline of novel injectable and IV-administered drugs put the home and specialty 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 specialty 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.

NHIA's bi-monthly magazine, INFUSION, is the only national publication exclusively focused on this readership.

**NHIA IS THE ONLY NATIONAL TRADE ASSOCIATION  
SERVING HOME AND SPECIALTY INFUSION**

**30+**

YEARS  
EXPERIENCE

**300%**

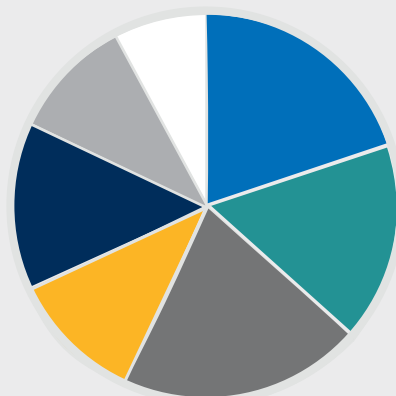
INDUSTRY GROWTH  
OVER LAST  
10 YEARS

**\$19**

BILLION DOLLAR  
INDUSTRY

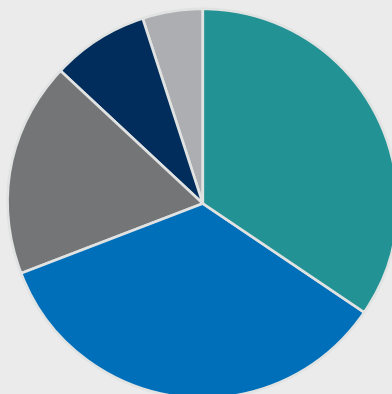


## INFUSION READERS BY PROFESSION



- 17% PHARMACIST
- 22% EXECUTIVES/MANAGEMENT
- 8% BILLING/REIMBURSEMENT
- 10% PHARMACY TECHNICIAN
- 20% NURSE
- 2% OPERATIONS
- 25% OTHER

## INFUSION READERS BY PROVIDER TYPE



- 35% INDEPENDENT
- 35% HOSPITAL OR HEALTH SYSTEM
- 8% SUPPLIER
- 4% HOME HEALTH AGENCY
- 18% OTHER

## INFUSION SPURS READER ACTION



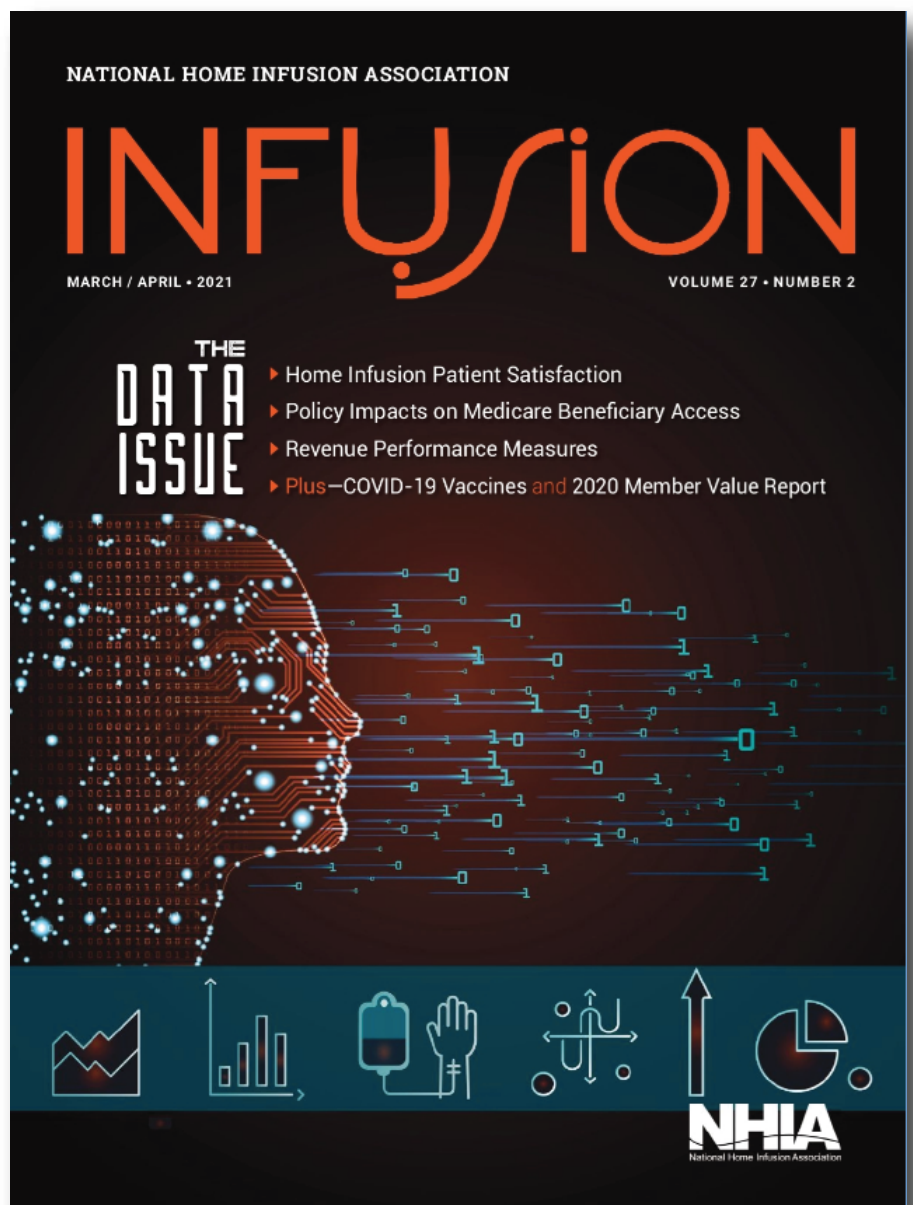


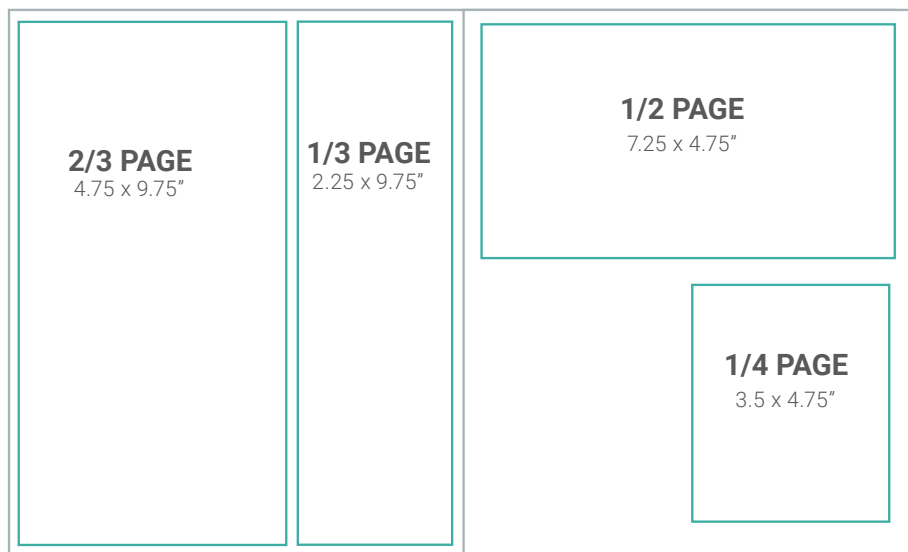
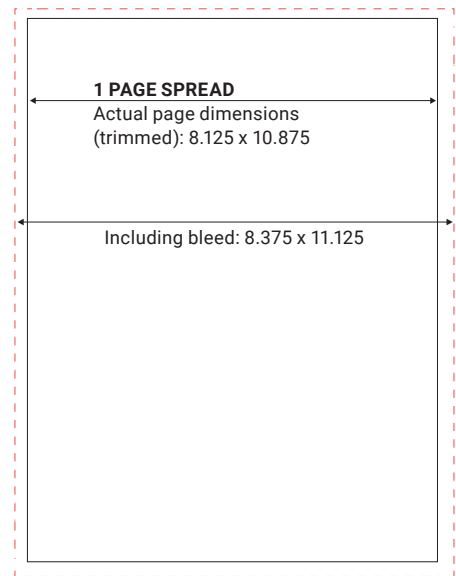
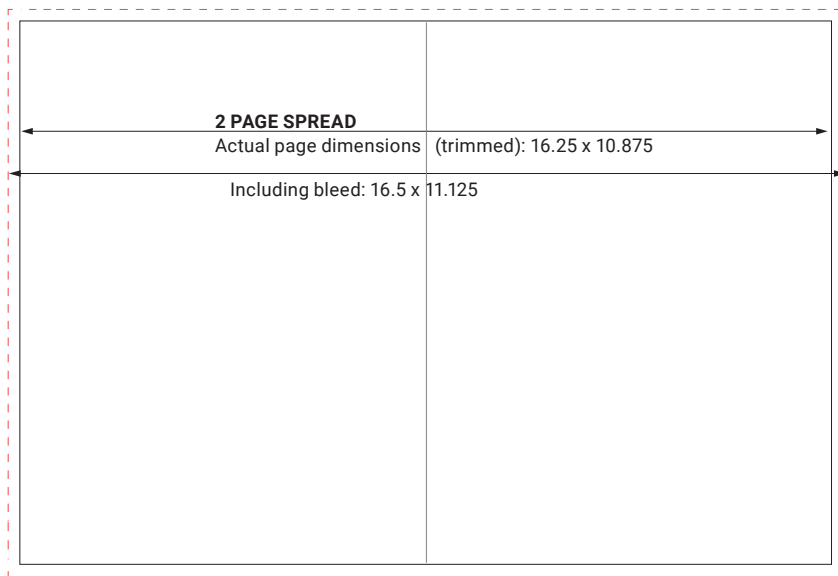
# 02. INFUSION Magazine

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





#### 2 PAGE SPREAD:

Actual page dimensions (trimmed):  
16.25 x 10.875"

Including bleed (0.125 each edge):  
16.5 x 11.125"

#### 1 PAGE:

Actual page dimensions (trimmed):  
8.125 x 10.875"

Including bleed (0.125 each edge):  
8.375 x 11.125"

#### MAGAZINE TRIMS:

Magazine width: 8.125 in  
Magazine height: 10.875 in

#### 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 recommended.

Space between stacked items: 0.25 in  
Gutter width: Minimum 0.375 in

Ad Size (All Full Color)	1 Time	3 TIME (10% discount)	6 TIME (15% discount)	12 TIME (25% discount)
2 Page Spread	\$7,200	\$6,480	\$6,120	\$5,400
Full Page*	\$4,875	\$4,385	\$4,140	\$3,655
2/3 Page Vertical	\$4,145	\$4,385	\$4,140	\$3,110
1/2 Page Horizontal	\$3,520	\$3,170	\$2,990	\$2,245
1/3 Page Vertical	\$2,995	\$2,685	\$2,545	\$2,245
1/4 Page Vertical	\$2,245	\$2,020	\$1,910	\$1,685

#### \*ADD \$1,000 FOR PREFERRED POSITIONS:

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

#### GLUE TIP OR POLYBAG INSERT:

\$5,800 insertion fee \*advertiser  
to supply printed material  
Content subject to NHIA review &  
approval.

## Print ad specifications are listed below; for material due dates, please see Editorial Calendar below:

### 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

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  
Additional requirements if submitting packaged Adobe InDesign file

#### 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.

### EDITORIAL CALENDAR:

#### January/February 2022 Issue

**Neurology** - infused therapies, such as biologics, Ig, and more for neurological conditions.  
Special looks at Alzheimer's disease, MS, migraine, and the FDA's accelerated approval pathway  
**Commitment and artwork: December 1, 2021**

#### March/April 2022 Issue

**Data Issue** - Key findings from NHIA's benchmarking program  
**Commitment and artwork: February 1, 2022**

#### May/June 2022 Issue

**Sterile Compounding** - The latest standards and regulations affecting the industry  
**Commitment and artwork: April 1, 2022**

#### July/August 2022 Issue

**Moving Care to the Home** - regulatory developments and other trends that are helping drive the transition  
**Commitment and artwork: June 1, 2022**

#### September/October 2022 Issue

**Enteral and Parenteral Nutrition** - Coincides with Malnutrition Awareness Week  
**Commitment and artwork: August 1, 2022**

#### November/December 2022 Issue

**Diversity and Equity in Health Care** - plus a look at quality and quality improvement  
**Commitment and artwork: October 1, 2022**

### PREFERRED NHIA SUPPLIER MEMBER PRINT AD DISCOUNTS

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 703-993-0038 or at [membership@nhia.org](mailto:membership@nhia.org).

# 01. READERSHIP AT A GLANCE

**INFUSION** magazine is the official publication of the National Home Infusion Association (NHIA), reaching key decision makers within the home and specialty 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 specialty infusion industry.

**INFUSION IS AVAILABLE, UPON  
REQUEST TO EVERY EMPLOYEE OF  
ANY NHIA MEMBER COMPANY -**

**PROVIDER ORGANIZATIONS AND  
SUPPLIER COMPANIES**



**92%**

SAY READING IMPROVES  
THEIR KNOWLEDGE OF  
INDUSTRY-SPECIFIC  
DEVELOPMENTS

**6 ISSUES  
A YEAR**

REACHING OVER

**13,000+**

PROFESSIONAL  
READERS



**58%**

OF READERS INVOLVED IN  
PURCHASING DECISIONS

# 03. DIGITAL ADS

## INFUSION Express

Each mobile-friendly issue offers the latest industry news for home & specialty 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  
December 21, 2021

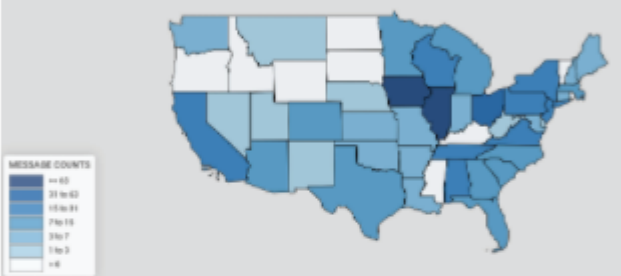
# NHIA

## INFUSION Express

**Your Ad Here**  
Infusion Express 640x100px [Learn more](#)

**Featured Content**

Take Action: Write Your Members of Congress




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.

**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**

**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](#)

[View the complete mockup](#)

**AD 1**  
 640x100 px

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**      468x60px

**Header**

**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

**adipisci velit, sed quia**

quae ab illo inventore veritatis et quasi architecto

beatae vitae dicta sunt explicabo. Nemo enim ipsam

**AD 3**      468x60px

**Header**

**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 4**  
 640x100 px

**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



## GENERAL SPECIFICATIONS:

File formats accepted: GIF (non-animated), JPG, or PNG

Please include a URL for linking (no embedded URLs)

Max file size: 5MB

Please send graphic files at twice the dimensions listed.

	1 Edition	3 Editions	6 Editions	12 Editions
1. Top Banner	\$1,000	\$2,700	\$4,800	\$8,400
2. Interior Banner 1	\$900	\$2,400	\$4,300	\$7,500
3. Interior Banner 2	\$750	\$2,000	\$3,600	\$6,300
4. Bottom Banner	\$1,000	\$2,700	\$4,800	\$8,400

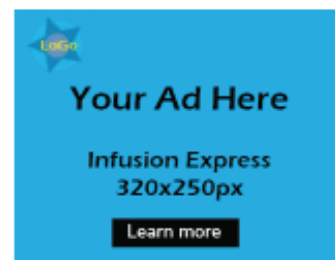
\*10% discount on digital ads when combined with a package of 3 or more print ads

## MOBILE FORMATS

Ad spots 2, 3 and 4 will display in a mobile-optimized format at **320x250px** on mobile devices.

nationwide until a lawsuit from 14 states over the rule can be dealt with and follows multiple rulings in 4 suits.

**Read the decision**



### 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



# 03.

# DIGITAL ADS

NHIA.org website

**Busy home and specialty infusion professionals need an up-to-date compilation of the latest information and industry resources.**

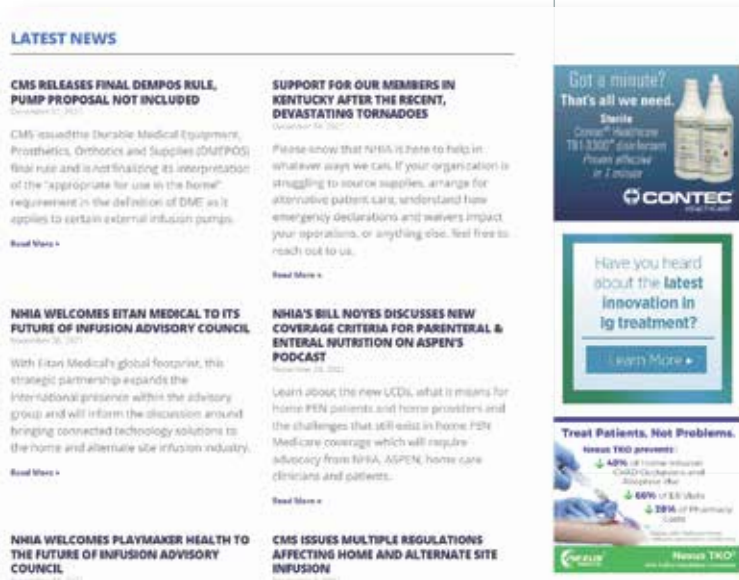
NHIA's website is the place to find everything including industry news, continuing education opportunities, as well as specialized resource documents and guides for industry topics like sterile compounding, IV nursing, reimbursement, legislative advocacy, and more.

**NHIA utilizes Google Analytics to collect data on website viewers, unique page views, time spent on web pages, and more.**





**Rotating Banner Ad**  
1200 x 500 px (desktop)  
900 x 750px (mobile)



**AD 1**  
300x250px

**AD 2**  
300x250px

**AD 3**  
300x250px

## RATES:

### GENERAL SPECIFICATIONS:

Design files preferred: AI, EPS, PNG, GIF  
File formats also accepted: JPG, PSD  
Please include a URL for linking (no embedded URLs)  
Max file size: 5MB

	1 Month	3 months	6 months	12 months
1. Rotating Banner	\$1,000	\$2,700	\$4,800	\$9,000
2. 1st Rectangle	\$900	\$2,400	\$4,300	\$8,100
3. 2nd Rectangle	\$800	\$2,200	\$4,100	\$7,200
4. 3rd Rectangle	\$750	\$2,000	\$3,900	\$7,000

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



# 03. DIGITAL ADS

## NHIA Website AUDIENCE EXTENSION CAMPAIGN

**Multiply your exposure to NHIA website visitors more than 5x!**

**Target NHIA website visitors across the web** concurrently with your NHIA homepage advertisement. You can use as many standard display ad sizes as you'd like with recommended sizes below.

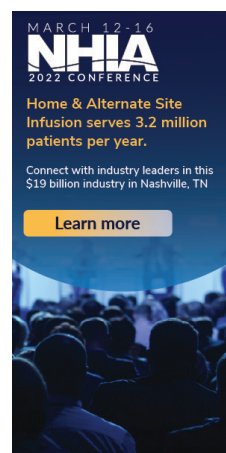
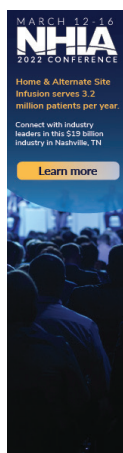
Your ads will receive **18,000-23,000 viewable impressions** over the course of the month (~1,000 total ads served per day). We track viewable impressions as ads that display more than 50% for more than one second on the user's screen to help ensure we are not counting ads that users pass by to quickly to interact with.

At the end of each month, we will provide **detailed metrics on your campaign.**

	Cost
1-2 months	\$750/mo
3-4 months	\$700/mo
5+ months	\$650/mo

Recommended ad sizes  
(choose any or inquire about additional sizes):

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



# 04.

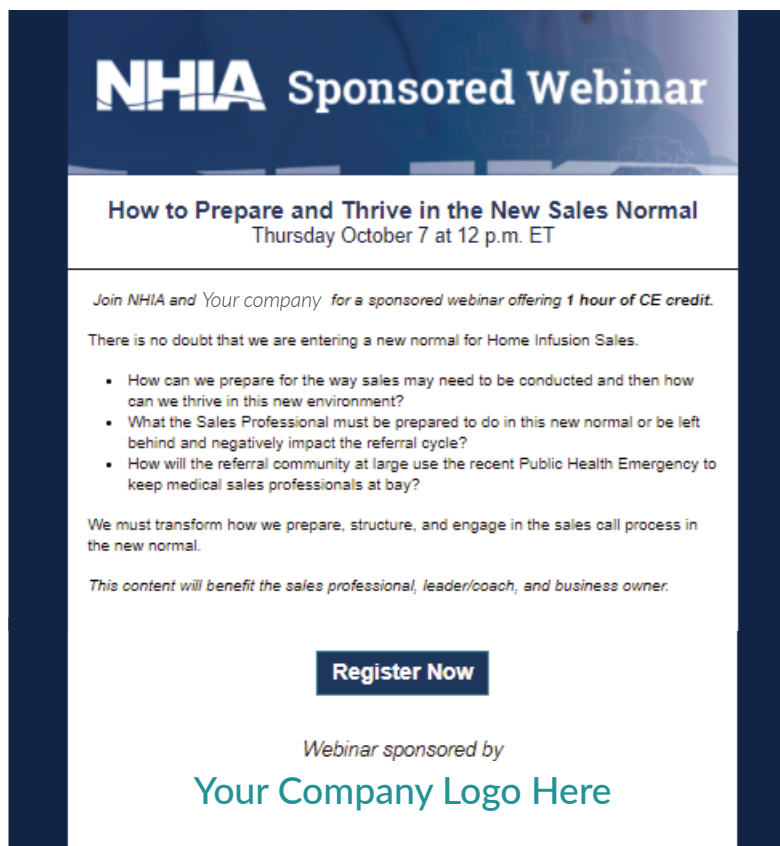
# WEBINARS

## Talk Infusion and Custom Webinars

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

Connect your brand with quality education in the home & specialty infusion industry, connecting with NHIA members with both real-time and pre-event promotion.

We can also assist with making the webinar eligible for continuing education credits for Pharmacists, Technicians, RNs & RDs.



The image shows a screenshot of a webinar registration page. At the top, it says "NHIA Sponsored Webinar" in white text on a dark blue background. Below that, the title "How to Prepare and Thrive in the New Sales Normal" is displayed, followed by the date and time "Thursday October 7 at 12 p.m. ET". A line of text reads: "Join NHIA and Your company for a sponsored webinar offering 1 hour of CE credit." Below this, a paragraph states: "There is no doubt that we are entering a new normal for Home Infusion Sales." A bulleted list follows: "• How can we prepare for the way sales may need to be conducted and then how can we thrive in this new environment?", "• What the Sales Professional must be prepared to do in this new normal or be left behind and negatively impact the referral cycle?", and "• How will the referral community at large use the recent Public Health Emergency to keep medical sales professionals at bay?". Another paragraph says: "We must transform how we prepare, structure, and engage in the sales call process in the new normal." Below that, it says: "This content will benefit the sales professional, leader/coach, and business owner." A dark blue button with white text says "Register Now". At the bottom, it says "Webinar sponsored by" followed by "Your Company Logo Here" in a teal color.

## Custom Webinars

**\$7,500 per webinar**

**Native content marketing to get your branding and message in front of our members with a custom webinar or product demo.**

**You create the content - NHIA assists in planning, moderation, and promotion of the webinar.**

Recognition on NHIA's webinar page

Logo placement on two social media posts and two email blasts per webinar

Logo placement on 2 INFUSION Express text blurbs

Webinar replay hosted on NHIA University LMS (evergreen content hosted for three years)

Post-webinar five question attendee survey to generate warm leads available (optional)

# 05. CUSTOM EMAIL BLAST

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

**We Are In It Together.**

**Prudential Cleanroom Services**  **NHIA**  
National Home Medical Association

---

**We're all in this together: NHIA members take 40% off all of reusable serviced items**

In these uncertain times Prudential Cleanroom Services is here to support your business. As an Essential Service business in this country, we wake up every morning and go to work to provide vital services to a wide range of companies. As a family owned and operated cleanroom reusable garment, mop and goggle services provider since 1960, we build relationships based on trust, honesty and integrity.

According to the Centers for Disease Control and Prevention (CDC), "Cleaning of visibly dirty surfaces followed by disinfection is a best practice measure for prevention of COVID-19 and other viral respiratory illnesses in community settings."

Reusable personal protective equipment (PPE) can play an important role in keeping a Cleanroom facility free of coronavirus and similar viruses. Our products utilize non-linting high-density



# 13,000+

SUBSCRIBERS



**We're all in this together: NHIA members take 40% off all of reusable serviced items**

In these uncertain times Prudential Cleanroom Services is here to support your business. As an Essential Service business in this country, we wake up every morning and go to work to provide vital services to a wide range of companies. As a family owned and operated cleanroom reusable garment, mop and goggle services provider since 1960, we build relationships based on trust, honesty and integrity.

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 **13,000+**  
SUBSCRIBERS

Email Blast

\$3,750\* each

\*10% discount on email blast when combined with a print ad package of a commitment of 3 or more print ads

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. In that case, please provide us with 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. Please provide edits and/or test approval as soon as possible, to ensure your email blast will be sent at the scheduled time.

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

#### CONTENT:

Recommended to limit word count to 400 words, and to include 2-3 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 promotion 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 URL's 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 specialty infusion community?

Contact NHIA for a consultation and to discuss advertising packages  
Call Ashlan Oberholtzer, Vice President of Membership  
and Business Development, at 703-993-0012 or [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 703-993-0012 or [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)