



# Media Kit

## 2023

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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 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.

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 ALTERNATE SITE INFUSION**

**30+**

YEARS  
EXPERIENCE

**300%**

INDUSTRY GROWTH  
OVER LAST  
10 YEARS

**\$19**

BILLION DOLLAR  
INDUSTRY

# 02. INFUSION Magazine

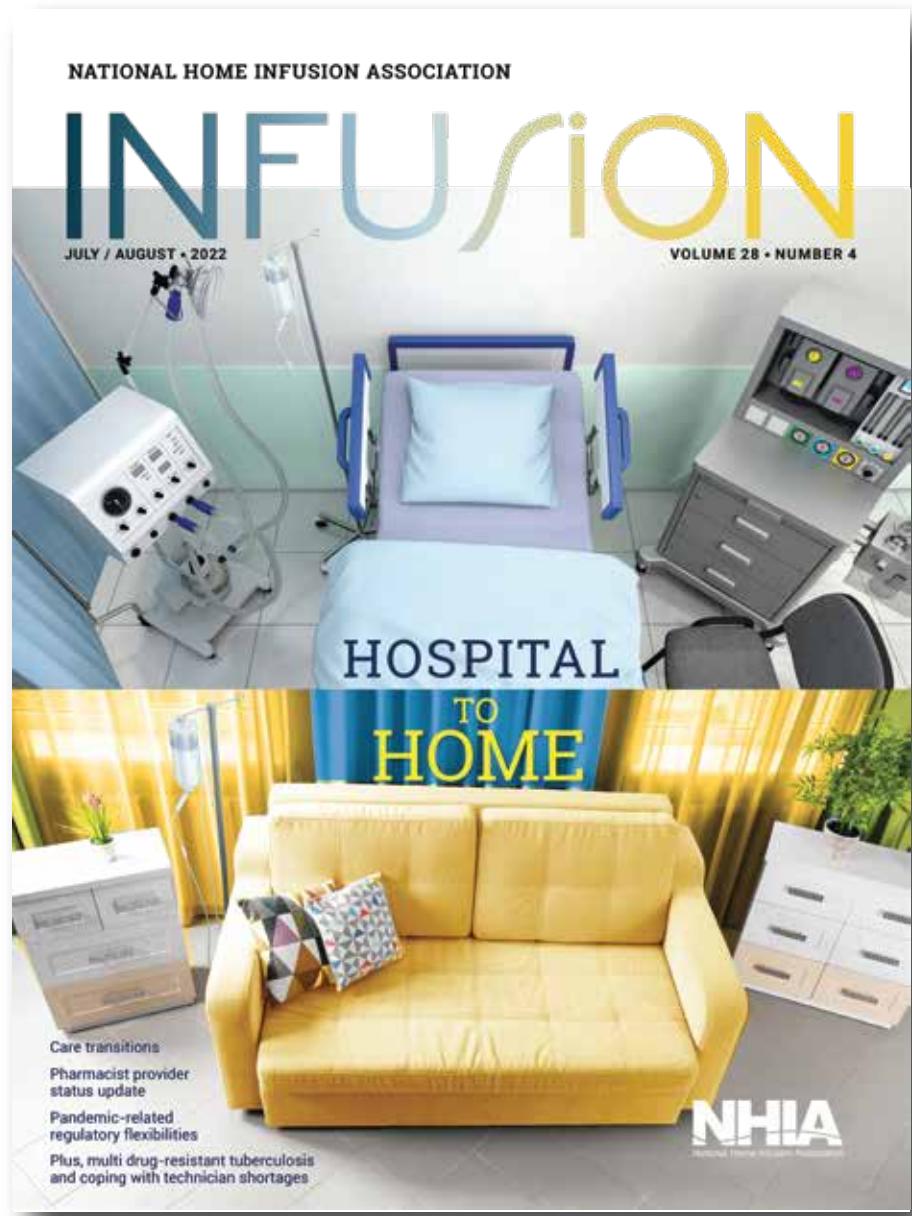
**INFUSION Magazine is NHIA's cornerstone publication, reaching key decision makers within the home and alternate site infusion market.**

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.

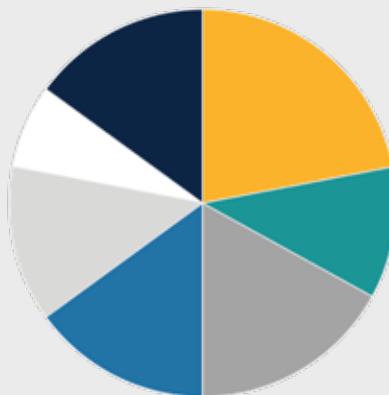
**6 ISSUES  
A YEAR**  
REACHING OVER

**12,000+**  
PROFESSIONAL READERS



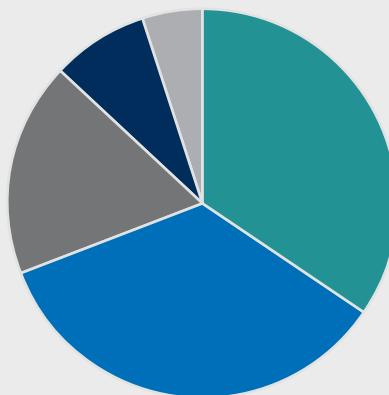
# READERSHIP AT A GLANCE

## 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%**

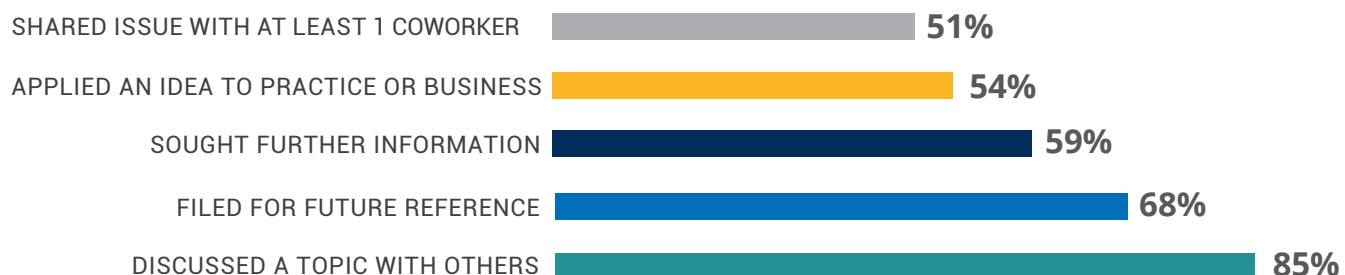
SAY READING IMPROVES  
THEIR KNOWLEDGE OF  
INDUSTRY-SPECIFIC  
DEVELOPMENTS

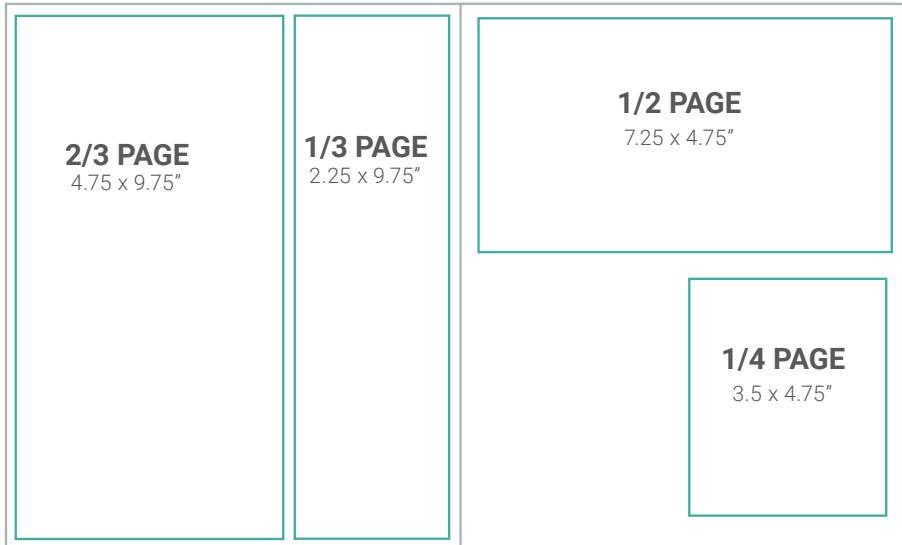
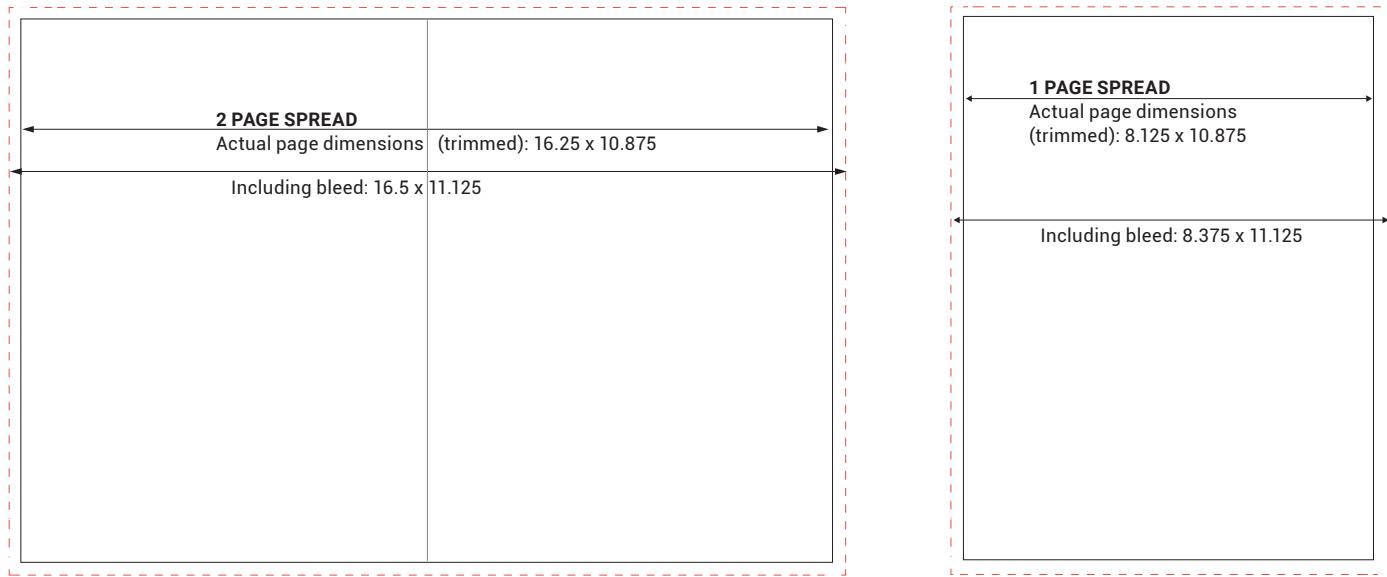


**58%**

OF READERS INVOLVED IN  
PURCHASING DECISIONS

## INFUSION SPURS READER ACTION





**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 is 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	\$7,600	\$6,800	\$6,425	\$5,670
Full Page*	\$5,125	\$4,600	\$4,350	\$3,840
2/3 Page Vertical	\$4,350	\$3,900	\$3,700	\$3,260
1/2 Page Horizontal	\$3,670	\$3,330	\$3,140	\$2,370
1/3 Page Vertical	\$3,150	\$2,825	\$2,670	\$2,360
1/4 Page Vertical	\$2,350	\$2,120	\$2,000	\$1,770

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

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

**GLUE TIP OR POLYBAG  
INSERT:**

\$7,500 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, 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.

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.

### PREFERRED NHIA SUPPLIER MEMBER PRINT AD DISCOUNTS

Silver Member	5% Off
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Gold Member	15% Off
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FIAC Member	Buy two ads, get one of equal value free
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### EDITORIAL CALENDAR:

#### January/February 2023 Issue

**Gastrointestinal** - Clinical updates on disease management, therapeutics, and more. Special look at biosimilars and navigating narrow networks. Available on the floor at the Annual Conference

**Commitment and artwork: December 1, 2022**

#### March/April 2023 Issue

**New Drugs** - A review of newly approved drugs for 2022, a look at the R&D pipeline, and tips for onboarding new therapies. Digital available at conference. (*Infusion Journal* published with magazine)

**Commitment and artwork: February 1, 2023**

#### May/June 2023 Issue

**Infectious Disease** - The latest on home-based anti-infective therapy plus treating patients with a history of IV drug abuse.

**Commitment and artwork: April 1, 2023**

#### July/August 2023 Issue

**Sterile Compounding** - The latest standards and regulations affecting the industry. (*Infusion Journal* published with magazine)

**Commitment and artwork: June 1, 2023**

#### September/October 2023 Issue

**Enteral and Parenteral Nutrition** - Coincides with Malnutrition Awareness Week

**Commitment and artwork: August 1, 2023**

#### November/December 2023 Issue

**Business of Infusion** - Tackling C suite and operational challenges from workforce to inventory management through shortages to technology.

**Commitment and artwork: October 1, 2023**

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).

# 03. 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.



**12,000+**  
SUBSCRIBERS



The screenshot shows a digital newsletter layout. At the top, the NHIA logo is displayed above the text "INFUSION Express". Below this is a green header bar with a "LoGo" icon, the text "Your Ad Here Infusion Express 640x100px", and a "Learn more" button. The main content area features a "Featured Content" section with a map of the United States where states are shaded in different tones of blue to represent message counts. A legend on the left of the map shows five categories: ">= 60" (darkest blue), "21 to 60", "1 to 20", "3 to 7", and "1 to 0" (lightest blue). The map shows a high concentration of activity in the Northeast and upper Midwest. Below the map, a text box reads: "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." A "TAKE ACTION NOW!" button is present. Another section titled "Federal Court Temporarily Blocks Health Care Worker Vax Mandate Nationwide" includes a "Read the decision" button. At the bottom, there is another green header bar with a "LoGo" icon, the text "Your Ad Here Infusion Express 468x60px", and a "Learn more" button. The text "Industry News" is also visible.

[View the online version](#)

[View the complete mockup](#)

## GENERAL SPECIFICATIONS:

File formats accepted: JPG or PNG

Please include a URL for linking (no embedded URLs)

Max file size: 1MB

### WEEKLY ADS

	Ad 1	Ad 4
1 Edition	\$1,050	\$790
3 Editions	\$2,835	\$2,130
6 Editions	\$5,040	\$3,780
12 Editions	\$8,820	\$6,620

Ad(s) purchased on a weekly basis.

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

**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 (desktop)  
320x250px (mobile optional)

### 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 3**  
468x60px (desktop)  
320x250px (mobile optional)

### 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

### MONTHLY ADS (4-5 editions)

	Ad 2	Ad 3
1 Month	\$2,100	\$1,600
3 Months	\$5,500	\$4,200
6 Months	\$10,500	\$7,500
12 Months	\$16,500	\$13,250

Ad(s) purchased on a monthly basis.

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



## MOBILE FORMATS

Ad spots 2 and 3 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 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!

# 03. DIGITAL ADS

## NHIA Website BOOST

### 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 **18,000-23,000 additional viewable 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

New to NHIA U!  
NHIF Research Training Certificate Program for Independent Researchers

Learn the ins and outs of preparing for, conducting, writing about and submitting original scientific research of your own.

Earn 5 CE credits for completing the 5-unit program.

[Learn more](#)

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

ACCESS THE NHIA COMMUNITY VIA MOBILE APP

Connect to the NHIA Community on the go by using the Connected Community mobile app, available for Apple or Android. Browse an activity feed of the latest going on across your communities, post and reply to discussion threads, search for resources and other content, and send and receive messages from other users.

[Read More](#)

**NEW WAYS TO STAY UPDATED ON COMMUNITY ACTIVITY**

The NHIA Community provides you several ways to be notified of updates in the Community, allowing you to adjust the frequency and format of your notifications. This way you know, on your schedule, when new discussion posts and replies are added or when there is other news or announcements.

[Read More](#)

**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

## LATEST NEWS

### CONGRESSMAN PENS OP-ED SUPPORTING HOME INFUSION LEGISLATION TO FIX MEDICARE POLICY

August 6, 2021

Rep. Earl L. "Buddy" Carter (R-GA), one of two pharmacists in Congress, penned an op-ed, "Four years later, Medicare policy is still failing home infusion therapy patients" recently published in The Hill. The article highlights how in CMS' implementation of the Home Infusion Therapy Services benefit that is limiting access to these services.

[Read More](#)

### NHIA COMMUNITY TOP DISCUSSIONS

August 6, 2021

Review the list of the top discussion topics to gain insight from professionals from around the NHIA Community on the most pertinent and timely issues of the past year. Learn what other infusion providers are considering and jump in to share your perspective as well.

[Read More](#)

## GENERAL SPECIFICATIONS:

Design files preferred: PNG, JPG

Please include a URL for linking (no embedded URLs)

Max file size: 2MB

## STANDARD RATES:

	1 Month	3 months	6 months	12 months
Rotating Banner	\$1,050	\$2,835	\$5,040	\$9,450
Ad 1	\$945	\$2,520	\$4,515	\$8,505
Ad 2	\$840	\$2,310	\$4,305	\$7,560
Ad 3	\$790	\$2,100	\$4,095	\$7,350
Ad 4	\$1,550	\$4,250	\$8,050	\$14,450

## RATES WITH BOOST: (5x exposure!)

	1 Month	3 months	6 months	12 months
Rotating Banner	\$1,850	\$5,085	\$9,250	\$17,350
Ad 1	\$1,700	\$4,650	\$8,510	\$16,000
Ad 2	\$1,600	\$4,450	\$8,310	\$15,100
Ad 3	\$1,550	\$4,250	\$8,110	\$14,900
Ad 4	\$2,350	\$6,500	\$12,260	\$22,350

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

# 04. WEBINARS

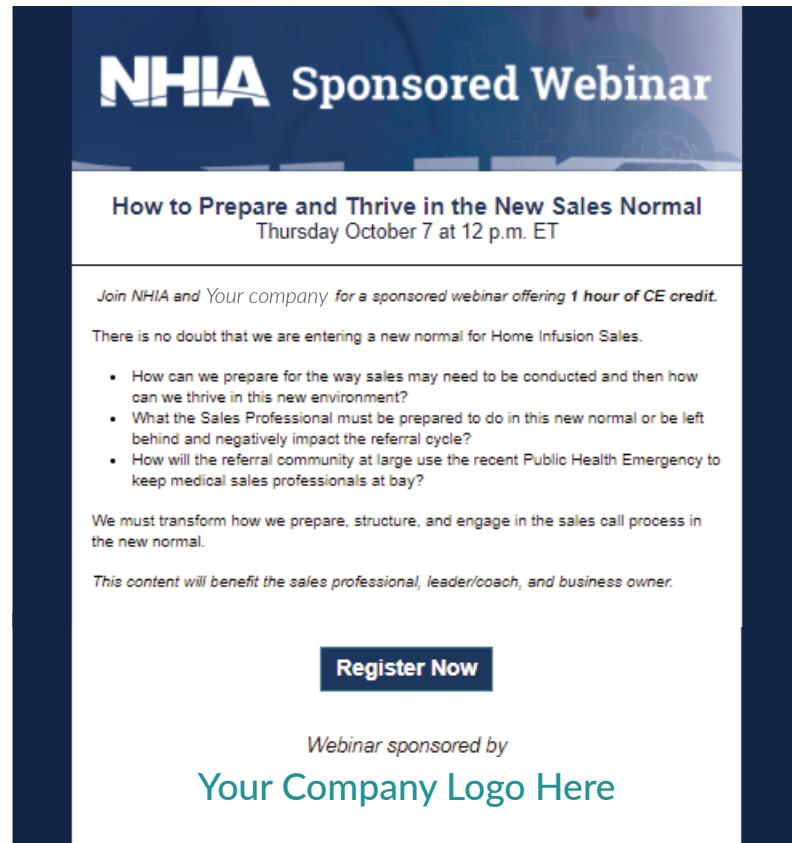
LIMITED AVAILABILITY

## 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 & 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.



The image shows a template for a NHIA Sponsored Webinar. At the top, the NHIA logo is displayed next to the text "Sponsored Webinar". Below this, the title of the webinar is "How to Prepare and Thrive in the New Sales Normal" with the subtitle "Thursday October 7 at 12 p.m. ET". A subtext encourages joining "NHIA and Your company" for a sponsored webinar offering 1 hour of CE credit. The main content area discusses the new normal for home infusion sales, listing bullet points about preparing for sales, the sales professional's role, and the referral cycle. It also mentions transforming the sales call process. A "Register Now" button is located at the bottom of this section. Below the main content, a placeholder for a company logo is shown with the text "Your Company Logo Here". The entire page has a dark blue background with white and light blue text.

## Custom Webinars

**\$10,000 per webinar (4 available for 2023)**

**NHIA will offer 4 sponsored webinar education programs in 2023 at a cost of \$10,000 per webinar. These programs can be offered for continuing education credit for pharmacists, pharmacy technicians, nurses, and dietitians or can be offered without credit.**

### **A custom webinar includes:**

Recognition on NHIA's webinar page

2 dedicated email blasts to NHIA membership promoting the webinar (valued at \$10,000)

2 dedicated social media posts 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 five question attendee survey to generate warm leads (*optional*)

List of those who attended the webinar (*opt-in only*)

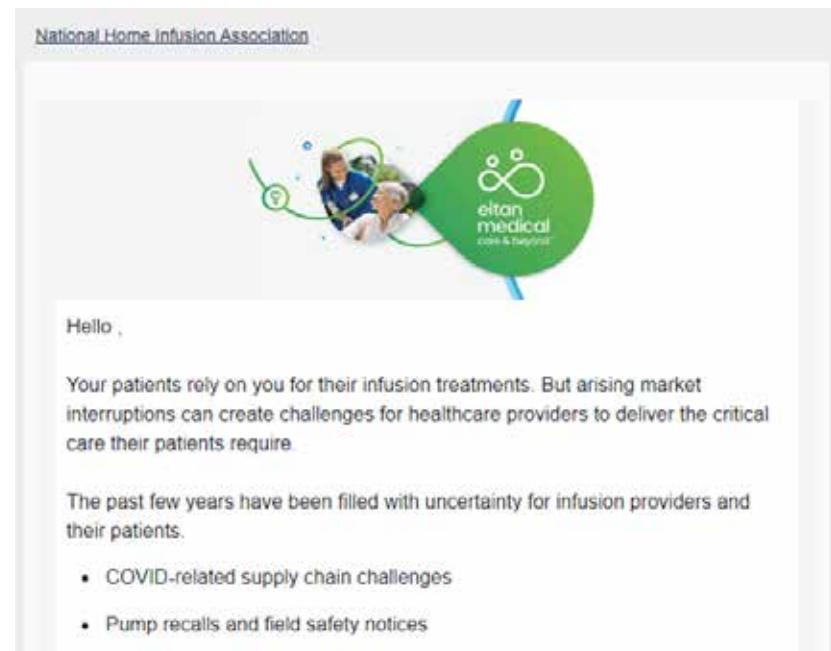
**You create the content - NHIA assists in planning, moderation, and promotion of the webinar.**

# 05. CUSTOM EMAIL BLAST

LIMITED AVAILABILITY

**Send a customized message to over 12,000 NHIA members in the home & alternate site infusion industry.**

**12 custom eblasts are available for 2023.  
1 eblast per month.**



**12,000+**  
SUBSCRIBERS



### Create more time for staff (without the use of overtime)

With more patients being referred to home infusion and a nationwide labor shortage putting a strain on staff, your employees need the ability to do more with less.

Email Blast

\$5,000\* 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. 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.*



# 12,000+

SUBSCRIBERS

#### CONTENT:

Recommended to limit word count to 300 words, and to 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 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 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)