



2011 Advertising Prospectus

- NYSHFA/NYSCAL News of Continuing Health Care in New York State
- Annual Convention & Trade Show Program

Publications for Health Care Professionals

The readership is primarily the owners, operators and administrators of skilled nursing and assisted living facilities. Pass-along readership includes all department heads. The newsletter is also mailed to State Legislators and central and area offices of the Department of Health.



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About NYSHFA

The New York State Health Facilities Association (NYSHFA) is a statewide, health care membership organization.

NYSHFA's membership provides care and services to the ill-aged and infirm. The membership is diversified and represents individual and multi-facility operations of proprietary, voluntary and government sponsorship. NYSHFA is an affiliate of the American Health Care Association (AHCA) and the National Center for Assisted Living (NCAL).

For more than fifty years, NYSHFA has been providing its members with programs of continuing education, as well as counseling and direct services in the areas of health care, life/safety standards, public relations, legal and legislative affairs, regulatory compliance, finance and data processing and administration.

About NYSCAL

The New York State Center for Assisted Living is the Assisted Living entity of NYSHFA and the New York State affiliate of the National Center for Assisted Living (NCAL). Through this affiliation members have access to a large network of industry leaders and resources within the nation's largest federation of assisted living and long-term care providers. Membership also includes access to NYSHFA and NCAL programs and services, publications, educational programs and regular updates on industry and regulatory trends.

Members of NYSHFA / NYSCAL are dedicated to the highest standards of care and to the quality of life of all they serve.

Advertising Policies

Advertisement Obligations: All advertising is positioned in accordance with the requirements of editorial layout. The publisher reserves the right to reject advertising that does not conform to the editorial and graphic standards of NYSHFA/NYSCAL, or for any other reason.

Advertisers and/or their representatives assume liability for the content of advertisements and responsibility for any claims arising against the publisher. The publisher assumes no responsibility for any type set by the publisher or subcontractors. In any case, the publisher's liability for any error will not exceed the charge of the advertisement in question.

Payment: A completed and signed insertion order and payment in full must be submitted with all ads. If the publisher does not receive both the insertion order and payment prior to publication, the publisher is in no way obligated to run the requested ad.

Information: Requests for information or questions about advertising should be directed to Joanne O'Connor, Assistant Editor. Questions related to editorial matter or general correspondence should be directed to Richard S. Patterson, Jr., Editor.



NYSHFA / NYSCAL News of Continuing Health Care in New York State

NYSHFA/NYSCAL News is published bi-monthly in February, April, June, August, October and December. The publication profiles issues of interest to the residential short and long-term health care community in New York State. Each month the publication focuses on major topics of immediate interest to the readership.

Display & Business Card Ads

Deadlines: Camera-ready ads must be received by **the 15th of the month PRIOR to the issue month**, e.g., May 15th for the June issue.

Advertisers: Ads from both facility-based and associate members and non-members are welcome and accepted. Please reference rate sheet for costs. Only one ad per issue allowed per advertiser.

Production Information: The newsletter is printed in two colors on a dull-coated stock. The publication folds to 5 1/2" x 8 1/2" to serve as a self-mailer. It prints on two sides and uses a three-column format, with no bleeds or spreads.

Camera-ready artwork only is accepted without responsibility. NYSHFA/NYSCAL does not take responsibility for the appearance of those ads that are not sent camera-ready to size specifications. Any costs incurred by NYSHFA/NYSCAL as a result of errors in the artwork, sizing or damage in shipping will be charged back to the advertiser, as will any costs incurred in the pre-press production process to prepare the material for printing.

Reduction or enlargement of camera-ready material will result in additional production charges and the advertiser will be billed. In order to maintain the proper dimensions of the advertisements, as given in the rate section of this document, advertisements may have to be re-sized or redesigned. These costs will be charged back to the advertiser.

Color: Some advertisers may wish to use the available second color. *NYSHFA/NYSCAL News* uses black and one other color, which varies from issue to issue. Advertisers who specify the available second color will be charged an additional \$50 fee per advertisement over and above the black and white rates. (If an advertiser contracts for six issues, the charge for the second color is \$300.)

Positioning: All advertising will be the run of publication. Requests for special positioning, to exclude other advertisements for whatever reason or for "exclusivity" on a page or pages cannot be honored.

Classified Ads

Deadlines: Copy for classified ads must be received by **the 15th of the month PRIOR to the issue month**, e.g., May 15th for the June issue.

Advertisers: Ads from both facility-based and associate members only are welcome and accepted. Classified ad rates are based on the number of words in the ad. See rate sheet for details.

Production Information: Classified advertisements will be accepted from facility-based and associate members only, both seeking to hire someone and seeking a position. The ads will appear in a designated place in the newsletter as listings only. Such ads do not allow for artwork.



NYSHFA / NYSCAL Annual Convention and Trade Show Program

The NYSHFA / NYSCAL Annual Convention and Trade Show will be held June 26—29 at the Saratoga Hilton and City Center in Saratoga Springs, NY. The Convention and Trade Show Program will contain all the necessary and pertinent Convention information. The program is read by Convention-goers and Trade Show exhibitors.

Special Convention Advertising Rates

Advertisement Size	Ads Placed Prior to April 15, 2011	Ads Placed After April 15th Prior to May 1, 2011	Ads Placed After May 1, 2011
	25 % OFF FULL RATE	15% OFF FULL RATE	FULL RATE
FULL PAGE (7¼" h x 4½" w)	\$355	\$400	\$475
HALF PAGE (3¾" h x 4½" w)	\$280	\$315	\$375
BUSINESS CARD (2" h x 3 ½" w)	\$150	\$170	\$200

See Enclosed Convention Program Flyer to Place Your Ad

Advertising Guidelines

Deadline: Camera-ready artwork must be received by **May 1**.

Advertisers: Ads from both facility-based and associate members and non-members are welcome and accepted. Please reference rate sheet for costs.

Production Information: Program ads will be printed in black and white only on a dull uncoated stock. The publication will measure 5 1/2" x 8 1/2" to serve as a booklet. It prints on two sides and uses a two column format, with no bleeds or spreads.

Camera-ready artwork only is accepted without responsibility. NYSHFA does not take responsibility for the appearance of those ads that are not sent camera-ready to size specifications. Any costs incurred by NYSHFA/NYSCAL as a result of errors in the artwork, sizing or damage in shipping will be charged back to the advertiser, as will any costs incurred in the pre-press production process to prepare the material for printing.

Reduction or enlargement of camera-ready material will result in additional production charges and the advertiser will be billed. In order to maintain the proper dimensions of the advertisement as given in the rate section of this document, advertisements may have to be re-sized or redesigned. These costs will be charged back to the advertiser.

Positioning: All advertising will be the run of publication. Requests for special positioning, to exclude other advertisements for whatever reason or for "exclusivity" on a page or pages cannot be honored.

New York State Health Facilities Association
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