

The Educator



A monthly publication of HCA Education and Research

Advertising Application and Contract

The Educator is HCA's educational newsletter featuring current, cutting-edge information to assist home health provider employees in learning about new technologies, best practices in quality of care, enhanced work processes, new regulatory requirements, emergency preparedness and much more in a practical, informational, and reader-friendly format. Content will be contributed by notable topic experts, providers, vendors, and HCA staff.

The Educator is published quarterly and is available to HCA and other subscriber members as well as through non-member paid subscriptions.

ADVERTISING POLICY

HCA Education and Research will only accept advertisements with content that adheres to HCA's mission of providing information of value to our readers. HCA Education and Research reserves the right to reject advertisements that state positions or offer products or services in conflict with products, services or positions of HCA.

PUBLICATION DEADLINES AND PAYMENT

The Educator will be published quarterly. Call 518-426-8764 for ad submission deadline. Payment must be received prior to publication.

WE INVITE YOU TO ADVERTISE IN OUR BUSINESS DIRECTORY!

TO PLACE AN AD

To place an ad, complete this form and email it with camera-ready copy in jpeg or PDF format to educator@hcanys.org. (You may also fax in the form to 518-426-8788 and send your ad via email.)

EMPLOYMENT OPPORTUNITY/SEEKING EMPLOYMENT

Ads are \$85 per issue for HCA Members. 50 words maximum in 12 point type. Non-member ads are \$135 per issue.

BECOME A SPONSOR AND ADVERTISE FOR FREE!

One of the benefits of becoming a sponsor of an HCA Signature Event is the opportunity to receive free advertising in The Educator. The number of ads and size vary depending on the level of sponsorship you choose. Request a sponsorship brochure from HCA for details and further recognition opportunities.

CONTACT INFORMATION

Company: _____

Contact: _____

Title: _____ Phone: _____

Address: _____

City/State/Zip: _____

Email: _____ Fax: _____

ADVERTISING RATES

HCA Members

Ad Size	Issues	Rate
2" x 3 1/2 "	Per Month	\$50 <input type="checkbox"/>
	6 Consecutive Issues	\$275 <input type="checkbox"/>
	Annual (12 issues)	\$500 <input type="checkbox"/>
4" x 3 1/2 "	Per Month	\$100 <input type="checkbox"/>
	6 Consecutive Issues	\$550 <input type="checkbox"/>
	Annual (12 issues)	\$1,000 <input type="checkbox"/>

Non-Members

Ad Size	Issues	Rate
2" x 3 1/2 "	Per Month	\$100 <input type="checkbox"/>
	Annual (12 issues)	\$1,000 <input type="checkbox"/>
4" x 3 1/2 "	Per Month	\$200 <input type="checkbox"/>
	Annual (12 issues)	\$2,000 <input type="checkbox"/>

PAYMENT INFORMATION

TOTAL: \$ _____

_____ MasterCard _____ VISA _____ AmExp

Card Number

Expiration Date

Name on Card

Authorized Signature

Please complete and return to: The Educator, HCA Education and Research, 194 Washington Avenue, Suite 400, Albany, NY 12210 or Fax to: (518) 426-8788. For more information contact Lexi Silver or Lynda Schoonbeek at (518) 426-8764 or email at: educator@hcanys.org.