

CAHF E-News & CAHF.org

Advertising
Opportunities



CAHF's electronic newsletter **CAHF E-News** is at the forefront of providing you with news and updates about the hottest topics and significant forthcoming changes in the long term care profession in 2019.

From the new PDPM payment model that will be launched in October 2019 to workforce staffing issues; **CAHF E-News** will continue to deliver insight on the issues that matter to you, including reimbursement, regulations, education, and more!

With a steady **25 percent open rate**, **CAHF E-News** is delivered **every other Thursday of the month to more than 7,000 readers who are members of the long-term care profession**, including providers, administrators, directors of nursing, staff developers and more. These decision makers get the chance to see what services YOU have to offer.

CAHF Members only

CAHF E-News & Website Advertising Package

Catch more eyes with the CAHF E-News/CAHF.org Advertising Package! Spread the word about your services in two of CAHF's most popular avenues when you advertising in **CAHF E-News** and **CAHF.org**! Each package below includes a one month banner on CAHF.org on the Events page.

Ad Rates

Quarter (6 issues) + banner - \$885 Half (12 issues) + banner - \$1,309
Annual (23 issues) + banner - \$1,853

15%
OFF DEAL!



CAHF E-News

With a CAHF E-News sponsorship, your advertisement will be placed in the left sidebar of the newsletter’s homepage, as shown in the sample. It also appears in the same area on each page when a specific article is clicked on. Each ad is sized at 190 x 300 pixels (approximately 2.53 in. (width) x 4 in. (height)). Each ad includes a link to your website or social media page.

Ad Rates

Member
 Two Issues - \$180
 Quarter (6 issues) - \$500
 Half (12 issues) - \$1,040
 Annual (23 issues) - \$1,680

Non-Member
 Two Issues - \$250
 Quarter (6 issues) - \$750
 Half (12 issues) - \$1,500
 Annual (23 issues) - \$2,700

CAHF.ORG

As a benefit of CAHF membership, advertising on CAHF’s website is an easy, cost-effective way to reach an exclusive audience of long-term care professionals. CAHF.org receives more than 7,000 views per month and advertising for members is available on the Events page, which receives approximately 2,700 views per month.

CAHF Website Advertising consist of a banner at the top of the Events Page. The banner is 800 x 200 pixels in size (see example).

Ad Rates

Website Banner - \$500/per month.
Banners are reserved on a first come-first served basis.

