

REACH THE MEMBERS OF THE HOME CARE ASSOCIATION OF AMERICA



Home Care
Association of America



About HCAOA:

Reach 3,000 members that employ more than 500,000 caregivers across the U.S., paying more than \$4.8 Billion in payroll to employees. HCAOA members serve nearly 400,000 seniors and people with disabilities providing over 1 million hours of care per day.

The website banner placements allow for your company message to be displayed prominently throughout HCAOA.org, reaching the members of HCAOA all year.

Pricing:

A. Leaderboard Banner

728x90px | 10 Available | Run of Site

Non-Member: \$4,500/Year
Member: \$3,500/Year

B. Interior Page Box Banner

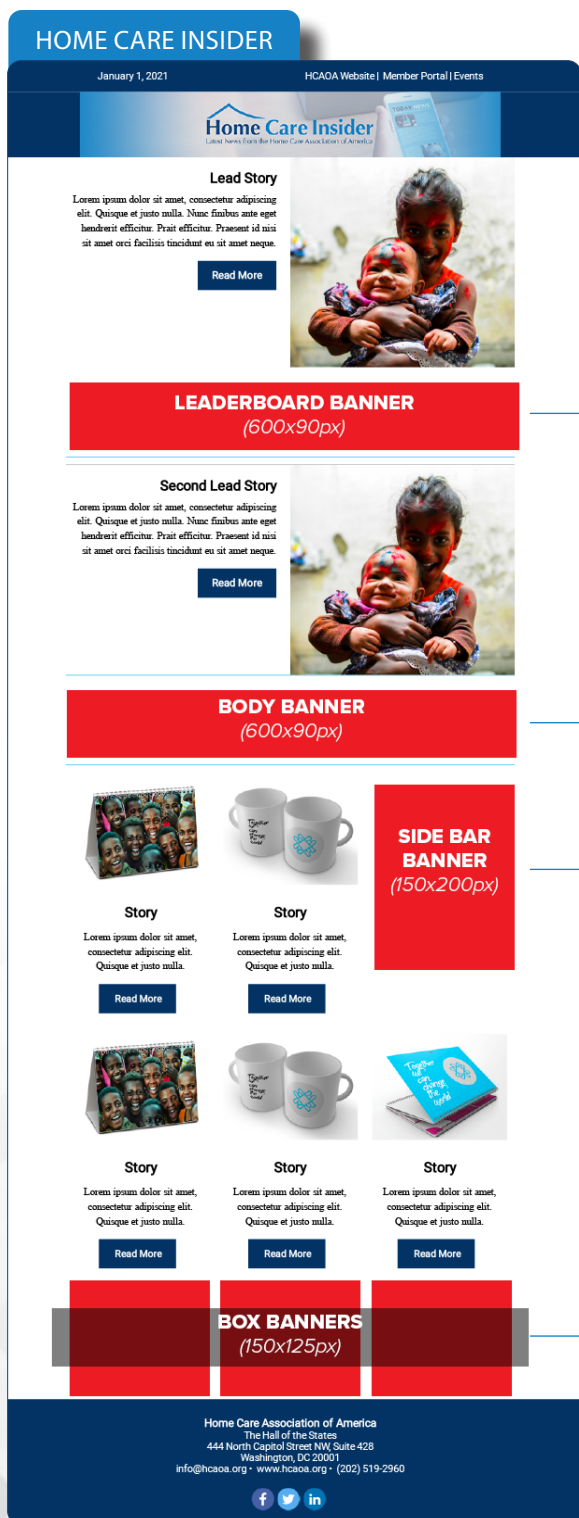
200x200px | 10 Available | All Interior Pages

Non-Member: \$3,000/Year
Member: \$2,000/Year

All positions are available on a first-come, first-served basis.

Need Help With Ad Design?
Our graphic services are included

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About Home Care Insider:

HCAOA's Home Care Insider is the association's weekly eNewsletter publication, providing the members of HCAOA with the latest association and industry news. The weekly publication reaches 4,000 subscribers each Wednesday.

Pricing:

A. Leaderboard Banner
600x90px

Non-Member: \$2,500/Quarter
Member: \$2,000/Quarter

B. Body Banner
600x90px

Non-Member: \$2,250/Quarter
Member: \$1,750/Quarter

C. Side Bar Banner
150x200px

Non-Member: \$2,000/Quarter
Member: \$1,500/Quarter

D. Box Banners
150x125px | 3 Available

Non-Member: \$1,750/Quarter
Member: \$1,250/Quarter

All positions are available on a first-come, first-served basis.

A


B

C

D


REACH THE MEMBERS OF THE HOME CARE ASSOCIATION OF AMERICA

DEDICATED BLAST




WE KNOW YOUR BUSINESS


Created by private duty agency owners, AxisCare understands the struggles home care providers face. Your needs helped shape the foundation of our service - a scheduling and management platform to promote efficiency and organization.

**Professional Live Support**

Use when you're on the go, that's why we're here to make sure you get the most out of AxisCare.

**Trusted Partner**

We're the chosen software provider of agencies in 50 states and six countries.

**Mobile Champions**

Your business is on the go so our software is web-based and mobile friendly.

Flexibility Counts

AxisCare is the most flexible, cost effective software in the home care industry, designed to ease your daily workload without forcing you to change your business style. Don't settle for software systems that force you to run your business their way. Features include: easy-to-use scheduling, paperless invoice forms, biller, GPS Mobile App, automatic billing, integrated recruitment, screening and education tracking and integrated Medicaid and third party billing.

☒ Scheduling

☒ Mobility


☒ Custom Reports

☒ GPS Caregiver App

☒ Third Party Billing

☒ Training

[LEARN MORE](#)



A Platform That Empowers


MOBILE COMPATIBLE

Today's owners, schedulers and marketers are moving faster than ever - and their information needs to be available everywhere they are. AxisCare's mobile platform allows agencies to stay on top of operations.

☒ BEST-IN-CLASS MARKETING SUITE

☒ BILLING & ROLL-ROLL INTEGRATION




[LEARN MORE](#)




AxisCare

AxisCare is the most flexible, cost effective software in the home care industry, designed to ease your daily workload without forcing you to change your management style.

CONNECT WITH US



Powered by 



Home Care Association of America

About HCAOA Dedicated Blast:

The HCAOA dedicated blast is an editorial article opportunity to reach the members of HCAOA. The opportunity is open to two vendors each month, allowing each to provide relevant content and messaging specific to their area of expertise, focus, or service. With this opportunity, vendors may position themselves as thought leaders within the industry.

Pricing:

A. Dedicated Blast
HTML or TXT File | Email Subject Line | ReplyTo Email
Non-Member: \$3,500/Month
Member: \$2,500/Month

All positions are available on a first-come, first-served basis.

Need Help With Ad Design?
Our graphic services are included

REACH THE MEMBERS OF THE HOME CARE ASSOCIATION OF AMERICA



About *The Voice* Magazine:

The Voice Magazine reached the decision makers of home care companies and organizations across America. This digital publication is distributed quarterly, with a circulation over 2,800. The placements within the publication allow for your company message to be displayed prominently within *The Voice* magazine and also include a hyperlink to your website, reaching the members of HCAOA each issue.

Pricing:

Inside Cover

8.75" x 11.25", with 0.125" bleed | 300dpi | PDF

Non-Member \$3,250/Per Issue

Member \$3,000/Per Issue

Full Page

8.75" x 11.25", with 0.125" bleed | 300dpi | PDF

Non-Member \$2,250/Per Issue

Member \$2,000/Per Issue

Half Page

7.5" x 4.75" | 300dpi | PDF

Non-Member \$1,750/Per Issue

Member \$1,500/Per Issue

Third Page

2.375" x 9.625" | 300dpi | PDF

Non-Member \$1,250/Per Issue

Member \$1,000/Per Issue

Back Cover

8.75" x 8.625", with 0.125" bleed | 300dpi | PDF

Non-Member \$3,250/Per Issue

Member \$3,000/Per Issue

All positions are available on a first-come, first-served basis.

Need Help With Ad Design?

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INSIDE COVER/ FULL PAGE

8.75" x 11.25", with 0.125" bleed

HALF PAGE

7.5" x 4.75"

THIRD PAGE

2.375" x 9.625"

BACK COVER

8.75" x 8.625", with 0.125" bleed

HCAOA WEBSITE RETARGETING SOLUTIONS



TARGET THE MEMBERS OF HCAOA,

the industry's leading trade organization representing home care agencies and their suppliers across the country,

Website retargeting is effective due to its ability to ensure greater online sales and traffic by placing your company's message up front and center. Through website retargeting with HCAOA, visitors help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching industry leaders that have visited their most trusted industry resource!

TRADESHOW

3 Months
250,000 Impressions

\$5,000

HALF YEAR

6 Months
500,000 Impressions

\$9,000

FULL YEAR

1 Year
1,000,000 Impressions

\$16,000

BENEFITS:



**CAMPAIGN SET UP
FEE WAVED**



**TARGETED HCAOA
MEMBER AUDIENCE**



**FREE
CREATIVE SERVICES**



**MOBILE
OPTIMIZATION**



**MONTHLY REPORTING
UPON REQUEST**



Association Revenue Partners is proud to work with HCAOA. We have teamed up to provide an online marketing solution to reach the visitors to HCAOA's websites through programmatic website retargeting.

HCAOA Website Monthly Metrics

Average Page Views: 17,164
Average Unique Visitors: 5,685

HCAOA Member Information:

Over 3,000 home care agencies across the country that employ more than 500,000 caregivers across the U.S.

HCAOA

E-NEWSLETTER RETARGETING SOLUTIONS



Home Care
Association of America

TARGET THE MEMBERS OF HCAOA

the industry's leading trade organization representing home care agencies and their suppliers across the country,

Newsletter retargeting is effective due to its ability to ensure greater brand entrenchment by placing your company's message up front and center.

Through newsletter retargeting of the HCAOA eNewsletter, readers help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching active industry leaders who read their most trusted industry resource!



Association Revenue Partners is proud to work with ASE. We have teamed up to provide an online marketing solution to reach the readers of ASE's eNewsletter through programmatic newsletter retargeting.

HCAOA eNewsletter Metrics:

Average Subscribers: 4,000
Average Open Rate: 30%

HCAOA Member Information:

Over 3,000 home care agencies across the country that employ more than 500,000 caregivers across the U.S.

MONTHLY

1 Month
150,000 Impressions
2 Advertisers Max

\$3,000

QUARTERLY

3 Months
450,000 Impressions
2 Advertisers Max

\$8,000

BENEFITS:



**CAMPAIGN SET UP
FEE WAVED**



**TARGETED HCAOA
MEMBER AUDIENCE**



**FREE
CREATIVE SERVICES**



**MOBILE
OPTIMIZATION**



**REPORTING UPON
REQUEST**

Terms and Conditions

These are the Terms and Conditions of Association Revenue Partners (ARP), acting as the third-party vendor soliciting advertising on behalf of the Home Care Association of America (HCAOA) websites and e-newsletters: The term "Association" is used to define all Association Revenue Partner's publishing partners (including the HCAOA) for any and all media outlets represented.

1. All advertising (subject matter, form, wording, illustrations and typography) submitted is subject to the approval of Association Revenue Partners and Association. We reserve the right to refuse any advertising content that does not meet the ARP's and Association's standards of acceptance.
2. Association Revenue Partners reserves the right to refuse or discontinue using any advertisers (based on advertisements) or advertisements that could have a negative impact on any digital/print (including but not limited to websites, email newsletters, print publications, mobile applications, and association advertising) readers as determined by HCAOA management.
3. The subject matter, form, wording, illustrations and typography of all advertising are subject to approval by ARP and the Association, but unless otherwise authorized in advance, no change will be made without the consent of the Agency or Advertiser. Advertising content that attacks, criticizes or demeans any individual, race, religion, sex, age, national origin, veteran's status, institution, firm, business, profession, organization or affectional preference shall not be accepted.
4. All display advertisements submitted must plainly identify the name of the Advertiser.
5. Association Revenue Partners, as a company as of January 1, 2014, does not allow any political, religious, alcohol, tobacco, firearms, or sexually-related materials [a ban on sexually-related content should cover adult-related materials].
6. Type of heading, text, etc., shall not be the same or similar to that used by any Association partner news and editorial content that can be perceived as material provided by the publisher. Advertisements having the appearance of editorial material must have Advertisement printed above. ARP and the Association reserve the right to insert "Advertisement" above any copy.
7. Association Revenue Partners and our partner Associations shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. ARP and the Association shall not be liable for any other errors appearing in an advertisement unless ARP received corrected copy before the copy deadline, with corrections plainly noted thereon. In the event of an error in an advertisement for which ARP is liable as herein defined, its liability shall be limited to refunding such proportion of the entire cost of the advertisement as the space occupied by the error bears to the whole space occupied by such an advertisement.
8. The liability of ARP or the Association for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at the regular rate).
9. Terms of sale for ads: All payments are due upon securing placement unless otherwise specific in the agreement.
10. ARP may revoke the credit privileges of any Advertiser for failure to pay charges when due. ARP may declare all monies owed by an Advertiser immediately due and payable in full. ARP may also refuse or decline an Advertiser based on failure to pay charges when due on any past transactions between either ARP or the Association themselves (not limited to current advertising ventures).
11. If an account becomes delinquent, the Advertiser is responsible for paying collection costs, attorney's fees and any costs associated with placing the obligation with a collection agency or to an attorney for litigation.
12. A service charge of \$25 will be added to any check returned to ARP unpaid by the Advertiser's bank.
13. The Advertiser and/or Advertising Agency agrees to defend and indemnify ARP and the Association against any and all liability, losses or expenses arising from claim of defamation, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringement of copy rights and proprietary rights resulting from the publication of Advertiser's advertisement.
14. Advertisers and Agencies forwarding orders to ARP which contain incorrect rates and conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions enforced at that time.
15. Any Advertiser or Advertiser's Agency that do not adequately provide creative content five (5) business days prior to the drop date for space purchased will still be responsible for payment whether the placement runs correctly or not. The Advertiser is expected to approve or decline any creative designed by ARP within 48 hours. If approval or decline is not received, ARP will proceed as if it has been approved and run the creative.
16. ARP reserves the right to change advertising rates and conditions on thirty (30) days' written notice by any reasonable business means. In such an event, the Advertiser may amend or cancel contracts or space reservations as of the date of the change.
17. Cancellation policy: All Ad placements are limited in nature, and all cancellation requests must be made in writing within three (3) days of purchase.